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## MEDIA RELEASE

# INTERNATIONAL TOURISM CONTINUES TO BREAK RECORDS!

Fifteen of Australia's 20 leading inbound markets contributed record visitor arrivals in the year ending September 2014, the latest *International Visitor Survey* reports.

Released today by Tourism Research Australia, the survey results show:

- International visitors\* were up by 8% to a record 6.3 million, and they stayed 221 million nights
- They spent a record \$30.7 billion, or \$139 per night each
- Holiday arrivals increased 9% to 2.8 million, with spend up 11% to \$12.3 billion
- Those visiting friends and relatives were up 14% to 1.7 million, with spend up 18% to \$5.1 billion
- Spend from three markets contributed over a third of Australia's tourism exports—China, \$5.4 billion (up 16%); United States, \$2.7 billion (up 7%); New Zealand, \$2.4 billion (up 4%).

"The continued record performance of inbound tourism is positive news for the Australian economy and tourism businesses across the nation" said Tourism Research Australia's Assistant General Manager, Mr Tim Quinn.

"It is very encouraging to see such strength in leisure travel, and to see the strong growth in travel to Australia that Asian markets have experienced in recent years now extending to inbound markets such as New Zealand, North America and Europe".

Survey results also confirm the global trend towards use of personal devices to access the internet while travelling:

- Tablet and smart phone use increased 69% and 40%, respectively.
- Use of public facilities, including internet cafes, internet kiosks and PCs at accommodation fell sharply (down 36%, 31%, and 25%, respectively).

The full report can be viewed at: [www.tra.gov.au](http://www.tra.gov.au). An infographic of Australia's record performance across 15 inbound markets can also be viewed on the TRA website.

\* Aged 15 years and over

Media notes:

- When reporting TRA data, Tourism Research Australia (or TRA) must be attributed as the source.
- Media contact: [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au) or (02) 6272 6890

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