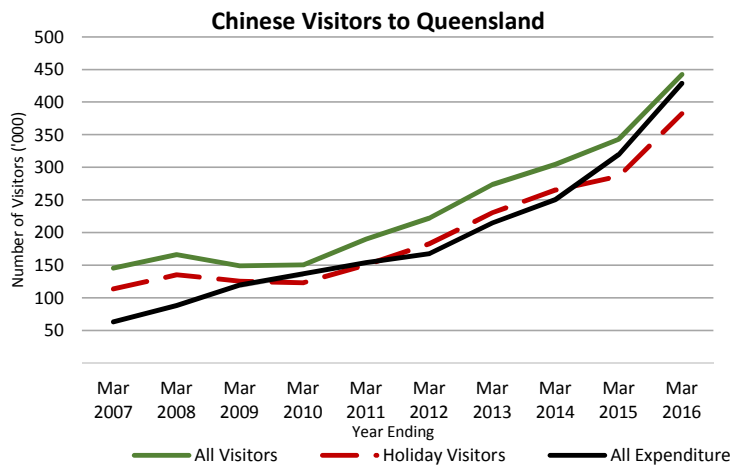
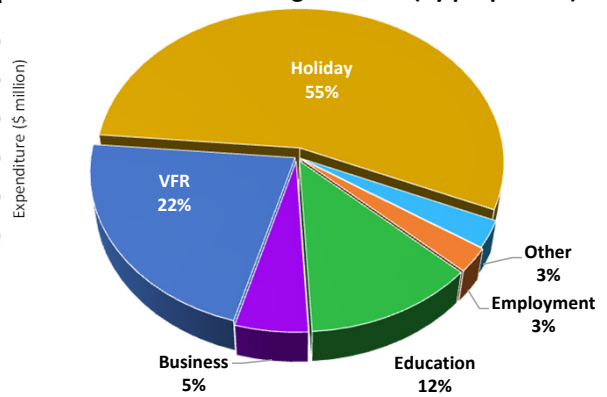


Year ending Mar 2016

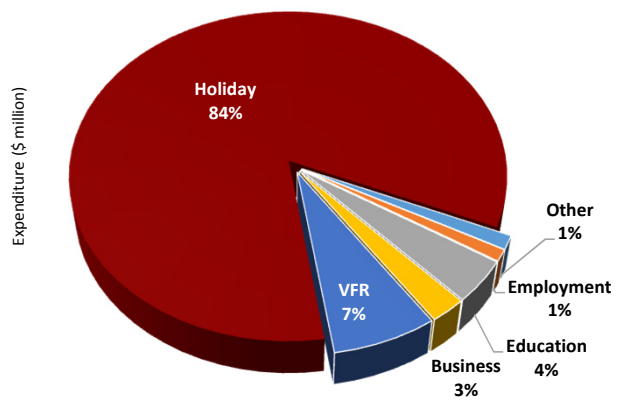
To Australia	Chinese Visitors					Chinese Expenditure			
	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	1,015,000	▲ 24%	15%	40.5	▼ -3.2	\$6,486.3	▲ 35%	26%	\$6,371.97
<b>Holiday Visitors</b>	659,000	▲ 27%	17%	7.7	▼ -0.2				
To Queensland	Chinese Visitors					Chinese Expenditure			
	Visitors	Year Chg%	Share	ALoS <sup>1</sup>	Year Chg#	\$ million <sup>2</sup>	Year Chg%	Share	\$/Visitor
<b>Total Visitors</b>	442,000	▲ 29%	18%	13.8	▼ -2.9	\$1,029.1	▲ 34%	20%	\$2,325.37
<b>Holiday Visitors</b>	382,000	▲ 33%	23%	4.4	● 0.0				



### Main Reason for Visiting Australia (by proportion)



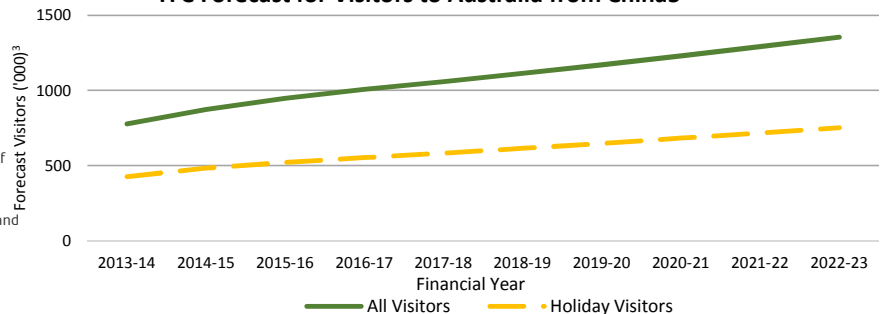
### Main Reason for Visiting Queensland (by proportion)



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

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

### TFC Forecast for Visitors to Australia from China<sup>5</sup>



#### 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