



# Latin America

## Visitor Profile 2006

### Latin America Visitor Summary

- In 2006, there were 35,388 visitors to Australia an increase of 26% from the previous year, rating Latin America as Australia's 24th largest market for inbound arrivals.
- Travellers from Latin America accounted for 1% of all international visitor nights spent in Australia during 2006.
- Travellers from Latin America had an average length of stay of 57 nights, much higher than the average of 30 nights for all international visitors.
- Latin American visitors spent a total of \$218 million on trips to Australia during 2006, with an average trip expenditure of \$6,501 per trip.
- In 2006, 24% of Latin American visitor nights were spent in dispersed areas of Australia, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from Latin America including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure

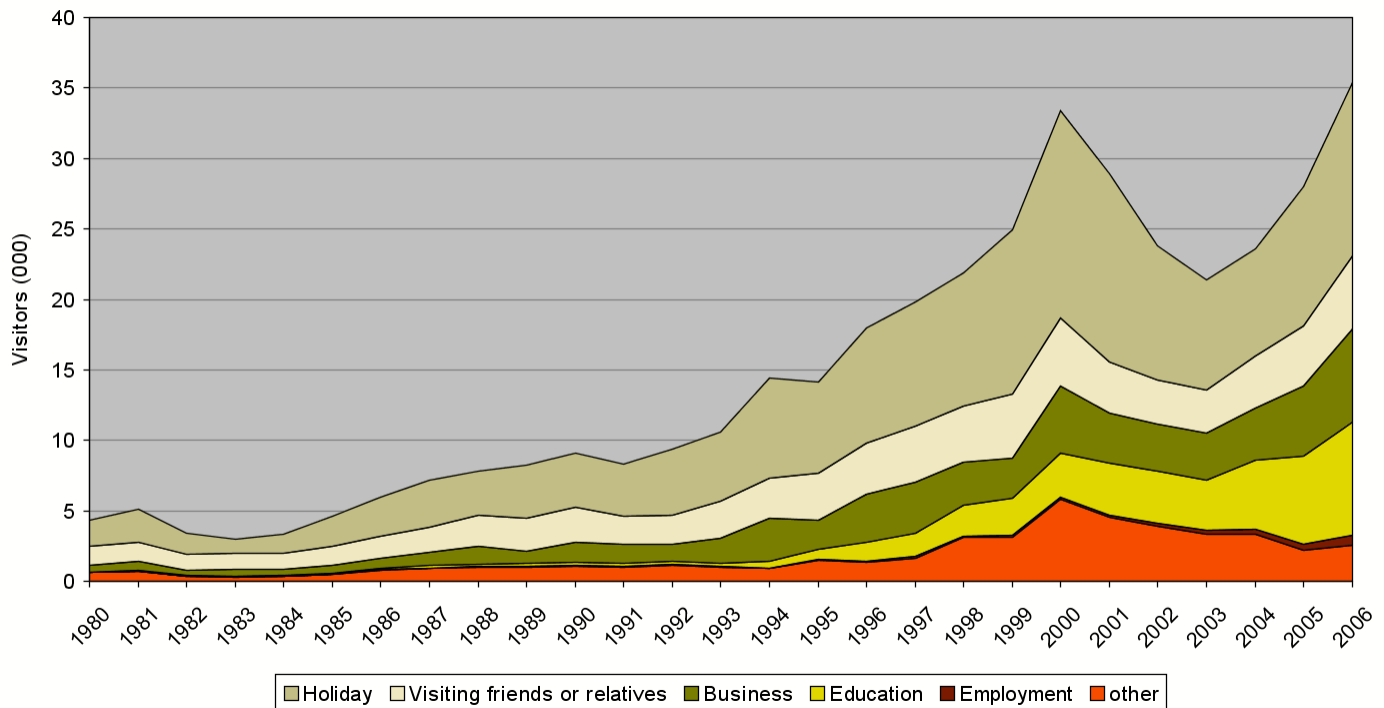
# Latin America

## Visitor Profile 2006

### Visitor Arrivals

- In 2006, the number of visitors from Latin America totalled 35,388, more than 8 times the 1980 figure of 4,335 (Figure 1). Latin America is rated as Australia's 24th largest inbound market for arrivals.
- In 2006, 12,291 Latin American visitors travelled to Australia for a holiday followed by 5,186 to visit friends and relatives (VFR), 6,628 for business, 7,976 for education and 3,307 for other reasons.
- Over the decade 1997 to 2006, the annual average growth rate for visitors from Latin America was 8%.
- In 2006, 38% or 9,506 travellers from Latin America were repeat visitors (Figure 2). This is lower than the average for all markets which is 57%.
- Total visitor arrivals from Latin America increased by 26% in 2006 (Figure 3).

