



International Visitors in Australia

MARCH 2013

**QUARTERLY RESULTS OF THE
INTERNATIONAL VISITOR SURVEY**



Australian Government
Tourism Research Australia



TRA TOURISM
RESEARCH
AUSTRALIA

International Visitors in Australia

**March 2013
Quarterly Results of the
International Visitor Survey**

Image: Melbourne, Victoria
Courtesy of Tourism Australia

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Changes to International Visitor Survey data

Tourism regions

In December 2010 the Australian Bureau of Statistics (ABS) released the Australian Statistical Geography Standard (ASGS). This new geographical standard is based on population and replaces the previous Australian Statistical Geography Classification (ASGC) that was based on legal boundaries. The ASGS took effect from 1 July 2011.

This change required the tourism regions to be redefined under the ASGS classification. Tourism Research Australia (TRA) in consultation with the state and territory tourism offices and the ABS completed this review in June 2011. The new geographical structure for the tourism regions was published in the Non-ABS Structures publication 1270.0.55.003 - *Australian Statistical Geography Standard (ASGS): Volume 3 - Non ABS Structures, July 2011* on 22 July 2011. The publication contains the digital boundaries, labels and codes for the tourism regions.

To preserve time series data for the International Visitor Survey (IVS), TRA undertook an extensive back-casting exercise during 2011–12. All IVS data back to 1999 has been converted to the new ASGS classification, enabling users to continue to use the full time series for trend analysis and comparative purposes at the regional level.

Weighting methodology

The IVS results are benchmarked to data on international visitor numbers over the period, provided by the Department of Immigration and Citizenship, with the assistance of the ABS. The variables used in weighting the data are country of residence, state of arrival, main purpose of journey, airport of departure and age and sex of visitor.

While TRA was completing the back-casting, further improvements were made to the survey methodology by weighting the education and employment categories separately. Due to low sample sizes, education and employment were previously weighted together. With considerable growth in the education sector over recent years this led to overstated education and understated employment numbers. This change will see improved survey results in terms of accuracy for both of these categories.

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Main findings

Year ended 31 March 2013

All visitors

Total visitors During the year ended 31 March 2013, there were 5,766,005 visitors to Australia aged 15 years and over. This was a increase of 5% from the year ended 31 March 2012.

Reason The main reasons for visitors coming to Australia were:

Holiday	2,562,561	44%
Visiting friends & relatives	1,463,963	25%
Business	905,890	16%
Education	354,980	6%
Employment	221,634	4%
Other	256,976	4%

Source New Zealand was the largest source of visitors during the period (1,098,391), followed by China (620,197), United Kingdom (559,882) and USA (463,498).

Expenditure The average trip expenditure in Australia per international visitor was \$3,331, while the average nightly expenditure was \$91. Total expenditure in Australia for the year ended 31 March 2013 (\$19.2 billion) increased 5% from the year ended 31 March 2012.

Nights A total of 211 million visitor nights were spent in Australia, an increase of 7% compared with the year ended 31 March 2012.

Return visits Of all visitors to Australia, 63% had visited before.

Tours Inclusive package travellers accounted for 14% of all visitors to Australia, while those arriving on group tours accounted for 9% of all visitor arrivals.

States Of all visitors to Australia during the period, 51% visited New South Wales, 36% visited Queensland and 32% visited Victoria.

New South Wales recorded the largest share of visitor nights (33%), followed by Victoria (22%) and Queensland (22%).

Holiday visitors

Share	Of all international visitors to Australia, 44% stated 'holiday' as their main purpose of visit.
Expenditure	The average trip expenditure of holiday visitors in Australia was \$2,436, with the largest component being food, drink and accommodation (\$1,177). Their average expenditure per night was \$88.
Nights	Holiday visitors spent a total of 71 million nights in Australia, with 30% spent in a rented house, apartment, flat or unit; 26% spent in the home of a friend or relative; and 16% spent in a hotel, resort, motel or motor inn.
Return visits	Of all holiday visitors, 50% had visited Australia before.
Tours	Inclusive package travellers accounted for 27% of all holiday visitors, while those arriving on a group tour accounted for 16%.
States	Of all holiday visitors, 57% visited New South Wales, 47% visited Queensland and 33% visited Victoria.
Duration of stay	The average duration of stay in Australia for holiday visitors was 28 nights.

Visiting friends and relatives (VFR) visitors

Share	International visitors with a main purpose of VFR accounted for 25% of all international visitors.
Expenditure	The average trip expenditure in Australia by VFR visitors was \$1,655, with the largest component being food, drink and accommodation (\$683). Their average expenditure per night was \$58.
Nights	These visitors spent a total of 42 million nights in Australia and spent 82% of their nights in the home of a friend or relative.
Return visits	Of all VFR visitors, 76% had been to Australia before.
States	Of all VFR visitors, 44% visited New South Wales, 31% visited Victoria and 27% visited Queensland.
Duration of stay	The average duration of stay in Australia for VFR visitors was 29 nights.

Business visitors

Share	Of all international visitors to Australia, 16% stated 'business' as their main purpose of visit and these visitors spent a total of 13 million nights in Australia.
Expenditure	The average trip expenditure in Australia by business visitors was \$2,464, with the largest component being food, drink and accommodation (\$1,474). Their average expenditure per night was \$168.
Nights	Business visitors spent 32% of their nights in Sydney and 18% in Melbourne, while 46% of their nights in Australia were spent in a hotel, resort, motel, or motor inn.
Return visits	Of all business visitors, 70% had visited Australia before.
States	Of all business visitors, 50% visited New South Wales, 32% visited Victoria and 24% visited Queensland.
Duration of stay	The average duration of stay in Australia for business visitors was 15 nights.

Education visitors

Share	Of all international visitors to Australia, 6% stated 'education' as their main purpose of visit and these visitors spent a total of 50 million nights in Australia, representing 24% of all international visitor nights.
Expenditure	The average trip expenditure in Australia by education visitors was \$16,257, with the largest component being education fees (\$7,388). Their average expenditure per night was \$115.
Nights	While in Australia, education visitors spent 71% of their nights in a rented house, apartment, flat or unit.
Return visits	Of all education visitors, 69% had visited Australia before.
States	Of all education visitors, 49% visited New South Wales, 37% visited Victoria and 28% visited Queensland.
Duration of stay	The average duration of stay in Australia for education visitors was 142 nights.

Employment visitors

Share	Of all international visitors to Australia, 4% stated 'employment' as their main purpose of visit and these visitors spent a total of 27 million nights in Australia.
Expenditure	The average trip expenditure in Australia by employment visitors was \$9,037, with the largest component being food, drink and accommodation (\$5,119). Their average expenditure per night was \$74.
Nights	Employment visitors spent 24% of their nights in Sydney and 16% in Melbourne, while 63% of their nights in Australia were spent in a rented house, apartment, flat or unit.
Return visits	Of all employment visitors, 71% had visited Australia before.
States	Of all employment visitors, 42% visited New South Wales, 30% visited Queensland and 28% visited Victoria.
Duration of stay	The average duration of stay in Australia for employment visitors was 122 nights.

Backpacker visitors

Share	Of all international visitors to Australia, 571,000 (10%) were classified as backpackers and they spent 47 million nights in Australia. Holiday was the main purpose of visit for 71% of backpackers.
Expenditure	Backpackers' average trip expenditure in Australia was \$5,667, with \$2,851 being spent on food, drink and accommodation. Their average expenditure per night was \$69.
Nights	While in Australia, backpackers spent 38% of their nights in a rented house, apartment, flat or unit and 31% in backpacker or hostel accommodation.
Return visits	Of all backpackers, 35% had visited Australia before.
States	Of all backpackers, 76% visited New South Wales, 58% visited Queensland and 47% visited Victoria.
Duration of stay	The average duration of stay in Australia for backpackers was 82 nights.

Expenditure

Spend in Australia	In the year ending 31 March 2013, international visitors spent a total of \$19.2 billion within Australia.
Total trip expenditure	For the same period, international visitors had a total trip expenditure of \$27.9 billion.

Total Inbound Economic Value (TIEV)

Total Inbound Economic Value	TRA has discontinued publishing the TIEV series in the International Visitor Survey at this time.
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Regional expenditure

Total expenditure	For the year ended 31 March 2013, modelled international visitor expenditure increased by 5% to \$18.9 billion, compared with the year ended 31 March 2012.
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States/territories	New South Wales received the largest share of expenditure (\$6.5 billion, up 5%), followed by Victoria (\$4.5 billion, up 6%) and Queensland (\$3.9 billion, up 4%).
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Regional expenditure	International visitors spent approximately 83% of their expenditure in the capital cities and the Gold Coast (\$15.6 billion). The Northern Territory was the most reliant on expenditure in regional areas (69%), followed by Queensland (38%) and Tasmania (36%).
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Tourism regions	<p>Among the capital cities and the Gold Coast, the highest expenditure was received by Sydney (\$5.8 billion), followed by Melbourne (\$4.2 billion), Experience Perth (\$1.9 billion) and Brisbane (\$1.6 billion).</p> <p>Among regional areas, Tropical North Queensland received the highest expenditure (\$877 million), followed by Hobart and the South (\$176 million) and Sunshine Coast (\$171 million).</p>
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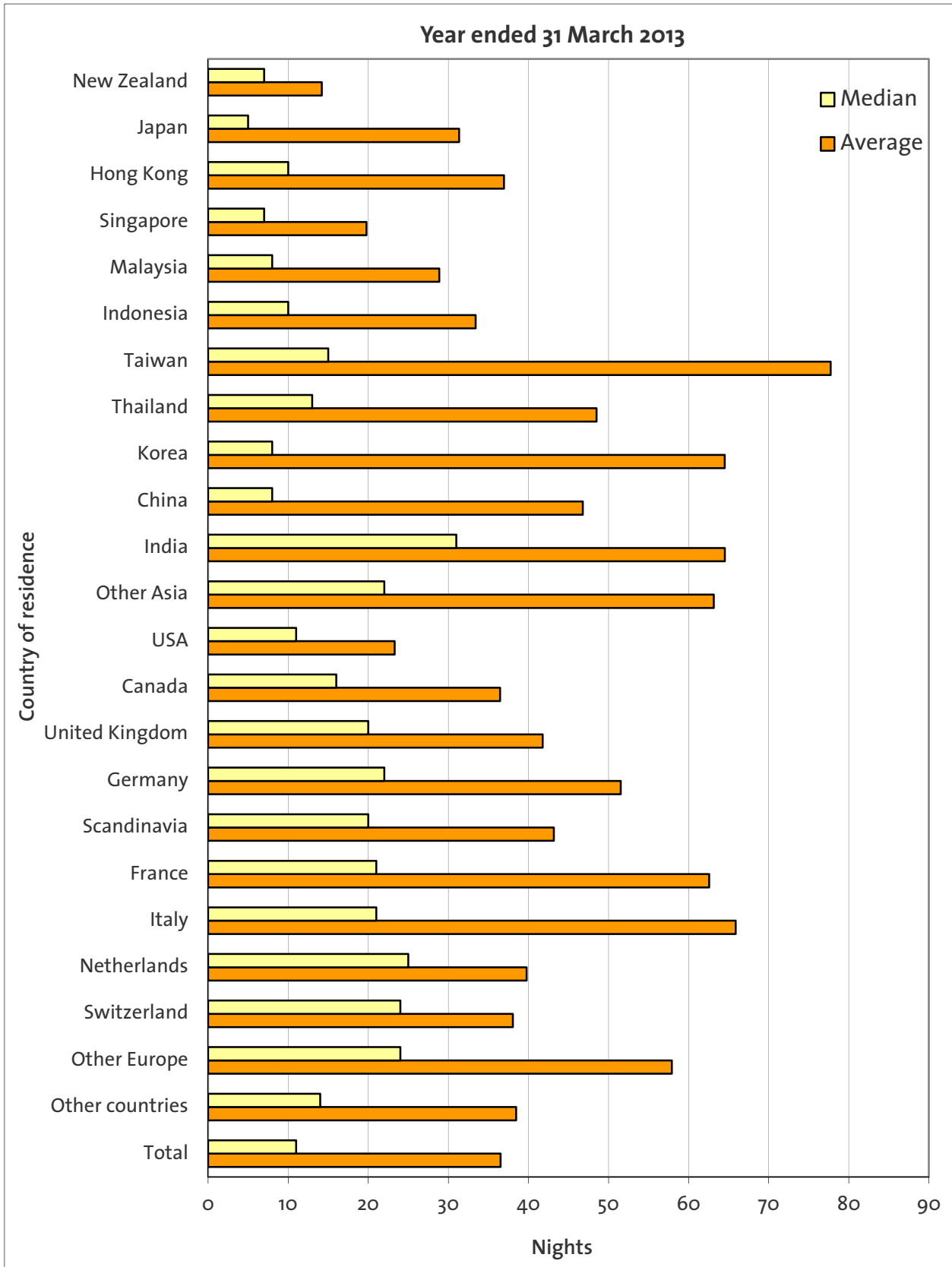
Expenditure per visitor	Expenditure per visitor was highest in Experience Perth (\$2,659), followed by Melbourne (\$2,408) and Canberra (\$2,189).
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Expenditure per night	Expenditure per night was highest in Lassetter NT (\$333), followed by Tropical North Queensland (\$137), Gold Coast (\$113) and Melbourne (\$102).
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Country of origin	<p>Visitors from Asia had the highest expenditure (\$9.9 billion, up 6%) – including \$3.3 billion by Chinese visitors, \$905 million by Japanese visitors and \$900 million by Singaporean visitors. European visitors spent \$4.5 billion (up 6%) – including \$1.7 billion by United Kingdom visitors and \$535 million by German visitors.</p> <p>Visitors from New Zealand spent \$1.6 billion (up 2%) and visitors from the USA spent \$1.3 billion (up 10%).</p>
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Purpose of visit	<p>Holiday visitors contributed the most expenditure in Australia (\$6.6 billion, up 5%), followed by visitors who travelled for education purposes (\$5.5 billion, up 2%).</p> <p>New South Wales received the most expenditure for all purposes of visit: holiday (\$2.1 billion), education (\$2.0 billion), visiting friends and relatives (\$912 million) and business (\$731 million). Queensland received the second highest expenditure from holiday visitors (\$2.1 billion) and Victoria received the second highest expenditure for all other purposes of visit: education (\$1.7 billion), visiting friends and relatives (\$823 million), and business (\$526 million).</p>
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Figure 1 Average and median nights in Australia by country of residence



Base: All visitors aged 15 years and over.

