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1 JUNE 2016

## TOURISM SECTOR CONTINUES RECORD RUN

Australia is continuing to attract record numbers of international visitors who are spending more.

The latest International Visitor Survey results released today by Tourism Research Australia (TRA) show international visitors to Australia spent a record \$37.9 billion in the year ending March 2016, 17 per cent or \$5.4 billion more than the previous year.

The number of visitors aged 15 years and over reached 7.1 million, increasing by 575,000 (9 per cent) from the previous year, and nights were up 8 per cent to 248 million.

Spending by tourists increased across the top-five markets:

- China: spend increased 38 per cent to \$8.9 billion, visitors increased 23 per cent and nights 15 per cent
- UK: spend increased 10 per cent to \$3.9 billion and visitors 5 per cent. Nights fell 2 per cent
- USA: spend increased 22 per cent to \$3.6 billion, visitors increased 12 per cent and nights 9 per cent
- New Zealand: spend up 6 per cent to \$2.6 billion, visitors increased 5 per cent and nights 2 per cent
- Japan: spend increased 10 per cent to \$1.5 billion, visitors increased 12 per cent and nights 7 per cent.

Leisure travel accounted for more than half (56 per cent) of total trip spend for the year, while education contributed one quarter (25 per cent). The strong growth in expenditure saw increases for spend on package tours up 22 per cent to \$4.4 billion, shopping up 21 per cent to \$3.8 billion and food, drink and accommodation up 12 per cent to \$11.0 billion.

There was large growth in visits to wineries (28 per cent) and farms (14 per cent), arts and heritage destinations including historical sites and monuments (18 per cent) and festivals and cultural events (16 per cent).

Other attractions included outdoor and nature locations such as botanical gardens (up 14 per cent), national parks (13 per cent) and beaches (12 per cent). There was also a notable 23 per cent increase in participation in sailing, windsurfing and kayaking.

The International Visitor Survey results are available on the Tourism Research Australia website: [www.tra.gov.au](http://www.tra.gov.au)

Media notes:

- When reporting TRA data, Tourism Research Australia (or TRA) must be attributed as the source.
- Media contact: [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au) or (02) 6272 6968

TRA.GOV.AU