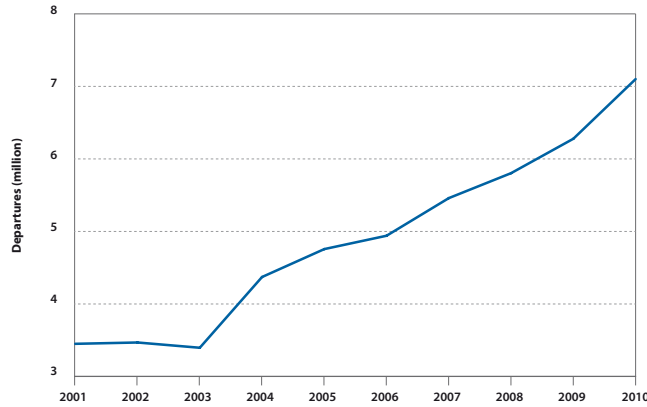
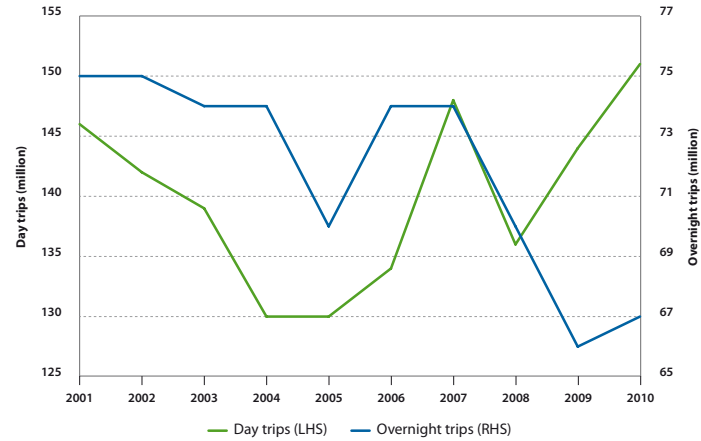


Short term resident departures from Australia



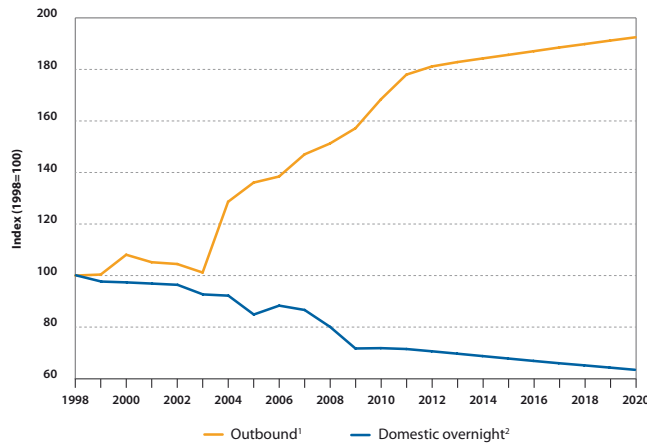
SOURCE: Australian Bureau of Statistics, *Overseas Arrivals and Departures, Australia* (ABS cat. no. 3401.0).

Domestic day and overnight trips, Australians aged 15 years and over



SOURCE: Tourism Research Australia, *Travel by Australians - December 2010 Quarterly Results of the National Visitor Survey*.

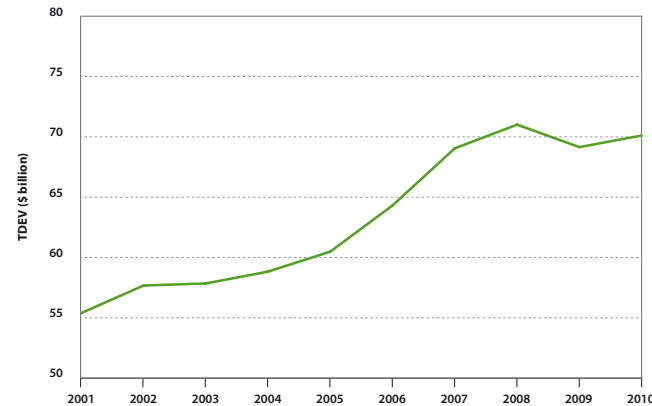
Domestic overnight and outbound propensity, 1998-2020



