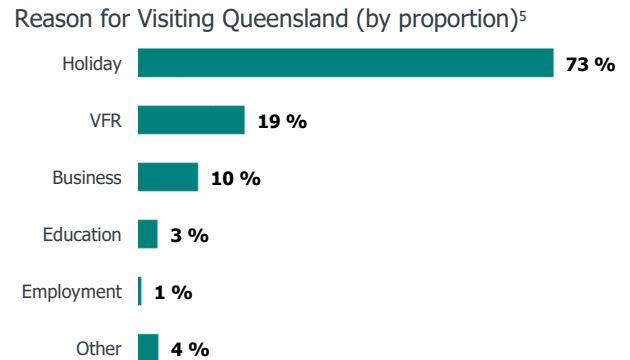
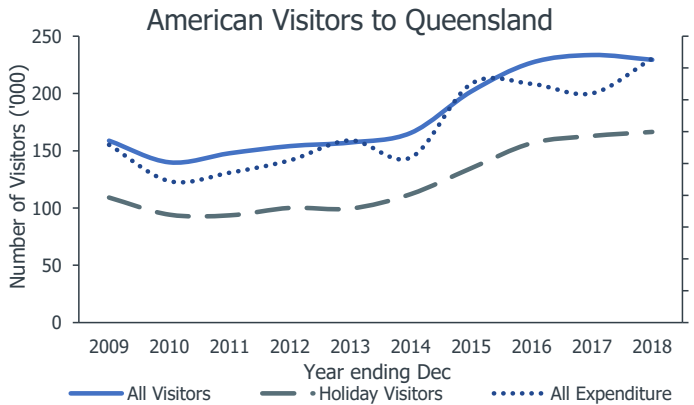
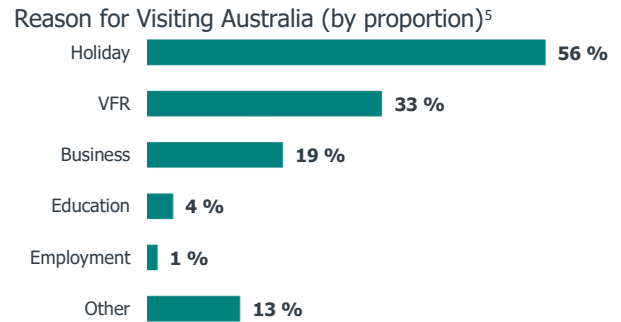
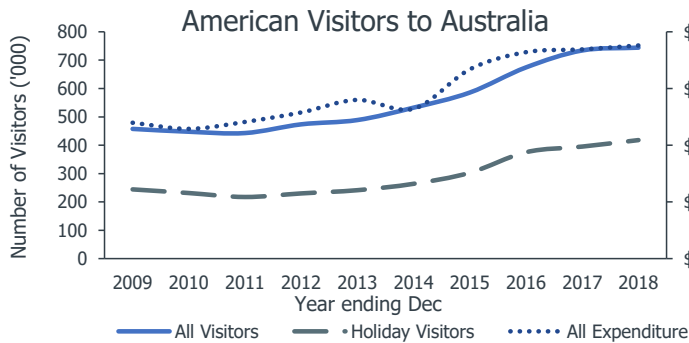


United States Market Snapshot

Year ending December 2018

American Visitors						American Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	744,000	▲ 1.3%	9%	18.0	▼ -1.4	\$1,879.6	▲ 1.9%	6%	\$2,526.1
Holiday Visitors	418,000	▲ 5.8%	9%	12.5	▼ -0.8				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	229,000	▼ -1.8%	8%	11.7	▲ 0.1	\$414.9	▲ 15.2%	7%	\$1,808.6
Holiday Visitors	166,000	▲ 2.2%	9%	7.6	▲ 0.4				



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	22%	32%	37%	9%	52%	48%	53%	25%	9%	9%
Holiday Visitors	24%	26%	39%	11%	48%	52%	40%	34%	12%	13%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	26%	29%	37%	8%	48%	52%	45%	29%	11%	12%
Holiday Visitors	25%	28%	36%	10%	45%	55%	36%	35%	12%	15%

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	53%	19%	8%	4%	8%	8%	0%	10%
Holiday Visitors	65%	18%	6%	2%	4%	3%	0%	16%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	62%	15%	7%	3%	6%	6%	1%	18%
Holiday Visitors	73%	13%	6%	2%	3%	2%	0%	23%

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

