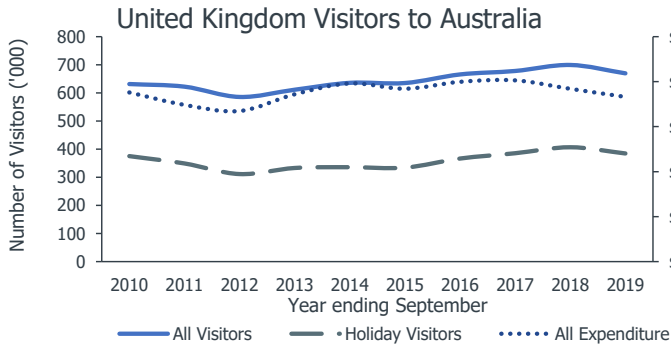


United Kingdom Market Snapshot

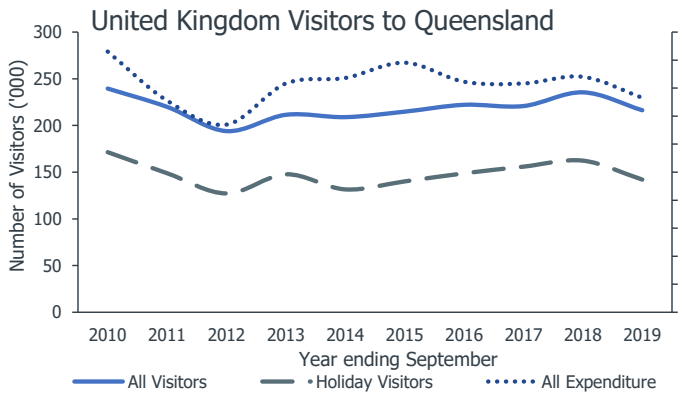
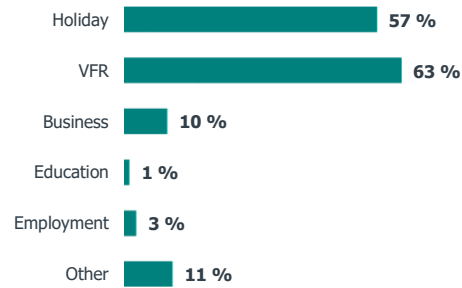


Year ending September 2019

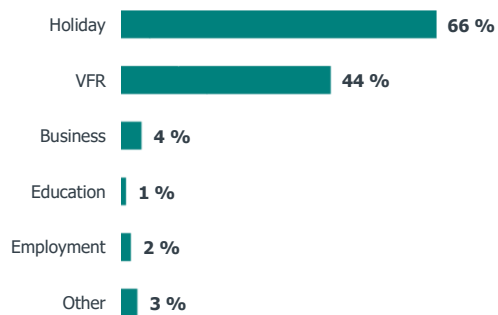
| United Kingdom Visitors | | | | | | United Kingdom Expenditure | | | |
|-------------------------|----------|-----------|-------|-------------------|-----------|----------------------------|-----------|-------|------------|
| To Australia | Visitors | Year Chg% | Share | ALoS ¹ | Year Chg# | \$ million ² | Year Chg% | Share | \$/Visitor |
| Total Visitors | 670,000 | ▼ -4.3% | 8% | 31.0 | ▼ -1.0 | \$1,830.4 | ▼ -4.7% | 6% | \$2,733.7 |
| Holiday Visitors | 385,000 | ▼ -5.4% | 8% | 23.5 | ▼ -0.5 | | | | |
| To Queensland | Visitors | Year Chg% | Share | ALoS ¹ | Year Chg# | \$ million ² | Year Chg% | Share | \$/Visitor |
| Total Visitors | 216,000 | ▼ -8.1% | 8% | 21.3 | ▼ -1.1 | \$382.7 | ▼ -8.9% | 6% | \$1,769.6 |
| Holiday Visitors | 142,000 | ▼ -12.5% | 8% | 16.2 | ▼ -0.1 | | | | |



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



| YE Sep 2019 | Age | | | | Gender | | Traveling with... | | | |
|-------------------------|-------|-------|-------|-----|--------|-----|-------------------|--------|--------|---------|
| | 15-29 | 30-49 | 50-69 | 70+ | M | F | Solo | Couple | Family | Friends |
| To Australia | | | | | | | | | | |
| Total Visitors | 24% | 27% | 37% | 12% | 50% | 50% | 56% | 29% | 8% | 6% |
| Holiday Visitors | 29% | 22% | 37% | 11% | 48% | 52% | 46% | 36% | 9% | 8% |
| To Queensland | | | | | | | | | | |
| Total Visitors | 31% | 26% | 32% | 11% | 49% | 51% | 50% | 31% | 10% | 9% |
| Holiday Visitors | 39% | 22% | 31% | 8% | 47% | 53% | 45% | 35% | 11% | 10% |

| YE Sep 2019 | Number of Previous Visits to Australia | | | | | | | On Pkg Tour |
|-------------------------|--|-----|-----|----|-------|--------|-----|-------------|
| | 0 (First) | 1 | 2 | 3 | 4 - 7 | 8 - 20 | 21+ | |
| To Australia | | | | | | | | |
| Total Visitors | 33% | 21% | 12% | 7% | 14% | 13% | 0% | 7% |
| Holiday Visitors | 40% | 23% | 11% | 5% | 11% | 9% | 0% | 10% |
| To Queensland | | | | | | | | |
| Total Visitors | 40% | 23% | 11% | 6% | 11% | 10% | 0% | 11% |
| Holiday Visitors | 49% | 26% | 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

TRA Forecast for Visitors to Australia from United Kingdom