SOURCES: Tourism Research Australia, *Travel by Australians - December 2010 Quarterly Results of the National Visitor Survey*; Australian Bureau of Statistics, *Overseas Arrivals and Departures, Australia* (ABS cat. no. 3401.0); Australian Bureau of Statistics, *Population by Age and Sex, Australian States and Territories* (ABS cat. no. 3201.0); Australian Bureau of Statistics, *Population Projections, Australia, 2006 to 2101* (ABS cat. no. 3222.0).

NOTES: 1: Total population.
2: Persons aged 15 years and over.

Total domestic economic value (TDEV)



SOURCE: Tourism Research Australia, *Travel by Australians - December 2010 Quarterly Results of the National Visitor Survey*.

Further information on the tourism sector is available from the Department of Resources, Energy and Tourism website:
www.ret.gov.au



Australian Government
Department of Resources,
Energy and Tourism
Tourism Research Australia



TRA TOURISM RESEARCH AUSTRALIA

KEY FACTS AUSTRALIAN TOURISM SECTOR

Tourism's direct contribution to the Australian economy, 1997-98 to 2009-10

Direct contribution to the economy ¹	1997-98	2009-10	AAGR ² (%)
Consumption of tourism goods and services (\$m)	59,472	93,566	3.8
Tourism gross value added at basic prices (\$m)	18,560	30,968	4.4
plus Net taxes on tourism products (\$m)	-218	2,919	n.a.
equals Tourism gross domestic product (\$m)	18,342	33,886	5.2
Tourism employment (persons)	415,900	500,500	1.6
Tourism exports (\$m)	13,408	22,826	4.5
Tourism imports (\$m)	11,729	27,874	7.5
Tourism balance of trade (\$m)	1,679	-5,048	n.a.
Tourism's share of total gross domestic product (%)	3.1	2.6	n.a.
Tourism's share of total employment (%)	4.9	4.5	n.a.
Tourism's share of total exports (%)	11.6	9.0	n.a.

SOURCE: Australian Bureau of Statistics, *Tourism Satellite Account* (ABS cat. no. 5249.0).

NOTES: 1. Dollars in nominal terms.
2. Average annual growth rate for the period 1997-98 to 2009-10.

Inbound travel to Australia, top 10 markets, 2010

Country	TIEV ¹		Arrivals		Average TIEV ¹	
	2010 (\$b)	Change (%)	2010 ('000)	Change (%)	2010 (\$)	Change (%)
China	3.1	19.6	454	23.9	6,780	-3.4
United Kingdom	2.9	-3.1	647	-2.6	4,454	-0.6
New Zealand	2.0	10.9	1,162	4.6	1,742	6.0
USA	1.7	-8.9	472	-1.6	3,609	-7.4
Japan	1.2	2.4	398	12.0	3,016	-8.6
South Korea	1.1	6.7	214	18.2	5,261	-9.9
Singapore	1.1	14.0	308	7.9	3,444	5.6
Malaysia	1.0	6.9	237	12.0	4,066	-4.6
India	0.8	12.2	139	11.1	6,053	1.0
Germany	0.7	-11.1	160	-0.9	4,622	-10.6
Total inbound	23.6	2.9	5,885	5.4	4,005	-2.4

SOURCES: Australian Bureau of Statistics, *Overseas Arrivals and Departures, Australia* (ABS cat. no. 3401.0); Tourism Research Australia, *International Visitors in Australia - December 2010 Quarterly Results of the International Visitor Survey*.

NOTES: 1. Total inbound economic value, a measure consistent with the ABS's Tourism Satellite Account consumption estimate.