Figure 2 Visitors to Australia by main purpose of journey

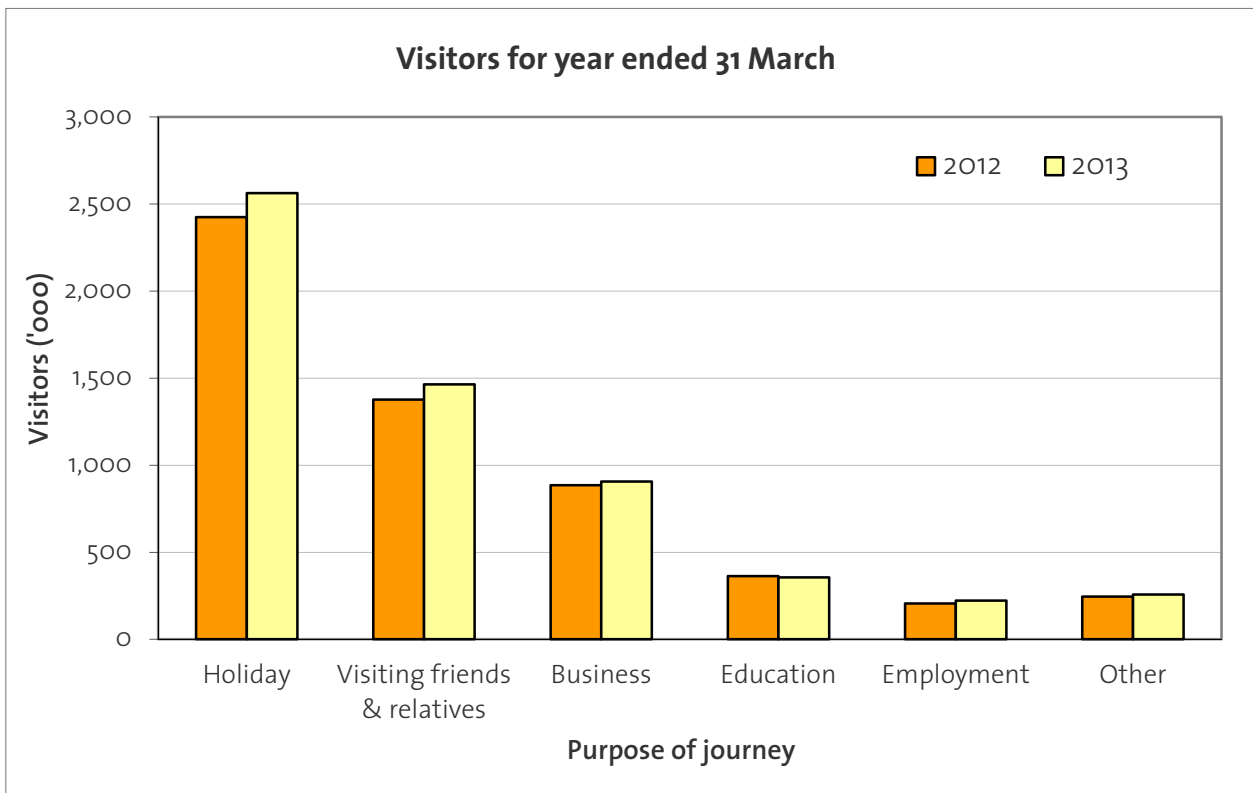
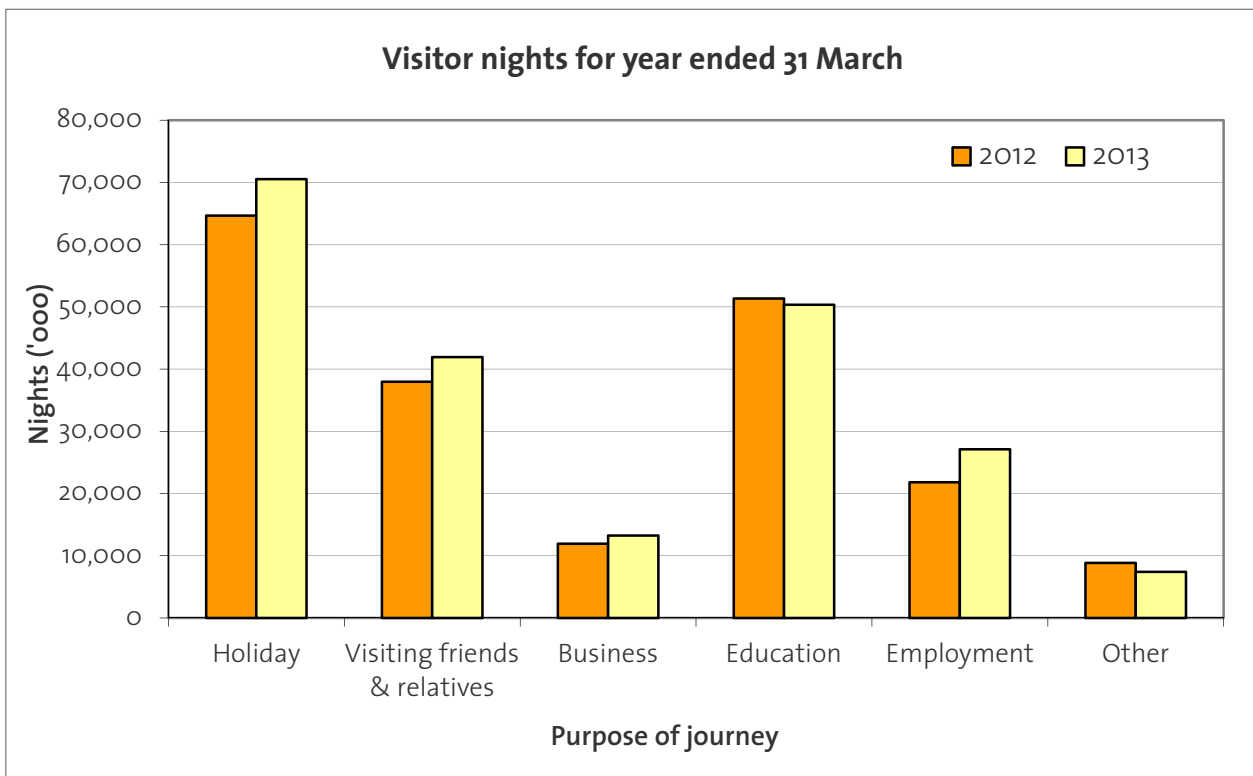


Figure 3 Visitor nights in Australia by main purpose of journey



Base: All visitors aged 15 years and over.

Table 1

Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, year ended 31 March 2012 and 2013

Country of residence	Year ended 31 March 2012					Year ended 31 March 2013				
	Visitors	Nights in Australia			Expenditure	Visitors	Nights in Australia			Expenditure
		Total ^(a)	Average	Median	in Australia		Total ^(a)	Average	Median	in Australia
'000	'000			\$million	'000	'000			\$million	
New Zealand	1 076	15 329	14	7	1 598	1 098	15 588	14	7	1 647
Japan	311	7 964	26	5	728	317	9 931	31	5	809
Hong Kong	155	5 328	34	8	598	166	6 142	37	10	645
Singapore	276	5 917	21	7	940	313	6 182	20	7	918
Malaysia	216	6 486	30	9	836	242	6 979	29	8	836
Indonesia	129	4 397	34	9	530	129	4 308	33	10	505
Taiwan	83	6 250	76	11	390	93	7 235	78	15	441
Thailand	78	4 013	51	14	352	78	3 803	49	13	326
Korea	184	12 504	68	9	1 005	178	11 509	65	8	887
China	530	25 654	48	8	2 774	620	29 019	47	8	3 356
India	141	8 732	62	29	564	151	9 748	65	31	574
Other Asia	150	10 364	69	25	702	161	10 161	63	22	678
USA	433	9 971	23	11	1 169	463	10 795	23	11	1 261
Canada	113	4 440	39	16	413	113	4 120	36	16	374
United Kingdom	578	21 072	36	19	1 645	560	23 391	42	20	1 804
Germany	148	7 207	49	23	541	151	7 802	52	22	523
Scandinavia	83	3 506	42	20	306	85	3 655	43	20	319
France	90	5 620	62	22	388	94	5 894	63	21	402
Italy	54	3 127	58	19	214	61	3 993	66	21	269
Netherlands	45	1 912	42	24	144	41	1 627	40	25	145
Switzerland	39	1 491	38	22	167	42	1 605	38	24	183
Other Europe	181	10 157	56	24	929	191	11 034	58	24	951
Other countries	405	15 170	37	13	1 284	418	16 082	38	14	1 353
Main purpose of journey (including backpackers)										
Holiday	2 425	64 671	27	9	5 866	2 563	70 550	28	9	6 243
Visiting friends & relatives	1 376	37 978	28	15	2 181	1 464	41 924	29	15	2 423
Business	885	11 939	13	6	2 097	906	13 254	15	6	2 232
Education	363	51 357	141	128	5 673	355	50 352	142	131	5 771
Employment	206	21 821	106	75	1 788	222	27 118	122	92	2 003
Other	245	8 844	36	5	612	257	7 409	29	4	536
Main purpose of journey (excluding backpackers)										
Holiday	2 041	36 923	18	8	3 989	2 159	40 433	19	7	4 250
Visiting friends & relatives	1 322	36 353	27	15	2 045	1 418	40 472	29	15	2 312
Business	869	11 447	13	6	2 052	886	12 605	14	6	2 162
Education	315	44 375	141	127	5 054	310	43 602	141	129	5 157
Employment	178	17 867	100	67	1 527	188	21 051	112	85	1 649
Other	222	6 561	30	4	473	236	5 555	24	3	442
Backpackers	552	43 083	78	30	3 078	571	46 888	82	30	3 236
Total	5 499	196 610	36	11	18 216	5 766	210 606	37	11	19 209

Base: All visitors aged 15 years and over.

(a) Total nights in Australia are greater than the sum of nights in the states/territories (Tables 12, 14, 19, 21, 24, 26 & 27) because nights spent in transit are included.

Table 2

Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, quarter ended 31 March 2012 and 2013

Country of residence	Quarter ended 31 March 2012					Quarter ended 31 March 2013				
	Visitors '000	Nights in Australia			Expenditure in Australia \$million	Visitors '000	Nights in Australia			Expenditure in Australia \$million
		Total '000	Average	Median			Total '000	Average	Median	
New Zealand	229	3 450	15	7	330	234	3 319	14	7	335
Japan	91	2 492	27	5	220	84	2 654	32	6	217
Hong Kong	44	2 060	47	10	221	48	2 654	55	10	266
Singapore	61	1 775	29	7	287	72	1 601	22	6	257
Malaysia	50	2 462	49	10	332	55	2 244	41	10	283
Indonesia	30	1 417	47	9	167	28	1 263	45	11	160
Taiwan	21	1 622	76	9	113	26	2 136	83	14	136
Thailand	18	1 292	73	22	109	18	1 133	63	14	100
Korea	53	3 779	71	10	320	49	3 483	71	10	266
China	185	11 304	61	10	1 300	213	12 538	59	10	1 509
India	37	2 658	71	35	163	39	2 769	71	25	167
Other Asia	40	3 426	85	35	273	44	4 012	91	36	263
USA	125	2 758	22	11	316	136	3 123	23	11	376
Canada	37	1 328	36	16	140	37	1 198	33	18	105
United Kingdom	186	6 150	33	20	454	185	7 064	38	21	523
Germany	44	1 965	44	25	159	46	2 305	50	23	146
Scandinavia	30	1 240	42	22	104	29	1 263	43	20	122
France	25	1 447	59	20	87	26	1 674	64	25	125
Italy	13	726	54	20	45	15	973	64	25	61
Netherlands	12	458	37	21	35	11	433	38	28	37
Switzerland	12	445	36	21	47	13	517	39	27	60
Other Europe	54	2 939	54	24	261	57	2 912	51	24	245
Other countries	105	4 609	44	15	360	112	4 866	43	17	422
Main purpose of journey (including backpackers)										
Holiday	659	17 449	26	10	1 598	710	20 364	29	10	1 842
Visiting friends & relatives	351	10 650	30	18	589	375	11 473	31	18	639
Business	222	2 817	13	5	494	216	2 930	14	5	504
Education	149	22 547	152	137	2 499	145	22 099	153	149	2 494
Employment	61	6 407	104	65	498	64	7 479	117	84	553
Other	62	1 932	31	4	168	69	1 787	26	2	146
Main purpose of journey (excluding backpackers)										
Holiday	547	10 053	18	8	1 075	594	12 166	20	8	1 283
Visiting friends & relatives	338	10 208	30	18	561	360	11 051	31	18	603
Business	218	2 650	12	5	484	211	2 766	13	5	486
Education	130	19 871	153	139	2 258	128	19 301	151	146	2 236
Employment	53	5 284	100	55	436	52	5 353	103	68	430
Other	56	1 356	24	4	130	65	1 389	21	2	125
Backpackers	162	12 381	76	30	902	169	14 108	84	33	1 015
Total	1 505	61 803	41	13	5 846	1 579	66 133	42	13	6 178

Base: All visitors aged 15 years and over.

Table 3

Visitors by country of residence and main purpose of journey,
year ended 31 March 2009 – 2013

Country of residence	Year ended 31 March									
	2009		2010		2011		2012		2013	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	1 006	20	1 011	19	1 064	20	1 076	20	1 098	19
Japan	396	8	335	6	352	6	311	6	317	5
Hong Kong	132	3	144	3	150	3	155	3	166	3
Singapore	235	5	255	5	273	5	276	5	313	5
Malaysia	160	3	196	4	217	4	216	4	242	4
Indonesia	84	2	102	2	114	2	129	2	129	2
Taiwan	79	2	90	2	76	1	83	2	93	2
Thailand	73	1	79	1	78	1	78	1	78	1
Korea	189	4	175	3	197	4	184	3	178	3
China	352	7	360	7	463	9	530	10	620	11
India	112	2	120	2	135	2	141	3	151	3
Other Asia	125	2	136	3	142	3	150	3	161	3
USA	420	8	459	9	438	8	433	8	463	8
Canada	117	2	118	2	114	2	113	2	113	2
United Kingdom	614	12	628	12	587	11	578	11	560	10
Germany	153	3	159	3	154	3	148	3	151	3
Scandinavia	78	2	84	2	82	2	83	2	85	1
France	83	2	93	2	90	2	90	2	94	2
Italy	57	1	54	1	54	1	54	1	61	1
Netherlands	51	1	50	1	47	1	45	1	41	1
Switzerland	37	1	42	1	42	1	39	1	42	1
Other Europe	190	4	181	3	170	3	181	3	191	3
Other countries	379	7	386	7	401	7	405	7	418	7
Main purpose of journey (including backpackers)										
Holiday	2 397	47	2 416	46	2 457	45	2 425	44	2 563	44
Visiting friends & relatives	1 158	23	1 321	25	1 320	24	1 376	25	1 464	25
Business	831	16	763	15	874	16	885	16	906	16
Education	321	6	365	7	367	7	363	7	355	6
Employment	178	3	173	3	186	3	206	4	222	4
Other	237	5	220	4	235	4	245	4	257	4
Main purpose of journey (excluding backpackers)										
Holiday	2 002	39	1 982	38	2 043	38	2 041	37	2 159	37
Visiting friends & relatives	1 113	22	1 270	24	1 272	23	1 322	24	1 418	25
Business	817	16	750	14	857	16	869	16	886	15
Education	270	5	313	6	318	6	315	6	310	5
Employment	151	3	150	3	158	3	178	3	188	3
Other	216	4	198	4	208	4	222	4	236	4
Backpackers	554	11	593	11	583	11	552	10	571	10
Total	5 123	100	5 257	100	5 440	100	5 499	100	5 766	100

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Table 4

Visitors by country of residence and main purpose of journey,
quarter ended 31 March 2009 – 2013

Country of residence	Quarter ended 31 March									
	2009		2010		2011		2012		2013	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	203	15	209	14	219	15	229	15	234	15
Japan	99	7	102	7	86	6	91	6	84	5
Hong Kong	40	3	40	3	41	3	44	3	48	3
Singapore	55	4	60	4	64	4	61	4	72	5
Malaysia	46	3	49	3	53	4	50	3	55	3
Indonesia	19	1	25	2	27	2	30	2	28	2
Taiwan	25	2	23	2	18	1	21	1	26	2
Thailand	18	1	20	1	19	1	18	1	18	1
Korea	47	3	54	4	52	4	53	4	49	3
China	127	9	136	9	168	12	185	12	213	14
India	29	2	32	2	36	2	37	2	39	2
Other Asia	33	2	37	3	38	3	40	3	44	3
USA	115	8	123	8	121	8	125	8	136	9
Canada	38	3	38	3	36	3	37	2	37	2
United Kingdom	200	15	203	14	182	13	186	12	185	12
Germany	44	3	47	3	45	3	44	3	46	3
Scandinavia	26	2	29	2	28	2	30	2	29	2
France	21	2	26	2	24	2	25	2	26	2
Italy	12	1	13	1	12	1	13	1	15	1
Netherlands	13	1	14	1	13	1	12	1	11	1
Switzerland	12	1	13	1	13	1	12	1	13	1
Other Europe	50	4	51	4	48	3	54	4	57	4
Other countries	93	7	102	7	102	7	105	7	112	7
Main purpose of journey (including backpackers)										
Holiday	638	47	655	45	624	43	659	44	710	45
Visiting friends & relatives	297	22	324	22	319	22	351	23	375	24
Business	184	13	205	14	227	16	222	15	216	14
Education	141	10	152	11	155	11	149	10	145	9
Employment	48	4	50	3	54	4	61	4	64	4
Other	56	4	59	4	67	5	62	4	69	4
Main purpose of journey (excluding backpackers)										
Holiday	529	39	530	37	501	35	547	36	594	38
Visiting friends & relatives	287	21	310	21	307	21	338	22	360	23
Business	182	13	201	14	223	15	218	15	211	13
Education	120	9	133	9	137	9	130	9	128	8
Employment	40	3	44	3	44	3	53	3	52	3
Other	52	4	51	4	58	4	56	4	65	4
Backpackers	153	11	176	12	174	12	162	11	169	11
Total	1 364	100	1 446	100	1 445	100	1 505	100	1 579	100

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Table 5

Visitor nights^(a) by country of residence and main purpose of journey,
year ended 31 March 2009 – 2013

Country of residence	Year ended 31 March									
	2009		2010		2011		2012		2013	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	14 531	8	13 137	7	14 988	8	15 329	8	15 588	7
Japan	8 368	5	7 359	4	7 557	4	7 964	4	9 931	5
Hong Kong	4 439	3	4 957	3	5 244	3	5 328	3	6 142	3
Singapore	5 007	3	5 578	3	5 482	3	5 917	3	6 182	3
Malaysia	5 994	3	6 461	4	6 957	4	6 486	3	6 979	3
Indonesia	3 044	2	3 999	2	4 836	3	4 397	2	4 308	2
Taiwan	3 538	2	4 631	3	4 212	2	6 250	3	7 235	3
Thailand	3 541	2	3 826	2	4 040	2	4 013	2	3 803	2
Korea	12 176	7	13 169	7	12 499	7	12 504	6	11 509	5
China	17 062	10	21 041	12	25 254	14	25 654	13	29 019	14
India	7 087	4	7 773	4	8 758	5	8 732	4	9 748	5
Other Asia	7 681	4	7 852	4	8 310	4	10 364	5	10 161	5
USA	9 151	5	9 873	5	9 919	5	9 971	5	10 795	5
Canada	4 999	3	4 396	2	4 136	2	4 440	2	4 120	2
United Kingdom	21 342	12	22 907	13	20 721	11	21 072	11	23 391	11
Germany	6 970	4	7 433	4	6 501	3	7 207	4	7 802	4
Scandinavia	3 299	2	3 621	2	3 248	2	3 506	2	3 655	2
France	4 224	2	4 887	3	4 946	3	5 620	3	5 894	3
Italy	2 460	1	2 161	1	2 573	1	3 127	2	3 993	2
Netherlands	2 027	1	2 098	1	1 839	1	1 912	1	1 627	1
Switzerland	1 420	1	1 658	1	1 480	1	1 491	1	1 605	1
Other Europe	9 168	5	8 885	5	7 697	4	10 157	5	11 034	5
Other countries	13 751	8	13 732	8	15 108	8	15 170	8	16 082	8
Main purpose of journey (including backpackers)										
Holiday	60 962	36	63 557	35	61 583	33	64 671	33	70 550	33
Visiting friends & relatives	29 028	17	32 485	18	35 647	19	37 978	19	41 924	20
Business	10 423	6	9 917	5	11 720	6	11 939	6	13 254	6
Education	46 359	27	51 366	28	51 705	28	51 357	26	50 352	24
Employment	19 132	11	18 568	10	20 098	11	21 821	11	27 118	13
Other	5 373	3	5 540	3	5 550	3	8 844	4	7 409	4
Main purpose of journey (excluding backpackers)										
Holiday	33 705	20	34 494	19	35 818	19	36 923	19	40 433	19
Visiting friends & relatives	27 352	16	30 741	17	34 095	18	36 353	18	40 472	19
Business	10 045	6	9 423	5	11 144	6	11 447	6	12 605	6
Education	38 353	22	43 586	24	44 539	24	44 375	23	43 602	21
Employment	15 464	9	14 864	8	15 802	8	17 867	9	21 051	10
Other	4 120	2	3 545	2	3 913	2	6 561	3	5 555	3
Backpackers	42 238	25	44 781	25	40 993	22	43 083	22	46 888	22
Total	171 278	100	181 434	100	186 303	100	196 610	100	210 606	100

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

(a) Total nights in Australia are greater than the sum of nights in the states/territories (Tables 12, 14, 19, 21, 24, 26 & 27) because nights spent in transit are included.