Figure 1 - Visitors from Latin America by main purpose of visit 1980 - 2006

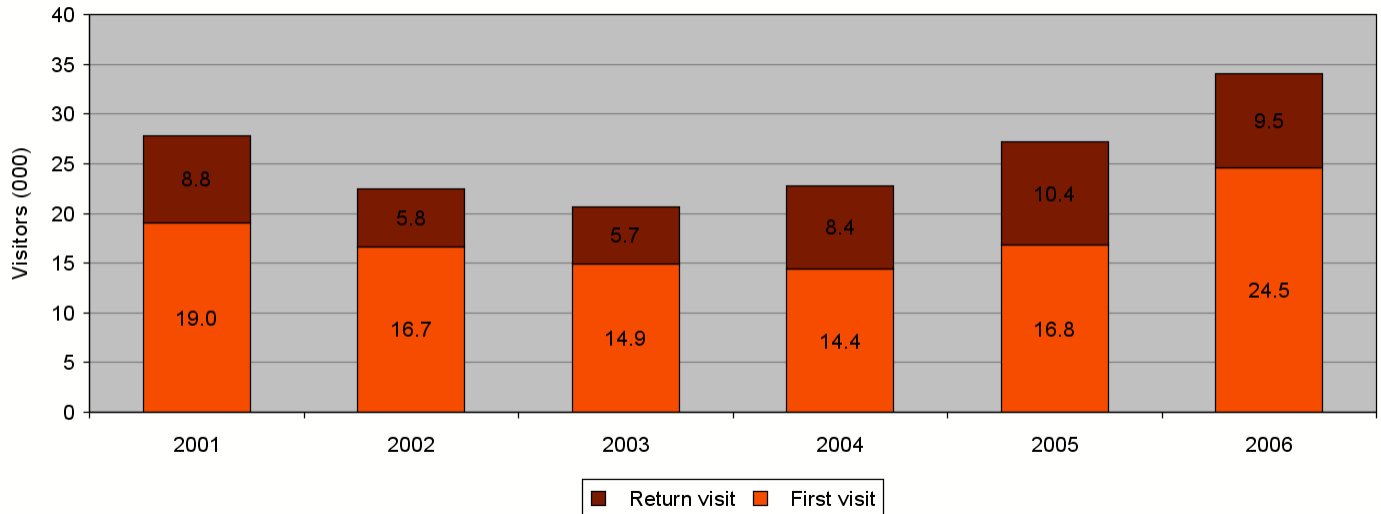


Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. No 3401.0]  
Base : All international visitors

# Latin America

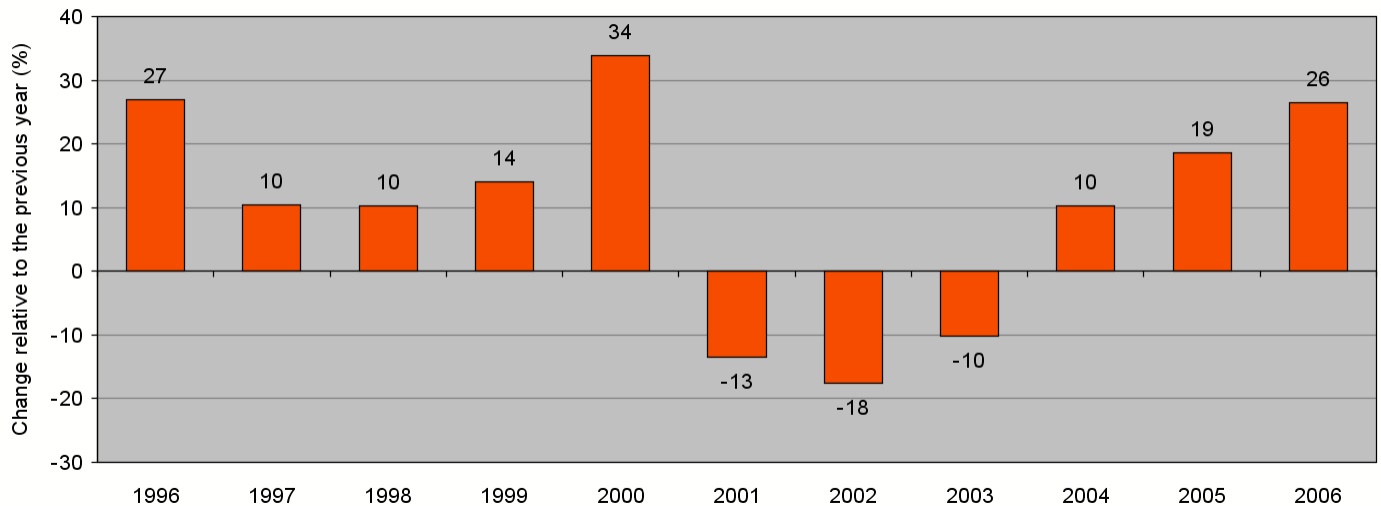
## Visitor Profile 2006

Figure 2 - Visitors from Latin America by first or return visit 2001 - 2006



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

Figure 3 - Change in visitors from Latin America 1996 - 2006



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. No 3401.0]  
Base : All international visitors

