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MEDIA RELEASE:

RECORD NUMBERS OF INTERNATIONAL VISITORS BREAK \$30 BILLION SPEND!

Australia welcomed a record 6.1 million international visitors in the year ending June 2014 (up by 8%), with leisure travel driving the strong growth. This saw trip spend increase by 7% to \$30.1 billion—the highest spend ever recorded.

The latest International Visitor Survey, released today by Tourism Research Australia, reveals that international visitors arriving for a holiday increased 9% to 2.8 million, and their spend jumped 11% to \$12 billion. Those arriving to visit friends and relatives (VFR – also a component of leisure travel) increased 15% to 1.7 million, while their trip spend was up 19% to \$5 billion.

The strong growth in leisure travel underpinned record arrivals from eight of Australia's key markets, including New Zealand, USA, China, Singapore, Malaysia, Hong Kong, India and Germany.

While Malaysian visitors increased 23 per cent and trip spend grew 10%, China remains dominant. Arrivals from China increased by 11% to 708,000, and trip spend up by 16% to \$5.3 billion.

“Australia's inbound performance is very encouraging with record arrivals from the USA, and many markets out of Europe and Asia.” said Tourism Research Australia's Mr Tim Quinn.

“The USA has broken its own record at each consecutive quarter between December 2013 and June 2014 to be now worth over \$2.6 billion.

“Interestingly, while arrivals are at record levels, travellers are trending toward shorter stays, with the 4-7 night category the fastest growing segment” said Mr Quinn.

The full report can be viewed at: www.tra.gov.au

Media notes:

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

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