Table 6

Visitor nights by country of residence and main purpose of journey,
quarter ended 31 March 2009 – 2013

Country of residence	Quarter ended 31 March									
	2009		2010		2011		2012		2013	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	3 020	5	2 827	5	3 470	6	3 450	6	3 319	5
Japan	2 341	4	2 494	4	1 955	3	2 492	4	2 654	4
Hong Kong	1 877	3	2 293	4	2 282	4	2 060	3	2 654	4
Singapore	1 425	3	1 394	2	1 520	3	1 775	3	1 601	2
Malaysia	2 719	5	2 605	4	2 561	4	2 462	4	2 244	3
Indonesia	1 058	2	1 244	2	1 568	3	1 417	2	1 263	2
Taiwan	1 150	2	1 505	3	1 242	2	1 622	3	2 136	3
Thailand	1 256	2	1 039	2	1 096	2	1 292	2	1 133	2
Korea	4 718	8	4 678	8	4 136	7	3 779	6	3 483	5
China	8 381	15	10 206	17	11 573	19	11 304	18	12 538	19
India	2 336	4	2 943	5	3 287	5	2 658	4	2 769	4
Other Asia	2 320	4	2 805	5	2 540	4	3 426	6	4 012	6
USA	2 365	4	2 533	4	2 838	5	2 758	4	3 123	5
Canada	1 653	3	1 292	2	1 371	2	1 328	2	1 198	2
United Kingdom	7 062	13	7 243	12	6 083	10	6 150	10	7 064	11
Germany	2 115	4	2 316	4	2 078	3	1 965	3	2 305	3
Scandinavia	979	2	1 261	2	1 217	2	1 240	2	1 263	2
France	1 195	2	1 420	2	1 439	2	1 447	2	1 674	3
Italy	487	1	428	1	638	1	726	1	973	1
Netherlands	520	1	505	1	483	1	458	1	433	1
Switzerland	397	1	524	1	497	1	445	1	517	1
Other Europe	2 337	4	2 363	4	2 002	3	2 939	5	2 912	4
Other countries	4 202	8	4 044	7	4 317	7	4 609	7	4 866	7
Main purpose of journey (including backpackers)										
Holiday	17 696	32	17 869	30	16 879	28	17 449	28	20 364	31
Visiting friends & relatives	7 761	14	9 147	15	9 464	16	10 650	17	11 473	17
Business	2 443	4	2 634	4	3 241	5	2 817	5	2 930	4
Education	21 326	38	22 607	38	22 917	38	22 547	36	22 099	33
Employment	5 211	9	5 743	10	5 771	10	6 407	10	7 479	11
Other	1 477	3	1 962	3	1 919	3	1 932	3	1 787	3
Main purpose of journey (excluding backpackers)										
Holiday	9 545	17	9 559	16	9 555	16	10 053	16	12 166	18
Visiting friends & relatives	7 456	13	8 698	15	9 123	15	10 208	17	11 051	17
Business	2 365	4	2 421	4	3 065	5	2 650	4	2 766	4
Education	17 875	32	19 410	32	19 976	33	19 871	32	19 301	29
Employment	4 191	7	4 612	8	4 585	8	5 284	9	5 353	8
Other	982	2	1 163	2	1 373	2	1 356	2	1 389	2
Backpackers	13 501	24	14 101	24	12 515	21	12 381	20	14 108	21
Total	55 914	100	59 963	100	60 192	100	61 803	100	66 133	100

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Table 7

Visitors by country of residence and main purpose of journey by first or return visit

Country of residence	Year ended 31 March 2013				
	First visit		Return visit		Total visitors
	'000	%	'000	%	'000
New Zealand	74	7	1 024	93	1 098
Japan	175	55	141	45	317
Hong Kong	49	29	118	71	166
Singapore	54	17	258	83	313
Malaysia	70	29	172	71	242
Indonesia	34	27	94	73	129
Taiwan	48	52	45	48	93
Thailand	24	31	54	69	78
Korea	119	67	59	33	178
China	334	54	286	46	620
India	76	50	75	50	151
Other Asia	67	42	94	58	161
USA	254	55	210	45	463
Canada	52	46	61	54	113
United Kingdom	214	38	346	62	560
Germany	90	59	61	41	151
Scandinavia	50	59	35	41	85
France	54	57	40	43	94
Italy	39	64	22	36	61
Netherlands	19	47	22	53	41
Switzerland	21	49	22	51	42
Other Europe	100	53	90	47	191
Other countries	138	33	280	67	418
Main purpose of journey (including backpackers)					
Holiday	1 269	50	1 294	50	2 563
Visiting friends & relatives	356	24	1 107	76	1 464
Business	272	30	634	70	906
Education	111	31	244	69	355
Employment	64	29	158	71	222
Other	85	33	172	67	257
Main purpose of journey (excluding backpackers)					
Holiday	997	46	1 162	54	2 159
Visiting friends & relatives	330	23	1 087	77	1 418
Business	259	29	627	71	886
Education	82	26	228	74	310
Employment	44	23	144	77	188
Other	74	31	162	69	236
Backpackers	371	65	200	35	571
Total	2 157	37	3 609	63	5 766

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Total visitors includes 'not stated' responses.

Table 8

Visitors by country of residence and main purpose of journey by type of travel arrangements

Country of residence	Year ended 31 March 2013						Total visitors '000
	Package tour visitors			Non-package tour visitors			
	Group tour '000	Non-group '000	Total '000	Group tour '000	Non-group '000	Total '000	
New Zealand	8	71	79	9	1 010	1 019	1 098
Japan	30	103	133	3	180	184	317
Hong Kong	9	7	16	1	150	151	166
Singapore	6	15	21	3	288	291	313
Malaysia	5	9	13	3	225	228	242
Indonesia	8	2	9	2	118	120	129
Taiwan	18	4	22	2	69	71	93
Thailand	2	2	4	2	73	74	78
Korea	46	9	55	3	121	124	178
China	244	14	258	12	350	362	620
India	5	7	12	2	138	140	151
Other Asia	2	4	6	1	154	155	161
USA	22	38	60	11	393	404	463
Canada	1	6	8	2	103	105	113
United Kingdom	3	43	45	2	512	515	560
Germany	2	15	17	2	133	134	151
Scandinavia	1	6	7	0	77	77	85
France	1	7	7	0	87	87	94
Italy	0	9	10	1	50	51	61
Netherlands	1	4	4	0	36	37	41
Switzerland	1	4	5	0	37	37	42
Other Europe	3	12	15	2	173	175	191
Other countries	3	20	24	9	386	394	418
Main purpose of journey (including backpackers)							
Holiday	373	309	682	29	1 851	1 880	2 563
Visiting friends & relatives	0	26	26	1	1 437	1 438	1 464
Business	25	46	71	26	809	835	906
Education	7	11	19	5	332	336	355
Employment	1	5	6	2	214	216	222
Other	13	13	26	10	221	231	257
Main purpose of journey (excluding backpackers)							
Holiday	370	287	657	25	1 477	1 502	2 159
Visiting friends & relatives	0	24	25	1	1 392	1 393	1 418
Business	25	44	69	25	792	816	886
Education	6	10	16	3	290	294	310
Employment	1	3	4	2	182	184	188
Other	13	12	25	8	202	211	236
Backpackers	5	29	35	8	528	536	571
Total	421	410	831	72	4 863	4 935	5 766

Base: All visitors aged 15 years and over.

Table 9

Visitors by country of residence and main purpose of journey
by state/territory visited^(a)

Country of residence	Year ended 31 March 2013							
	New South Wales		Victoria		Queensland		South Australia	
	'000	%	'000	%	'000	%	'000	%
New Zealand	391	13	277	15	409	20	41	12
Japan	154	5	40	2	175	9	7	2
Hong Kong	89	3	55	3	44	2	11	3
Singapore	113	4	93	5	71	3	13	4
Malaysia	71	2	94	5	43	2	12	3
Indonesia	54	2	43	2	24	1	4	1
Taiwan	51	2	37	2	43	2	6	2
Thailand	39	1	24	1	15	1	5	1
Korea	140	5	38	2	59	3	4	1
China	384	13	298	16	279	14	24	7
India	71	2	73	4	32	2	11	3
Other Asia	71	2	66	4	29	1	8	2
USA	296	10	139	7	164	8	33	9
Canada	77	3	35	2	46	2	10	3
United Kingdom	302	10	192	10	195	9	53	15
Germany	98	3	60	3	76	4	27	7
Scandinavia	55	2	29	2	35	2	8	2
France	62	2	37	2	40	2	13	4
Italy	38	1	26	1	24	1	11	3
Netherlands	25	1	14	1	17	1	7	2
Switzerland	29	1	20	1	18	1	10	3
Other Europe	109	4	67	4	67	3	18	5
Other countries	209	7	96	5	148	7	19	5
Main purpose of journey (including backpackers)								
Holiday	1 463	50	855	46	1 194	58	165	46
Visiting friends & relatives	638	22	452	24	401	20	86	24
Business	450	15	292	16	219	11	49	14
Education	174	6	131	7	101	5	25	7
Employment	93	3	62	3	66	3	18	5
Other	110	4	60	3	72	3	12	3
Main purpose of journey (excluding backpackers)								
Holiday	1 148	39	659	36	957	47	103	29
Visiting friends & relatives	606	21	433	23	376	18	81	23
Business	439	15	284	15	208	10	47	13
Education	138	5	110	6	71	3	21	6
Employment	71	2	45	2	46	2	13	4
Other	94	3	52	3	62	3	10	3
Backpackers	431	15	270	15	331	16	81	23
Total	2 928	100	1 853	100	2 052	100	357	100

Base: All visitors aged 15 years and over.

Note: Rounded shares may sum to more than 100.

Visitors by state or territory sum to more than total visitors because some visitors stopover in more than one state or territory.

(a) Visitors who spent at least one night in the state/territory.

Continued...

Table 9 (continued)

Visitors by country of residence and main purpose of journey
by state/territory visited^(a)

Country of residence	Year ended 31 March 2013							
	Western Australia		Tasmania		Northern Territory		Australian Capital Territory	
	'000	%	'000	%	'000	%	'000	%
New Zealand	81	11	16	10	10	4	14	8
Japan	20	3	4	3	25	10	6	3
Hong Kong	19	2	17	11	4	2	3	2
Singapore	70	9	6	4	3	1	7	4
Malaysia	63	8	6	4	2	1	6	3
Indonesia	32	4	1	1	1	0	5	3
Taiwan	11	2	3	2	4	1	2	1
Thailand	11	1	2	1	2	1	3	2
Korea	12	2	2	1	4	1	5	3
China	32	4	13	8	5	2	21	12
India	13	2	3	2	1	0	7	4
Other Asia	19	2	4	2	6	2	10	6
USA	52	7	18	11	32	12	21	12
Canada	16	2	5	3	9	3	3	1
United Kingdom	136	18	19	12	33	13	17	10
Germany	25	3	8	5	33	13	7	4
Scandinavia	14	2	4	2	7	3	5	3
France	17	2	6	4	18	7	3	2
Italy	10	1	2	1	12	5	3	2
Netherlands	9	1	2	1	8	3	3	2
Switzerland	9	1	3	2	9	4	3	2
Other Europe	39	5	8	5	18	7	8	5
Other countries	53	7	6	4	8	3	14	8
Main purpose of journey (including backpackers)								
Holiday	299	39	82	52	188	74	67	38
Visiting friends & relatives	224	29	32	20	25	10	45	25
Business	123	16	18	12	16	6	29	16
Education	38	5	13	8	10	4	19	11
Employment	58	8	8	5	11	4	8	5
Other	20	3	5	3	5	2	10	6
Main purpose of journey (excluding backpackers)								
Holiday	232	31	56	35	113	44	46	26
Visiting friends & relatives	215	28	30	19	22	8	41	23
Business	121	16	17	11	13	5	28	16
Education	33	4	10	6	4	1	15	9
Employment	48	6	3	2	6	2	6	4
Other	17	2	3	2	4	1	8	4
Backpackers	95	12	38	24	94	37	32	18
Total	761	100	158	100	255	100	177	100

Base: All visitors aged 15 years and over.

Note: Rounded shares may sum to more than 100.

Visitors by state or territory sum to more than total visitors because some visitors stopover in more than one state or territory.

(a) Visitors who spent at least one night in the state/territory.

Table 10

Visitors by country of residence and main purpose of journey for selected regions^(a)

	Year ended 31 March 2013				
	Sydney '000	Melbourne '000	Brisbane '000	Gold Coast '000	Tropical North Queensland '000
Country of residence					
New Zealand	337	254	172	180	48
Japan	149	39	27	61	96
Hong Kong	85	53	25	18	14
Singapore	106	90	36	40	5
Malaysia	68	92	22	23	2
Indonesia	50	41	13	10	3
Taiwan	48	35	31	14	6
Thailand	36	21	8	5	1
Korea	137	37	30	27	10
China	373	294	126	173	123
India	68	70	15	14	9
Other Asia	66	61	20	6	3
USA	279	131	75	24	84
Canada	70	31	23	13	21
United Kingdom	277	170	106	53	82
Germany	93	58	46	19	48
Scandinavia	51	27	23	13	17
France	59	36	23	8	21
Italy	36	25	13	5	13
Netherlands	23	13	11	4	11
Switzerland	26	18	11	6	9
Other Europe	102	64	41	16	30
Other countries	195	92	92	30	34
Main purpose of journey (including backpackers)					
Holiday	1 403	825	489	523	532
Visiting friends & relatives	562	405	211	139	59
Business	426	279	145	41	36
Education	159	127	62	31	26
Employment	83	57	39	14	17
Other	102	57	42	15	20
Main purpose of journey (excluding backpackers)					
Holiday	1 098	635	334	438	383
Visiting friends & relatives	533	387	198	131	50
Business	416	271	140	39	33
Education	126	106	44	20	12
Employment	62	42	25	7	8
Other	87	49	36	12	16
Backpackers	412	260	211	116	190
Total	2 735	1 750	988	764	691

Base: All visitors aged 15 years and over.

Note: Numbers sum to more than total visitors because some visitors stopover in more than one region.

(a) Visitors who spent at least one night in the region.

Continued...

Table 10 (continued)

Visitors by country of residence and main purpose of journey for selected regions^(a)

	Year ended 31 March 2013				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
Country of residence					
New Zealand	37	71	11	7	3
Japan	6	19	4	3	1
Hong Kong	11	18	16	2	2
Singapore	13	69	4	3	0
Malaysia	11	61	5	2	0
Indonesia	4	30	1	1	0
Taiwan	5	11	2	2	2
Thailand	4	11	2	1	0
Korea	4	11	1	2	2
China	24	32	12	3	1
India	9	13	2	0	0
Other Asia	8	17	3	5	1
USA	29	49	15	9	13
Canada	8	15	4	3	6
United Kingdom	46	128	16	15	18
Germany	25	23	7	14	22
Scandinavia	6	13	3	3	3
France	11	16	4	11	10
Italy	10	10	2	5	7
Netherlands	6	8	2	4	5
Switzerland	9	9	3	5	6
Other Europe	17	37	6	9	8
Other countries	18	50	5	5	3
Main purpose of journey (including backpackers)					
Holiday	150	285	73	76	91
Visiting friends & relatives	75	212	26	11	10
Business	47	118	13	10	4
Education	25	37	10	4	6
Employment	16	49	5	7	4
Other	11	19	3	3	1
Main purpose of journey (excluding backpackers)					
Holiday	94	222	50	39	48
Visiting friends & relatives	71	204	24	9	8
Business	45	116	12	10	2
Education	21	33	7	2	1
Employment	11	40	2	4	1
Other	9	16	2	2	0
Backpackers	73	89	33	47	54
Total	324	719	130	113	115

Base: All visitors aged 15 years and over.

Note: Numbers sum to more than total visitors because some visitors stopover in more than one region.

(a) Visitors who spent at least one night in the region.

