

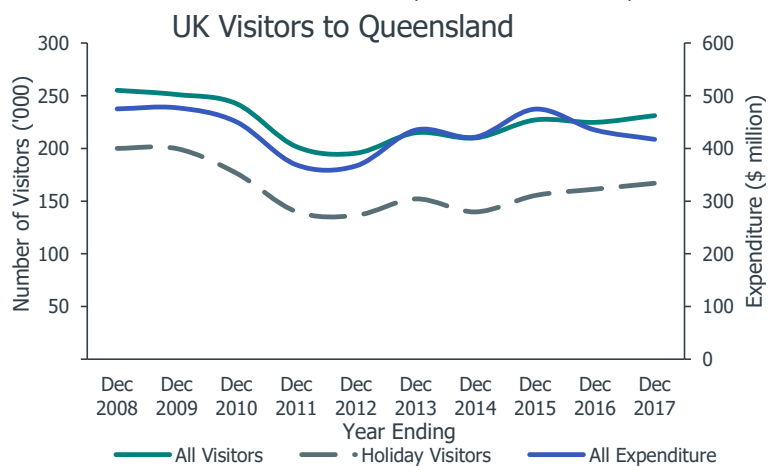
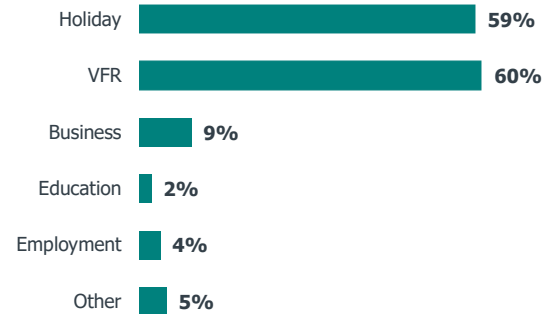
# United Kingdom Market Snapshot

Year ending Dec 2017

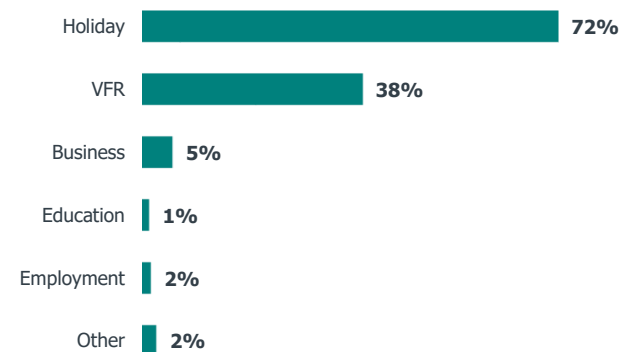
UK Visitors						UK Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	681,000	▲ 2.5%	9%	34.7	▼ -1.1	\$2,007.6	▼ -3.8%	7%	\$2,913.2
<b>Holiday Visitors</b>	400,000	▲ 1.4%	9%	28.0	▲ 0.1				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	231,000	▲ 2.8%	9%	22.3	▲ 0.6	\$417.2	▼ -4.1%	8%	\$1,803.6
<b>Holiday Visitors</b>	167,000	▲ 3.5%	9%	17.3	▲ 0.3				



### Reason for Visiting Australia (by proportion)<sup>5</sup>



### Reason for Visiting Queensland (by proportion)<sup>5</sup>



Year ending Dec 2017	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	29%	27%	35%	10%	51%	49%	57%	29%	7%	7%
<b>Holiday Visitors</b>	34%	21%	36%	9%	49%	51%	46%	37%	7%	9%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>Total Visitors</b>	37%	22%	32%	9%	48%	52%	50%	31%	8%	10%
<b>Holiday Visitors</b>	44%	19%	30%	7%	46%	54%	46%	34%	8%	12%

Year ending Dec 2017	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>Total Visitors</b>	36%	20%	11%	7%	14%	12%	0%	10%
<b>Holiday Visitors</b>	45%	20%	11%	6%	11%	7%	0%	16%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>Total Visitors</b>	47%	18%	9%	6%	11%	8%	0%	18%
<b>Holiday Visitors</b>	56%	19%	9%	4%	8%	5%	0%	23%

**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