Forecast - Australia's top 10 inbound markets, ranked by value, 2020

Country	TIEV ¹ (\$b)	AAGR ² (%)	Visitors ('000)	AAGR ² (%)
China	6.0	6.7	908	7.2
United Kingdom	3.3	1.1	810	2.3
United States	2.2	2.7	652	3.3
New Zealand	2.1	0.1	1,416	2.0
South Korea	1.6	3.2	273	2.5
India	1.6	6.7	315	8.5
Malaysia	1.4	4.0	323	3.1
Japan	1.1	-1.0	368	-0.8
Germany	1.0	2.8	212	2.8
Canada	0.9	4.1	184	4.2
Total	34.1	3.7	8,376	3.6

SOURCE: Tourism Forecasting Committee, *Forecast 2011 Issue 1*, Tourism Research Australia.

NOTES: 1. Total Inbound economic value, a measure consistent with the ABS's Tourism Satellite Account consumption estimate.
2. Average annual growth rate for the period 2009 to 2020.

Domestic overnight travel by Australian residents aged 15 years and over, 2010

Main Purpose	Expenditure		Trips		Nights	
	2010 (\$m)	Change (%)	2010 ('000)	Change (%)	2010 ('000)	Change (%)
Holiday/Leisure	25,234	1.1	30,049	0.3	127,427	-1.3
VFR ¹	8,727	0.7	22,099	0.6	78,311	1.1
Business	7,204	-0.7	12,902	5.1	38,762	7.7
Other	1,662	11.8	3,788	12.8	12,757	12.6
Total	42,826	1.1	67,402	2.0	259,541	1.1

Domestic day trips by Australian residents aged 15 years and over, 2010

Main Purpose	Expenditure		Trips	
	2010 (\$m)	Change (%)	2010 ('000)	Change (%)
Holiday/Leisure	8,773	-0.9	73,676	0.3
VFR ¹	3,061	-1.6	43,812	6.1
Business	1,238	14.8	15,500	8.7
Other	1,897	15.5	18,300	19.0
Total	14,969	2.0	151,288	4.8

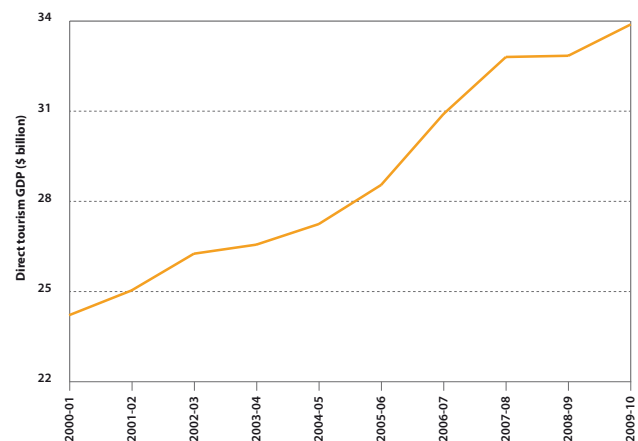
Outbound travel by Australian residents aged 15 years and over, year ending September 2010

Main Purpose	Expenditure		Trips ²		Nights	
	YE Sep 10 (\$m)	Change (%)	YE Sep 10 ('000)	Change (%)	YE Sep 10 ('000)	Change (%)
Holiday/Leisure	22,852	14.2	3,459	20.4	65,946	15.9
VFR ¹	6,602	1.5	1,463	7.9	36,340	6.2
Business	4,778	-3.2	1,126	10.4	13,808	-4.2
Other	672	-22.7	124	-2.4	6,333	22.5
Total	34,904	8.0	6,173	14.8	122,427	10.6

SOURCE: Tourism Research Australia, *Travel by Australians - December 2010 Quarterly Results of the National Visitor Survey*.