Table 11

Visitors by country of residence and main purpose of journey
by type of transport used between stopovers

Country of residence	Year ended 31 March 2013					
	Private or company car '000	Rental car '000	Self-drive van, motor-home or campervan '000	Taxi or chauffeur driven hire car '000	Aircraft '000	Long distance train '000
New Zealand	108	77	6	10	127	25
Japan	13	5	0	3	98	5
Hong Kong	13	11	0	0	52	5
Singapore	18	26	0	2	49	4
Malaysia	17	16	0	2	41	4
Indonesia	8	4	0	0	28	2
Taiwan	9	1	1	0	37	6
Thailand	11	3	0	0	15	1
Korea	12	2	1	2	60	5
China	29	11	1	2	305	7
India	14	2	0	1	37	4
Other Asia	21	4	0	1	35	3
USA	49	38	5	5	175	14
Canada	18	12	3	1	47	7
United Kingdom	102	57	12	5	215	29
Germany	24	26	20	1	72	10
Scandinavia	13	13	3	1	34	6
France	14	16	9	1	44	6
Italy	8	9	2	0	29	2
Netherlands	7	10	4	0	19	3
Switzerland	6	9	6	0	20	2
Other Europe	30	20	8	2	74	7
Other countries	47	14	1	4	97	11
Main purpose of journey (including backpackers)						
Holiday	214	249	66	20	977	106
Visiting friends & relatives	250	79	11	6	295	33
Business	40	32	2	12	229	9
Education	37	13	3	4	98	9
Employment	29	6	1	2	72	10
Other	20	5	2	1	39	2
Main purpose of journey (excluding backpackers)						
Holiday	148	189	37	14	722	50
Visiting friends & relatives	236	71	9	6	268	28
Business	38	30	1	12	217	8
Education	29	6	1	3	64	4
Employment	20	4	1	2	47	4
Other	17	4	0	1	28	1
Backpackers	102	80	37	9	363	74
Total	591	385	85	46	1 709	169

Base: All visitors aged 15 years and over.

Continued...

Table 11 (continued)

Visitors by country of residence and main purpose of journey
by type of transport used between stopovers

Country of residence	Year ended 31 March 2013						
	Long distance coach or bus '000	Ship, boat or ferry '000	Local public transport '000	Hotel or motel shuttle/ courtesy bus '000	Charter/ tour bus '000	Four wheel drive '000	Other '000
New Zealand	9	9	25	5	7	1	2
Japan	7	3	11	1	7	0	2
Hong Kong	6	2	4	0	4	0	0
Singapore	2	1	4	2	6	0	1
Malaysia	4	1	5	1	2	0	0
Indonesia	2	2	1	0	2	0	1
Taiwan	6	1	5	0	5	0	0
Thailand	2	0	1	0	0	0	0
Korea	7	1	9	0	3	0	1
China	10	3	4	0	47	0	1
India	4	1	3	0	1	0	0
Other Asia	4	1	2	0	0	0	0
USA	16	15	9	2	12	0	2
Canada	9	7	4	0	5	0	1
United Kingdom	45	29	21	2	19	2	4
Germany	28	18	7	0	13	1	1
Scandinavia	15	8	6	0	3	1	1
France	11	6	5	0	5	1	1
Italy	10	6	4	0	3	1	1
Netherlands	6	4	2	0	3	0	1
Switzerland	5	5	2	0	4	0	1
Other Europe	16	8	6	1	6	1	1
Other countries	12	5	9	2	2	0	2
Main purpose of journey (including backpackers)							
Holiday	160	102	84	14	130	7	15
Visiting friends & relatives	30	19	25	2	10	1	2
Business	7	4	12	2	7	1	2
Education	16	5	19	0	8	0	2
Employment	15	6	7	0	1	0	1
Other	7	2	4	0	2	0	1
Main purpose of journey (excluding backpackers)							
Holiday	41	48	41	11	90	2	4
Visiting friends & relatives	22	14	21	1	7	0	1
Business	5	3	10	1	4	1	1
Education	6	1	11	0	4	0	1
Employment	5	3	3	0	0	0	1
Other	4	1	2	0	2	0	1
Backpackers	154	67	64	5	50	6	15
Total	236	137	151	19	158	9	24

Base: All visitors aged 15 years and over.

Table 12

Visitor nights by country of residence and main purpose of journey
by state/territory visited

Country of residence	Year ended 31 March 2013									
	New South Wales		Victoria		Queensland		South Australia		Western Australia	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	4 046	6	2 580	6	5 388	12	407	4	2 652	10
Japan	4 007	6	1 350	3	3 079	7	223	2	669	2
Hong Kong	1 779	3	1 553	3	1 066	2	488	5	828	3
Singapore	1 462	2	1 542	3	1 372	3	482	5	1 053	4
Malaysia	1 310	2	2 333	5	859	2	528	5	1 459	5
Indonesia	1 500	2	1 393	3	393	1	157	2	678	2
Taiwan	1 445	2	1 451	3	2 325	5	316	3	1 124	4
Thailand	1 698	2	842	2	485	1	217	2	412	1
Korea	4 578	7	1 540	3	3 397	7	296	3	1 018	4
China	11 334	17	8 665	19	4 315	9	1 794	17	1 791	6
India	3 032	4	3 952	8	991	2	671	6	741	3
Other Asia	3 537	5	2 650	6	1 292	3	581	6	1 161	4
USA	3 978	6	1 999	4	2 301	5	523	5	1 160	4
Canada	1 354	2	836	2	1 075	2	185	2	471	2
United Kingdom	7 194	10	4 114	9	4 954	11	1 322	13	4 580	17
Germany	2 430	4	1 329	3	2 194	5	330	3	914	3
Scandinavia	1 059	2	669	1	995	2	224	2	517	2
France	1 821	3	1 175	3	1 478	3	204	2	690	2
Italy	1 230	2	1 031	2	838	2	137	1	520	2
Netherlands	429	1	256	1	452	1	143	1	216	1
Switzerland	421	1	239	1	424	1	109	1	244	1
Other Europe	3 296	5	2 152	5	1 962	4	340	3	2 572	9
Other countries	5 614	8	2 953	6	3 833	8	684	7	2 232	8
Main purpose of journey (including backpackers)										
Holiday	21 396	31	12 948	28	20 518	45	2 386	23	9 103	33
Visiting friends & relatives	13 644	20	10 176	22	8 107	18	2 302	22	5 659	20
Business	4 879	7	2 540	5	1 856	4	426	4	2 857	10
Education	17 845	26	14 198	30	8 315	18	3 058	30	4 185	15
Employment	7 884	12	5 072	11	5 405	12	1 840	18	5 313	19
Other	2 906	4	1 670	4	1 266	3	350	3	584	2
Main purpose of journey (excluding backpackers)										
Holiday	13 049	19	7 740	17	10 766	24	1 352	13	5 499	20
Visiting friends & relatives	13 168	19	9 916	21	7 700	17	2 246	22	5 493	20
Business	4 604	7	2 453	5	1 701	4	415	4	2 785	10
Education	15 477	23	12 849	28	6 431	14	2 813	27	3 683	13
Employment	6 363	9	3 931	8	4 068	9	1 342	13	4 278	15
Other	2 218	3	1 331	3	912	2	311	3	347	1
Backpackers	13 674	20	8 383	18	13 889	31	1 882	18	5 617	20
Total	68 553	100	46 603	100	45 467	100	10 363	100	27 701	100

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Continued...

Table 12 (continued)

Visitor nights by country of residence and main purpose of journey
by state/territory visited

Country of residence	Year ended 31 March 2013							
	Tasmania		Northern Territory		Australian Capital Territory		Total nights ^(a)	
	'000	%	'000	%	'000	%	'000	%
New Zealand	126	4	136	4	208	4	15 544	7
Japan	118	4	137	4	341	7	9 924	5
Hong Kong	293	9	46	1	84	2	6 136	3
Singapore	83	3	30	1	156	3	6 178	3
Malaysia	314	10	35	1	131	3	6 969	3
Indonesia	24	1	39	1	121	3	4 306	2
Taiwan	132	4	251	7	188	4	7 231	3
Thailand	73	2	30	1	44	1	3 802	2
Korea	135	4	104	3	431	9	11 500	5
China	301	9	72	2	736	15	29 008	14
India	90	3	33	1	237	5	9 745	5
Other Asia	80	2	348	10	511	11	10 158	5
USA	182	6	359	10	231	5	10 732	5
Canada	66	2	69	2	42	1	4 098	2
United Kingdom	337	11	417	12	379	8	23 297	11
Germany	135	4	357	10	55	1	7 745	4
Scandinavia	36	1	92	3	33	1	3 627	2
France	141	4	264	8	90	2	5 864	3
Italy	61	2	92	3	69	1	3 978	2
Netherlands	25	1	68	2	22	0	1 610	1
Switzerland	66	2	73	2	8	0	1 584	1
Other Europe	233	7	215	6	224	5	10 993	5
Other countries	155	5	164	5	428	9	16 063	8
Main purpose of journey (including backpackers)								
Holiday	1 057	33	2 023	59	744	16	70 174	33
Visiting friends & relatives	559	17	340	10	1 085	23	41 872	20
Business	169	5	200	6	291	6	13 217	6
Education	863	27	153	4	1 721	36	50 338	24
Employment	359	11	646	19	576	12	27 095	13
Other	198	6	70	2	352	7	7 397	4
Main purpose of journey (excluding backpackers)								
Holiday	527	16	836	24	498	10	40 267	19
Visiting friends & relatives	539	17	306	9	1 062	22	40 431	19
Business	162	5	168	5	284	6	12 571	6
Education	739	23	104	3	1 501	31	43 597	21
Employment	117	4	496	14	442	9	21 037	10
Other	104	3	31	1	292	6	5 547	3
Backpackers	1 017	32	1 492	43	689	14	46 643	22
Total	3 205	100	3 432	100	4 769	100	210 092	100

Base: All visitors aged 15 years and over.

Note: Rounded shares may sum to more than 100.

(a) Total nights are less than visitor nights in Australia (Tables 1 and 5) because nights spent in transit are excluded.

Table 13

Visitor nights by country of residence and main purpose of journey for selected regions

	Year ended 31 March 2013				
	Sydney '000	Melbourne '000	Brisbane '000	Gold Coast '000	Tropical North Queensland '000
Country of residence					
New Zealand	3 094	2 185	1 559	1 836	463
Japan	3 662	1 286	1 179	686	890
Hong Kong	1 523	1 378	750	91	80
Singapore	1 256	1 477	898	221	34
Malaysia	1 045	2 217	605	192	14
Indonesia	1 331	1 361	175	62	45
Taiwan	973	1 187	1 435	309	227
Thailand	1 413	741	276	106	10
Korea	4 238	1 397	2 056	396	283
China	10 188	8 391	2 933	906	306
India	2 742	3 674	621	131	27
Other Asia	3 200	2 344	807	137	59
USA	3 039	1 691	830	226	549
Canada	943	686	421	200	147
United Kingdom	5 553	3 186	1 581	615	1 005
Germany	1 909	962	610	177	555
Scandinavia	780	572	334	156	191
France	1 558	963	526	117	359
Italy	970	874	405	42	150
Netherlands	297	187	102	58	137
Switzerland	309	170	85	51	90
Other Europe	2 677	1 881	722	186	420
Other countries	4 786	2 724	1 992	659	354
Main purpose of journey (including backpackers)					
Holiday	17 363	10 905	6 822	3 819	4 199
Visiting friends & relatives	11 194	8 752	3 986	1 622	610
Business	4 270	2 334	1 019	229	218
Education	15 730	13 729	5 696	1 418	444
Employment	6 457	4 413	2 838	309	768
Other	2 472	1 403	543	162	155
Main purpose of journey (excluding backpackers)					
Holiday	10 944	6 759	3 372	2 944	1 980
Visiting friends & relatives	10 866	8 529	3 818	1 583	530
Business	4 016	2 255	960	220	163
Education	13 760	12 430	4 652	1 031	300
Employment	5 384	3 506	2 300	247	510
Other	1 936	1 211	431	110	78
Backpackers	10 580	6 846	5 369	1 427	2 834
Total	57 485	41 535	20 903	7 560	6 395

Base: All visitors aged 15 years and over.

Continued...

Table 13 (continued)

Visitor nights by country of residence and main purpose of journey
for selected regions

	Year ended 31 March 2013				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
Country of residence					
New Zealand	252	1 707	65	97	17
Japan	211	537	113	33	31
Hong Kong	470	722	205	12	30
Singapore	450	954	43	23	2
Malaysia	521	1 343	194	17	3
Indonesia	100	573	6	16	17
Taiwan	178	811	80	152	91
Thailand	204	327	46	23	2
Korea	243	740	75	47	15
China	1 784	1 714	219	55	7
India	541	696	69	18	10
Other Asia	568	979	71	270	29
USA	423	854	107	92	196
Canada	150	290	36	22	16
United Kingdom	859	3 629	191	236	78
Germany	260	568	62	128	111
Scandinavia	71	324	17	66	12
France	129	418	123	117	42
Italy	114	405	43	41	15
Netherlands	97	127	14	30	20
Switzerland	56	151	21	23	15
Other Europe	261	2 002	92	130	28
Other countries	563	2 039	78	107	44
Main purpose of journey (including backpackers)					
Holiday	1 599	6 575	701	1 031	423
Visiting friends & relatives	1 835	4 898	353	149	131
Business	355	2 155	116	73	78
Education	2 975	4 095	579	74	34
Employment	1 469	3 715	122	402	139
Other	271	471	96	27	25
Main purpose of journey (excluding backpackers)					
Holiday	1 031	4 348	334	433	153
Visiting friends & relatives	1 791	4 773	340	133	125
Business	345	2 102	111	67	56
Education	2 807	3 612	520	54	21
Employment	1 130	3 095	38	319	124
Other	260	305	50	19	11
Backpackers	1 140	3 673	574	732	339
Total	8 504	21 909	1 968	1 756	829

Base: All visitors aged 15 years and over.

Table 14

Visitor nights by country of residence and main purpose of journey
by type of accommodation used

Country of residence	Year ended 31 March 2013					
	Hotel, resort, motel, motor inn '000	Backpacker hostel '000	Rented house/ apartment/ flat/unit '000	Home of friend or relative '000	Caravan park/ commercial camping ground '000	Caravan/ camping by the side of the road '000
	New Zealand	2 901	204	3 602	7 081	215
Japan	995	538	4 714	720	68	6
Hong Kong	630	309	3 089	1 278	67	2
Singapore	1 236	119	2 123	1 273	20	3
Malaysia	877	171	2 984	2 131	10	6
Indonesia	360	16	2 083	1 348	1	0
Taiwan	329	691	4 730	607	151	3
Thailand	319	64	1 620	1 332	10	37
Korea	552	720	7 747	1 290	106	10
China	2 534	81	16 517	6 509	23	5
India	994	46	3 770	4 578	21	0
Other Asia	413	30	3 922	4 839	5	12
USA	2 749	545	2 708	3 236	152	104
Canada	589	435	1 026	1 500	100	29
United Kingdom	2 615	3 146	6 125	9 368	497	153
Germany	721	2 255	1 350	1 235	571	265
Scandinavia	404	731	1 189	753	77	52
France	371	1 175	1 968	850	516	240
Italy	327	784	1 589	769	123	46
Netherlands	207	317	260	411	113	60
Switzerland	283	257	132	326	241	92
Other Europe	805	1 128	4 830	2 541	362	119
Other countries	1 322	499	5 683	6 782	181	54
Main purpose of journey (including backpackers)						
Holiday	10 957	10 861	21 044	17 896	2 625	1 022
Visiting friends & relatives	2 262	369	3 229	34 305	275	91
Business	6 040	182	3 826	1 339	49	41
Education	1 100	673	35 611	3 556	190	53
Employment	1 507	1 695	17 039	2 283	389	93
Other	667	484	3 012	1 376	102	80
Main purpose of journey (excluding backpackers)						
Holiday	10 068	na	11 081	14 748	1 242	282
Visiting friends & relatives	2 202	na	3 122	33 533	227	59
Business	5 911	na	3 592	1 313	43	34
Education	982	na	31 565	3 308	131	20
Employment	1 326	na	14 449	1 828	110	52
Other	620	na	2 101	1 241	39	45
Backpackers	1 424	14 264	17 850	4 787	1 839	889
Total	22 533	14 264	83 760	60 756	3 630	1 380

Base: All visitors aged 15 years and over.

na Not applicable.

Continued...