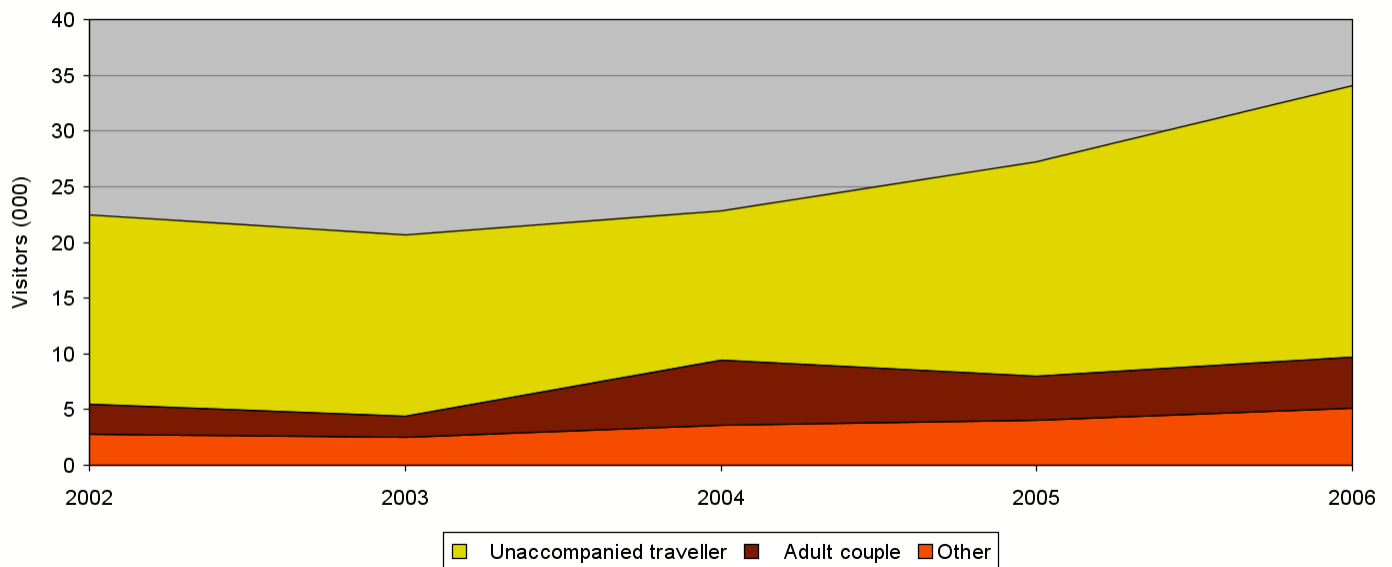
# Latin America

## Visitor Profile 2006

### Travel Party

- The majority of visitors from Latin America travelled as an unaccompanied traveller or an adult couple. (Figure 4 and Table 1).
- In 2006, the number of unaccompanied visitors from Latin America was 24,320 or 71% of all visitors.
- A further 15% travelled as an adult couple.

Figure 4 - Visitors from Latin America by travel party description 2001 - 2006



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

Table 1 - Visitors from Latin America by travel party description 2001 - 2006

Travel Party Description	2001		2002		2003		2004		2005	
	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	17.0	75	16.2	79	13.3	58	19.2	70	24.3	71
Adult couple	2.8	12	1.9	9	5.9	26	4.0	15	4.6	14
Other	2.8	12	2.5	12	3.6	16	4.1	15	5.1	15
Total	22.5	100	20.6	100	22.8	100	27.2	100	34.1	100

Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

# Latin America

## Visitor Profile 2006

### Visitor Demographics

Figure 5 - Visitors from Latin America by age 1994 - 2006

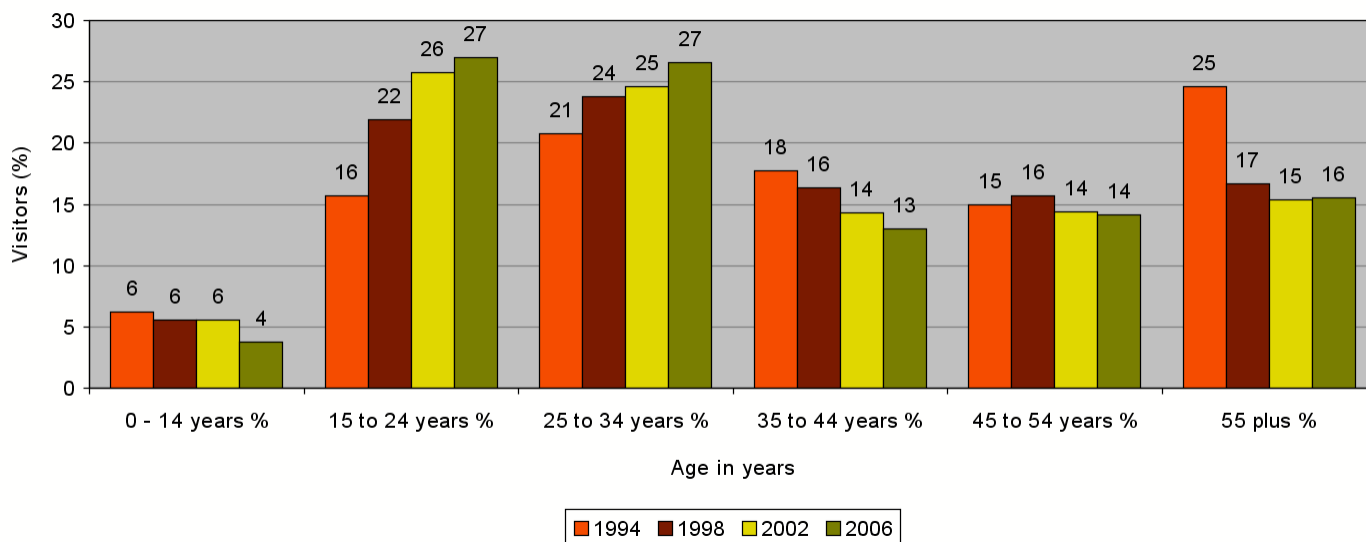
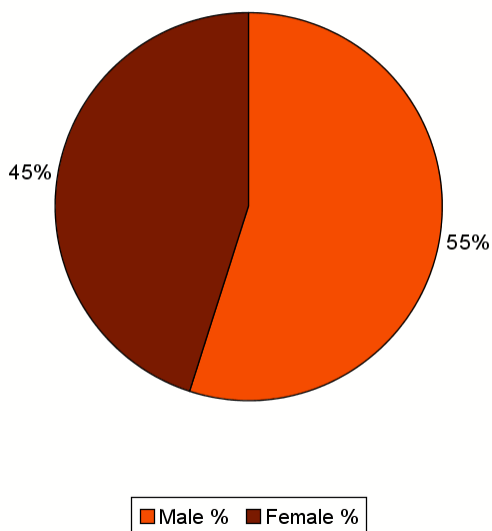


