



International Visitor Profile

Canada

Visitor Profile 2007

Canada Visitor Summary

- In 2007, there was an increase of 4% to 114,636 visitors from the previous year to Australia. This rated Canada as Australia's eleventh largest inbound market for arrivals.
- The average length of stay for Canadian visitors in 2007 was 40 nights, much higher than the average of 30 nights for all visitors.
- Travellers from Canada accounted for 3% of all international visitor nights in Australia in 2007.
- Canada is Australia's tenth largest source market in terms of total expenditure. In 2007, travellers from Canada spent a total of \$739 million on trips to Australia, with an average expenditure of \$6,805 per trip.
- In 2006, 44% of Canadian visitor nights were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from Canada including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure
- Planning and Booking Horizons
- Information Sources
- Internet Usage

The latest forecasts for this market from Tourism Forecasting Committee can be accessed on www.TRA.Australia.com

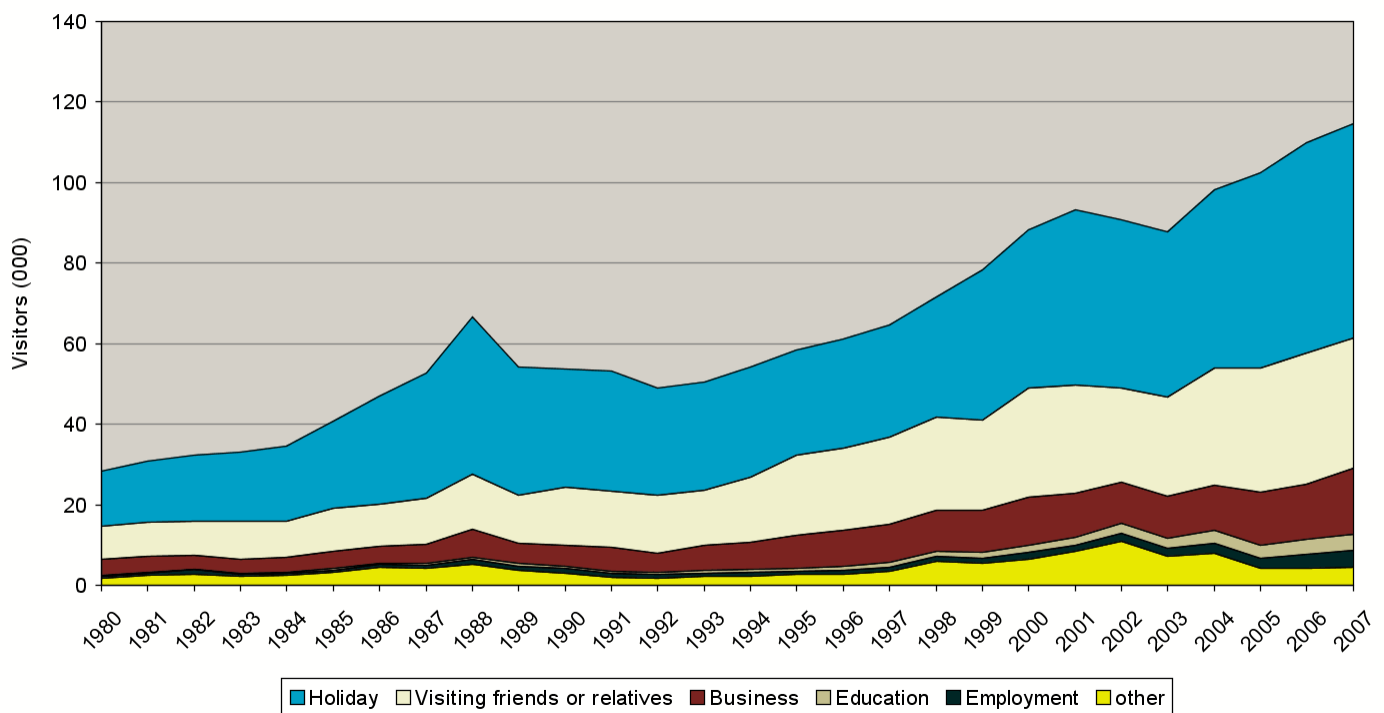
Canada

Visitor Profile 2007

Visitor Arrivals

- In 2007, the number of visitors from Canada totalled 114,636 this was almost four times the 28,499 arrivals in 1980 (Figure 1). Canada is currently Australia's eleventh largest inbound tourist market.
- In 2007, 53,064 visitors came for a holiday, 32,511 came to visit friends and relatives, 16,311 also travelled for business, 4,356 for employment, 3,915 for education and 4,479 for other purposes.
- Over the decade, from 1998 to 2007, the annual average growth rate for visitors from Canada was 5%.
- In 2007, less than half of all visitors from Canada (45%) or 48,335 were repeat visitors (Figure 2). This was less than the average rate for all international visitors of 57%.
- Total visitor arrivals from Canada increased by 4% in 2007

Figure 1 - Visitors from Canada by main purpose of visit 1980 - 2007



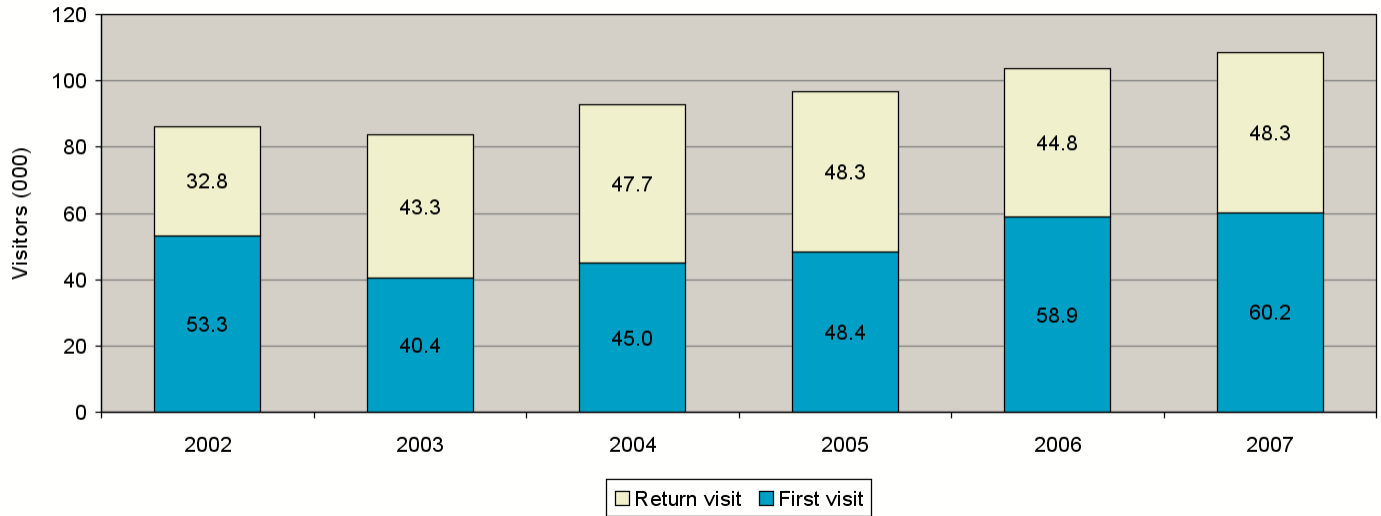
Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]

