

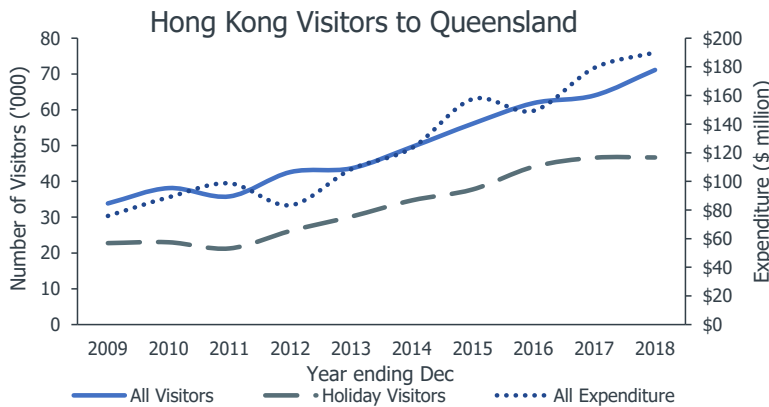
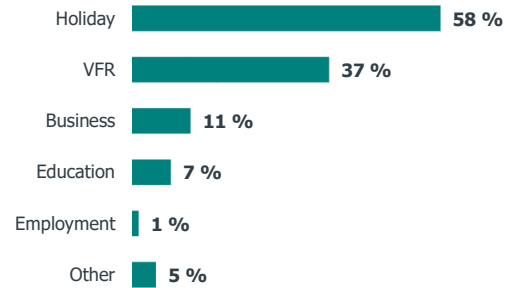
Hong Kong Market Snapshot

Year ending December 2018

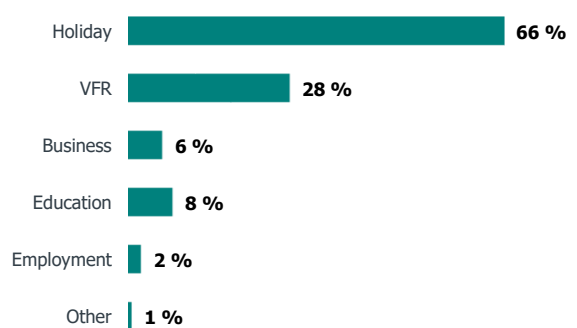
| Hong Kong Visitors | | | | | | Hong Kong Expenditure | | | |
|-------------------------|----------|-----------|-------|-------------------|-----------|-------------------------|-----------|-------|------------|
| To Australia | Visitors | Year Chg% | Share | ALoS ¹ | Year Chg# | \$ million ² | Year Chg% | Share | \$/Visitor |
| Total Visitors | 280,000 | ▲ 9.1% | 3% | 24.0 | ▼ -3.8 | \$970.1 | ▲ 1.7% | 3% | \$3,470.1 |
| Holiday Visitors | 162,000 | ▲ 11.6% | 4% | 14.7 | ▼ -0.4 | | | | |
| To Queensland | Visitors | Year Chg% | Share | ALoS ¹ | Year Chg# | \$ million ² | Year Chg% | Share | \$/Visitor |
| Total Visitors | 71,000 | ▲ 11.2% | 3% | 19.3 | ▼ -5.0 | \$190.1 | ▲ 6.0% | 3% | \$2,672.0 |
| Holiday Visitors | 47,000 | ● 0.1% | 2% | 10.6 | ▼ -2.8 | | | | |



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



| Year ending Dec 2018 | Age | | | | Gender | | Traveling with... | | | |
|-------------------------|-------|-------|-------|-----|--------|-----|-------------------|--------|--------|---------|
| To Australia | 15-29 | 30-49 | 50-69 | 70+ | M | F | Solo | Couple | Family | Friends |
| Total Visitors | 24% | 39% | 35% | 2% | 47% | 53% | 48% | 20% | 18% | 11% |
| Holiday Visitors | 27% | 38% | 33% | 3% | 45% | 55% | 32% | 26% | 24% | 17% |
| To Queensland | 15-29 | 30-49 | 50-69 | 70+ | M | F | Solo | Couple | Family | Friends |
| Total Visitors | 29% | 37% | 33% | 0% | 50% | 50% | 40% | 26% | 20% | 10% |
| Holiday Visitors | 31% | 41% | 27% | 1% | 50% | 50% | 33% | 29% | 24% | 13% |

| Year ending Dec 2018 | Number of Previous Visits to Australia | | | | | | | On Pkg Tour |
|-------------------------|--|-----|-----|----|-------|--------|-----|-------------|
| To Australia | 0 (First) | 1 | 2 | 3 | 4 - 7 | 8 - 20 | 21+ | Tour |
| Total Visitors | 29% | 17% | 8% | 9% | 16% | 18% | 4% | 10% |
| Holiday Visitors | 39% | 20% | 9% | 8% | 11% | 10% | 2% | 15% |
| To Queensland | 0 (First) | 1 | 2 | 3 | 4 - 7 | 8 - 20 | 21+ | |
| Total Visitors | 31% | 23% | 10% | 8% | 14% | 9% | 5% | 15% |
| Holiday Visitors | 39% | 25% | 12% | 7% | 6% | 6% | 5% | 18% |

Research Updates

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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