Figure 6 - Visitors from Latin America by gender 2006



- In 2006, the age distribution showed those aged 0-14 years accounted for 4% of travellers, 15-24 year 27%, 25-34 years 27%, 35-44 years 13%, 45-54 years 14% and 55 years and over 16%.
- Of visitors from Latin America, 55% were males or 18,773 visitors and 45% were female being 15,279 visitors. The gender ratio of visitors from Latin America was 123 males per 100 females (Figure 6).

Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

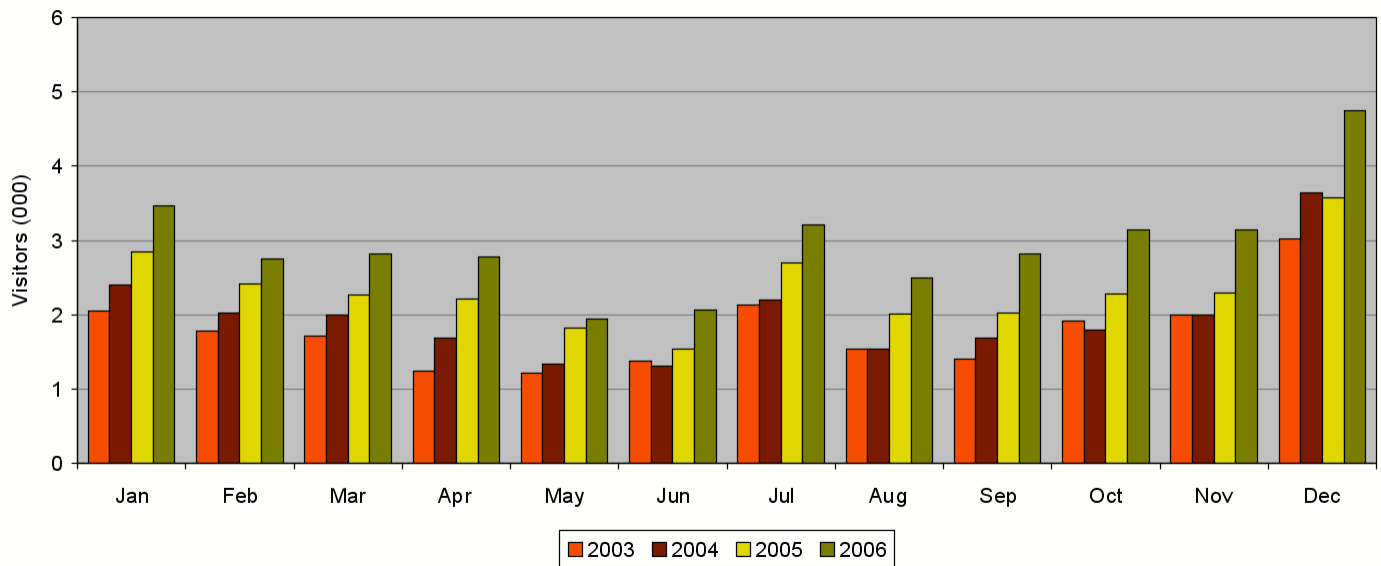
# Latin America

## Visitor Profile 2006

### Seasonality

- The seasonality of visitor arrivals from Latin America is shown in Figure 7.
- In 2006, December was the peak month for visitors, followed by January and July.