Base : All international visitors

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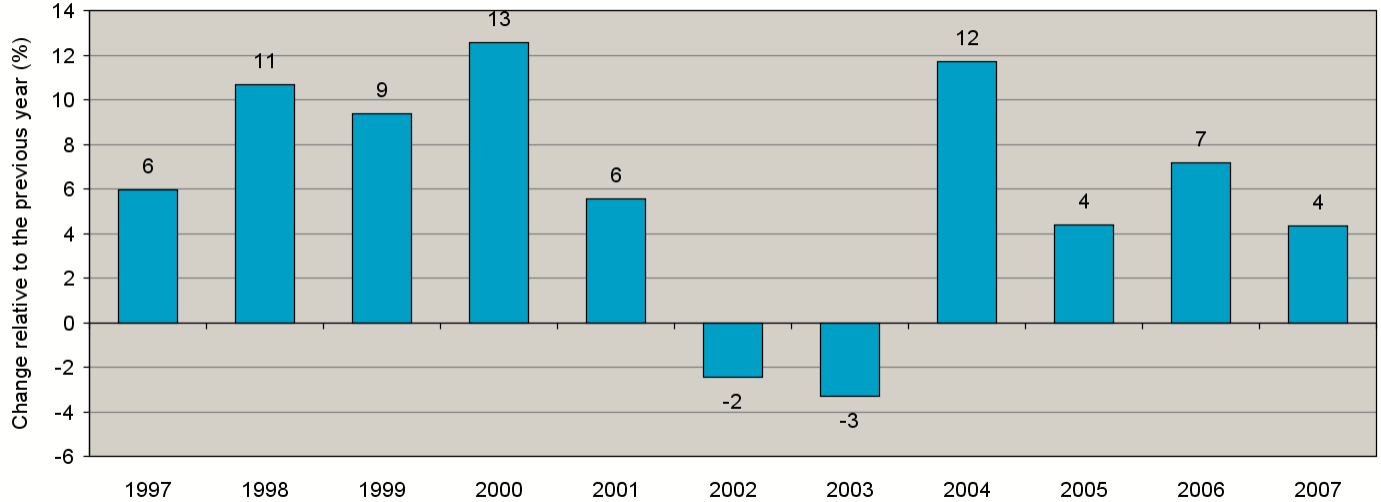
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Figure 2 - Visitors from Canada by first or return visit 2002 - 2007



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

Figure 3 - Change in visitors from Canada 1997 - 2007



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
 Base : All international visitors

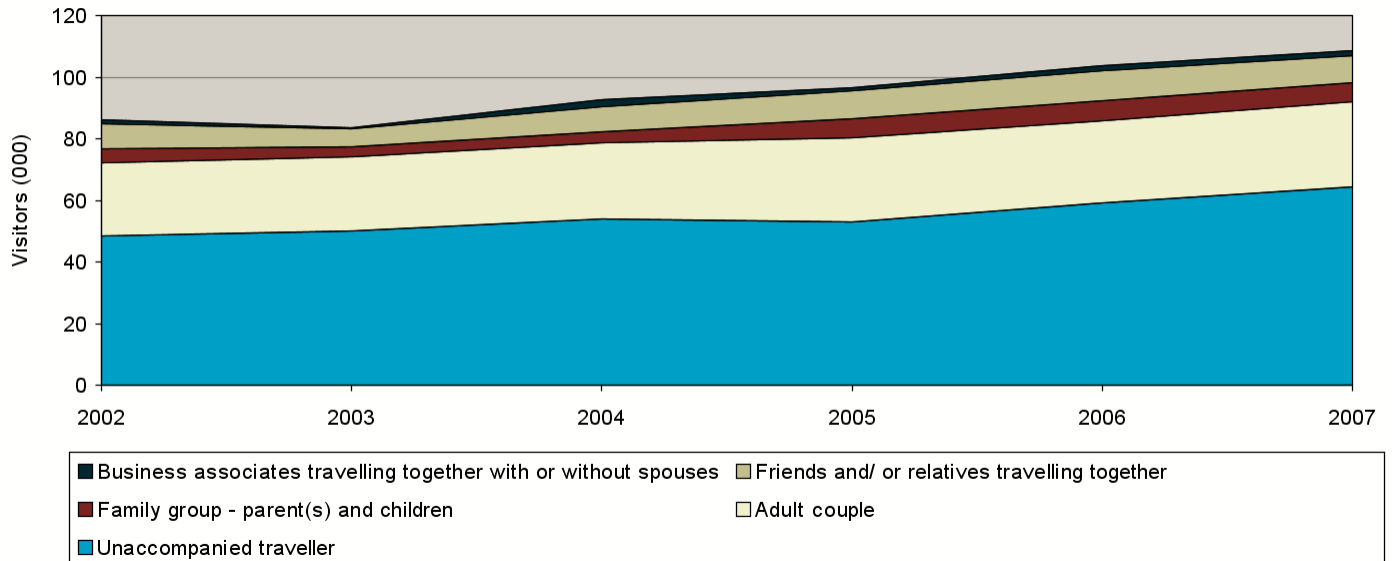
Canada

Visitor Profile 2007

Travel Party

- The majority of visitors from Canada travelled as an unaccompanied traveller or an adult couple (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from Canada was 64,419 or 59% of all visitors from Canada.

Figure 4 - Visitors from Canada by travel party description 2002 - 2007.



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

Table 1 - Visitors from Canada by travel party description 2002 - 2007.

Travel Party Description	2002		2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	48.3	56	50.0	60	54.0	58	53.1	55	59.1	57	64.4	59
Adult couple	24.0	28	24.1	29	24.6	27	27.2	28	26.8	26	27.5	25
Family group - parent(s) and children	4.4	5	3.3	4	3.6	4	6.2	6	6.3	6	6.3	6
Friends and/or relatives travelling together	8.2	10	5.7	7	8.3	9	9.1	9	9.8	9	9.0	8
Business associates travelling together with or without spouses	1.2	1	0.6	1	2.2	2	1.0	1	1.7	2	1.5	1
Total	86.1	100	83.7	100	92.7	100	96.7	100	103.6	100	108.6	100

Base : All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.
 Source: Tourism Research Australia, International Visitor Survey.

Canada

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Visitor Demographics

Figure 5 - Visitors from Canada by age 1995 - 2007.

