



INTERNATIONAL VISITORS IN AUSTRALIA

YEAR ENDING SEPTEMBER 2017

VISITORS ▲7%
8.0 MILLION

NIGHTS ▲7%
268 MILLION

EXPENDITURE ▲6%
\$41.2 BILLION

The number of international visitors aged 15 years and over reached 8.0 million for the first time during the year ending September 2017, an increase of 7% on the previous year. They spent a record \$41.2 billion, up by 6%, while visitor nights reached 268 million, up by 7%.

KEY MARKETS

Visitor arrivals increased across all of Australia's key markets during the period. Among our top five markets, China had the strongest growth of 12%, with visitors reaching 1.2 million; the United States (US) increased 10% to 712,000; and Japan increased 8% to 396,000. Growth was modest for New Zealand (NZ) (up 1% to 1.2 million visitors), and the United Kingdom (UK) (up 1% to 677,000).

Growth in spend was led by Asian markets, with India, Thailand, China, Hong Kong, Malaysia and Japan showing the strongest results (Figure 1). India in particular has seen rapid growth over the last 5 years, with spend more than doubling (up 109%) since the year ending September 2012 (from \$694 million).

FIGURE 1: LARGEST GROWTH IN SPEND FOR ASIAN MARKETS

	% CHANGE	GROWTH IN SPEND	TOTAL TRIP SPEND
INDIA	▲26%	\$298m	\$1.5b
THAILAND	▲19%	\$75m	\$474m
CHINA	▲13%	\$1.2b	\$10.3b
HONG KONG	▲13%	\$152m	\$1.4b
MALAYSIA	▲11%	\$137m	\$1.4b
JAPAN	▲9%	\$138m	\$1.8b
TOTAL ASIA	▲11%	\$2.3b	\$23.0b
TOTAL AUSTRALIA	▲6%	\$2.4b	\$41.2b

Overall, visitor spend from our leading traditional markets moderated. The UK fell 6% to \$3.5 billion, while NZ fell 3% to \$2.6 billion. The US remained unchanged at \$3.7 billion.

PURPOSE OF TRAVEL

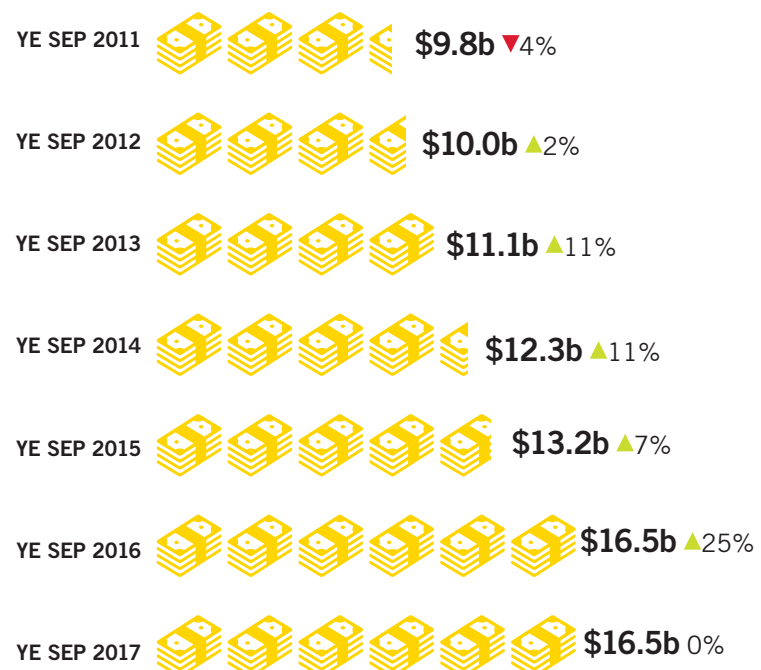
Visitors travelling for the purpose of education and visiting friends and relatives (VFR) showed strong growth during the period:

- Education visitors – up 15% to 562,000, while spend increased 17% to \$11.2 billion
- VFR visitors – up 11% to 2.1 million, while spend increased 5% to \$6.0 billion.

Holiday travel has been a leading contributor to growth in international visitation to Australia over the past four years.

However, there have been signs of a slowing in performance during the year ending September 2017. While holiday visitors increased 5% to 3.9 million, visitor nights were down 1% to 85 million, and spend remained unchanged at \$16.5 billion (Figure 2).

FIGURE 2: TOTAL TRIP SPEND FOR HOLIDAY VISITORS





Total holiday spend was held back by falls for the UK and China markets. For the UK, the 8% decline to \$1.7 billion was the first since year ending September 2012 (Figure 3), while the 4% fall to \$3.1 billion for China was the first since year ending September 2010 (Figure 4). For China, this can be attributed to a 10% decline in group tour visitors during the period.