Table 14 (continued)

Visitor nights by country of residence and main purpose of journey
by type of accommodation used

Country of residence	Year ended 31 March 2013					Total nights ^(a) '000
	Guest house, bed and breakfast '000	Boat, houseboat, cabin cruiser or cruise ship '000	Educational institution '000	Homestay '000	Other '000	
	New Zealand	49	59	180	190	
Japan	135	311	834	1 421	117	9 924
Hong Kong	11	1	245	301	89	6 136
Singapore	28	19	512	40	132	6 178
Malaysia	10	19	332	98	78	6 969
Indonesia	15	13	193	101	52	4 306
Taiwan	11	3	145	280	249	7 231
Thailand	2	10	159	150	24	3 802
Korea	91	2	125	617	182	11 500
China	16	3	481	1 264	103	29 008
India	8	27	161	76	35	9 745
Other Asia	5	15	226	184	273	10 158
USA	107	84	432	149	415	10 732
Canada	24	32	64	79	200	4 098
United Kingdom	119	76	102	167	520	23 297
Germany	53	49	70	912	240	7 745
Scandinavia	10	31	50	187	144	3 627
France	30	17	104	456	132	5 864
Italy	10	11	19	195	104	3 978
Netherlands	17	32	35	69	51	1 610
Switzerland	18	7	39	182	7	1 584
Other Europe	58	10	79	382	642	10 993
Other countries	63	47	403	657	250	16 063
Main purpose of journey (including backpackers)						
Holiday	510	259	218	2 436	1 638	70 174
Visiting friends & relatives	76	33	16	90	136	41 872
Business	115	123	86	123	847	13 217
Education	36	8	3 887	4 351	232	50 338
Employment	114	441	600	636	1 578	27 095
Other	40	14	184	520	239	7 397
Main purpose of journey (excluding backpackers)						
Holiday	313	166	104	1 045	511	40 267
Visiting friends & relatives	70	24	14	75	116	40 431
Business	107	120	76	112	829	12 571
Education	34	4	3 216	3 527	172	43 597
Employment	36	425	587	322	1 183	21 037
Other	23	10	184	413	192	5 547
Backpackers	306	128	808	2 664	1 667	46 643
Total	890	877	4 990	8 157	4 670	210 092

Base: All visitors aged 15 years and over.

(a) Total nights in accommodation are less than visitor nights in Australia (Tables 1 and 5) because nights spent in transit are excluded.

Table 15

Expenditure for package tour visitors by country of residence
and main purpose of journey by expenditure category

Country of residence	Year ended 31 March 2013								Number of package tour visitors '000
	Package tour ^(a)		Other pre-payments		Expenditure within Australia		Total	Average	
	Total \$million	Average \$	Total \$million	Average \$	Total \$million	Average \$			
New Zealand	110	1 388	5	68	71	897	186	2 352	79
Japan	433	3 249	11	85	117	875	560	4 209	133
Hong Kong	37	2 398	3	160	15	944	55	3 501	16
Singapore	33	1 549	1	31	13	607	46	2 186	21
Malaysia	23	1 748	1	45	13	1 008	37	2 801	13
Indonesia	26	2 720	0	37	10	1 040	36	3 796	9
Taiwan	40	1 782	0	7	16	727	56	2 516	22
Thailand	10	2 325	1	324	5	1 226	16	3 875	4
Korea	135	2 470	0	4	40	724	175	3 198	55
China	717	2 776	6	25	293	1 133	1 016	3 933	258
India	75	6 484	2	135	15	1 345	92	7 963	12
Other Asia	16	2 643	1	103	6	1 053	23	3 799	6
USA	382	6 396	8	126	58	967	447	7 489	60
Canada	52	6 860	1	174	9	1 188	63	8 221	8
United Kingdom	236	5 202	11	232	79	1 747	326	7 181	45
Germany	109	6 361	3	199	31	1 802	144	8 363	17
Scandinavia	34	4 577	5	624	18	2 446	57	7 647	7
France	36	5 147	2	322	13	1 826	52	7 295	7
Italy	67	6 951	1	138	15	1 501	83	8 590	10
Netherlands	16	3 787	1	277	10	2 431	27	6 495	4
Switzerland	25	5 338	3	591	12	2 599	40	8 527	5
Other Europe	92	5 986	10	645	40	2 620	142	9 250	15
Other countries	63	2 670	5	207	38	1 611	106	4 488	24
Main purpose of journey (including backpackers)									
Holiday	2 274	3 332	45	67	706	1 034	3 025	4 433	682
Visiting friends & relatives	83	3 161	5	194	38	1 454	126	4 810	26
Business	191	2 685	17	239	75	1 048	283	3 972	71
Education	98	5 251	11	615	60	3 239	169	9 104	19
Employment	16	2 578	0	50	33	5 447	49	8 075	6
Other	106	4 020	2	58	25	942	132	5 019	26
Main purpose of journey (excluding backpackers)									
Holiday	2 192	3 337	35	54	627	955	2 855	4 346	657
Visiting friends & relatives	80	3 240	5	199	36	1 440	120	4 879	25
Business	187	2 686	17	245	70	1 014	274	3 945	69
Education	78	4 893	10	626	45	2 832	132	8 351	16
Employment	13	3 021	0	26	16	3 946	29	6 993	4
Other	101	4 028	1	42	22	875	124	4 945	25
Backpackers	116	3 363	12	358	120	3 473	249	7 194	35
Total	2 766	3 330	81	97	937	1 128	3 784	4 555	831

Base: All visitors aged 15 years and over.

(a) Expenditure on package tours includes pre-paid international airfares and expenditure on accommodation and other tour components in Australia and other countries.

Table 16

Expenditure for non-package tour visitors by country of residence and main purpose of journey by expenditure category

Country of residence	Year ended 31 March 2013								Number of non-package tour visitors '000
	Pre-paid international airfares ^(a)		Other pre-payments		Expenditure within Australia		Total		
	Total	Average	Total	Average	Total	Average	Total	Average	
	\$million	\$	\$million	\$	\$million	\$	\$million	\$	
New Zealand	540	530	181	178	1 389	1 363	2 110	2 071	1 019
Japan	268	1 460	130	707	552	3 003	950	5 170	184
Hong Kong	160	1 060	81	535	547	3 636	788	5 231	151
Singapore	236	811	161	552	744	2 552	1 141	3 915	291
Malaysia	152	663	145	635	677	2 965	974	4 263	228
Indonesia	97	812	87	724	409	3 419	592	4 954	120
Taiwan	73	1 027	25	355	400	5 646	498	7 027	71
Thailand	66	889	44	586	277	3 723	386	5 198	74
Korea	149	1 206	71	575	777	6 280	997	8 060	124
China	385	1 065	244	675	2 812	7 773	3 442	9 513	362
India	155	1 112	68	485	490	3 508	713	5 106	140
Other Asia	148	953	93	599	578	3 733	819	5 286	155
USA	829	2 053	194	480	1 002	2 482	2 025	5 015	404
Canada	208	1 977	42	398	322	3 057	572	5 432	105
United Kingdom	935	1 818	124	240	1 591	3 092	2 650	5 150	515
Germany	235	1 749	52	391	436	3 246	723	5 386	134
Scandinavia	151	1 952	32	410	264	3 419	447	5 780	77
France	139	1 595	29	329	358	4 111	526	6 035	87
Italy	80	1 562	18	353	235	4 607	332	6 521	51
Netherlands	61	1 662	12	338	122	3 307	195	5 306	37
Switzerland	76	2 038	31	830	136	3 640	244	6 509	37
Other Europe	289	1 649	79	454	822	4 690	1 190	6 793	175
Other countries	540	1 370	135	341	1 175	2 980	1 850	4 691	394
Main purpose of journey (including backpackers)									
Holiday	2 240	1 191	635	338	4 857	2 583	7 732	4 112	1 880
Visiting friends & relatives	1 655	1 151	208	145	2 172	1 510	4 035	2 806	1 438
Business	1 274	1 526	302	362	1 838	2 202	3 414	4 091	835
Education	299	888	861	2 558	4 839	14 384	5 998	17 831	336
Employment	210	976	23	106	1 947	9 031	2 180	10 113	216
Other	294	1 276	48	206	463	2 005	805	3 488	231
Main purpose of journey (excluding backpackers)									
Holiday	1 735	1 155	528	352	3 059	2 037	5 322	3 544	1 502
Visiting friends & relatives	1 595	1 145	203	145	2 070	1 486	3 867	2 776	1 393
Business	1 246	1 527	291	356	1 784	2 186	3 321	4 069	816
Education	244	830	738	2 514	4 364	14 862	5 346	18 205	294
Employment	172	938	17	92	1 616	8 797	1 805	9 827	184
Other	270	1 284	45	213	375	1 778	690	3 275	211
Backpackers	710	1 323	255	476	2 848	5 309	3 813	7 108	536
Total	5 972	1 210	2 077	421	16 115	3 265	24 164	4 896	4 935

Base: All visitors aged 15 years and over.

Note: Non-package tour visitors are visitors who did not arrive on an inclusive, pre-paid package tour.

(a) Excludes international airfares purchased in Australia.

Table 17

Average expenditure for all visitors^(a) by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 31 March 2013						
	Package tour \$	Pre-paid international airfares \$	Organised tours \$	International airfares		Other transport fares \$	Self-drive cars, rent-a-cars, campervans \$
				bought in Australia \$	Domestic airfares \$		
New Zealand	100	491	28	37	16	57	46
Japan	1 365	847	176	73	40	89	24
Hong Kong	226	960	104	73	47	137	59
Singapore	105	756	40	35	29	88	63
Malaysia	97	627	41	53	33	92	47
Indonesia	199	752	16	78	38	105	28
Taiwan	426	781	90	151	98	208	39
Thailand	122	843	27	119	45	151	34
Korea	758	836	91	138	78	209	34
China	1 156	621	105	154	50	112	18
India	494	1 028	35	131	40	176	15
Other Asia	99	918	22	142	38	158	18
USA	824	1 788	165	62	82	101	81
Canada	462	1 844	207	123	145	122	97
United Kingdom	422	1 671	168	97	93	132	92
Germany	721	1 551	309	57	114	155	236
Scandinavia	400	1 781	309	142	126	151	122
France	387	1 475	134	141	127	177	174
Italy	1 109	1 313	142	162	121	208	112
Netherlands	381	1 494	323	58	138	161	323
Switzerland	599	1 809	414	60	106	165	464
Other Europe	482	1 516	168	196	125	204	139
Other countries	151	1 293	48	85	54	124	39
Main purpose of journey (including backpackers)							
Holiday	887	874	175	50	65	101	89
Visiting friends & relatives	56	1 130	46	35	40	56	39
Business	211	1 406	20	36	45	119	58
Education	275	842	105	483	91	387	38
Employment	71	949	97	513	148	280	77
Other	411	1 146	28	68	29	92	26
Main purpose of journey (excluding backpackers)							
Holiday	1 016	804	121	32	39	71	78
Visiting friends & relatives	56	1 125	42	34	36	54	37
Business	211	1 407	18	36	44	117	58
Education	251	787	65	514	65	380	28
Employment	67	917	43	532	113	258	69
Other	430	1 147	17	60	18	80	20
Backpackers	204	1 243	408	161	210	270	137
Total	480	1 036	104	89	59	116	65

Base: All visitors aged 15 years and over.

Continued...

(a) Average expenditure data in this table are different from those presented in Table 18 as, in this table, average expenditure per international visitor is calculated by dividing expenditure by all international visitors, rather than dividing it only by the number of international visitors who had expenditure on that item.

Table 17 (continued)

Average expenditure for all visitors^(a) by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 31 March 2013						
	Petrol and oil for self-drive cars or other vehicles	Shopping - items for use in Australia	Shopping - items to take home	Total shopping	Food, drink and accommodation	Horse racing and gambling	Entertainment
	\$	\$	\$	\$	\$	\$	\$
New Zealand	35	108	192	300	731	18	43
Japan	13	119	249	369	1 180	19	43
Hong Kong	52	159	217	376	1 687	45	65
Singapore	34	112	203	314	1 261	41	45
Malaysia	43	185	248	433	1 265	30	47
Indonesia	48	239	283	522	1 395	20	71
Taiwan	107	246	318	564	2 399	51	78
Thailand	54	228	273	500	1 727	24	66
Korea	74	257	331	588	2 419	41	63
China	62	265	756	1 021	1 773	57	69
India	63	232	176	408	1 878	11	47
Other Asia	69	262	295	556	1 428	5	53
USA	45	81	165	246	1 468	10	58
Canada	66	165	180	345	1 625	17	87
United Kingdom	85	215	123	338	1 820	13	90
Germany	184	148	100	248	1 724	7	73
Scandinavia	87	204	152	356	1 974	4	92
France	206	206	140	346	2 258	12	87
Italy	138	224	147	371	2 470	11	99
Netherlands	185	150	113	262	1 790	7	71
Switzerland	204	137	161	298	2 003	2	93
Other Europe	151	305	184	489	2 693	23	132
Other countries	62	200	309	510	1 474	19	60
Main purpose of journey (including backpackers)							
Holiday	62	118	300	417	1 177	28	69
Visiting friends & relatives	40	152	248	400	683	16	40
Business	29	82	202	284	1 474	14	23
Education	164	690	345	1 035	5 543	45	178
Employment	271	664	207	870	5 119	40	172
Other	50	132	189	321	961	12	33
Main purpose of journey (excluding backpackers)							
Holiday	43	96	325	422	914	29	59
Visiting friends & relatives	38	153	251	404	668	16	38
Business	29	80	203	283	1 459	14	22
Education	170	711	364	1 075	5 598	48	175
Employment	256	650	219	868	4 962	38	156
Other	37	126	190	316	829	11	30
Backpackers	162	274	166	440	2 851	26	133
Total	65	178	265	443	1 509	24	63

Base: All visitors aged 15 years and over.

Continued...

(a) Average expenditure data in this table are different from those presented in Table 18 as, in this table, average expenditure per international visitor is calculated by dividing expenditure by all international visitors, rather than dividing it only by the number of international visitors who had expenditure on that item.

Table 17 (continued)

Average expenditure for all visitors^(a) by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 31 March 2013					Total excluding package tours and pre-paid international airfares	Total visitors '000
	Motor vehicles	Education fees	Phone, internet, fax and/or postage	Other ^(b)	Total		
	\$	\$	\$	\$	\$		
New Zealand	61	44	23	59	2 091	1 500	1 098
Japan	35	402	40	52	4 766	2 554	317
Hong Kong	69	1 033	58	79	5 068	3 883	166
Singapore	55	835	38	60	3 797	2 936	313
Malaysia	110	1 139	49	78	4 182	3 459	242
Indonesia	169	1 256	61	109	4 870	3 918	129
Taiwan	119	655	95	87	5 950	4 743	93
Thailand	57	1 208	69	83	5 129	4 164	78
Korea	103	963	83	90	6 568	4 975	178
China	251	1 571	73	95	7 189	5 411	620
India	158	658	83	100	5 323	3 802	151
Other Asia	152	1 359	98	116	5 230	4 214	161
USA	54	223	45	81	5 334	2 721	463
Canada	31	308	53	88	5 619	3 314	113
United Kingdom	131	37	55	70	5 315	3 222	560
Germany	80	139	52	74	5 723	3 451	151
Scandinavia	47	193	59	99	5 943	3 762	85
France	181	249	80	96	6 129	4 268	94
Italy	140	270	87	100	6 851	4 430	61
Netherlands	52	48	43	87	5 426	3 550	41
Switzerland	79	331	46	62	6 735	4 327	42
Other Europe	132	319	106	117	6 990	4 993	191
Other countries	113	486	72	90	4 680	3 236	418
Main purpose of journey (including backpackers)							
Holiday	47	87	35	33	4 198	2 436	2 563
Visiting friends & relatives	48	140	22	48	2 842	1 655	1 464
Business	134	31	42	155	4 081	2 464	906
Education	335	7 388	254	210	17 374	16 257	355
Employment	743	198	255	253	10 057	9 037	222
Other	72	230	47	118	3 644	2 087	257
Main purpose of journey (excluding backpackers)							
Holiday	32	78	23	29	3 788	1 969	2 159
Visiting friends & relatives	49	144	22	49	2 813	1 631	1 418
Business	137	32	41	152	4 059	2 441	886
Education	371	7 690	262	223	17 701	16 662	310
Employment	763	191	256	275	9 764	8 780	188
Other	60	235	42	123	3 453	1 876	236
Backpackers	148	541	109	72	7 113	5 667	571
Total	107	552	55	79	4 847	3 331	5 766

Base: All visitors aged 15 years and over.

(a) Average expenditure data in this table are different from those presented in Table 18 as, in this table, average expenditure per international visitor is calculated by dividing expenditure by all international visitors, rather than dividing it only by the number of international visitors who had expenditure on that item.

(b) Includes convention registration fees, medical expenses and other expenses not specified elsewhere.

Table 18

**Average expenditure by visitors with expenditure on item^(a)
by country of residence and main purpose of journey by expenditure item**

Country of residence	Year ended 31 March 2013					
	Package tour	Pre-paid international airfares	Organised tours	International airfares bought in Australia	Domestic airfares	Other transport fares
	\$	\$	\$	\$	\$	\$
New Zealand	1 388	530	319	519	309	87
Japan	3 249	1 460	433	772	442	141
Hong Kong	2 398	1 060	503	879	331	192
Singapore	1 549	811	279	660	329	125
Malaysia	1 748	663	274	634	269	126
Indonesia	2 720	812	302	826	338	164
Taiwan	1 782	1 027	334	755	400	317
Thailand	2 325	889	285	960	320	226
Korea	2 470	1 206	291	911	431	334
China	2 776	1 065	458	1 019	421	252
India	6 484	1 112	330	1 122	366	287
Other Asia	2 643	953	337	1 047	316	258
USA	6 396	2 053	612	1 036	494	135
Canada	6 860	1 977	672	1 042	507	151
United Kingdom	5 202	1 818	658	1 017	388	168
Germany	6 361	1 749	748	727	401	185
Scandinavia	4 577	1 952	905	1 063	490	178
France	5 147	1 595	541	835	424	209
Italy	6 951	1 562	533	912	446	247
Netherlands	3 787	1 662	809	808	410	192
Switzerland	5 338	2 038	1 091	1 112	409	197
Other Europe	5 986	1 649	656	1 253	470	258
Other countries	2 670	1 370	470	1 233	395	181
Main purpose of journey (including backpackers)						
Holiday	3 332	1 191	550	750	399	151
Visiting friends & relatives	3 161	1 151	443	695	340	94
Business	2 685	1 526	247	996	474	157
Education	5 251	888	524	1 023	384	431
Employment	2 578	976	703	1 121	575	376
Other	4 020	1 276	367	791	356	150
Main purpose of journey (excluding backpackers)						
Holiday	3 337	1 155	439	768	381	114
Visiting friends & relatives	3 240	1 145	438	692	338	91
Business	2 686	1 527	224	1 012	488	156
Education	4 893	830	423	1 034	351	429
Employment	3 021	938	481	1 175	577	359
Other	4 028	1 284	251	820	358	137
Backpackers	3 363	1 323	815	763	424	287
Total	3 330	1 210	516	905	404	171

Base: All visitors aged 15 years and over.