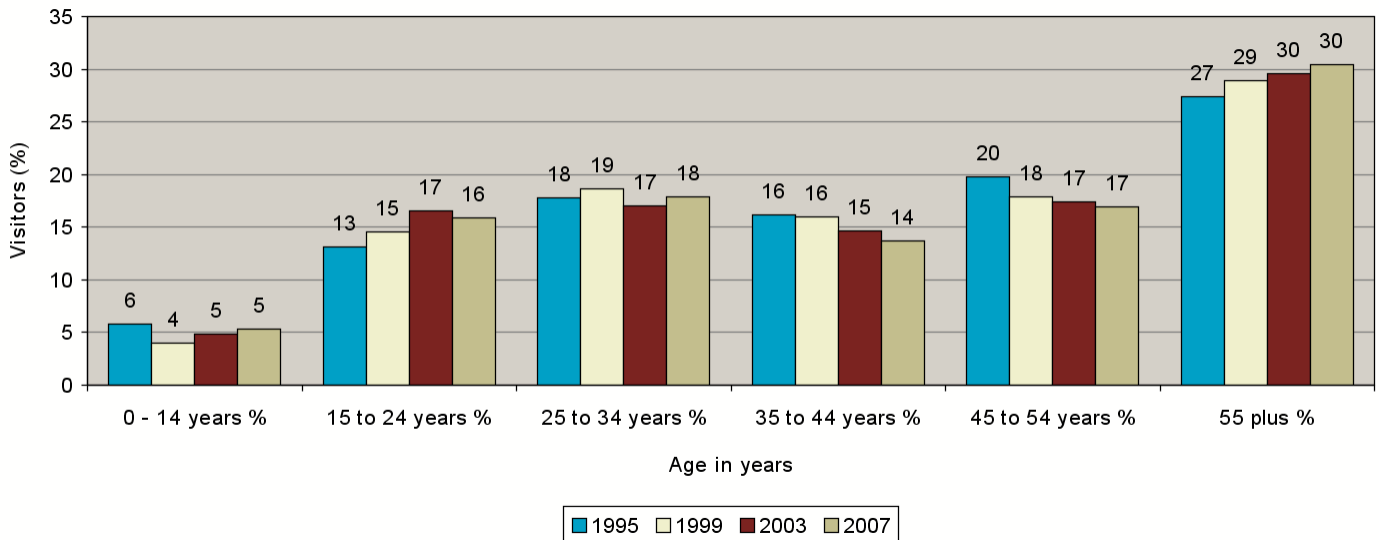
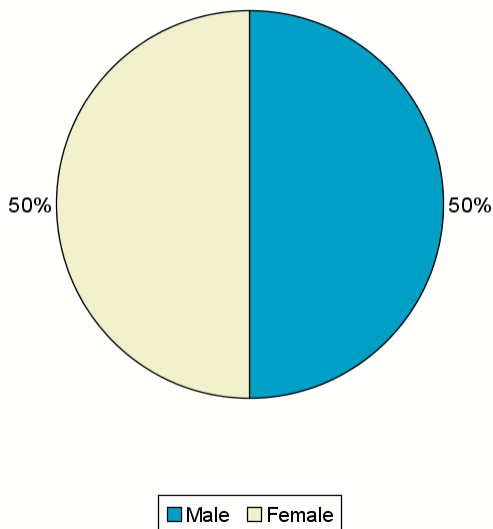


Figure 6 - Visitors from Canada by gender 2007



- In 2007 the age distribution shows 5% were aged 0-14 years, 16% were 15-24 years, 18% were 25-34 years, 14% were 35-44 years, 17% were aged 45-54 years and 30% were 55 and over.
- Just on half of all visitors from Canada were females (50%) or 57,349 visitors and 50% were males or 57,287 visitors. The gender ratio of visitors from Canada is 100 females per 100 males.

Source: Department of Immigration and Citizenship.
Base : All International visitors.

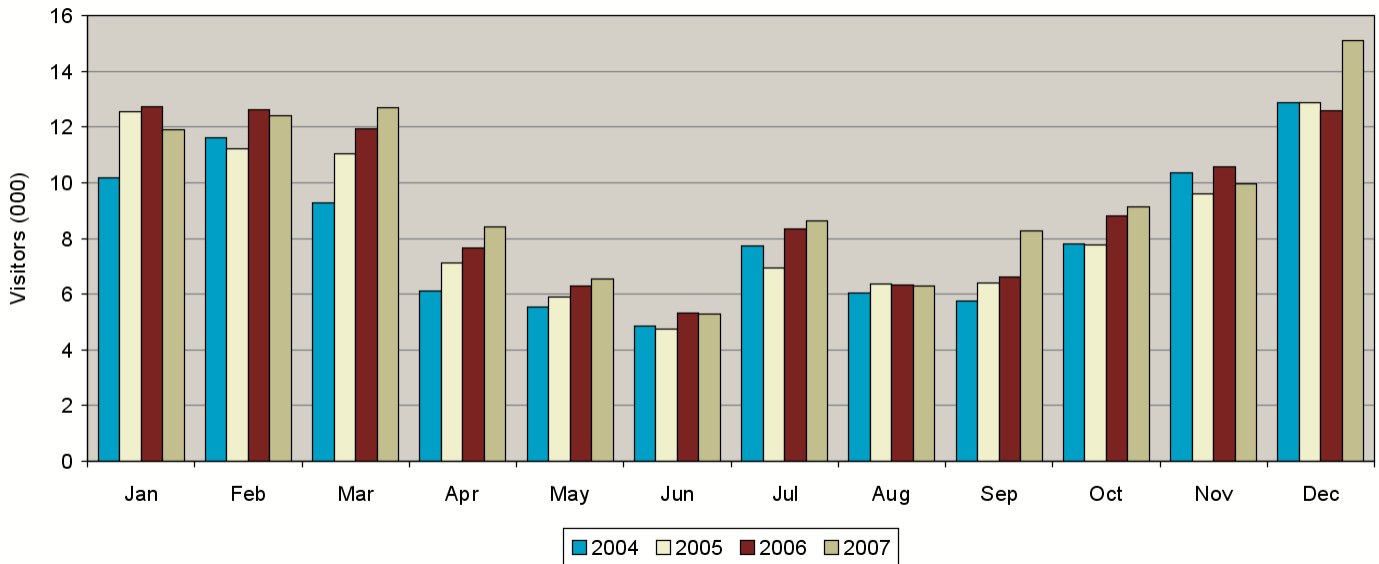
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Visitor Profile 2007

Seasonality

- The seasonality of visitor arrivals from Canada is shown in Figure 7
- In 2007, the peak month for visitors from Canada was December, followed by March and February.

Figure 7 - Visitors from Canada by month of arrival 2004 - 2007.

