

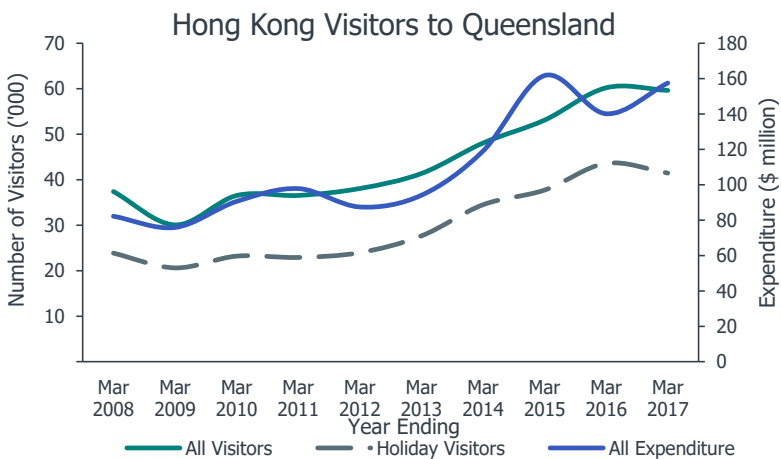
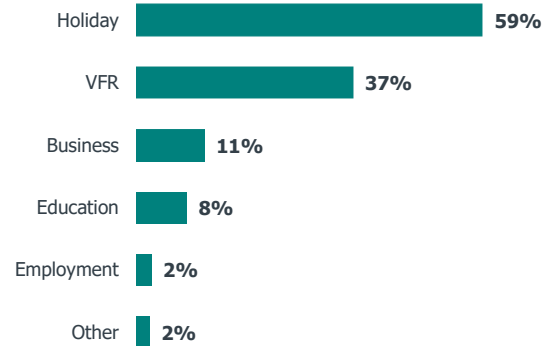
Hong Kong Market Snapshot

Year ending Mar 2017

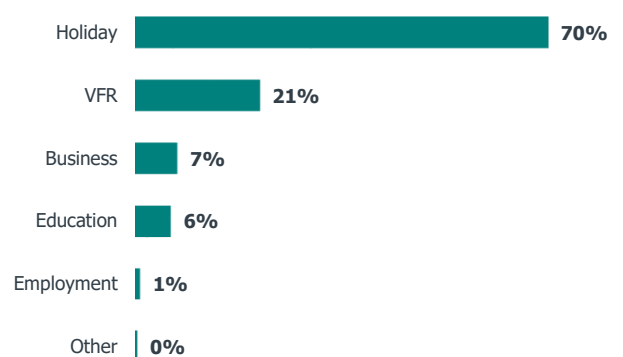
Hong Kong Visitors						Hong Kong Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	219,000	▲ 1.8%	3%	32.7	▼ -2.8	\$925.2	▲ 2.4%	3%	\$4,214.4
Holiday Visitors	129,000	▲ 5.6%	3%	19.2	▼ -5.0				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	60,000	▼ -1.0%	2%	23.4	▲ 0.8	\$157.5	▲ 12.4%	3%	\$2,641.1
Holiday Visitors	41,000	▼ -4.9%	2%	14.0	▼ -0.7				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending Mar 2017	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
To Australia										
Total Visitors	28%	39%	31%	1%	48%	52%	50%	17%	15%	15%
Holiday Visitors	30%	39%	30%	1%	43%	57%	36%	22%	19%	21%
To Queensland										
Total Visitors	31%	39%	29%	1%	43%	57%	36%	21%	24%	17%
Holiday Visitors	33%	41%	26%	0%	43%	57%	28%	23%	26%	22%

Year ending Mar 2017	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
To Australia								
Total Visitors	28%	17%	11%	10%	15%	16%	3%	12%
Holiday Visitors	36%	19%	13%	8%	15%	8%	1%	19%
To Queensland								
Total Visitors	40%	14%	13%	7%	12%	12%	1%	24%
Holiday Visitors	52%	15%	12%	4%	8%	7%	1%	30%

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

TRA Forecast for Visitors to Australia from Hong Kong⁴