Continued...

(a) Average expenditure data in this table are different from those presented in Table 17 as, in this table, average expenditure per international visitor is calculated by dividing expenditure only by the number of international visitors who had expenditure on that item, rather than by all international visitors.

Table 18 (continued)

Average expenditure by visitors with expenditure on item^(a)
by country of residence and main purpose of journey by expenditure item

Year ended 31 March 2013						
Country of residence	Self-drive cars, rent-a-cars, campervans \$	Petrol and oil for self-drive cars or other vehicles \$	Shopping - items for use in Australia \$	Shopping - items to take home \$	Total shopping \$	Food, drink and accommodation \$
New Zealand	291	124	259	286	378	775
Japan	369	159	344	279	396	1 230
Hong Kong	443	231	448	301	459	1 790
Singapore	299	132	305	257	366	1 311
Malaysia	277	177	467	296	478	1 368
Indonesia	362	309	606	367	608	1 614
Taiwan	500	562	548	406	615	2 604
Thailand	444	289	580	338	571	1 973
Korea	747	613	710	416	666	2 625
China	378	511	847	947	1 206	2 169
India	228	533	702	267	547	2 529
Other Asia	432	549	682	396	687	1 871
USA	557	208	203	225	299	1 541
Canada	493	203	349	254	413	1 715
United Kingdom	501	248	399	182	401	1 906
Germany	829	429	298	144	305	1 788
Scandinavia	651	284	394	207	414	2 042
France	641	517	434	201	410	2 386
Italy	563	391	497	200	438	2 547
Netherlands	940	366	279	161	310	1 861
Switzerland	1 257	437	261	214	350	2 066
Other Europe	722	433	574	265	582	2 822
Other countries	461	306	494	427	611	1 702
Main purpose of journey (including backpackers)						
Holiday	494	245	304	376	475	1 260
Visiting friends & relatives	378	149	339	336	477	788
Business	502	207	307	298	377	1 587
Education	412	691	917	485	1 127	5 691
Employment	733	724	997	375	1 061	5 497
Other	435	360	483	328	491	1 126
Main purpose of journey (excluding backpackers)						
Holiday	474	187	277	403	481	989
Visiting friends & relatives	369	146	345	340	482	774
Business	505	206	305	300	378	1 574
Education	376	738	956	517	1 177	5 764
Employment	696	708	1 009	400	1 073	5 385
Other	385	299	512	333	491	986
Backpackers	556	443	442	230	495	2 880
Total	475	274	431	360	528	1 649

Base: All visitors aged 15 years and over.

Continued...

(a) Average expenditure data in this table are different from those presented in Table 17 as, in this table, average expenditure per international visitor is calculated by dividing expenditure only by the number of international visitors who had expenditure on that item, rather than by all international visitors.

Table 18 (continued)

**Average expenditure by visitors with expenditure on item^(a)
by country of residence and main purpose of journey by expenditure item**

Country of residence	Year ended 31 March 2013					
	Horse racing and gambling	Entertainment	Motor vehicles	Education fees	Phone, internet, fax and/or postage	Other ^(b)
	\$	\$	\$	\$	\$	\$
New Zealand	113	124	7 846	3 546	69	414
Japan	241	113	4 379	5 549	151	459
Hong Kong	390	166	7 278	13 795	117	457
Singapore	400	135	9 855	13 681	84	487
Malaysia	330	117	8 778	14 070	116	600
Indonesia	327	193	13 470	10 753	140	795
Taiwan	302	187	2 327	6 319	173	461
Thailand	254	169	4 572	9 172	142	508
Korea	321	167	3 523	7 934	204	491
China	506	204	15 823	12 931	201	682
India	184	151	11 474	9 533	208	591
Other Asia	111	159	8 969	11 731	222	694
USA	161	129	8 154	10 864	104	373
Canada	172	158	2 441	12 608	103	342
United Kingdom	114	164	5 950	2 823	124	290
Germany	120	131	2 300	4 380	94	244
Scandinavia	78	160	3 536	4 984	103	350
France	158	156	3 268	5 585	145	344
Italy	133	176	2 878	3 808	148	390
Netherlands	175	128	2 155	3 773	77	285
Switzerland	45	155	5 233	4 047	80	191
Other Europe	245	222	3 083	5 765	187	420
Other countries	270	169	7 684	7 080	151	469
Main purpose of journey (including backpackers)						
Holiday	244	146	3 398	3 864	87	220
Visiting friends & relatives	143	109	10 848	9 007	75	371
Business	265	109	19 249	3 349	96	740
Education	450	249	8 240	12 185	296	484
Employment	318	306	6 569	2 812	326	640
Other	211	131	4 521	6 900	124	806
Main purpose of journey (excluding backpackers)						
Holiday	244	137	4 812	4 576	68	267
Visiting friends & relatives	143	108	11 521	9 107	76	381
Business	267	106	19 801	3 356	96	750
Education	499	252	8 586	12 564	306	522
Employment	379	300	8 013	3 129	334	710
Other	223	128	5 896	7 358	119	933
Backpackers	223	186	2 628	5 925	150	191
Total	232	154	6 680	9 692	131	436

Base: All visitors aged 15 years and over.

- (a) Average expenditure data in this table are different from those presented in Table 17 as, in this table, average expenditure per international visitor is calculated by dividing expenditure only by the number of international visitors who had expenditure on that item, rather than by all international visitors.
- (b) Includes convention registration fees, medical expenses and other expenses not specified elsewhere.

Table 19

Backpacker visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey

Country of residence	Year ended 31 March 2013						
	Visitors '000	Nights in Australia ^(a) '000	Average duration of stay Nights	Expenditure in Australia ^(b) \$million	Average expenditure in Australia ^(c)		
					Shopping \$	Food, drink and accommodation \$	All items \$
New Zealand	31	744	24	70	293	1 060	2 239
Japan	30	2 873	97	171	605	2 846	5 762
Hong Kong	16	1 355	83	86	437	2 810	5 270
Singapore	11	306	27	39	283	1 341	3 452
Malaysia	19	528	27	58	229	1 130	2 981
Indonesia	3	112	37	9	463	1 703	3 008
Taiwan	19	3 253	170	157	599	4 679	8 238
Thailand	3	296	85	23	554	3 431	6 586
Korea	31	4 469	145	265	758	4 713	8 622
China	14	1 050	78	122	1 127	3 050	9 009
India	3	334	113	32	359	4 040	10 714
Other Asia	3	178	70	14	618	1 901	5 351
USA	40	1 947	49	185	248	1 962	4 673
Canada	19	1 252	66	95	367	2 355	4 956
United Kingdom	93	7 772	83	532	403	3 232	5 699
Germany	62	5 119	83	302	321	2 402	4 904
Scandinavia	27	1 741	64	128	349	2 258	4 670
France	36	3 672	103	217	417	3 074	6 098
Italy	15	1 949	128	110	508	4 208	7 219
Netherlands	14	822	58	63	286	2 040	4 452
Switzerland	15	743	51	86	361	2 397	5 879
Other Europe	39	4 144	106	313	646	4 452	8 039
Other countries	28	1 985	72	158	446	2 614	5 705
Main purpose of journey							
Holiday	404	29 907	74	1 994	394	2 584	4 936
Visiting friends & relatives	46	1 441	31	110	287	1 140	2 381
Business	20	646	32	70	302	2 090	3 467
Education	45	6 741	148	614	766	5 171	13 501
Employment	34	6 059	179	354	883	5 993	10 462
Other	21	1 850	87	94	374	2 433	4 427
Total	571	46 643	82	3 236	440	2 851	5 667

Base: Visitors aged 15 years and over.

(a) Total nights are less than backpacker visitor nights in Australia (Tables 1 and 5) because nights spent in transit are excluded.

(b) Expenditure in Australia excludes pre-paid inclusive package tours and pre-paid international airfares.

(c) Average per person expenditure in Australia and pre-paid expenditure on goods and services in Australia - excludes pre-paid inclusive package tours and pre-paid international airfares.

Table 20

Backpacker visitors by state/territory visited, year ended 31 March 2009 – 2013

State/territory visited	Year ended 31 March									
	2009		2010		2011		2012		2013	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	432	78	464	78	445	76	418	76	431	76
Victoria	250	45	269	45	259	44	254	46	270	47
Queensland	357	64	382	64	334	57	321	58	331	58
South Australia	91	16	104	17	95	16	79	14	81	14
Western Australia	107	19	101	17	108	18	104	19	95	17
Tasmania	40	7	41	7	37	6	35	6	38	7
Northern Territory	116	21	128	22	106	18	102	19	94	16
Australian Capital Territory	37	7	38	6	36	6	31	6	32	6
Total^(a)	554	100	593	100	583	100	552	100	571	100

Base: Visitors aged 15 years and over.

(a) Numbers sum to more than total backpacker visitors and shares sum to more than 100% because some visitors stopover in more than one state or territory.

Table 21

Backpacker visitor nights^(a) by state/territory visited, year ended 31 March 2009 – 2013

State/territory visited	Year ended 31 March									
	2009		2010		2011		2012		2013	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	12 960	31	13 754	31	13 623	33	13 447	31	13 674	29
Victoria	6 417	15	6 616	15	6 023	15	6 838	16	8 383	18
Queensland	13 163	31	14 510	33	12 296	30	12 935	30	13 889	30
South Australia	1 668	4	1 922	4	1 898	5	1 421	3	1 882	4
Western Australia	5 032	12	4 466	10	4 433	11	5 299	12	5 617	12
Tasmania	694	2	724	2	643	2	699	2	1 017	2
Northern Territory	1 403	3	1 776	4	1 358	3	1 636	4	1 492	3
Australian Capital Territory	651	2	708	2	483	1	593	1	689	1
Total^(a)	41 989	100	44 477	100	40 757	100	42 867	100	46 643	100

Base: Visitors aged 15 years and over.

(a) Total nights are less than backpacker visitor nights in Australia (Tables 1 and 5) because nights spent in transit are excluded.

Table 22 Total Inbound Economic Value (TIEV) by country of residence

TRA has discontinued publishing the TIEV series in the International Visitor Survey at this time.

Table 23 Total Inbound Economic Value (TIEV) by country of residence

TRA has discontinued publishing the TIEV series in the International Visitor Survey at this time.

Table 24

Modelled international visitor expenditure^(a) in each state/territory

State/territory visited	Year ended 31 March 2013						
	Expenditure \$ million	Share of expenditure %	Visitors ^(b) '000	Visitor nights '000	Expenditure per visitor \$	Expenditure per night \$	Average length of stay Nights
Excluding package expenditure							
New South Wales	6 122	34	2 976	68 553	2 057	89	23
Victoria	4 431	25	1 857	46 603	2 386	95	25
Queensland	3 668	20	2 062	45 467	1 779	81	22
South Australia	659	4	357	10 363	1 848	64	29
Western Australia	2 246	12	764	27 701	2 941	81	36
Tasmania	268	1	158	3 205	1 699	84	20
Northern Territory	299	2	256	3 432	1 167	87	13
Australian Capital Territory	386	2	177	4 769	2 179	81	27
Total Australia^(b)	18 079	100	5 766	210 092	3 135	86	36
Including package expenditure							
New South Wales	6 465	34	2 976	68 553	2 173	94	23
Victoria	4 533	24	1 857	46 603	2 441	97	25
Queensland	3 937	21	2 062	45 467	1 909	87	22
South Australia	675	4	357	10 363	1 892	65	29
Western Australia	2 278	12	764	27 701	2 983	82	36
Tasmania	273	1	158	3 205	1 732	85	20
Northern Territory	361	2	256	3 432	1 408	105	13
Australian Capital Territory	388	2	177	4 769	2 189	81	27
Total Australia^(b)	18 909	100	5 766	210 092	3 279	90	36

Base: All visitors aged 15 and over.

(a) Visitors who arrive in Australia in transit and remain at the airport are included in estimates in this table.

(b) Total Australia includes small amounts that cannot be allocated to a particular state/territory.

Note: Figures may not sum due to rounding.

Numbers sum to more than total visitors, as some visitors stopover in more than one region.

More information on the expenditure allocation method is at the Methodology Section and Glossary of this publication.

Source: TRA expenditure allocation method applied to 2012 International Visitor Survey data.

Table 25

Modelled international visitor expenditure^(a) in each state/territory
by reason for stopover

State/territory visited	Year ended 31 March 2013											
	Holiday		VFR		Business		Education		Other purposes ^(c)		Total visitors	
	\$	%	\$	%	\$	%	\$	%	\$	%	\$	%
	million	share	million	share	million	share	million	share	million	share	million	share
Excluding package expenditure												
New South Wales	1 858	31	902	31	703	35	1 987	37	673	35	6 122	34
Victoria	989	17	817	29	516	26	1 717	32	391	21	4 431	25
Queensland	1 816	31	505	18	278	14	796	15	274	14	3 668	20
South Australia	175	3	125	4	56	3	220	4	83	4	659	4
Western Australia	666	11	398	14	355	18	472	9	356	19	2 246	12
Tasmania	124	2	37	1	21	1	75	1	np	np	268	1
Northern Territory	229	4	16	1	16	1	np	np	31	2	299	2
Australian Capital Territory	50	1	67	2	38	2	152	3	79	4	386	2
Total Australia^(b)	5 906	100	2 867	100	1 983	100	5 427	100	1 896	100	18 079	100
Including package expenditure												
New South Wales	2 131	32	912	32	731	36	2 002	37	690	36	6 465	34
Victoria	1 066	16	823	28	526	26	1 721	32	397	21	4 533	24
Queensland	2 054	31	510	18	290	14	805	15	279	14	3 937	21
South Australia	185	3	126	4	58	3	223	4	84	4	675	4
Western Australia	688	10	402	14	359	18	473	9	356	18	2 278	12
Tasmania	129	2	37	1	21	1	75	1	np	np	273	1
Northern Territory	288	4	16	1	17	1	np	np	31	2	361	2
Australian Capital Territory	51	1	67	2	38	2	152	3	79	4	388	2
Total Australia^(b)	6 591	100	2 893	100	2 041	100	5 459	100	1 926	100	18 909	100

Base: All visitors aged 15 and over.

(a) Visitors who arrive in Australia in transit and remain at the airport are included in estimates in this table.

(b) Total Australia includes small amounts that cannot be allocated to a particular state/territory.

(c) Other purposes include visiting a state/territory for employment, medical reasons, transit and reason not stated.

Note: Numbers sum to more than total visitors, as some visitors stopover in more than one region.

Figures may not add to the total due to rounding.

More information on the expenditure allocation method is at the Methodology Section and Glossary of this publication.

np Not published due to reliability concerns.

Source: TRA expenditure allocation method applied to 2012 International Visitor Survey data.

