



INTERNATIONAL VISITORS IN AUSTRALIA

YEAR ENDING JUNE 2018

VISITORS ▲6%
8.4 MILLION

NIGHTS ▲1%
270 MILLION

SPEND ▲5%
\$42.5 BILLION

Australia continues to see record numbers of international visitors, with 8.4 million aged 15 years and over arriving in Australia during the year ending June 2018, an increase of 6% on the previous year. This influenced gains in spend with total trip spend increasing 5% to a record \$42.5 billion. Despite this, growth in total nights slowed (up 1%) to 270 million, indicating a trend towards shorter stays.

TOP 5 MARKETS

There were mixed results for the top five markets. China continued to underpin the growth in visitation and spend for the year with a 13% increase in visitor arrivals to a record 1.3 million. This resulted in a 15% increase in spend to a record \$11.3 billion, which accounts for more than one-quarter (27%) of total international spend. China also accounted for 81% of the growth in spend for the year. Trip spend from China was more than three times that of the next biggest market – the US.

The US and Japan saw steady growth in visitation – up 5% to 742,000 and 4% to 408,000, respectively. US spend dropped slightly (down 3%) to \$3.7 billion, while trip spend from Japan was almost unchanged at \$1.8 billion (up 1%).

New Zealand and the UK recorded small increases in the number of visitor arrivals with 1.2 million (up 1%) and 698,000 (up 2%), respectively. Both, however, recorded a decline in trip spend with New Zealand down 4% to \$2.5 billion and the UK down 1% to \$3.5 billion.

OTHER MARKETS

India continues to be the fastest growing market in percentage terms, with visitor numbers up 21% to a record 314,000, and trip spend up 5% to a record \$1.5 billion.

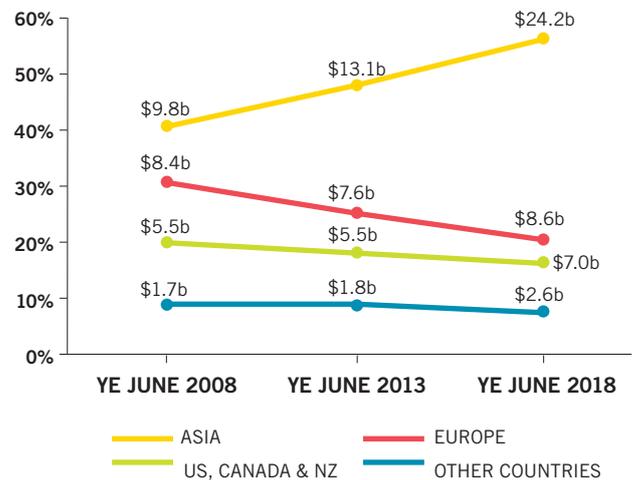
Other notable increases in visitor arrivals included Taiwan, up 15% to 183,000, and Hong Kong, up 14% to 272,000. Indonesia recorded a 6% increase in visitor arrivals to 183,000, while also showing strong growth in trip spend – up 12% to \$791 million.

Strongest growth out of the more traditional markets was seen from France, where visitor numbers increased 8% to 128,000, and trip spend jumped 13% to \$779 million.

Over the last 10 years there has been a huge shift in the contribution to total trip spend by market. Ten years ago, Asia and Europe had a similar contribution (39% or \$9.8 billion and 33% or \$8.4 billion, respectively). Latest results show that Asia has shifted to be the most prominent contributor at 57%, due to significant growth in spend to \$24.2 billion. Europe's spend has remained constant over this time, with their contribution dropping to 20% (\$8.6 billion).

VISITOR SPEND

FIGURE 1: TOTAL TRIP SPEND BY COUNTRY OF RESIDENCE – 10 YEAR CHANGE



In the year ending June 2018, almost one-third (30%) of visitor spend (\$12.7 billion) was on food, drink and accommodation, while \$9.9 billion (23%) was spent on airfares flying to and around Australia. Spend on tours accounted for \$5.2 billion (12%), while shopping recorded \$4.1 billion or 10% of total trip spend.

Interestingly, \$17.8 billion (or 42%) of trip spend occurred before international visitors left home. While in Australia, 83% of international visitors used cash for transactions with a total of 22% using cash only for the entire trip.

Visitors from Asian markets (27%) were more likely to use cash only during their visit



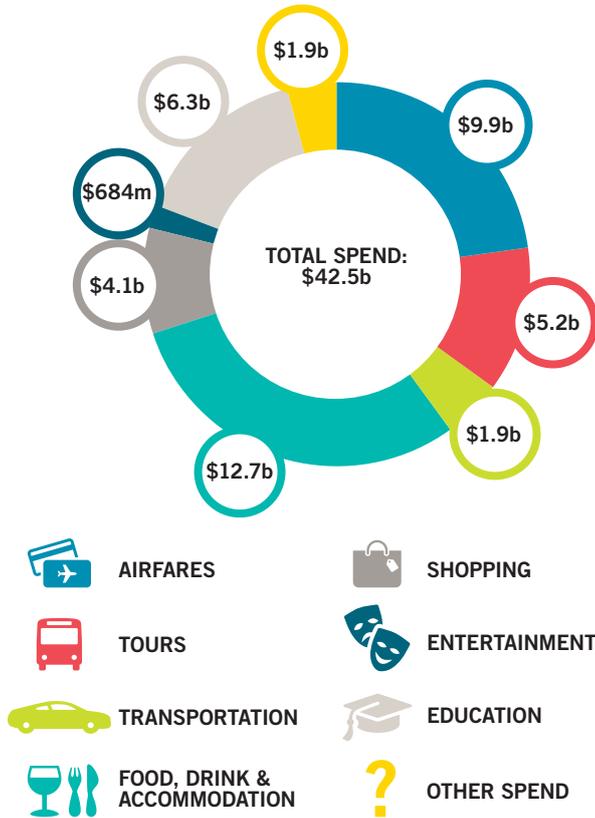
75% of visitors used credit and debit cards while in Australia