Figure 7 - Visitors from Latin America by month of arrival 2003 - 2006

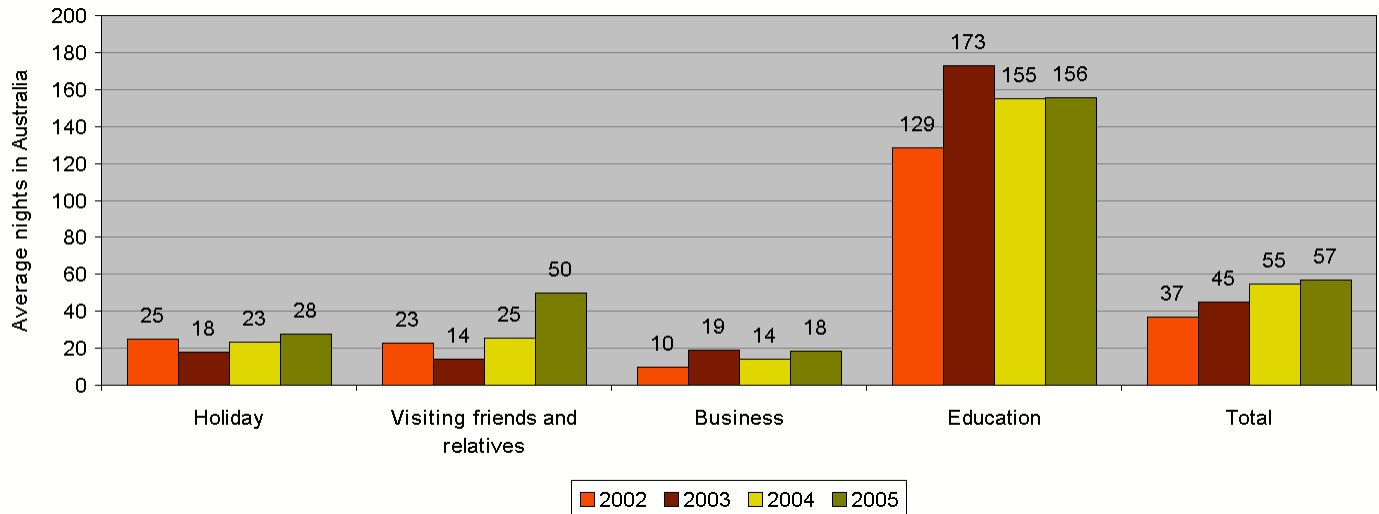


Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. No 3401.0]  
Base : All international visitors

### Duration of Stay

- During 2006, visitors from Latin America spent a total of 1.9 million nights in Australia, 1% of all international visitor nights.

Figure 8 - Duration of stay for visitors from Latin America by main purpose of visit 2003 - 2006



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Table 2 - Duration of stay for visitors from Latin America by main purpose of journey

Nights in Australia	Average				Median (a)			
	2002	2003	2004	2005	2002	2003	2004	2005
<b>Main purpose of journey</b>								
Holiday	25	18	23	28	14	10	13	14
Visiting friends and relatives	23	14	25	50	28	13	16	29
Business	10	19	14	18	6	12	11	9
Education	129	173	155	156	121	108	139	143
Total	37	45	55	57	14	16	17	19

Base: All visitors aged 15 years or over.

(a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.

Source: Tourism Research Australia, International Visitor Survey.

Note : Total Includes employment and other reasons.

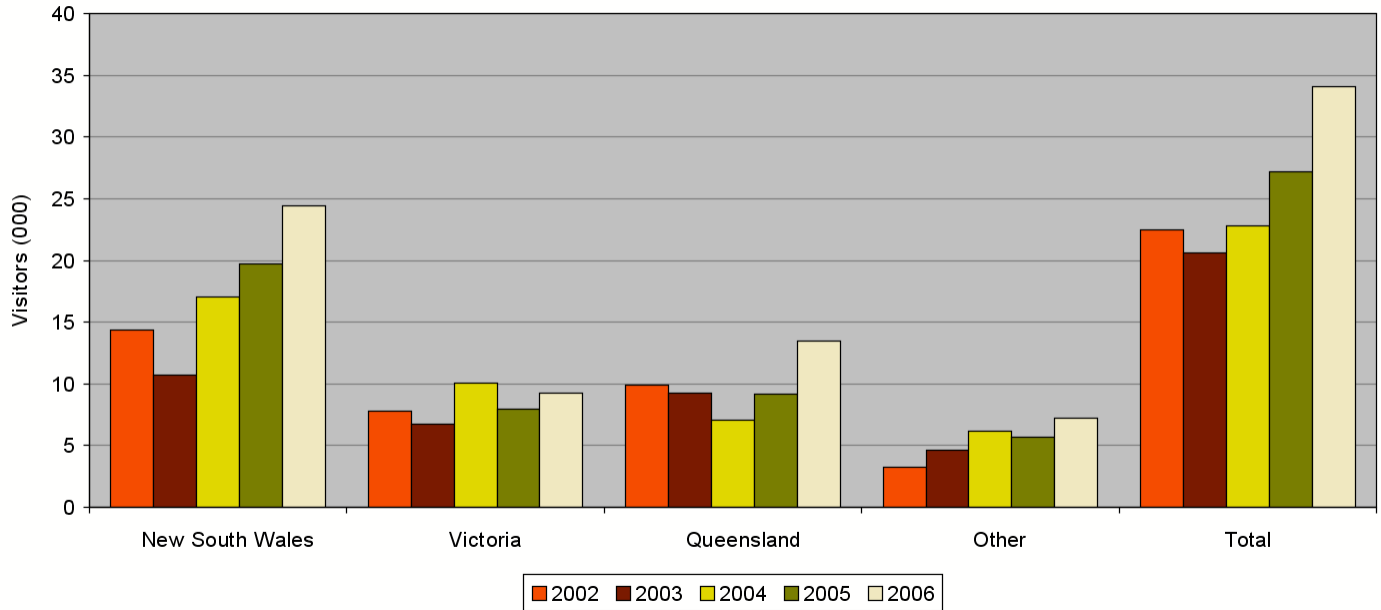
# Latin America

## Visitor Profile 2006

### Destination Visited

- In 2006, the most popular State or Territory for visitors from Latin America was New South Wales with 24,417 or 72% of visitors staying for 900,000 nights.