Table 26

Modelled international visitor expenditure in capital cities and regional areas for each state/territory

State/territory visited	Year ended 31 March 2013						
	Expenditure	Share of expenditure	Visitors ^(a)	Visitor nights ^(b)	Expenditure per visitor	Expenditure per night	Average length of stay
Excluding package expenditure	\$ million	%	'000	'000	\$	\$	Nights
Sydney	5 452	89	2 783	57 485	1 959	95	21
Regional New South Wales	670	11	581	11 068	1 154	61	19
Total New South Wales	6 122	100	2 976	68 553	2 057	89	23
Melbourne	4 128	93	1 755	41 535	2 352	99	24
Regional Victoria	303	7	319	5 068	951	60	16
Total Victoria	4 431	100	1 857	46 603	2 386	95	25
Gold Coast	772	21	764	7 560	1 011	102	10
Brisbane	1 547	42	997	20 903	1 552	74	21
Regional Queensland	1 348	37	1 012	17 004	1 332	79	17
Total Queensland	3 668	100	2 062	45 467	1 779	81	22
Adelaide	559	85	324	8 504	1 725	66	26
Regional South Australia	101	15	119	1 858	845	54	16
Total South Australia	659	100	357	10 363	1 848	64	29
Experience Perth	1 899	85	722	21 909	2 631	87	30
Regional Western Australia	347	15	215	5 792	1 612	60	27
Total Western Australia	2 246	100	764	27 701	2 941	81	36
Hobart	173	65	130	1 968	1 333	88	15
Regional Tasmania	94	35	79	1 236	1 202	76	16
Total Tasmania	268	100	158	3 205	1 699	84	20
Darwin	106	35	114	1 756	932	60	15
Regional Northern Territory	193	65	203	1 676	953	115	8
Total Northern Territory	299	100	256	3 432	1 167	87	13
Canberra	386	100	177	4 769	2 179	81	27
Total Australian Capital Territory	386	100	177	4 769	2 179	81	27
Total capital cities	15 022	83	5 314	166 390	2 827	90	31
Total regional	3 057	17	1 930	43 703	1 584	70	23
Total Australia	18 079	100	5 766	210 092	3 135	86	36
Including package expenditure							
Sydney	5 788	90	2 783	57 485	2 080	101	21
Regional New South Wales	677	10	581	11 068	1 165	61	19
Total New South Wales	6 465	100	2 976	68 553	2 173	94	23
Melbourne	4 226	93	1 755	41 535	2 408	102	24
Regional Victoria	307	7	319	5 068	962	61	16
Total Victoria	4 533	100	1 857	46 603	2 441	97	25
Gold Coast	855	22	764	7 560	1 118	113	10
Brisbane	1 577	40	997	20 903	1 581	75	21
Regional Queensland	1 505	38	1 012	17 004	1 487	89	17
Total Queensland	3 937	100	2 062	45 467	1 909	87	22
Adelaide	571	85	324	8 504	1 765	67	26
Regional South Australia	104	15	119	1 858	870	56	16
Total South Australia	675	100	357	10 363	1 892	65	29
Experience Perth	1 920	84	722	21 909	2 659	88	30
Regional Western Australia	358	16	215	5 792	1 664	62	27
Total Western Australia	2 278	100	764	27 701	2 983	82	36
Hobart	176	64	130	1 968	1 350	89	15
Regional Tasmania	97	36	79	1 236	1 239	79	16
Total Tasmania	273	100	158	3 205	1 732	85	20
Darwin	111	31	114	1 756	974	63	15
Regional Northern Territory	250	69	203	1 676	1 234	149	8
Total Northern Territory	361	100	256	3 432	1 408	105	13
Canberra	388	100	177	4 769	2 189	81	27
Total Australian Capital Territory	388	100	177	4 769	2 189	81	27
Total capital cities	15 611	83	5 314	166 390	2 938	94	31
Total regional	3 298	17	1 930	43 703	1 709	75	23
Total Australia	18 909	100	5 766	210 092	3 279	90	36

Base: All visitors aged 15 and over.

(a) Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

(b) Visitor nights in Australia excludes nights spent in transit while in Australia.

Note: Figures may not sum due to rounding.

Numbers sum to more than total visitors, as some visitors stopover in more than one region.

More information on the expenditure allocation method is at the Methodology Section and Glossary of this publication.

Source: TRA expenditure allocation method applied to 2012 International Visitor Survey data.

Table 27

Modelled international visitor expenditure in the top 20 regions ranked by expenditure

Tourism region		Year ended 31 March 2013						
		Expenditure in region				Visitors ^(a)	Nights in region ^(b)	
		Total	Share	Per visitor	Per night		Total	Average
Excluding package expenditure		\$ million	%	\$	\$	'000	'000	Nights
Sydney	NSW	5 452	30	1 959	95	2 783	57 485	21
Melbourne	Vic	4 128	23	2 352	99	1 755	41 535	24
Experience Perth	WA	1 899	11	2 631	87	722	21 909	30
Brisbane	Qld	1 547	9	1 552	74	997	20 903	21
Gold Coast	Qld	772	4	1 011	102	764	7 560	10
Tropical North Queensland	Qld	731	4	1 059	114	691	6 395	9
Adelaide	SA	559	3	1 725	66	324	8 504	26
Canberra	ACT	386	2	2 179	81	177	4 769	27
Hobart and the South	Tas	173	1	1 333	88	130	1 968	15
Sunshine Coast	Qld	167	1	733	73	228	2 295	10
Hunter	NSW	159	1	1 385	73	115	2 170	19
Australia's North West	WA	135	1	2 051	63	66	2 135	32
Whitsundays	Qld	119	1	685	90	174	1 320	8
South Coast	NSW	118	1	1 176	71	100	1 661	17
Northern Rivers Tropical NSW	NSW	117	1	619	61	190	1 923	10
Darwin	NT	106	1	932	60	114	1 756	15
Australia's South West	WA	99	1	904	64	109	1 533	14
Northern	Qld	90	1	811	54	112	1 671	15
Lasseter	NT	86	0	644	205	133	419	3
Central Queensland	Qld	72	0	654	56	111	1 291	12
Top 20 regions		16 917	94	3 014	89	5 613	189 203	34
Total Australia		18 079	100	3 135	86	5 766	210 092	36
Including package expenditure								
Sydney	NSW	5 788	31	2 080	101	2 783	57 485	21
Melbourne	Vic	4 226	22	2 408	102	1 755	41 535	24
Experience Perth	WA	1 920	10	2 659	88	722	21 909	30
Brisbane	Qld	1 577	8	1 581	75	997	20 903	21
Tropical North Queensland	Qld	877	5	1 270	137	691	6 395	9
Gold Coast	Qld	855	5	1 118	113	764	7 560	10
Adelaide	SA	571	3	1 765	67	324	8 504	26
Canberra	ACT	388	2	2 189	81	177	4 769	27
Hobart and the South	Tas	176	1	1 350	89	130	1 968	15
Sunshine Coast	Qld	171	1	748	74	228	2 295	10
Hunter	NSW	160	1	1 387	74	115	2 170	19
Lasseter	NT	140	1	1 048	333	133	419	3
Australia's North West	WA	136	1	2 062	63	66	2 135	32
Whitsundays	Qld	124	1	715	94	174	1 320	8
South Coast	NSW	119	1	1 186	72	100	1 661	17
Northern Rivers Tropical NSW	NSW	118	1	623	61	190	1 923	10
Darwin	NT	111	1	974	63	114	1 756	15
Australia's South West	WA	101	1	925	66	109	1 533	14
Northern	Qld	91	0	813	54	112	1 671	15
Central Queensland	Qld	74	0	664	57	111	1 291	12
Top 20 regions		17 721	94	3 157	94	5 613	189 203	34
Total Australia		18 909	100	3 279	90	5 766	210 092	36

Base: All visitors aged 15 and over.

(a) Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

(b) Total nights in Australia excludes nights spent in transit while in Australia.

Note: Numbers sum to more than total visitors, as some visitors stopover in more than one region.

More information on the expenditure allocation method is at the Methodology Section and Glossary of this publication.

Source: TRA expenditure allocation method applied to 2012 International Visitor Survey data.

Table 28 Modelled international visitor expenditure^(a) in each state/territory by country of residence

Country of residence	Year ended 31 March 2013								
	State/territory visited								Total Australia ^(b)
	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	
\$ million									
Excluding package expenditure									
New Zealand	429	325	501	44	189	17	13	20	1 539
United Kingdom	560	289	350	72	322	21	40	23	1 676
Germany	160	82	139	17	59	8	32	3	502
Scandinavia	91	52	92	9	42	np	9	4	303
Switzerland	51	27	41	13	23	np	14	np	177
Netherlands	37	23	37	10	21	np	8	np	141
France	114	73	81	11	53	7	22	np	372
Italy	80	58	50	8	35	np	10	np	250
Other Europe	304	157	158	21	191	13	23	22	889
USA	494	230	250	44	107	19	43	20	1 207
Canada	108	76	107	18	30	5	9	np	357
Japan	303	105	253	8	56	np	15	np	775
China	1 240	1 033	435	124	158	29	6	81	3 105
Korea	403	117	209	np	62	np	6	24	845
Singapore	232	275	138	32	173	13	np	21	890
Malaysia	154	298	81	47	171	26	np	np	797
Hong Kong	203	181	94	41	63	29	np	7	622
Indonesia	132	186	34	np	92	np	np	np	474
Thailand	122	95	31	np	35	np	np	np	313
India	164	216	64	18	45	np	np	11	531
Taiwan	100	95	131	12	44	np	11	np	416
Other Asia	213	202	77	31	69	np	5	25	631
Other countries	428	238	316	33	203	10	14	28	1 270
Total	6 122	4 431	3 668	659	2 246	268	299	386	18 079
Including package expenditure									
New Zealand	435	330	520	46	190	18	14	20	1 572
United Kingdom	589	298	367	73	329	22	46	23	1 747
Germany	171	84	145	23	61	9	39	3	535
Scandinavia	96	53	94	9	43	np	9	4	313
Switzerland	53	29	42	13	24	np	15	np	184
Netherlands	39	23	38	10	22	np	9	np	145
France	117	74	83	12	53	7	26	np	383
Italy	86	60	55	9	36	np	16	np	270
Other Europe	317	159	163	22	193	13	26	22	916
USA	546	242	279	46	110	20	59	21	1 322
Canada	115	77	111	18	30	5	12	np	373
Japan	343	107	321	8	64	np	27	np	905
China	1 332	1 077	511	124	158	29	7	81	3 320
Korea	439	118	213	np	62	np	6	24	885
Singapore	235	277	142	32	174	13	np	21	900
Malaysia	155	299	83	47	173	26	np	np	804
Hong Kong	205	184	99	41	63	29	np	7	633
Indonesia	135	186	37	np	93	np	np	np	481
Thailand	123	95	32	np	36	np	np	np	316
India	179	218	68	18	45	np	np	11	553
Taiwan	106	97	135	12	44	np	11	np	428
Other Asia	216	204	78	31	69	np	5	25	636
Other countries	436	240	322	34	204	10	15	29	1 289
Total	6 465	4 533	3 937	675	2 278	273	361	388	18 909

Base: All visitors aged 15 and over.

(a) Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

(b) Total Australia includes small amounts that cannot be allocated to a particular state/territory.

Note: Figures may not add to the total due to rounding.

More information on the expenditure allocation method is at the Methodology Section and Glossary of this publication.

np Not published due to reliability concerns.

Source: TRA expenditure allocation method applied to 2012 International Visitor Survey data.

Introduction to the International Visitor Survey

The International Visitor Survey (IVS) represents the most comprehensive source of information on international visitors to Australia. It has been operating since the early 1970s and is jointly funded by the Australian, state and territory Governments under the guidance of the Australian Standing Committee on Tourism (ASCOT).

Survey methodology

The IVS samples 40,000 departing, short-term international travellers aged 15 years and over who have been visiting Australia. The survey is conducted by Computer Assisted Personal Interviewing (CAPI) in the departure lounges of the eight major international airports: Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and the Gold Coast.

The IVS contains around 100 questions supported by 'show-cards' that are used to help the respondent answer particular sections including:

- Usual place of residence
- Repeat visitation
- Group tours
- Travel party
- Sources for obtaining information about Australia
- Purpose of visit and places visited
- Transportation and accommodation
- Activities
- Expenditure
- Demographics.

The survey design and management is the responsibility of the National Survey Section in Tourism Research Australia (TRA). The section works closely with the consultants, key stakeholders and industry to develop and maintain high data quality and relevant outputs.

Since 2004, the IVS has been surveying international visitors in four languages: English, Japanese, Mandarin and Korean. The total number of interviews conducted with particular residents of each country or region is distributed among airports by selecting monthly samples of departing flights and visitors on those flights to achieve acceptable sample sizes in various categories.

Survey results are weighted to data on international visitor numbers over the period, provided by the Department of Immigration and Citizenship (DIAC), with the assistance of the Australian Bureau of Statistics (ABS). The variables used in weighting the data are:

- country of residence
- state of arrival
- main purpose of journey
- airport of departure
- age and sex of visitor.

Overseas (visitor) arrivals and departures (OAD) data are also published by the ABS (ABS catalogue no. 3401.0) on a monthly basis.

Sample size

Increase in sample size for 2005 survey

Between 2001 and 2004 interviews were conducted with approximately 20,000 international visitors aged 15 years and over as they were departing Australia. Since 1 January 2005, interviews have been conducted with 40,000 international visitors on an annual basis. The sample was increased in order to enhance the estimates for smaller states, territories and regions. Increasing the sample size of the IVS by 100% has improved the reliability of survey estimates.

Visitor interviews by country or region of residence

The table below shows the number of interviews conducted in the March Quarter 2013 and for the year ended 31 March 2013.

Sample size by country of residence

Country of residence	Sample (n)	
	March Quarter 2013	Year ended 31 March 2013
New Zealand	1 257	5 611
Japan	725	2 512
Hong Kong	260	1 278
Singapore	490	2 231
Malaysia	399	1 841
Indonesia	263	1 110
Taiwan	208	730
Thailand	150	616
Korea	401	1 423
China	1 232	4 207
India	304	1 170
Other Asia	278	1 132
USA	952	3 403
Canada	298	936
United Kingdom	1 392	4 103
Germany	380	1 208
Scandinavia	261	741
France	208	774
Italy	160	597
Netherlands	164	548
Switzerland	141	427
Other Europe	387	1 505
Other countries	804	3 119
Total	11 114	41 222

Data reliability

The results given in the IVS are based on a sample, rather than a census, of international visitors to Australia. As with all sample surveys, the results are subject to sampling variability, and therefore may differ from figures that would be obtained if all international visitors to Australia had been included in the survey.

A measure of the possible degree of difference is given by the relative standard error of the survey and its associated confidence interval, which indicates the extent to which an estimate might vary by chance from the true figure because only a sample of the population was included.

The table below provides the 95% confidence interval widths for a range of estimates available in the IVS. That is, there are approximately 19 chances in 20 that the true number is within the range identified by applying the figures in the table.

Size of 95% Confidence Interval for Estimate (expressed as a percentage of the estimate)

Estimate	Visits	Nights	Expenditure
2 000	64.4%	#	#
5 000	41.5%	#	#
10 000	29.8%	#	#
20 000	21.4%	#	#
50 000	13.8%	#	#
100 000	9.9%	75.7%	#
200 000	7.1%	55.4%	#
500 000	4.6%	36.7%	#
1 000 000	3.3%	26.9%	#
2 000 000	2.4%	19.7%	#
5 000 000	1.5%	13.1%	97.6%
10 000 000	1.1%	9.6%	72.8%
20 000 000		7.0%	54.3%
50 000 000		4.6%	36.8%
100 000 000		3.4%	27.4%
200 000 000		2.5%	20.5%
500 000 000		1.7%	13.9%
1 000 000 000		1.2%	10.3%
2 000 000 000		0.9%	7.7%
5 000 000 000		0.6%	5.2%
10 000 000 000		0.4%	3.9%

- 95% Confidence Interval is greater than estimate.

The following example illustrates the use of this table to determine a range within which we are 95% confident that the true total lies. Say, the estimated number of Chinese visitors who stayed in Queensland was 100,000. Looking at the visits column (see table), an estimate of 100,000 visitors has a 95% Confidence Interval of 9.9%. Thus we are 95% confident that the true number of Chinese who stayed in Queensland was between 90,100 and 109,900 visitors ($100,000 \pm 9.9\%$).

The IVS relative standard errors were calculated using the Complex Survey Sampling module in SPSS V14.0. Estimates of variation are based on sampling with replacement principles and makes allowances for the IVS stratification. The covariance and estimates output from this program were then regressed with a log transformation using Ordinary Least Squares (OLS) regression to achieve three independent models (for visitors, nights and expenditure). The models were computed using the R statistical program and the actual relationship modelled was:

$$1n(\text{COV}) = a + b * 1n(\text{ESTIMATE}) \quad \text{Where,} \quad \begin{array}{l} a = \text{intercept} \\ b = \text{gradient (slope)} \end{array}$$

The model parameters were approximated as:	Visits	Nights	Expenditure
a.	2.521841	4.218551	5.837435b
b.	-0.47831	-0.44906	-0.42362

Expenditure

Determining international visitor expenditure

There are varying levels in which an international visitor's total trip expenditure may impact on the tourism destination of Australia and its regions. This publication presents four main types of direct tourism expenditure impacts that are the result of the collection of trip spend details from international visitors as they depart Australia. These four direct expenditure classifications are specifically:

- Total trip expenditure
- Spend in Australia
- Total Inbound Economic Value (TIEV)
- Regional expenditure.

There are subtle differences between each of these spend classifications.

Total trip expenditure

When an international visitor pays for their trip to Australia they are spending money which impacts on the world economy. Total trip expenditure is all monies spent so that the respondent could undertake their trip to Australia. For example, this may include airfares, package tour expenditure, food and beverages and payment for all accommodation, leisure activities, conventions and schooling while in Australia.

Spend in Australia

While international visitors may spend a lot of money on their entire trip, not all of this is spent in Australia. The international visitor is asked to separate the money they have spent in Australia from their total trip expenditure in the IVS. This is in order to determine the amount of money that is being spent by the visitor in the Australian destination. This may be on items such as food and beverages, accommodation, activities, school books, motor vehicles and shopping.

Total Inbound Economic Value (TIEV)

'Total trip expenditure' and 'Spend in Australia' both have components that over or under estimate total tourism value, in terms of consumption, to the Australian economy. Often, a visitor may book and pay for their trip outside of Australia, therefore only part of this expenditure will flow on to the Australian economy and its tourism industry. When a visitor spends his/her money in Australia, this expenditure fails to take into account package expenditure or airfares that eventually transfer to Australia.

Calculating the total economic value of inbound tourism to Australia is not a simple or straightforward exercise. The main difficulty is in determining exactly how much of total trip expenditure flows on to the Australian economy. The demand expenditure estimates detailed above fail to provide insight into what proportion on total trip expenditure will reach Australia and how much stays in the home country. The best way to determine how much Australia benefits from expenditure on these items is through modelling.

