Chinese visitation to Queensland has grown strongly with expenditure up 16.4 per cent and visitation up 3.1 per cent in the three years ending March 2019.

**Current Visitation and Expenditure in Queensland**

$1.6B spend  
+27.6% YOY

489,000 visitors  
-5.9% YOY

88% of trips are for leisure

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**About this research:** Tourism and Events Queensland surveyed 2,009 Chinese leisure (holiday or visiting friends/relatives) travellers living in Beijing, Shanghai, Guangzhou, Shenzhen (core cities) and the provinces of Zhejiang, Jiangsu, Sichuan, Shandong and Guangdong (regions).

We measured intention to visit Queensland, identified channels used for travel planning and looked at the travel behaviours of this audience.

Those surveyed were all out of region travellers, defined as those who have travelled internationally outside of Hong Kong, Macau, Taiwan, Japan and/or Korea in the past 5 years.

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**Traveller Profile**

Travel Type

- 27% full FIT
- 21% part FIT
- 53% Group
- 47% FIT

**Average trip lead times**

- 1.7 months: Decide destination
- 1.0 months: Book flight tickets
- 0.9 month: Book accommodation

**Last region visited**

- 9% America
- 26% Europe
- 48% Asia
- 13% Oceania

**Average length of out of region leisure trips**

7.1 days

**Average travel party size**

3.7

**Average outbound trips in past 5 years**

4.4

**Avg spend last trip**

$16,538 RMB  
(approx. $3,450 AUD)

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Sources: 1Tourism Research Australia, International Visitor Survey year ending March 2019  
2 China Research 2019, Tourism and Events Queensland
The Chinese Leisure Traveller in 2019

Future Travel Intentions

Considering in the next four years... Intending in the next two years...

Channels travellers used for... Choosing destination (%) Trip planning (%)

- Personal recommendation 55 50
- Travel review website 51 56
- Online travel agent 50 51
- Travel TV programs 36 27
- Offline travel agent 32 33

Top Online Travel Agents

- Ctrip 70%
- Qunar 49%
- Tuniu 39%

Top Travel Review Websites

- Ctrip 60%
- Weichat/Weibo 48%
- Mafengwo 44%

Top 6 Desirable Australian Experiences

- 59% Natural Landscapes
- 44% Beaches
- 39% Marine Life Experiences
- 39% Meeting local characters
- 37% Food and Beverage
- 34% Great Barrier Reef

Sources: China Research 2019, Tourism and Events Queensland