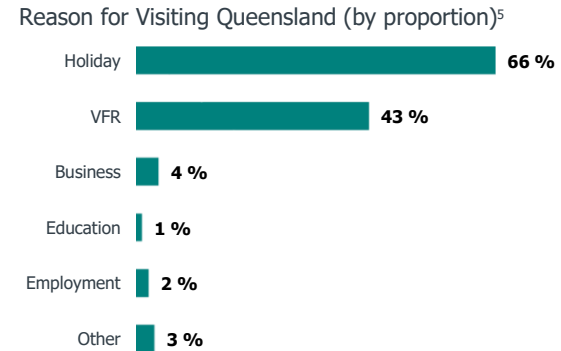
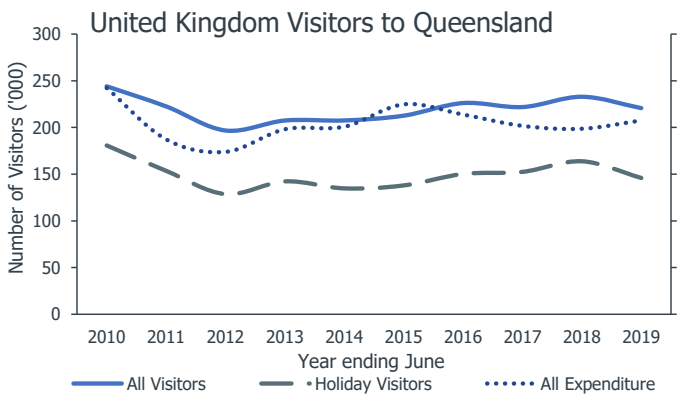
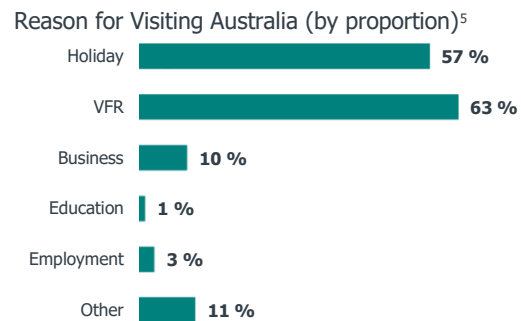
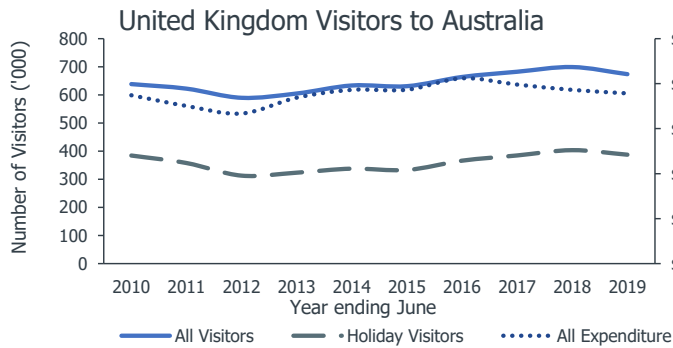


# United Kingdom Market Snapshot



Year ending June 2019

United Kingdom Visitors						United Kingdom Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	674,000	▼ -3.6%	8%	32.1	▲ 0.4	\$1,891.9	▼ -2.0%	6%	\$2,808.3
<b>Holiday Visitors</b>	387,000	▼ -4.0%	8%	23.9	▲ 0.3				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	221,000	▼ -5.2%	8%	23.2	▲ 2.3	\$415.0	▲ 4.5%	7%	\$1,880.6
<b>Holiday Visitors</b>	146,000	▼ -10.9%	8%	16.6	▲ 0.4				



Year ending June 2019	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>										
<b>Total Visitors</b>	25%	26%	37%	12%	50%	50%	56%	29%	8%	6%
<b>Holiday Visitors</b>	31%	22%	36%	11%	49%	51%	47%	36%	9%	8%
<b>To Queensland</b>										
<b>Total Visitors</b>	32%	25%	32%	11%	49%	51%	50%	31%	9%	8%
<b>Holiday Visitors</b>	40%	23%	29%	7%	47%	53%	46%	33%	10%	10%

Year ending June 2019	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>								
<b>Total Visitors</b>	33%	21%	12%	7%	14%	13%	0%	8%
<b>Holiday Visitors</b>	40%	23%	11%	5%	11%	9%	0%	11%
<b>To Queensland</b>								
<b>Total Visitors</b>	41%	23%	10%	6%	10%	10%	0%	12%
<b>Holiday Visitors</b>	49%	25%	10%	4%	6%	5%	0%	14%

**Research Updates**  
To receive an email alert whenever new tourism figures are released, please [click here](#).

1. ALoS - Average length of stay.  
2. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure.  
3. Non-core - Countries not included by TRA in individual analysis are grouped by continent or region.  
4. Tourism Research Australia - Forecasting.  
5. Due to visitors having more than one main reason for travel, proportions equal to more than 100%.  
Note: Unless specified, all data is from Tourism Research Australia, International Visitor Survey