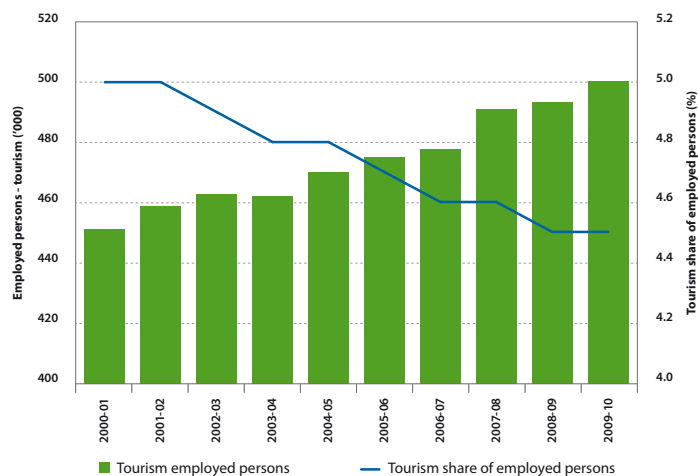
NOTES: 1. Visiting friends or relatives.
2. According to the ABS's Overseas Arrivals and Departures, total outbound trips (all ages) increased 15.9 per cent to 6,974,200 over the same period.

Tourism's contribution to gross domestic product



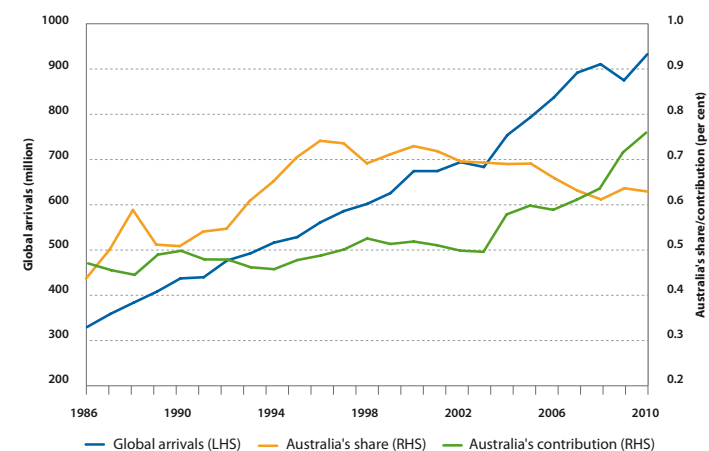
SOURCE: Australian Bureau of Statistics, *Tourism Satellite Account* (ABS cat. no. 5249.0).

Tourism employment



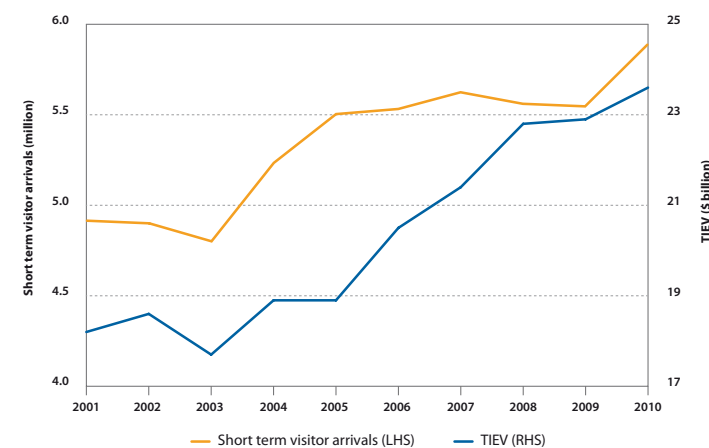
SOURCE: Australian Bureau of Statistics, *Tourism Satellite Account* (ABS cat. no. 5249.0).

Global arrivals - Australia's market share



SOURCES: United Nations World Tourism Organization, *World Tourism Barometer*, January 2010; Australian Bureau of Statistics, *Overseas Arrivals and Departures, Australia* (ABS Cat. No. 3401.0).

Short term visitor arrivals to Australia, and Total Inbound Economic Value (TIEV)



SOURCES: Tourism Research Australia, *Travel by Australians - December 2010 Quarterly Results of the International Visitor Survey*; Australian Bureau of Statistics, *Overseas Arrivals and Departures, Australia* (ABS Cat. No. 3401.0).