



International Visitor Profile

China

Visitor Profile 2007

China Visitor Summary

- In 2007 there were 357,557 Chinese visitors to Australia, an increase of 16% from the previous year, rating China as Australia's fifth largest inbound market for arrivals.
- The average length of stay for Chinese visitors in 2007 was 44 nights, much higher than the average of 30 nights for all visitors.
- Travellers from China accounted for 9% of all international visitor nights in Australia in 2007.
- China is Australia's fourth largest source market in terms of total expenditure. In 2007 travellers from China spent a total of \$2 billion on trips to Australia, with an average expenditure of \$5,860 per trip.
- In 2007, 17% of Chinese 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 China 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

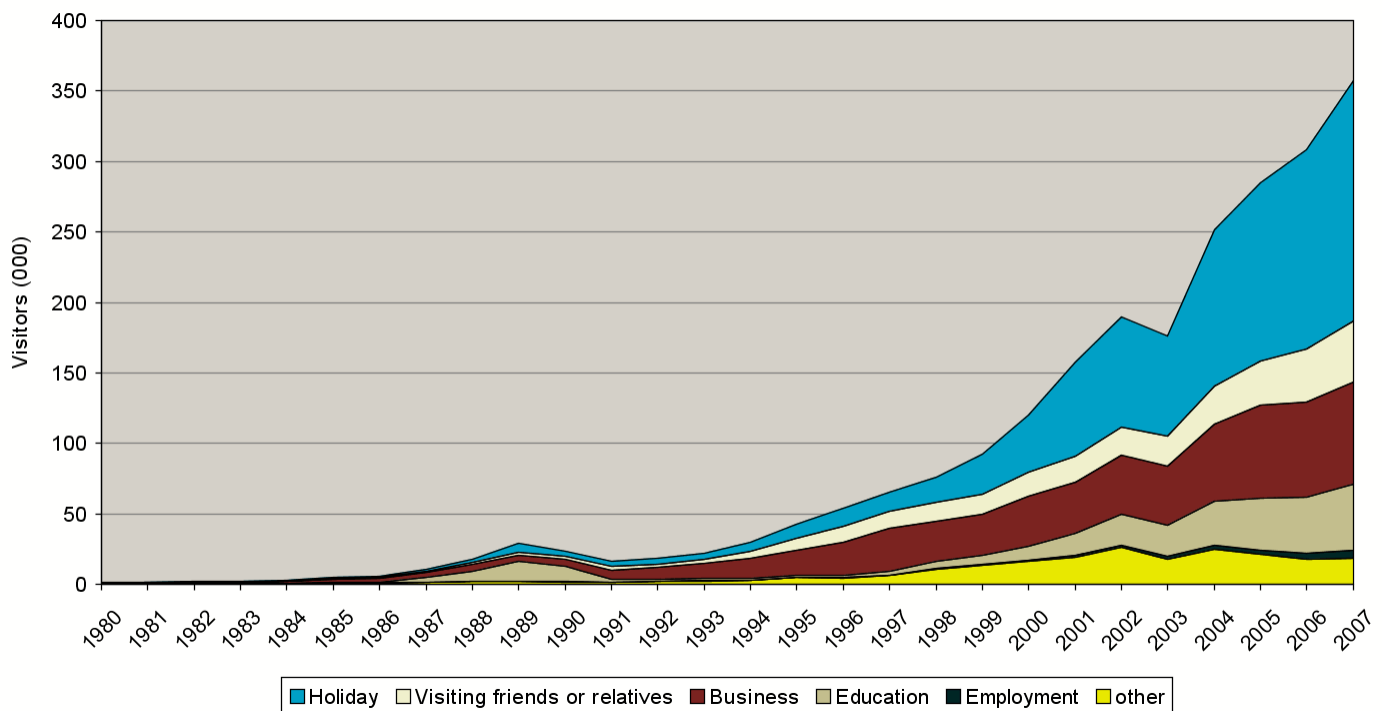
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Visitor Arrivals

- In 2007, the number of visitors from China totalled 357,557 two hundred and forty two times the 1,480 arrivals in 1980 (Figure 1). China is currently Australia's fifth largest inbound tourist market.
- In 2007, 170,917 visitors came for a holiday, 42,998 came to visit friends and relatives, 72,534 on business, 5,438 for employment, 47,030 for education and 18,639 for other purposes.
- Over the decade from 1998 to 2007 the annual average growth rate for visitors from China was 19%. This was the largest growth rate of any market.
- In 2007, 42% or 144,250 of all visitors from China were repeat visitors (Figure 2). This is lower than the average of 57% across all markets.
- Total visitor arrivals from China increased by 16% in 2007

