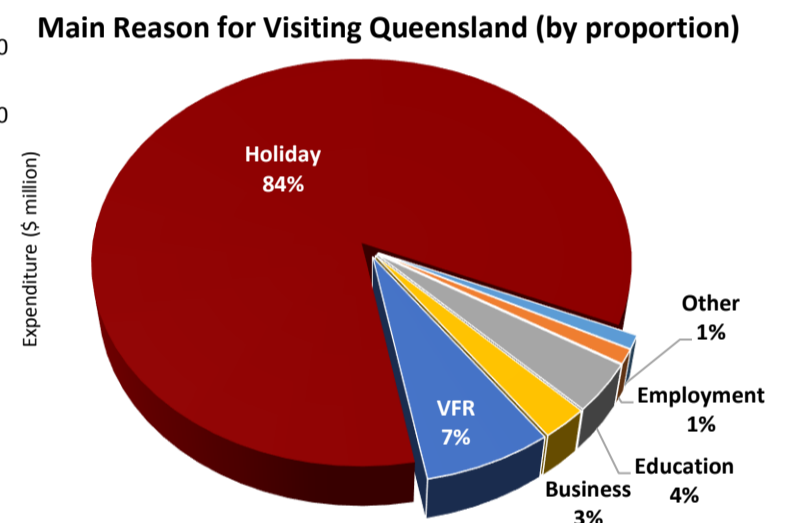
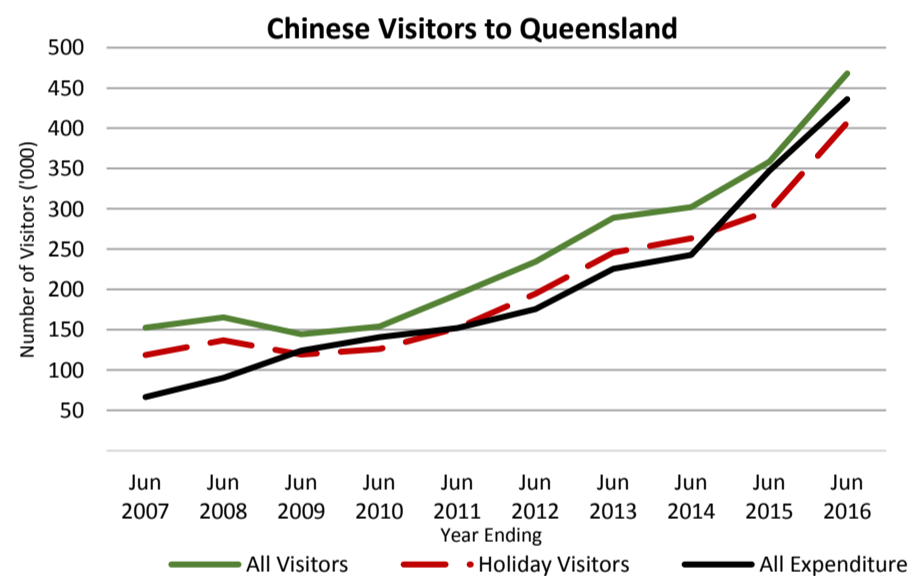
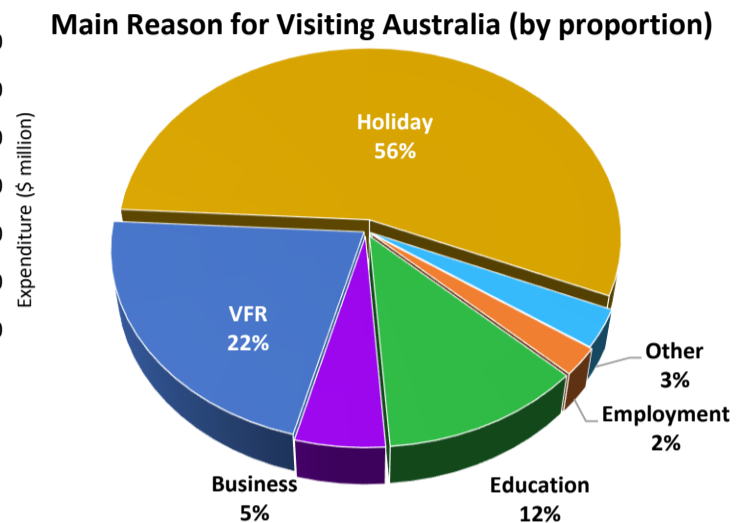


Year ending Jun 2016

To Australia	Chinese Visitors					Chinese Expenditure			
	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	1,055,000	▲ 23%	15%	39.4	▼ -3.5	\$6,533.0	▲ 28%	26%	\$6,165.02
Holiday Visitors	692,000	▲ 28%	17%	7.8	▲ 0.2				
To Queensland	Chinese Visitors					Chinese Expenditure			
	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	468,000	▲ 30%	19%	13.9	▼ -2.3	\$1,046.7	▲ 26%	21%	\$2,235.34
Holiday Visitors	407,000	▲ 37%	24%	4.4	▲ 0.1				



Year ending Jun 2016	Age				Gender		Traveling with			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	28%	35%	34%	4%	43%	57%	38%	20%	16%	23%
Holiday Visitors	23%	34%	37%	5%	41%	59%	22%	24%	19%	31%
To Queensland										
Total Visitors	23%	34%	38%	5%	41%	59%	21%	21%	18%	36%
Holiday Visitors	21%	34%	39%	5%	40%	60%	16%	23%	19%	40%

Year ending Jun 2016	Number of Previous Visits to Australia							On Pkg Tour	Qld Dispersal ⁴
	0 (First)	1	2	3	4 - 7	8 - 20	21+		
To Australia									
Total Visitors	52%	20%	8%	5%	9%	6%	0%	37%	
Holiday Visitors	65%	20%	5%	3%	4%	3%	0%	55%	
To Queensland									
Total Visitors	69%	17%	4%	2%	4%	3%	1%	58%	6%
Holiday Visitors	73%	16%	3%	2%	2%	2%	1%	64%	6%

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. Dispersal is the proportion of international visitors to Queensland travelling outside the gateway centres of Brisbane, Gold Coast and Tropical North Queensland (Cairns).
5. Non-core - Countries not included by TRA in individual analysis are grouped by continent or region.
Note: Unless specified, all data is from Tourism Research Australia, International Visitor Survey