Figure 9 - Visitors from Latin America by State/Territory visited

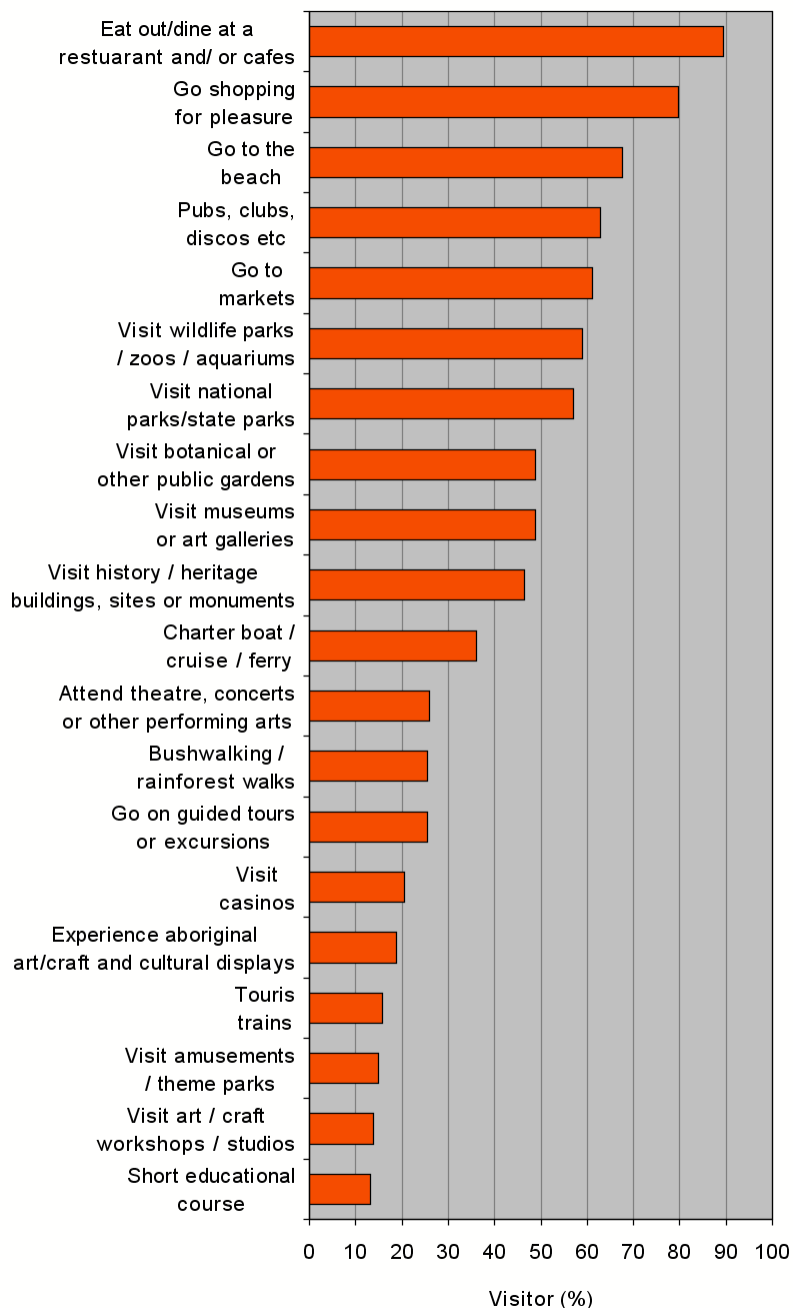


Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

### Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from Latin America while in Australia.
- The top 5 activities in 2006 were; eat out at restaurants and or cafes; go shopping for pleasure; go to the markets; visit pubs, clubs and discos and visit botanical or other public gardens.

