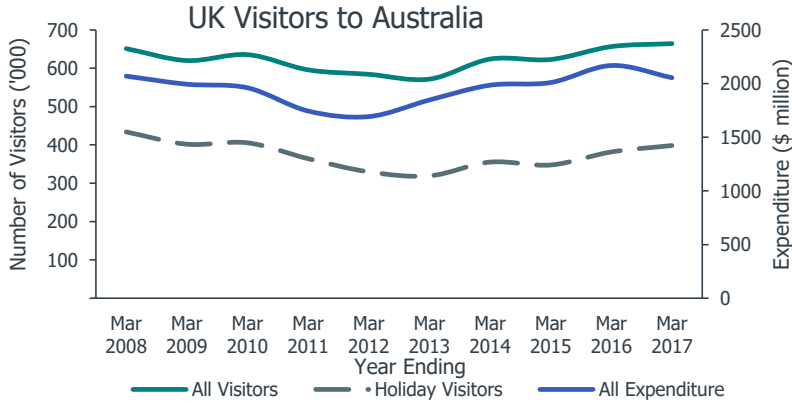


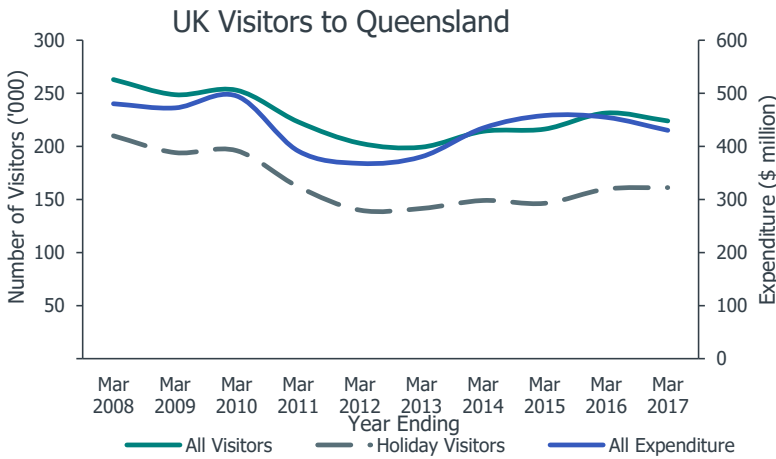
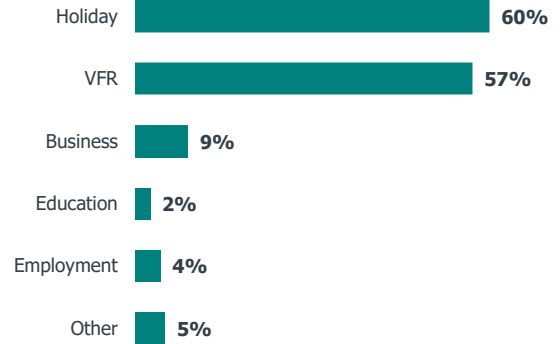
United Kingdom Market Snapshot

Year ending Mar 2017

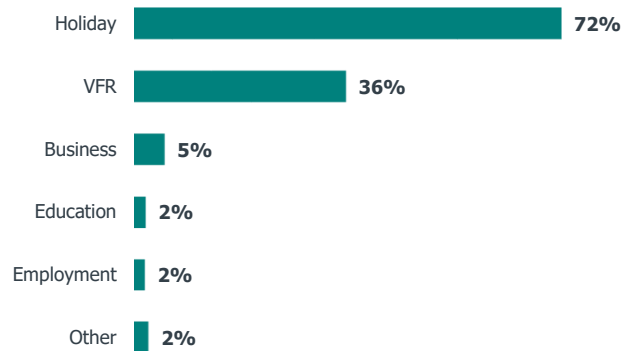
To Australia	UK Visitors					UK Expenditure			
	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	664,000	▲ 1.2%	9%	36.3	▼ -2.3	\$2,055.1	▼ -5.2%	8%	\$3,047.7
Holiday Visitors	398,000	▲ 4.4%	9%	29.5	▲ 0.8				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	224,000	▼ -3.2%	9%	22.6	▼ -0.4	\$430.2	▼ -5.4%	8%	\$1,911.1
Holiday Visitors	161,000	▲ 0.9%	9%	17.4	▼ -0.2				



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	30%	27%	35%	8%	50%	50%	55%	29%	8%	8%
Holiday Visitors	36%	23%	35%	7%	50%	50%	45%	37%	8%	10%
To Queensland										
Total Visitors	38%	21%	33%	8%	47%	53%	51%	30%	8%	10%
Holiday Visitors	44%	20%	31%	4%	46%	54%	45%	34%	8%	12%

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	37%	20%	11%	7%	14%	11%	0%	10%
Holiday Visitors	46%	22%	11%	5%	10%	6%	0%	15%
To Queensland								
Total Visitors	47%	18%	10%	5%	12%	8%	0%	18%
Holiday Visitors	57%	19%	8%	4%	8%	4%	0%	21%

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