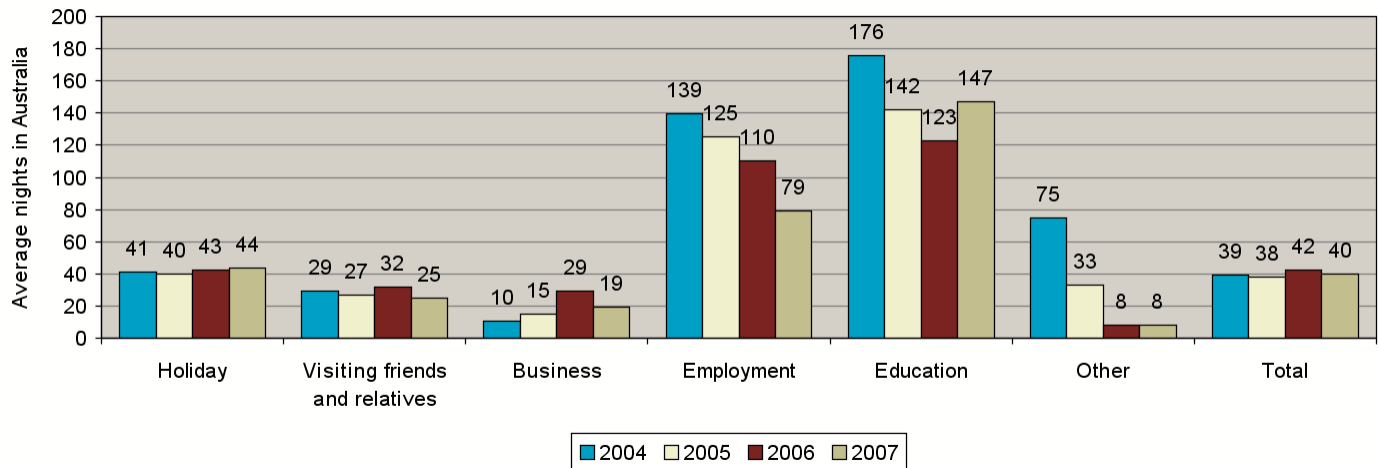


Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
Base : All international visitors

Duration of Stay

- During 2007 visitors from Canada spent 4.3 million nights in Australia, or 3% of all visitor nights.

Figure 8 - Duration of stay for visitors from Canada by main purpose of visit 2004 - 2007.



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

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

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
Main purpose of journey								
Holiday	41	40	43	44	23	21	23	21
Visiting friends and relatives	29	27	32	25	18	18	21	19
Business	10	15	29	19	7	6	11	13
Employment	139	125	110	79	79	38	69	34
Education	176	142	123	147	156	118	94	148
Other	75	33	8	8	8	2	1	1
Total	39	38	42	40	18	18	20	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.

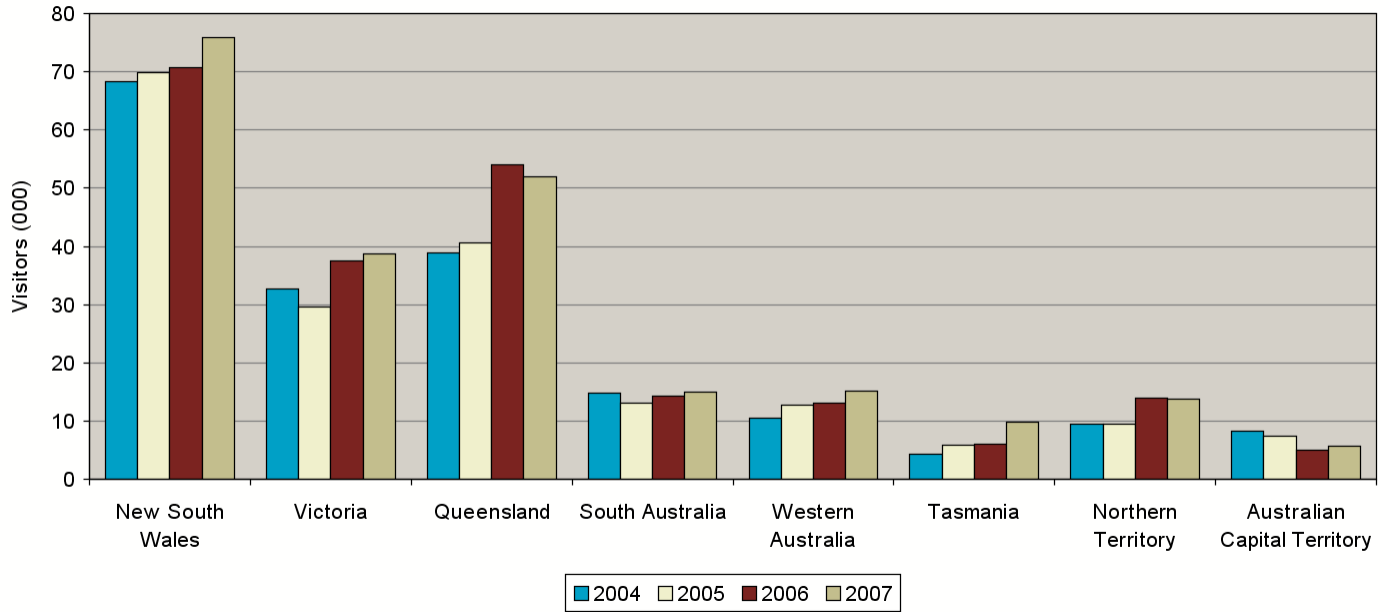
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Destination Visited

- The most popular State or Territory for visitors from Canada in 2007 was New South Wales with 75,891 or 70% of visitors, staying for 1.4 million nights.