Figure 10 - Visitors from Latin America by leisure activities 2006



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

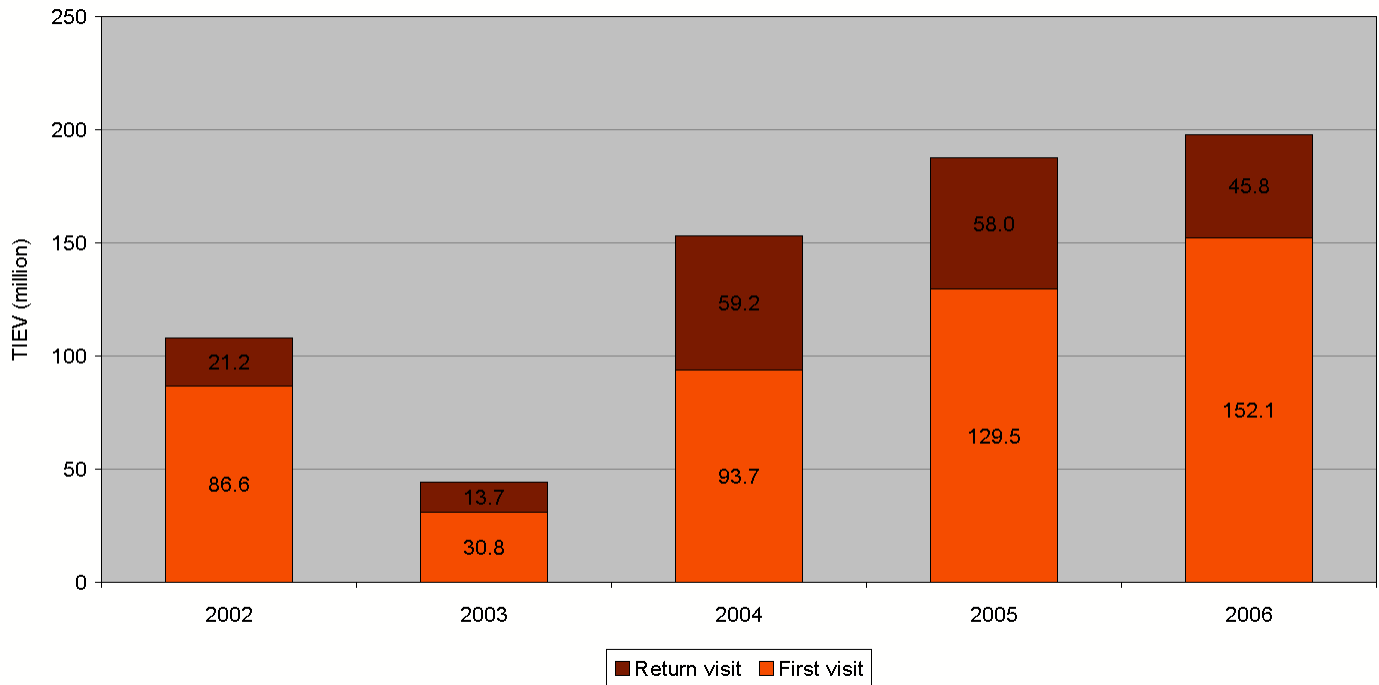
# Latin America

## Visitor Profile 2006

### Expenditure

- Visitors from Latin America had a Total Inbound Economic Value (TIEV) of \$198 million on trips to Australia during 2006 (Figure 11). This is an increase of 6% on the previous year.
- Visitors from Latin America, on their first trip to Australia, recorded 77% of TIEV totalling \$152 million, while repeat visitors accounted for 23% or \$46 million.

Figure 11 - Visitors from Latin America : Total Inbound Economic Value (TIEV) by First vs Return Visit 2006.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : TIEV is calculated by the Tourism Forecasting Committee using total trip spend by inbound tourists to Australia as collected in Tourism Research Australia's International Visitor Survey and then benchmarking these results to the ABS Tourism Satellite Account (Cat. No.5249.0). All amounts are reported in Australian Dollars.

# Latin America

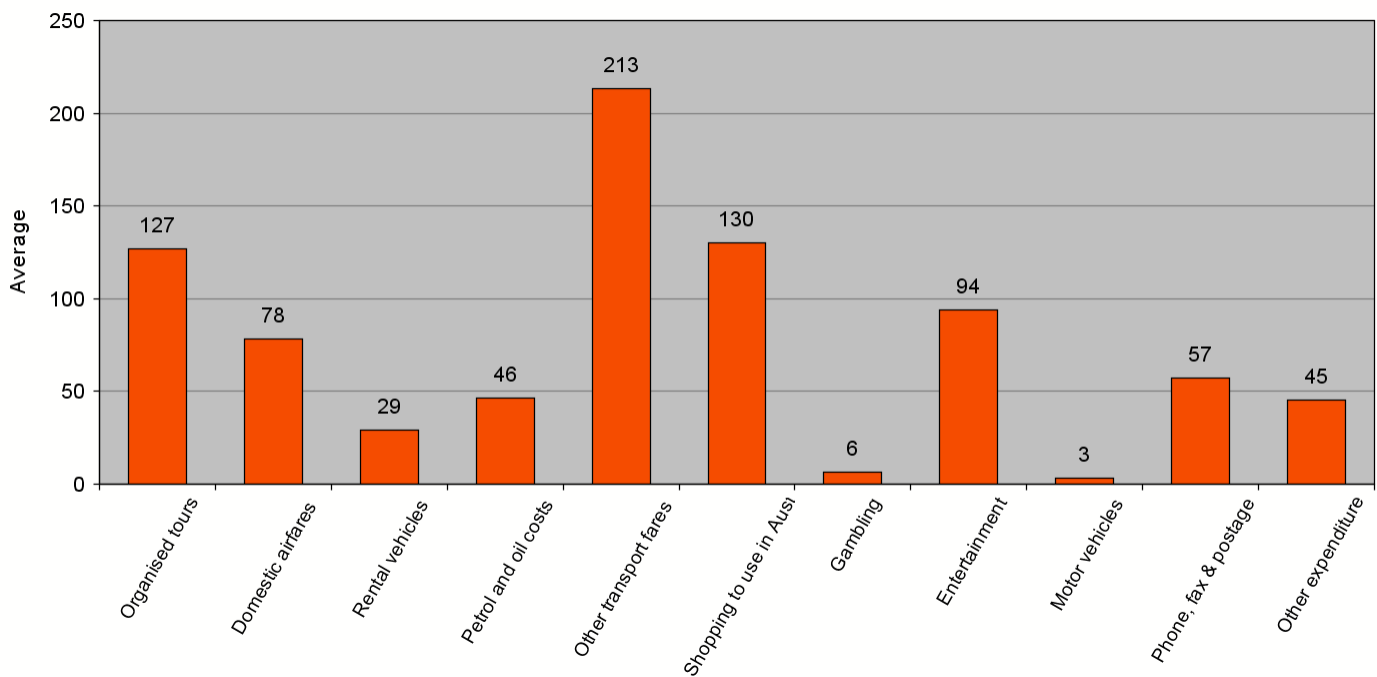
## Visitor Profile 2006

### Expenditure

Figure 12 shows expenditure by item, as an average, for all visitors from Latin America. The main items of expenditure, listed in the table, can then be compared to the smaller expenditure items shown in Figure 12.