The United Nations World Tourism Organization (UNWTO) sets down the methodology for the Tourism Satellite Accounts (TSAs). TSAs integrate tourism expenditure data and a country's national accounts by applying industry ratios to determine total direct impact of the tourism industry on the economy. However, the building of these tourism input-output tables is extremely time-consuming and they are characterised by long lags in publication. The Australian TSA is currently published by the ABS and is released around 10 months after the reference period.

To be responsive, Tourism Research Australia has devised a methodology that attempts to estimate the economic value of the tourism industry based on the key tourism data sources and a number of practical assumptions. The data sources used include the IVS published by Tourism Research Australia, the TSA and the OAD as published by the ABS.

TIEV methodology

The TIEV methodology was developed by TRA on behalf of the Tourism Forecasting Committee. TIEV is calculated from total trip expenditure by inbound tourists to Australia (derived from the IVS) and benchmarked to the 'International consumption' series in the ABS Tourism Satellite Account (ABS catalogue no. 5249.0) and ABS Overseas Arrivals and Departure data (ABS catalogue no. 3401.0). Key assumptions underlying the estimates relate to the treatment of a number of expenditure items derived from the IVS. Deductions from IVS total trip expenditure include:

- fifty per cent of international airfares. This takes account of ticket revenue associated with airlines that does not flow through to the Australian economy and airfare revenue that is spent by airlines on services in Australia (e.g. departure tax, airport taxes, ground handling charges, fuel costs etc).
- twenty per cent of the value of the non-airfare component of packages and other prepaid items. This allows for commissions at the retail and wholesale levels that accrue to foreign markets.
- Thirty three per cent of the average international airfare component by package visitors. It is assumed that package travellers receive a discount due to bulk purchasing by the wholesaler from the airline(s) and the average class of travel for package travellers is usually lower than that of non-package travellers (a lower share of business travellers).

TIEV also includes an estimate of the value of goods and services consumed by international visitors in domestic homes. The TIEV methodology is applied and standardised across all markets. Further development of the TIEV model will be undertaken to take account of differences between source markets. TIEV estimates may therefore be revised as the model assumptions are refined. Revisions may also occur following the release of updated data from the ABS.

Regional expenditure

The IVS provides information on travel activity and expenditure by international visitors. Information on expenditure by these visitors is only collected for whole trips; it is not regionally specific. In order to determine the impact that the visitor activity is having on a particular region, TRA uses a model based approach to allocate visitor expenditure to the various tourism regions.

The regional expenditure by international visitors is less than TIEV because TIEV includes a proportion of international airfares purchased overseas, major purchases in Australia and imputed values for package expenditure and other indirectly purchased tourism services. The allocation of package expenditure to Australia's regions is being revised to make it comparable to the TIEV methodology.

Regional expenditure allocation methodology

A very brief summary of the process by which expenditure by international visitors is allocated to regions is given below. A full explanation of expenditure allocation methods can be found in Carter and Collins (2005).

Two types of expenditure data are collected in the IVS:

- expenditure for the respondent's entire journey
- expenditure at a randomly selected location.

A 'location' is a more specific spatial unit than a Statistical Area Level 2 (SA2). For example, the location Bondi is in the 'Bondi - Tamarama - Bronte' SA2. A sub-sampling approach (selection of a single location for further study) is adopted as a starting point for regional expenditure estimation. This is because of the need for interviews to be done quickly and because it is unreasonable to expect an interviewee to remember expenditure at every stop. It is entirely feasible for a visitor to visit the same location more than once, but expenditure data are collected only if the randomly selected location has been visited only once.

Four major sub-components of total IVS expenditure are identified:

- expenditure on domestic airfares
- expenditure on travel packages
- expenditure on accommodation, food and beverages
- all other expenditure.

Domestic airfares

Wherever air travel is indicated, airfare expenditure is allocated equally between the departure region and the arrival region. In cases where there is no major airport in the departure and/or arrival region, the share of airfare expenditure is allocated to the nearest region with a major airport. If air travel is specified for the first leg of the trip, the departure airport is assumed to be the airport where the visitor arrived in Australia.

Package expenditure

A major part of any package for travel within Australia is taken up by airfares and other long distance travel fares. A series of studies by the ABS(1995, 1996), Australian Tourism Export Council (2000), Bureau of Tourism Research (Bonnet et al. 1994 and Skene, 1995) and Office of Economic and Statistical Research (2001) estimated the proportion of travel packages spent on things other than long distance fares to be between 26% and 35%. Based on these results, it has been decided that total package expenditure should be split with 30% being attributed to items other than long distance fares. The remaining 70% is assumed to be spent in the visitor's home country.

The non-fare component is distributed among the regions using the iterative process.

Expenditure on accommodation, food and beverages, and other expenditure

Expenditure on accommodation, food and beverages (AFB) and other expenditure is obtained by summing expenditure on the relevant items. The total expenditure for each item group is allocated to the regions by the iterative process.

During the iteration procedure, expenditure at the randomly selected location for which there is expenditure information is treated as a known value, and is held constant. The amount actually distributed among the remaining regions in the trip is known as net expenditure, which is equal to total expenditure minus random expenditure. If there is no expenditure at a randomly selected location (either by the interviewer failing to ask, or the interviewee failing to reply) net expenditure is equal to total expenditure.

The iterative procedure

Steps in the iteration process are:

1. An initial regional cost indicator (average expenditure per night) is calculated for each region that has an expenditure sample. Three sources of data are used for this calculation: single region trips, random expenditure for one of the regions of two-region trips, and expenditure at a randomly selected location for multiple region (more than two regions) trips. National average expenditure is used for those regions where there is no expenditure sample.
2. For stops where there is no random expenditure, a preliminary estimate of expenditure at that stop in the trip is calculated by multiplying the cost indicator for the region at the stop by the length of stay at that stop. For stops where there is random expenditure, preliminary estimates of expenditure are left blank.
3. Non-blank preliminary estimates of expenditure are rescaled using the formula:
$$r = p * (E / R)$$
where
r = rescaled value for this stop
p = preliminary estimate for this stop
E = reported total expenditure for the trip
R = sum of preliminary estimates for the trip
4. For stops where there is random expenditure (that is, the preliminary estimate is blank), the rescaled value is set equal to the random expenditure. Rescaled values sum to the total reported expenditure for the trip.
5. New estimates of regional cost indicators are calculated by summing rescaled expenditure values for each region, and dividing this value by the total number of nights in each region.

6. If estimates of cost indicators for the current iteration differ from estimates of cost indicators from the previous iteration by less than an agreed amount the process is stopped, otherwise the procedure is repeated from step 2.

Rescaled values at the last iteration are the final estimates of expenditure at each stop.

At the end of the allocation process, expenditure on the four major expenditure components are estimated for every stop in each trip. Estimates of expenditure by state/territory and region are obtained by summing expenditure estimates at each stop.

It should be noted that expenditure by visitors who are in transit to another country is included in the expenditure estimates presented here.

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Glossary of terms

Accommodation used	<p>This indicates the type of accommodation used by an overnight visitor when visiting a particular location. The main categories of accommodation include:</p> <ul style="list-style-type: none">• Hotel, resort, motel or motor inn• Backpacker hotel or hostel• Rented house, apartment, flat or unit• Friend's or relative's property• Caravan park or commercial camping ground• Caravan or camping near a road or on private property• Guest house or bed and breakfast• Boat, houseboat, cabin cruiser or cruise ship• Educational institution• Homestay.
Australian and New Zealand Standard Industrial Classification System (ANZSIC)	<p>A classification developed by the Australian Bureau of Statistics and the New Zealand Department of Statistics which groups businesses that carry out similar economic activities. A business is assigned an appropriate industry category on the basis of its predominant activities. ANZSIC has a structure comprising of categories at four levels: Divisions; Subdivision; Group; and Class.</p>
Australian Tourism Satellite Account (ATSA)	<p>See Tourism Satellite Account (TSA).</p>
Average annual rate of growth	<p>Average increase/decrease in value per year. Tourism Research Australia uses the geometric growth rate formula ($r = \exp[\ln(p_n/p_1)/n]-1$). This formula assumes that a variable increases or decreases at the same rate during each year between the two time periods. It does not take into account intermediate values of the series.</p>
Average nights	<p>The sum of all nights divided by the sum of all visitors for a particular category. This is commonly referred to as average length of stay.</p>
Backpacker visitors	<p>Backpackers are defined by accommodation used rather than purpose of visit, and are distributed through the purpose of visit categories. Tables in this publication show purpose of visit both inclusive and exclusive of backpacker visitors.</p>
Business visitors	<p>Visitors who nominate business as their primary reason for travelling. Business travel comprises business, work travel for transport crews, attendance at conferences, conventions, exhibitions, trade fairs, seminars, incentive group meetings, marketing events, and training and research related to employment.</p> <p>The analysis presented in this publication excludes visitors who travelled on business as drivers or transport crew and those who travelled to attend training or to undertake research related to employment.</p>
CD-MOTA (Compact Disc Monitor of Tourist Activity)	<p>A database and software package containing results from the International Visitor Survey (IVS), the National Visitor Survey (NVS) and its predecessor the Domestic Tourism Monitor (DTM). The software on the CD allows users to select and present data within the package, define and explore market segments, and/or export results to other software. For further information contact Tourism Research Australia</p>

Confidence Intervals (CI)	<p>The results of the IVS and the NVS are based on a sample, rather than a census, of visitors. As with all sample surveys, the results are subject to sampling variability, that is, they may differ from figures that would have been obtained if the entire population had been included in the survey.</p> <p>One measure of the likely difference is given by the confidence interval, which indicates the extent to which an estimate might have varied by chance because only a sample of the population was included. The NVS and the IVS results are published with 95% confidence interval widths given for a range of estimates. A 95% confidence interval means there are approximately 19 chances in 20 that the difference between the survey results and those that would be obtained from a census are within the range identified.</p>
Direct effects	Economic effects created by direct tourism consumption. For example, the hotel industry providing accommodation services to tourists.
Expenditure	Money spent by, and on behalf of, travellers during a trip. Expenditure items include airfares and other transport costs such as bus and train fares and amounts spent on trip-related items before and after the trip.
Expenditure on capital goods	Capital goods and other major items such as a car are included in the estimates for international visitors.
Experience Perth	This region expanded in the March quarter 2004 to include additional areas surrounding Perth and is now known as 'Experience Perth'. All data for Perth in this publication relates to the new, expanded region.
Group tours	Involve visitors with some prior association (other than family membership) who are travelling together.
Inbound tourism	Tourism within Australia by international visitors.
Indigenous tourism	Tourism activity that involves the life and culture of the Aboriginal people including an opportunity to experience Aboriginal art, craft, cultural display and visit Aboriginal sites/communities.
Indirect effects	Flow on effects created by direct tourism consumption. They are the effects on businesses that supply to the direct providers of tourism goods and services. Examples include businesses that provide inputs required in the preparation of meals a restaurant sells to tourists, for example food manufacturers, electricity companies and delivery services.
International visitors	Overseas visitors coming to Australia for a period of less than twelve months.
International Visitor Survey (IVS)	Profiles the characteristics, travel behaviour and expenditure of international visitors to Australia. Summary information from the IVS is published quarterly. Unpublished data are available on request from Tourism Research Australia via the Statistical Enquiry Service. The IVS has been conducted every year since 1981, except for 1982 and 1987.
Leisure visitors	Visitors whose main purpose of visit is for a holiday or to visit friends and relatives (VFR).
Median nights	Represents the midpoint length of stay for which 50% of visitors stay less time and 50% stay longer.
Package tour	Visitors who arrived in Australia on an inclusive, pre-paid package tour.

Purpose of visit	<p>The main purpose, or the major reason for visiting a particular location. The major categories of purpose of visit in the IVS are:</p> <ul style="list-style-type: none"> • Holiday/leisure • Visiting friends and relatives (VFR) • Business • Education • Employment • Other - includes personal appointments, medical appointments and health-related travel.
Regional Australia	Includes all tourism regions in Australia, excluding the eight state/territory capital cities and the Gold Coast.
Regional expenditure	<p>Based on a methodology devised and implemented by Tourism Research Australia. Two types of regional expenditure estimates are published, both exclude major purchases such as motor vehicles:</p> <ol style="list-style-type: none"> 1. The first form includes 30% of pre-paid package expenditure but excludes all expenditure on international airfares. 2. The second form excludes all pre-paid expenditure on both packages and international airfares. A further explanation of regional expenditure is provided in the 'Survey methodology' on page 46. <p>For more detailed information see Tourism Research Australia, 2009, <i>Background & methods – Regional expenditure 2008</i>, Tourism Research Australia, Canberra.</p>
Return traveller	An international traveller who has visited Australia previously.
Scandinavia	Includes Denmark, Finland, Norway, Sweden and unspecified Scandinavia.
Total Inbound Economic Value (TIEV)	<p>Represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.</p> <p>Users should note that the historical estimates for Total Inbound Economic Value (TIEV) have been substantially revised. These revisions reflect changes to the methodology for calculating tourism consumption in the annual Tourism Satellite Account (TSA) series in which the Australian Bureau of Statistics (ABS) measures the contribution of the tourism industry to the Australian economy.</p> <p>These revisions led to large downward revisions to estimates for international tourism consumption, which the Tourism Forecasting Committee uses to benchmark the estimates for TIEV.</p>
Total spend in Australia	Excludes expenditure on goods pre-paid through inclusive package tours and services in Australia and pre-paid international airfares.
Total trip expenditure	Includes expenditure in Australia, pre-paid expenditure on goods and services in Australia and pre-paid inclusive package travel and pre-paid international airfares.
Tourism regions	<p>Formed predominantly through the aggregation of Statistical Local Areas (SLAs). Tourism regions are defined by the various state and territory tourism organisations (STOs) according to their research and marketing needs.</p> <p>From 1998, the Bureau of Tourism Research (BTR – now Tourism Research Australia) and the Australian Bureau of Statistics (ABS) adopted a coordinated approach to the use of tourism regions to enable comparability of regional data from different tourism surveys.</p>

Tourism Satellite Account (TSA)	An extension from the core national accounts to focus on the tourism sector. It identifies tourism activities within the national accounting framework and compiles a comprehensive set of economic data on tourism. The first Australian TSA was released by the ABS in October 2000 (ABS catalogue no. 5249.0).
Visiting friends and relatives (VFR)	Visitors who nominate visiting friends or relatives as their main reason for travelling. Visiting friends and relatives also includes travel to a friend's or relative's wedding or travel to attend a funeral (see Purpose of visit).
Visitors	The weighted number of international visitor arrivals to Australia. To fall within the scope of the IVS, the respondent must be an international visitor aged 15 years and over and be departing one of the eight major Australian airports (Sydney, Melbourne, Brisbane, Cairns, Gold Coast, Darwin, Perth and Adelaide) following a visit that was not more than one year in duration.
Visitor nights	The number of nights spent in Australia by international visitors in association with individual visits.
Weighting	The IVS is a sample survey so each respondent is given a 'weight' equalling how many visitors they represent. Respondents are weighted to ABS Overseas Arrivals and Departures (OAD) data (ABS catalogue no. 3401.0) on international visitor numbers.

State and territory abbreviations

NSW	New South Wales
Vic	Victoria
Qld	Queensland
SA	South Australia
WA	Western Australia
Tas	Tasmania
ACT	Australian Capital Territory
NT	Northern Territory

About Tourism Research Australia

Tourism Research Australia (TRA) provides statistics, research and analysis to support industry development, policy development and marketing for the Australian tourism industry.

TRA is a branch of the Department of Resources, Energy and Tourism.

Research publications and reports

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Charges apply for research services which will be dependent on the complexity of the information required. A consultancy quotation will be provided for data needs via email. All major credit cards are accepted with the exception of Diners. A tax invoice will be supplied on completion.

For further information on the Statistical Enquiry Service please contact tourism.research@ret.gov.au

Online Data Package

TRA's online facility allows paid subscribers access to real time research information using TRA databases.

This online environment provides users with the ability to manipulate and use data to generate tables which are relevant to specific needs as well as expanded functionality including:

- access to the new data each quarter on the day of release
- capability to store and update customised tables of user specified data in a password protected online folder
- saved tables which can be built to update immediately when quarterly data is uploaded by TRA
- access from any computer with an internet service, allowing the user improved flexibility .

If you would like to receive information about the Online Data Package subscription or have further enquiries please email tourism.research@ret.gov.au

Online Student Data Package

TRA's Online Student Data Package is available to subscribing educational institutions and accessible to students through the educational institutions' online library services.

The data includes results from the International and National Visitor Surveys and enables students to research information on visitor demographics and behaviours. Students have access to online help including an online training manual and information buttons.

For more information, please email tourism.research@ret.gov.au

Destination Visitor Surveys

The Destination Visitor Surveys (DVS) program is a Australian Government funded program that began in 2004–05. The program provides destinations with high quality tourism research at the local or regional level to support their information needs and business decision-making. Projects are determined in collaboration with state tourism organisations (STOs). The research conducted within the DVS program is split into two streams:

Visitor Profile and Satisfaction program (VPS)

The Visitor Profile and Satisfaction (VPS) program profiles visitors to individual regional tourism destinations and reports on their satisfaction with their visit. This information is compiled into the VPS benchmark database, enabling destinations to be benchmarked against others across a number of key indicators.

Strategic Regional Research program (SRR)

Projects in the SRR program focus on broader strategic issues that are affecting regional destinations.



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