Figure 9 - Visitors from Canada by State/Territory visited



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

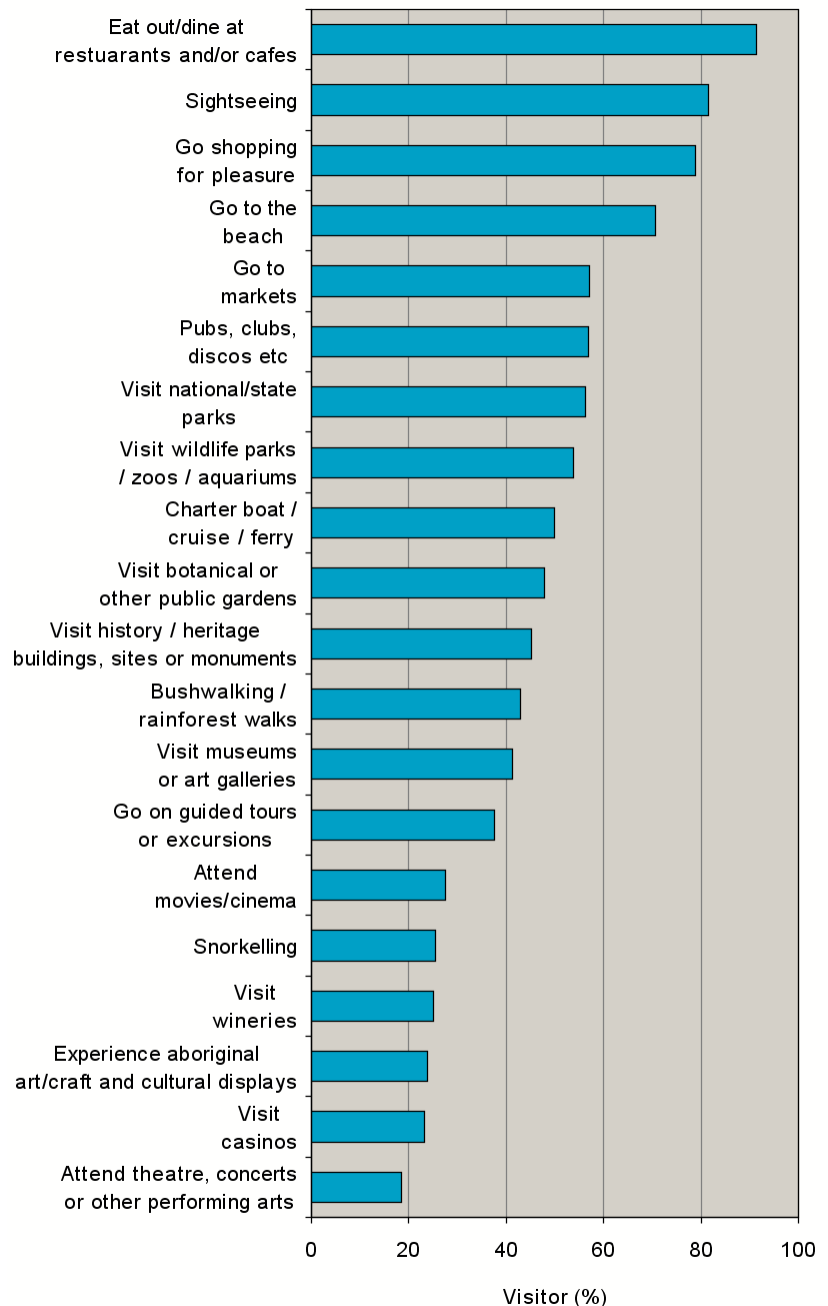
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Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from Canada while in Australia.
- In 2007, the top five activities were: eat out at restaurants and or cafes, sightseeing, go shopping for pleasure, go to the beach (including swimming, surfing and diving) and go to the markets.

Figure 10 - Visitors from Canada by leisure activities 2007



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

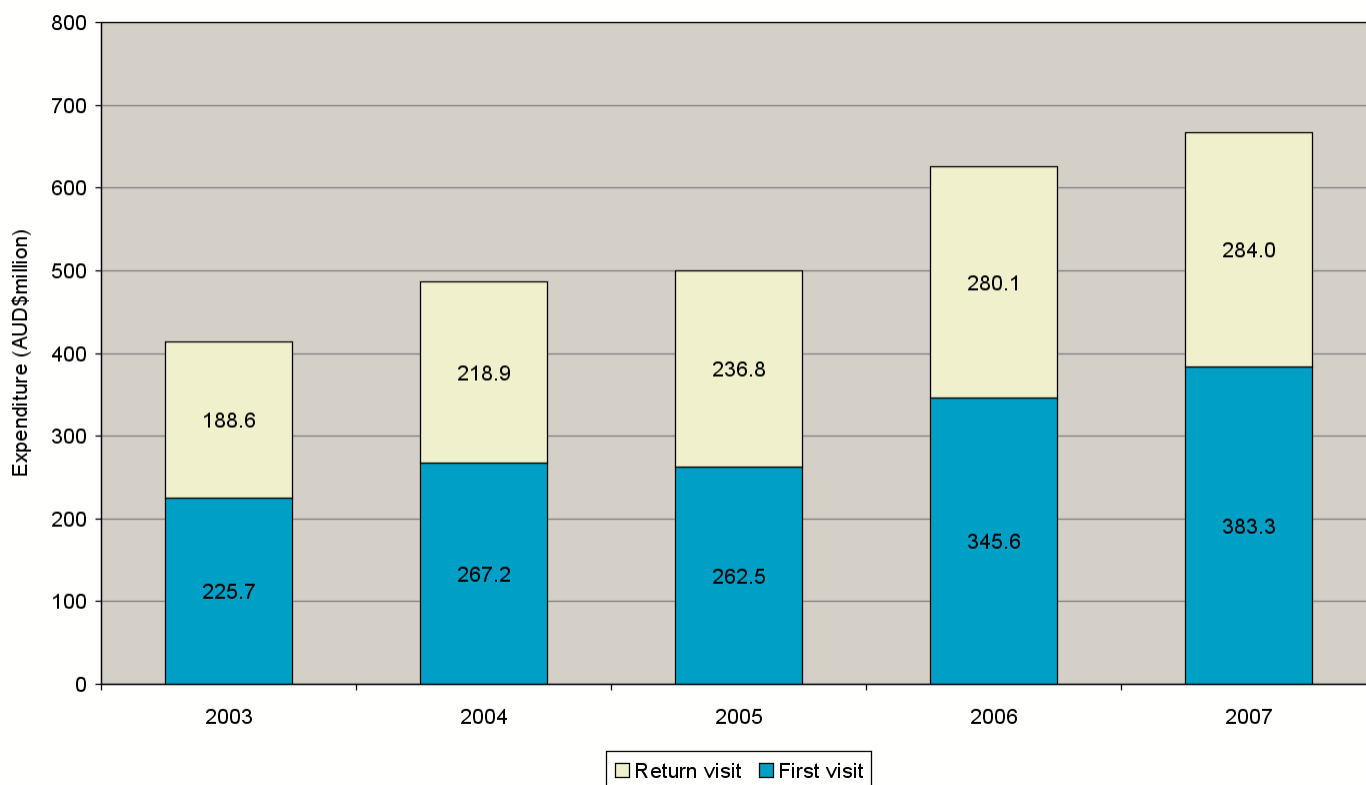
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Expenditure

- During 2007, visitors from Canada had a TIEV of \$667 million on trips to Australia, as shown in Figure 11. This is an increase of 7% on the previous year.
- For those visitors on their first trip to Australia, the Total Inbound Economic Value (TIEV) from Canada was 57% totalling \$383 million while return visitors spent \$284 million.
- Travellers from Canada accounted for 3% of all TIEV.
- Average TIEV for Canadian visitors in 2007 was AUD\$6,147.

Figure 11 - Visitors from Canada : Total Inbound Economic Value (TIEV) by First vs Return Visit 2007.



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.