14% of visitors used cards only on the entire trip

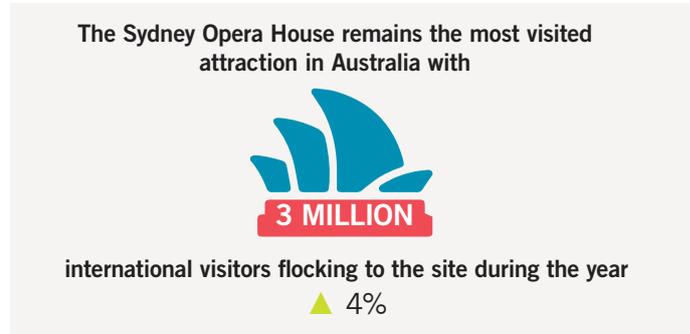




FIGURE 2: INTERNATIONAL VISITOR SPEND



SITES & ATTRACTIONS



This was followed by the Sydney Harbour Bridge (with 2.7 million international visitors), Darling Harbour (2.5 million), Bondi (1.7 million), Chinatown (1.6 million), the Rocks (1.5 million), the Blue Mountains, Queen Victoria Markets and the Royal Botanical Gardens Sydney (1.4 million each) and Federation Square (1.3 million).

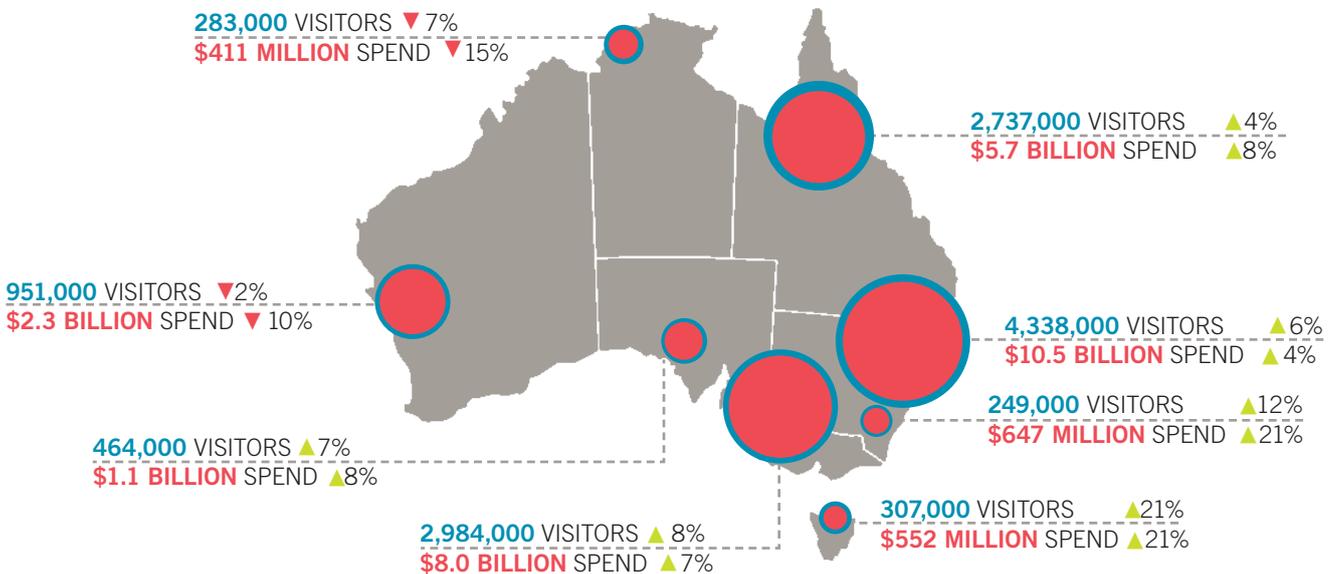
ACTIVITIES

The most popular activities undertaken while visiting Australia were dining out (7.7 million visitors), followed by shopping (6.5 million) and sightseeing (5.9 million). Popular nature-based activities included going to the beach (5.2 million visitors), visiting national or state parks (3.7 million), visiting botanical or public gardens (3.3 million), and bushwalking or rainforest walks (1.8 million). Visits to historical buildings or monuments, and museums or art galleries also rated highly with 2.8 million and 2.6 million visitors, respectively.

STATES AND TERRITORIES

Most states and territories saw strong growth in both international visitor numbers and spend for the year, with Tasmania and the ACT leading the way both with an increase in spend of 21%.

FIGURE 3*: INTERNATIONAL VISITORS AND SPEND BY STATE – YE JUNE 2018



* Total number of visitors by state will be greater than total number of visitors for Australia (8.4 million), as some visitors visited multiple states. Spend figures by state only include spend within Australia and will not add to total Australia spend figures, as these include expenses paid prior to entering Australia.

NOTE: International Visitor Survey (IVS) results for the June quarter 2018 do not include any data relating to purpose of visit.