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TOURISM
RESEARCH
AUSTRALIA

INTERNATIONAL VISITORS IN AUSTRALIA

YEAR ENDING SEPTEMBER 2014

VISITORS ▲8%
6.3 MILLION

NIGHTS ▲3%
221 MILLION

EXPENDITURE^a ▲9%
\$30.7 BILLION

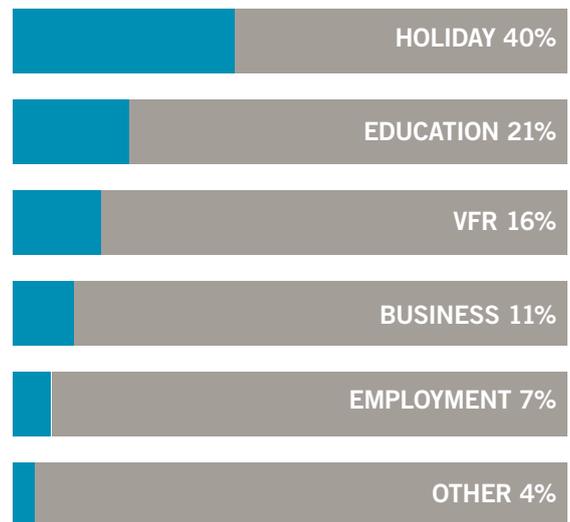
International visitation to Australia continued its recent trend of strong growth underpinned by growth in the leisure^b market. Results from the *International Visitor Survey* for the year ending September 2014 show international visitor arrivals aged 15 years and over increased 8% to 6.3 million, while nights increased 3% to 221 million and trip spend increased 9% to a record \$30.7 billion.

The leisure market continues to show strong growth. In the year ended September 2014 the number of visitors arriving for a holiday increased 9% to 2.8 million, nights increased 1% to 74.1 million and trip spend 11% to \$12.3 billion. The number of visitors here to visit friends and relatives (VFR) increased 14% to 1.7 million, nights were up 14% to 49.5 million and trip spend increased 18% to \$5.1 billion. Combined leisure trip spend increased 13% to \$17.3 billion.

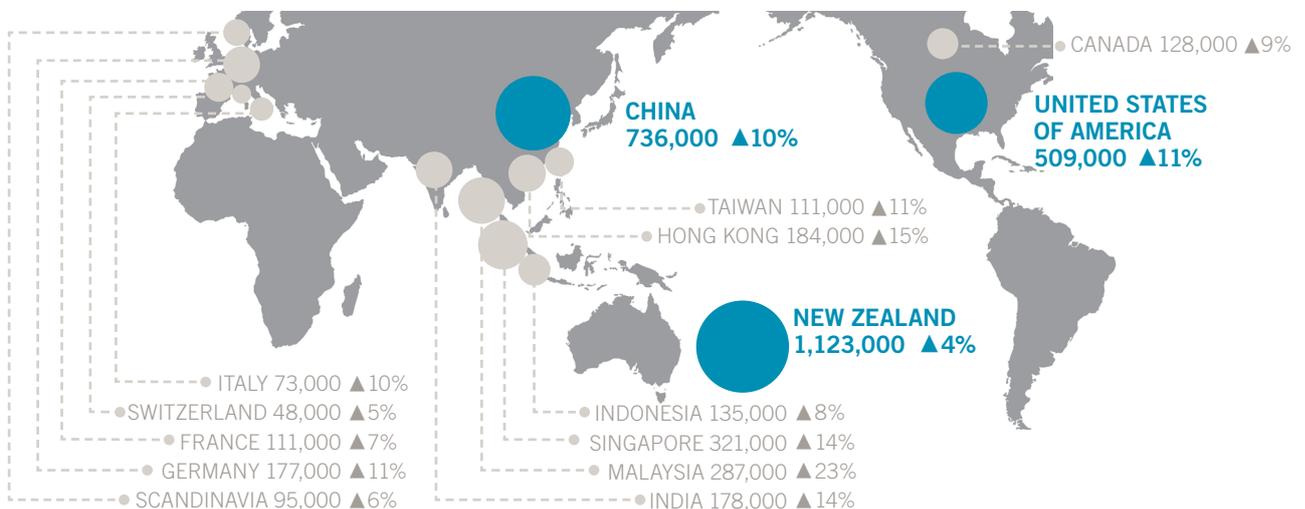
While the trend of strong growth out of Asia continues, there has been growth from most key markets. Four of the top five arrival markets (New Zealand up 4% to 1.1 million, China up 10% to 736,000, USA up 11% to 509,000 and Singapore up 14% to 321,000) returned record visitor arrival numbers during the year ending September 2014. Overall, 15 key markets had record arrivals.

PURPOSE OF VISIT

SHARE OF TOTAL TRIP EXPENDITURE

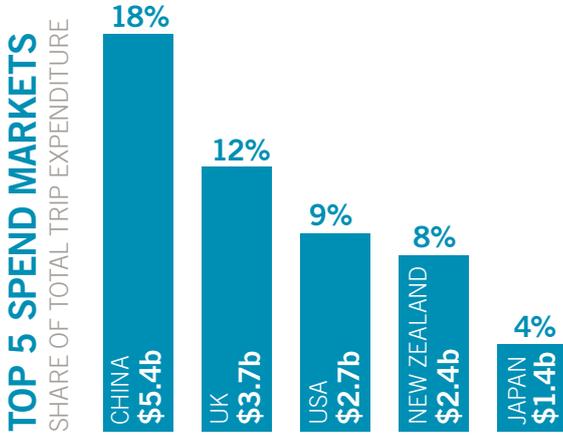


RECORD VISITOR NUMBERS IN 15 KEY MARKETS



a) Refers to total trip expenditure; all expenditure made by international visitors when travelling to Australia. Includes international pre-paid fares and packages expenditure. b) 'Leisure' includes travel for 'holiday' and/or VFR.

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With such a mix of growth across both emerging and traditional markets, most states and territories have seen record numbers of visitor arrivals during the year. New South Wales, Victoria, South Australia, Western Australia and Tasmania all achieved record highs and international visitation to the ACT remained at high levels. The Northern Territory has been affected by the economic downturn in the UK, its largest source market. Queensland numbers continue to be affected by the decline in the Japanese holiday market. In the year 2000, Japanese holiday visitors accounted for 27% of the international holiday market in Queensland; whereas in the year ending September 2014 they represented just 9%.

With continuing growth in the leisure sector, the number of nights spent in hotels, motels, resorts and motor inns increased 9% to 23.7 million.

Other interesting facts:

- The number of visitors travelling in a family group increased 20% to 760,000, while those travelling with friends and relatives increased 12% to 633,000.
- Rapid growth continues in visitor use of personal devices, such as tablets (up 69% to 449,000), smart phones (up 40% to 3.5 million), and iPads (up 28% to 1.2 million) to access the internet. There has been a move away from the use of public facilities, including internet cafes (down 36%), internet kiosks (down 31%), and PCs at accommodation (down 25%).
- Continued growth in leisure travel has resulted in increased participation in a number of trip activities during the year. The number of visitors who attended a national or state park increased 12% to 2.7 million, while 2.3 million visited botanical or other public gardens; an increase of 15%. Visitors to museums or art galleries increased 9% to 1.9 million, while visitors who went to an art workshop or studio increased 8% to 427,000.
- There was an increase in active outdoor activities, with scuba diving up 13% to 280,000; sailing, windsurfing and kayaking increasing 9% to 336,000; surfing up 8% to 305,000; and snorkelling up 5% to 589,000 during the year.

VISITOR NUMBERS AND SPEND BY STATE