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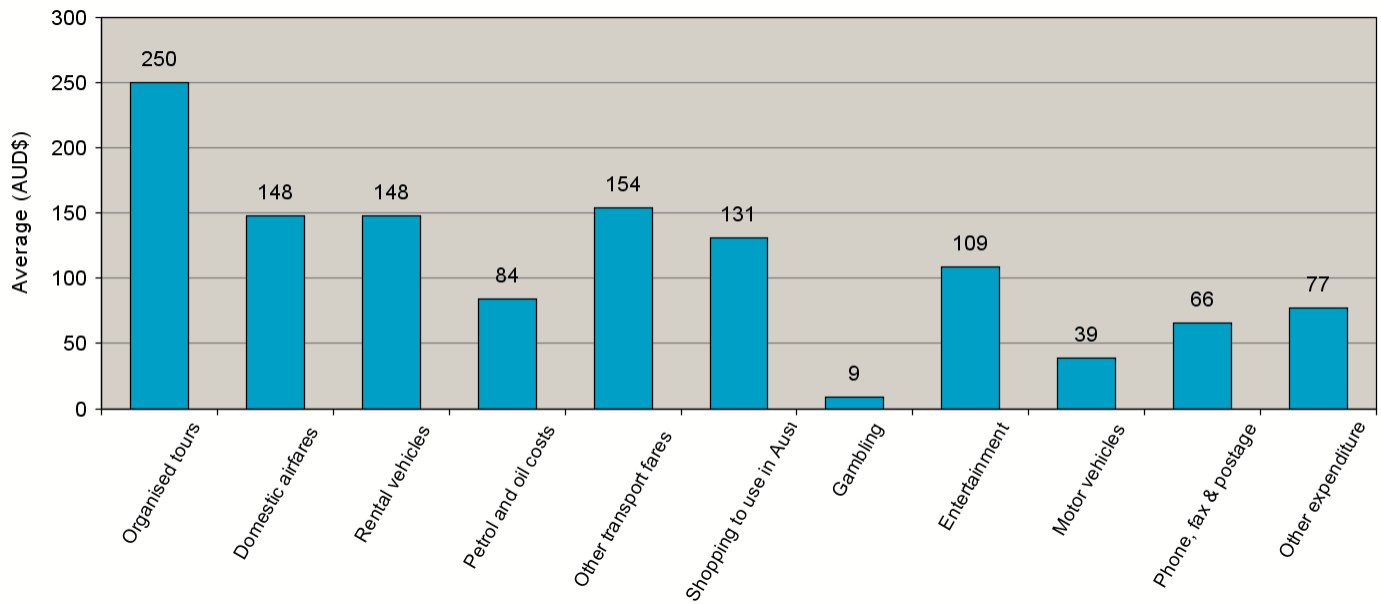
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Expenditure

Figure 12 shows expenditure by item as an average for all international visitors from Canada. The table shows main items of expenditure which should be compared to the small items of expenditure which are charted.

Expenditure Item	Average A\$
International airfares	2,145
Food, drink & accommodation	2,005
Shopping to take home	247
Education	410
Package tour	774
Other (total of items charted)	1,215

Figure 12 - Average expenditure for visitors from Canada by expenditure item 2007.



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over
 Note : All amounts are reported in Australian Dollars.

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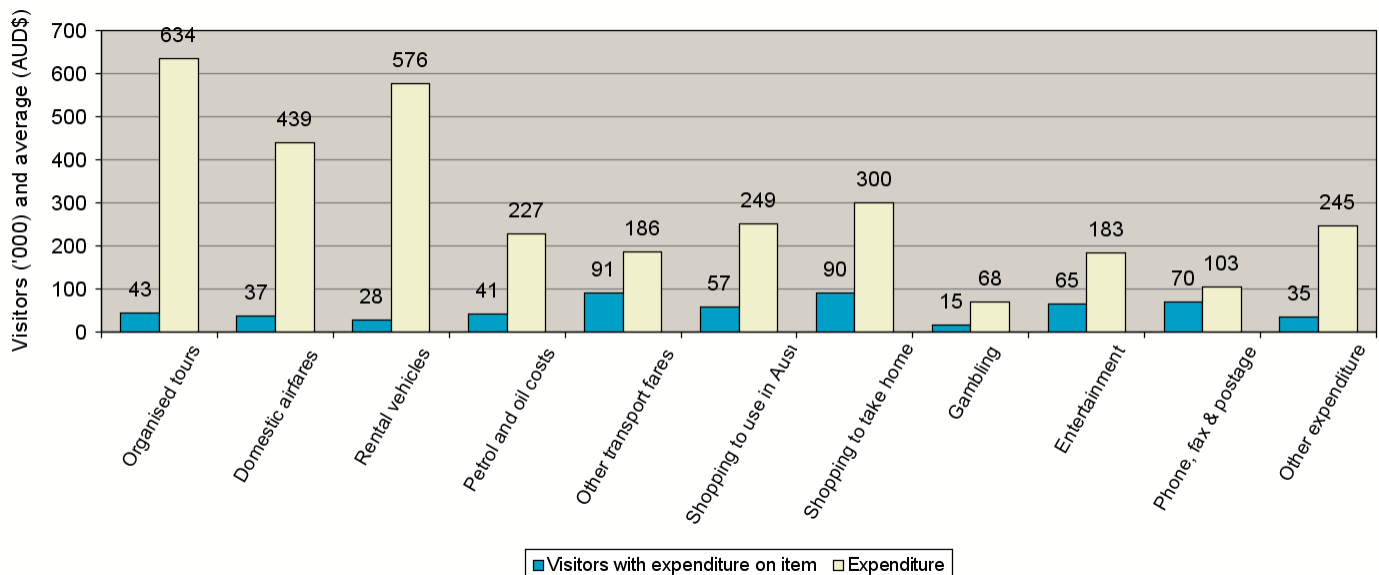
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Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example: less than 5% of all visitors from Canada spent on education fees even though education fees were the largest expenditure item, by this measure.
- In 2007, 82% of Canadian travellers purchased 'shopping to take home' and 40% purchased 'organised tours'.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	95	2,449
Food, drink & accommodation	106	2,052
Motor vehicles	2	2,433
Package tour	14	6,195
Education	4	10,885

Figure 13 - Average expenditure for visitors from Canada with expenditure on item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars

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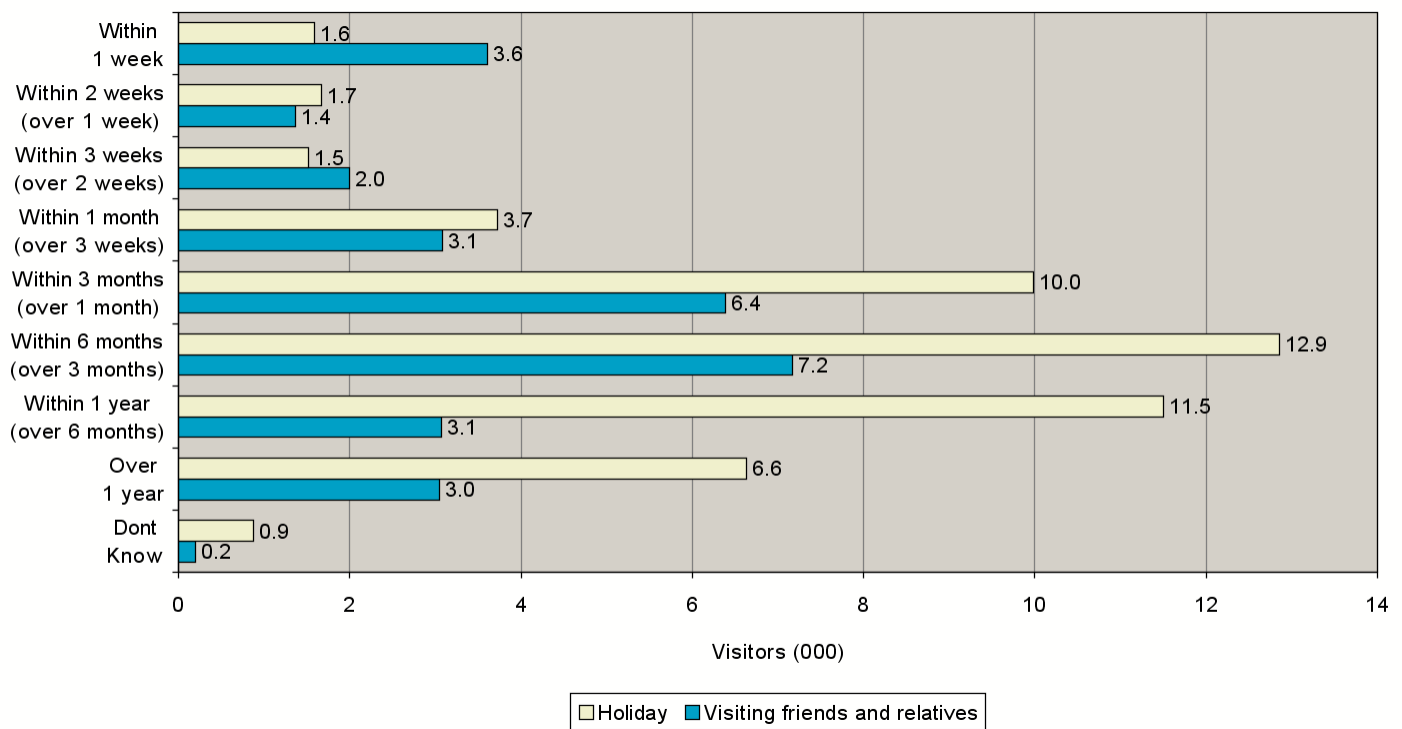
Visitor Profile 2007

Planning and Booking Horizons

- Of the leisure travellers from Canada, 68% prepared for their trip within 6 months of arriving in Australia.
- In 2007, 37% of Canadian holiday visitors started planning within three months, prior to arrival in Australia, 17% of those within 1 month. Another 13% planned more than one year prior to arrival. In all 62% planned within 6 months of arrival.
- Over three quarters of Canadian travellers (79%), visiting friends and relatives (VFR), started planning within six months of arriving in Australia, 34% within 1 month. A further 20% began planning more than six months prior to arrival.

Figure 14 - Leisure visitors from Canada: Planning horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you start planning this trip?"



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

Canada

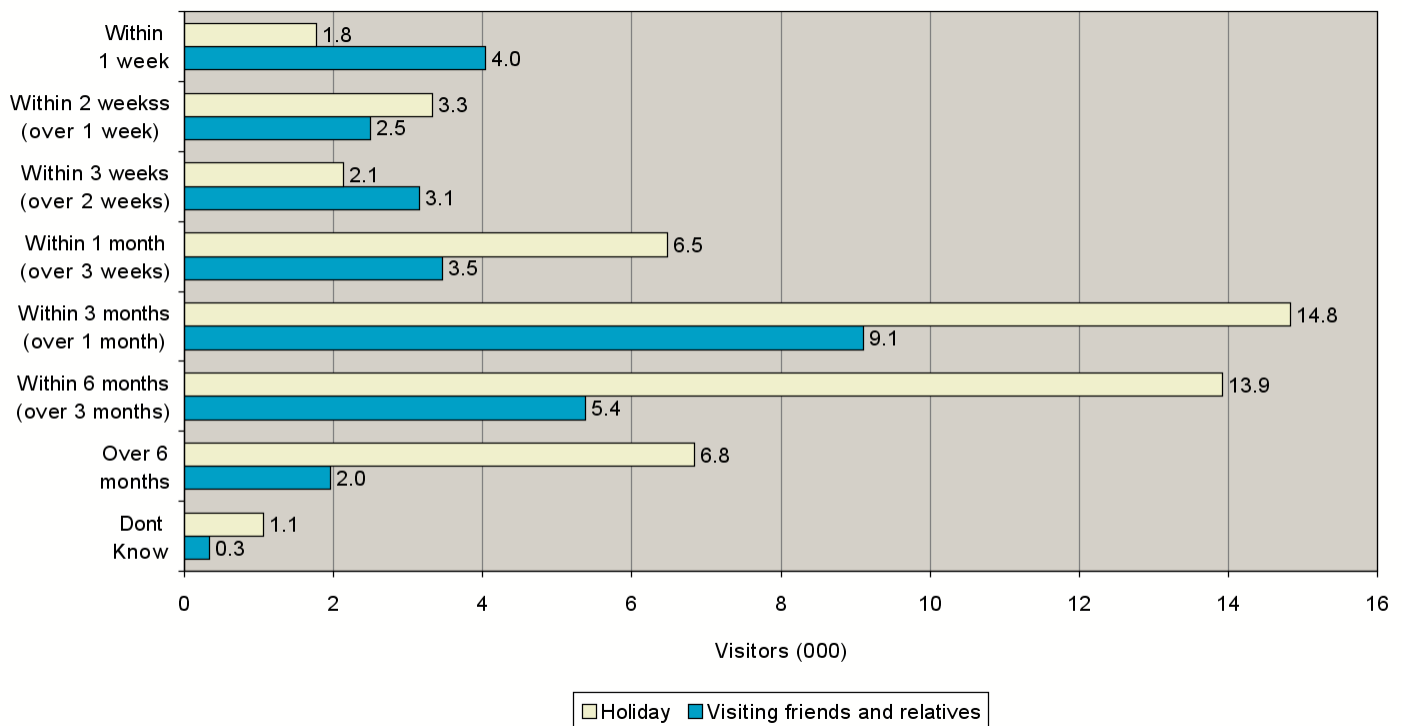
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Planning and Booking Horizons

- When booking flights, 27% of holiday travellers booked their ticket within one month of arrival, while 44% of VFR travellers booked their flights within one month.
- Of the leisure travellers 63% booked their flight within 3 months while 11% booked more than 6 months in advance.

Figure 15 - Leisure visitors from Canada: Booking horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you book your airfare?"



