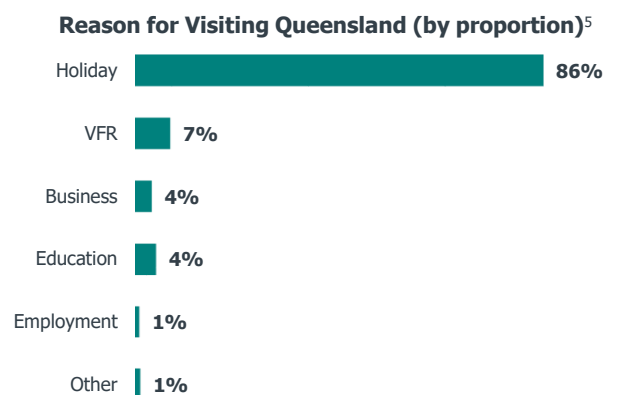
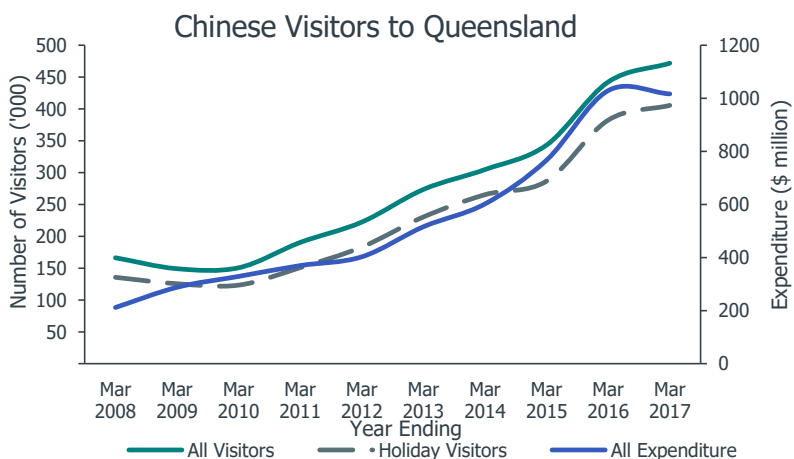
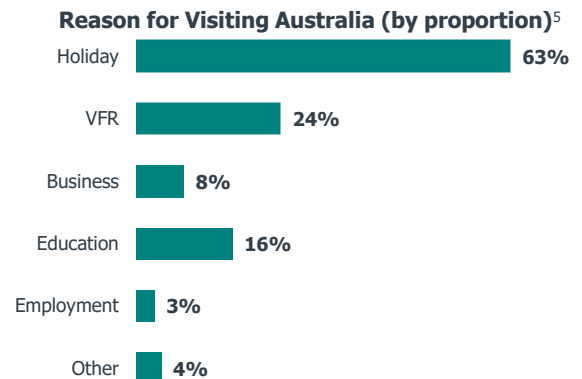


# China Market Snapshot

Year ending Mar 2017

Chinese Visitors						Chinese Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	1,138,000	▲ 12.1%	15%	44.5	▲ 4.0	\$7,426.7	▲ 14.5%	27%	\$6,504.5
<b>Holiday Visitors</b>	721,000	▲ 9.4%	17%	9.3	▲ 1.5				
To Queensland	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	472,000	▲ 6.7%	18%	15.0	▲ 1.1	\$1,016.6	▼ -1.2%	20%	\$2,154.9
<b>Holiday Visitors</b>	406,000	▲ 6.1%	23%	4.7	▲ 0.3				



Year ending Mar 2017	Age				Gender		Traveling with...			
	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
<b>To Australia</b>										
<b>Total Visitors</b>	30%	34%	34%	2%	44%	56%	41%	19%	13%	23%
<b>Holiday Visitors</b>	24%	35%	38%	3%	42%	58%	25%	24%	17%	33%
<b>To Queensland</b>										
<b>Total Visitors</b>	24%	35%	38%	4%	42%	58%	23%	21%	16%	37%
<b>Holiday Visitors</b>	22%	35%	39%	4%	41%	59%	17%	21%	17%	42%

Year ending Mar 2017	Number of Previous Visits to Australia							On Pkg Tour
	0 (First)	1	2	3	4 - 7	8 - 20	21+	
<b>To Australia</b>								
<b>Total Visitors</b>	53%	15%	8%	6%	11%	7%	1%	34%
<b>Holiday Visitors</b>	68%	14%	5%	3%	6%	3%	0%	50%
<b>To Queensland</b>								
<b>Total Visitors</b>	72%	11%	4%	4%	5%	3%	1%	56%
<b>Holiday Visitors</b>	77%	11%	3%	2%	4%	2%	0%	62%

**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

