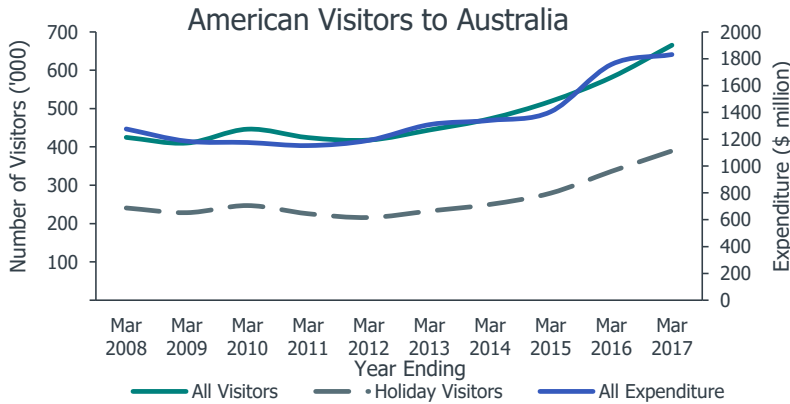


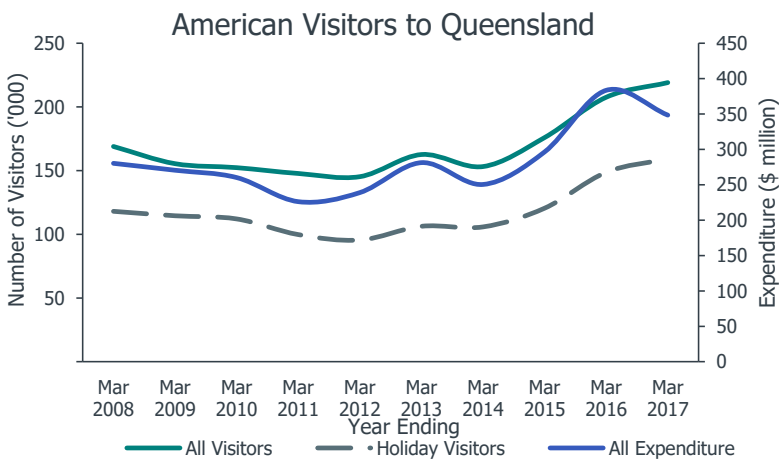
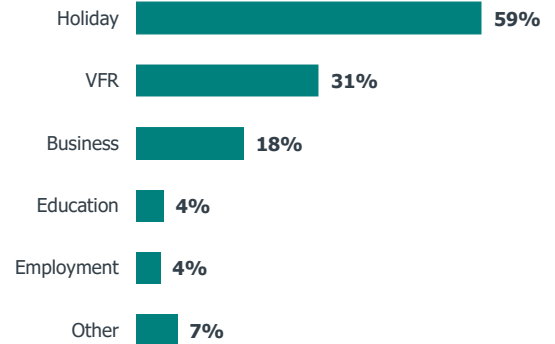
United States Market Snapshot

Year ending Mar 2017

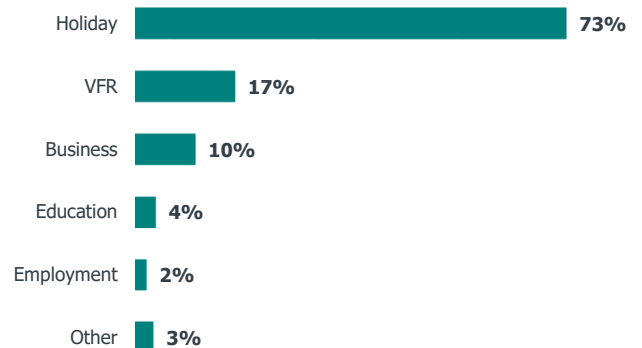
American Visitors						American Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	665,000	▲ 14.5%	9%	22.3	▼ -1.1	\$1,831.5	▲ 4.2%	7%	\$2,678.4
Holiday Visitors	390,000	▲ 15.9%	9%	14.3	▼ -1.3				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	219,000	▲ 5.5%	8%	13.5	▼ -0.2	\$348.4	▼ -9.1%	7%	\$1,581.8
Holiday Visitors	159,000	▲ 7.2%	9%	8.3	▼ -0.4				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending Mar 2017	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	26%	32%	35%	6%	53%	47%	56%	21%	9%	9%
Holiday Visitors	28%	29%	35%	7%	46%	54%	44%	30%	11%	13%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	32%	28%	35%	5%	47%	53%	44%	26%	11%	12%
Holiday Visitors	33%	27%	35%	5%	44%	56%	36%	32%	13%	16%

Year ending Mar 2017	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	55%	17%	7%	4%	8%	8%	0%	11%
Holiday Visitors	67%	16%	6%	3%	5%	3%	0%	16%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	67%	13%	6%	3%	6%	6%	0%	20%
Holiday Visitors	77%	12%	4%	2%	2%	2%	0%	24%

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. Tourism Research Australia - Forecasting
 4. Non-core - Countries not included by TRA in individual analysis are grouped by continent, or region.
 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