FIGURE 3: HOLIDAY TOTAL TRIP SPEND – UK

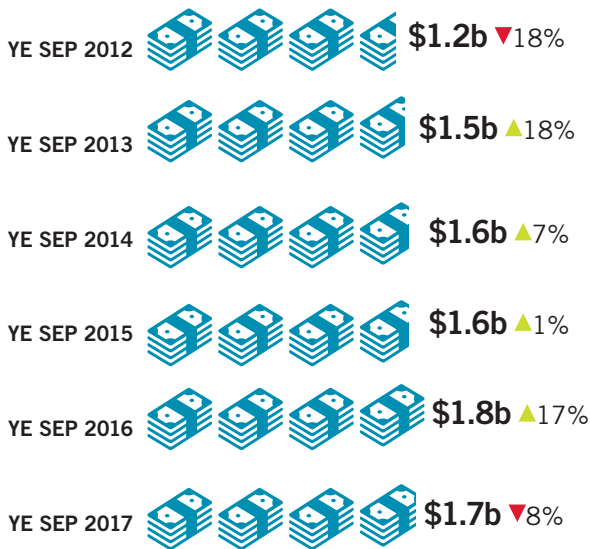
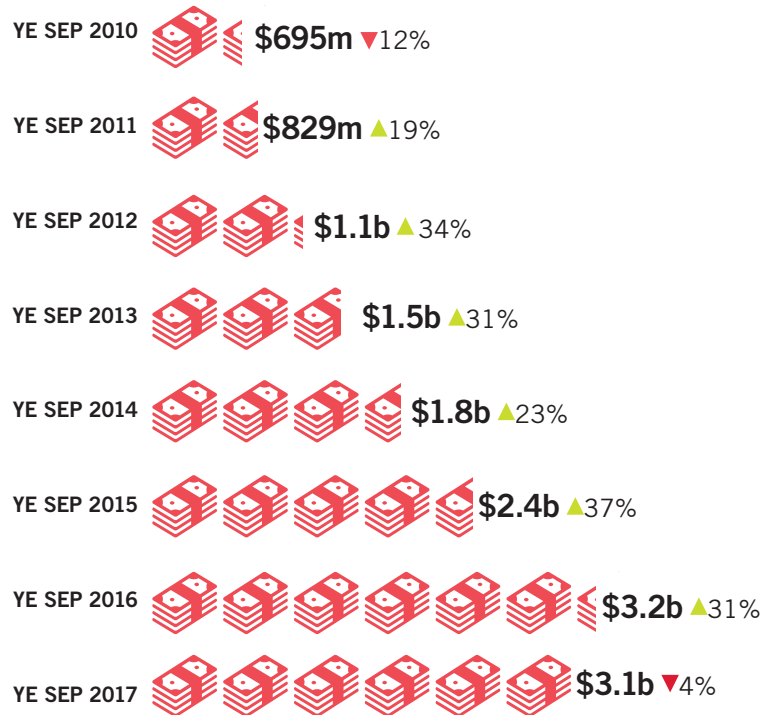


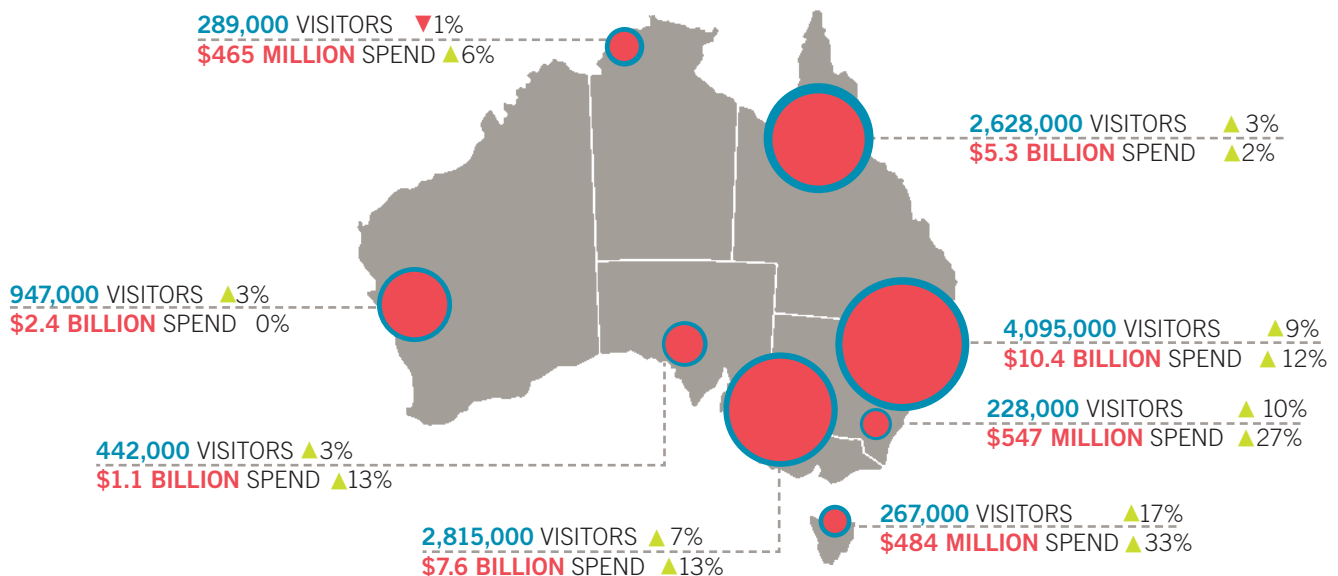
FIGURE 4: HOLIDAY TOTAL TRIP SPEND – CHINA



STATES AND TERRITORIES

Almost all states and territories recorded growth in international visitation and spend for the year ending September 2017. Tasmania and the ACT led the way for both visitation (up 17% and 10%, respectively) and spend (up 33% and 27%, respectively).

FIGURE 5*: INTERNATIONAL VISITOR NUMBERS AND SPEND BY STATE, YE SEPTEMBER 2017



* Total number of visitors by state will be greater than total number of visitors for Australia (8.0 million), as some visitors visited multiple states. Spend figures by state only include spend within Australia and will not add to total Australia spend figures, as these include expenses paid prior to entering Australia.