Expenditure Item	Average A\$
International airfares	2,204
Food, drink & accommodation	1,744
Shopping to take home	362
Education	785
Package tour	570
Other (total of item charted)	828

Figure 12 - Average expenditure for visitors from Latin America by expenditure item 2006.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

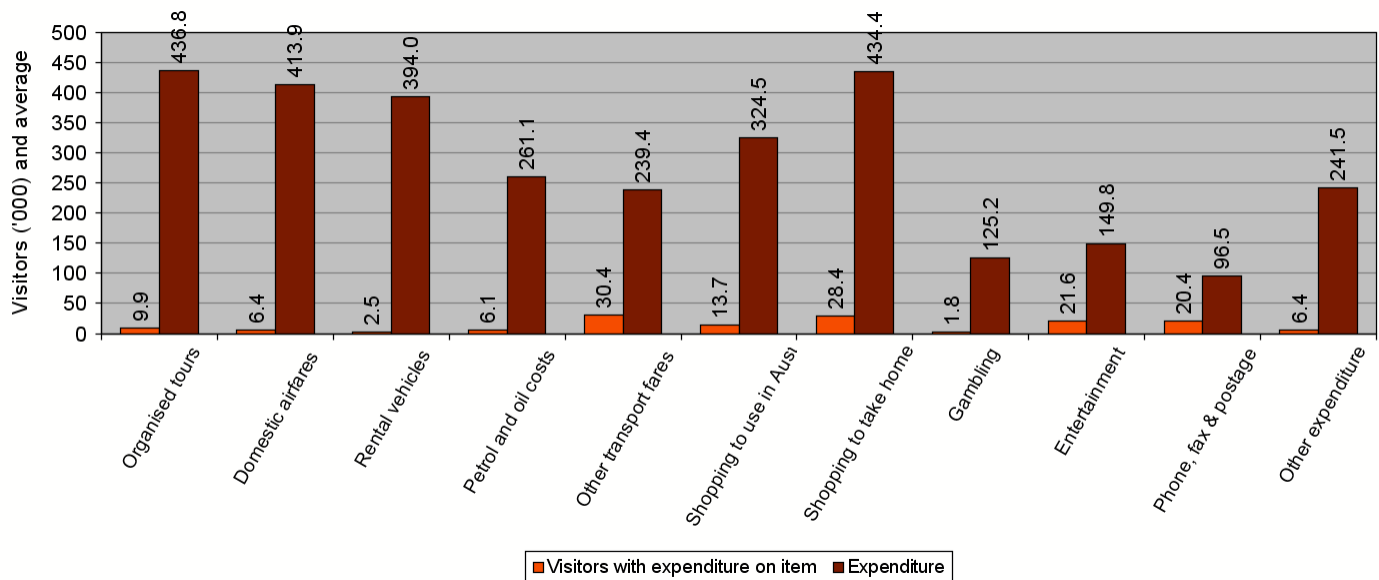
Note : All amounts are reported in Australian Dollars.

### Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, only 5,000 visitors from Latin America had expenditure on education, however this was one of the largest spending items by this measure.
- In 2006, over 28,000 visitors from Latin America purchased 'shopping to take home' while a further 14,000 purchase 'shopping to use in Australia'. Entertainment was popular with around 22,000 visitors spending on this item followed by over 30,000 visitors who spent on other transport fares such as buses, taxis, trams and ferries.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	31	2,413
Food, drink & accommodation	33	1,819
Package tour	4	5,524
Education	5	5,564

Figure 13 - Average expenditure for visitors from Latin America with expenditure on item 2006.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars

# Latin America

## Visitor Profile 2006

### Privacy Notice:

Tourism Australia is an Australian Government agency, and is required to comply with the Information Privacy Principles in the Privacy Act 1988. When you provide us with your personal information, we understand that you consent to us storing your personal information in databases that are hosted in Australia, and using and disclosing your personal information for the purpose of collection (and related purposes) and in accordance with the Tourism Australia External Privacy Policy.

© Copyright, Tourism Australia, 2007:

Tourism Australia and Tourism Research Australia permits copies to be made of this Research data for the purpose of promoting Australian tourism, provided that Tourism Research Australia is recognised on any copies as the author and the material is reproduced in its current form and a statement similar to the following is included on any copy - Tourism Research Australia 2007 (unpublished data). Copies may not be made for a commercial purpose, that is, for sale without the permission of Tourism Research Australia.

### Disclaimer:

The information in this data is presented in good faith and on the basis that neither Tourism Australia or Tourism Research Australia, nor their agents or employees, are liable (whether by reason of error, omission, negligence, lack of care or otherwise) to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of any statement, information or advice given in this publication. Data derived from Tourism Research Australia surveys are subject to sample error. Users of the data are advised to consult the sample error tables contained in Tourism Research Australia publications or otherwise available from Tourism Research Australia before drawing any conclusions or inferences, or taking any action, based on the data. For further information go to [www.tra.australia.com](http://www.tra.australia.com)

Publication Date: May 2007