



Australian Government
Tourism Research Australia



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25 October 2013

Media Release:

Australian tourism prospects improved

The outlook for the Australian tourism industry has been upgraded according to Tourism Research Australia's (TRA) Tourism Forecasts, released today.

International visitor arrivals are forecast to grow 5.8 per cent in 2013–14 to 6.6 million. Domestic visitor nights are forecast to increase 2.0 per cent in 2013–14 to 293 million.

“The fall in the Australian dollar is expected to lead to increased inbound tourism and reduce the growth in outbound tourism, which should benefit the domestic market”, Chief Economist for Tourism, TRA, Dr Leo Jago said.

Visitor arrivals from China, the United Kingdom and New Zealand are expected to grow 13.5 per cent, 5.8 per cent and 4.9 per cent respectively in 2013–14.

The reduced strength of the Australian dollar has also led TRA to downgrade forecasts of Australians' overseas trips.

Total visitor expenditure is forecast to increase 2.7 per cent to \$98 billion. Driving this growth is an increase in inbound expenditure of 5.2 per cent to \$29 billion in 2013–14. Domestic expenditure is expected to grow 1.7 per cent to \$69 billion in 2013–14.

The forecast report can be accessed at <http://www.tra.gov.au>

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