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

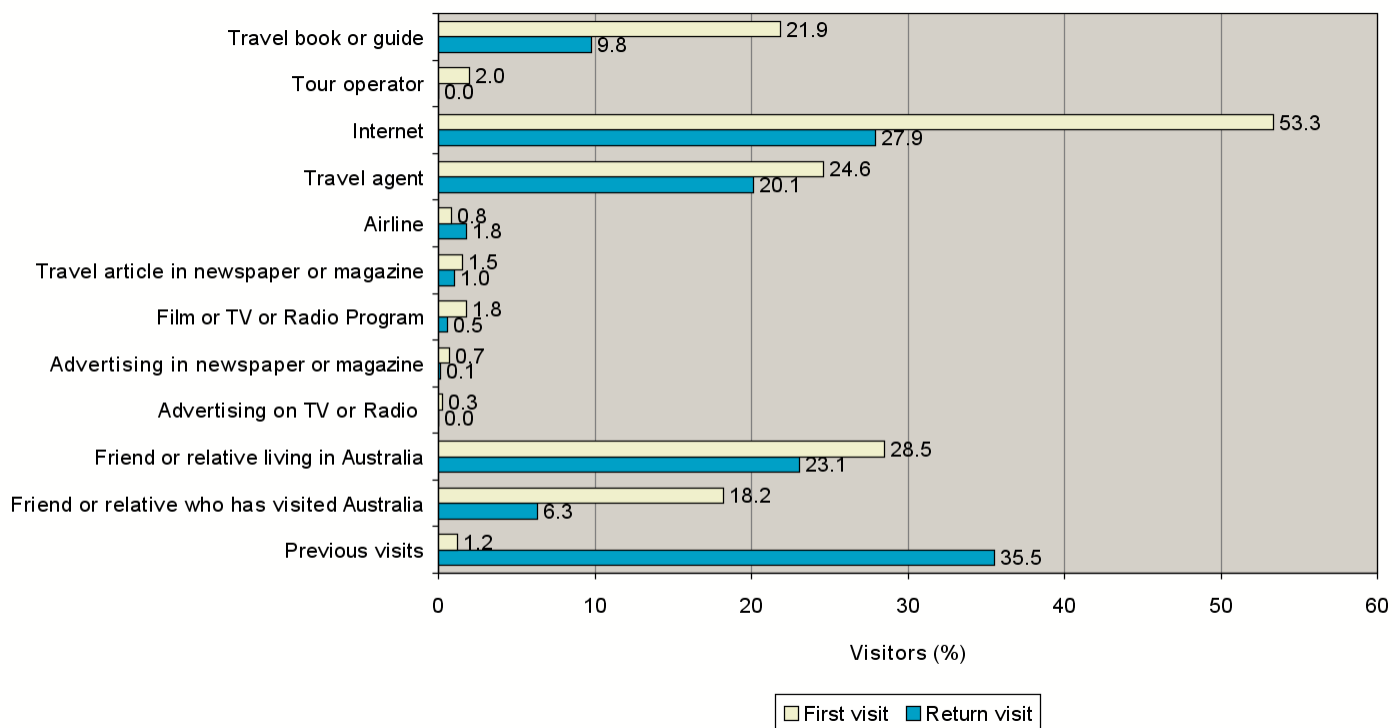
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Visitor Profile 2007

Information Sources

- The internet was a common source of information, with 53% of first time visitors from Canada using it to plan their travel.
- Of the return visitors from Canada (36%) relied on knowledge from a previous visit or visits as a source of information about Australia.
- When planning a trip to Australia 28% of return visitors used the internet.

Figure 16 - Visitors from Canada: Information sources on Australia by first or return visit 2007.



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

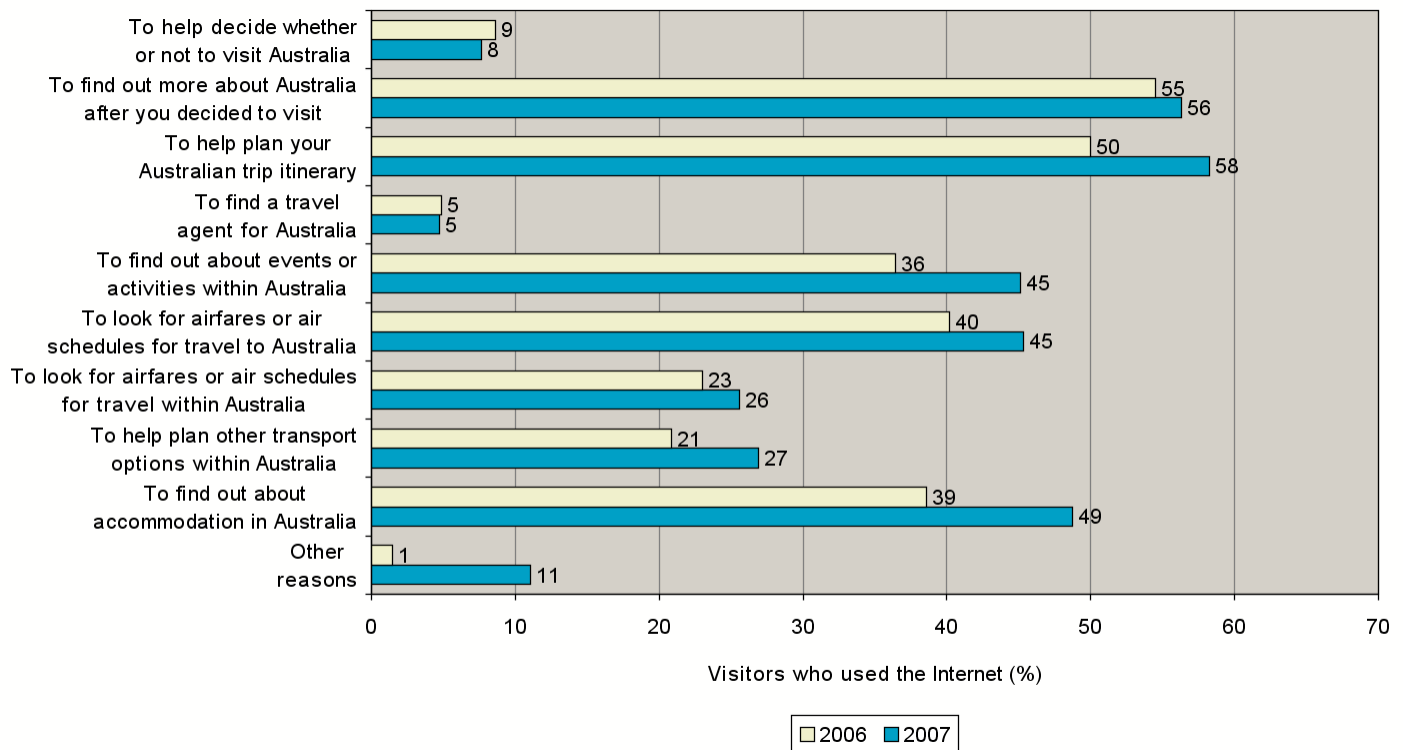
Canada

Visitor Profile 2007

Internet Usage

- In 2007, a total of 66,978 or 62% of visitors from Canada used the internet when planning their trip to Australia
- Most visitors from Canada used the internet to help plan their trip itinerary (58%) or to find out more about Australia after they decided to visit (56%).

Figure 17 - Visitors from Canada by reasons for using the Internet 2006-2007.



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

Canada

Visitor Profile 2007

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