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

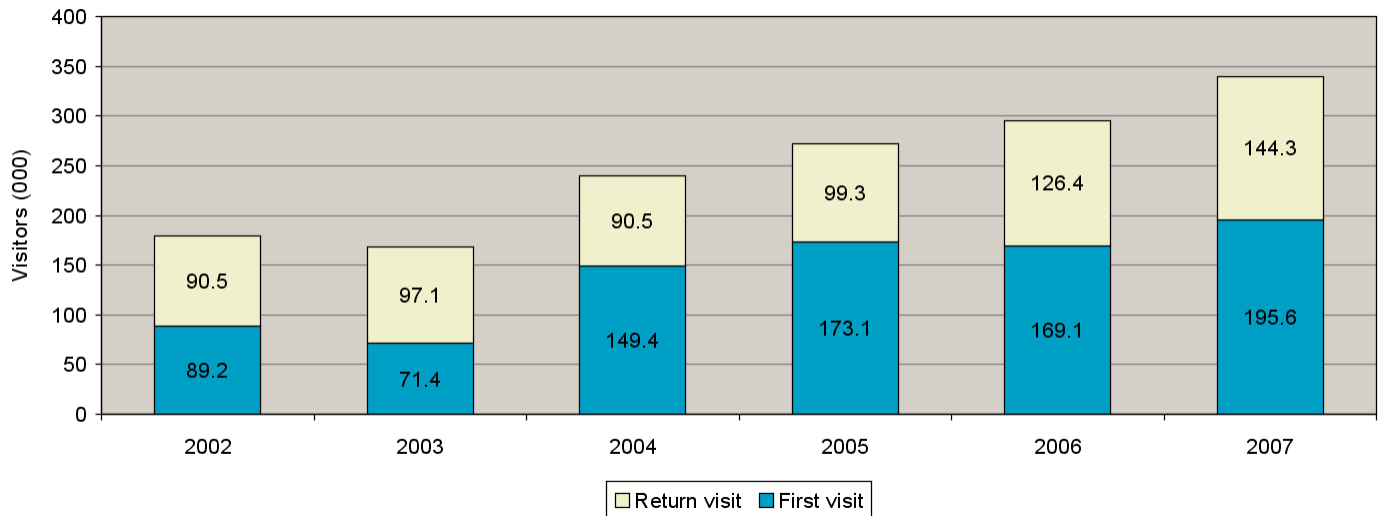


Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
Base : All international visitors

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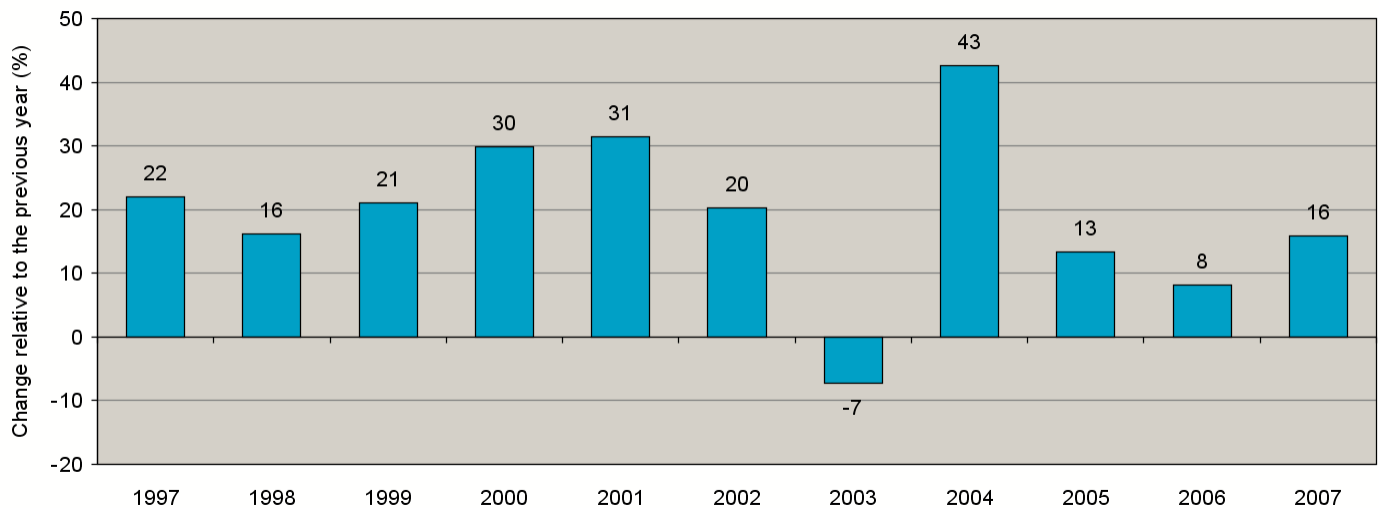
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Figure 2 - Visitors from China by first or return visit 2002 - 2007



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

Figure 3 - Change in visitors from China 1997 - 2007



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

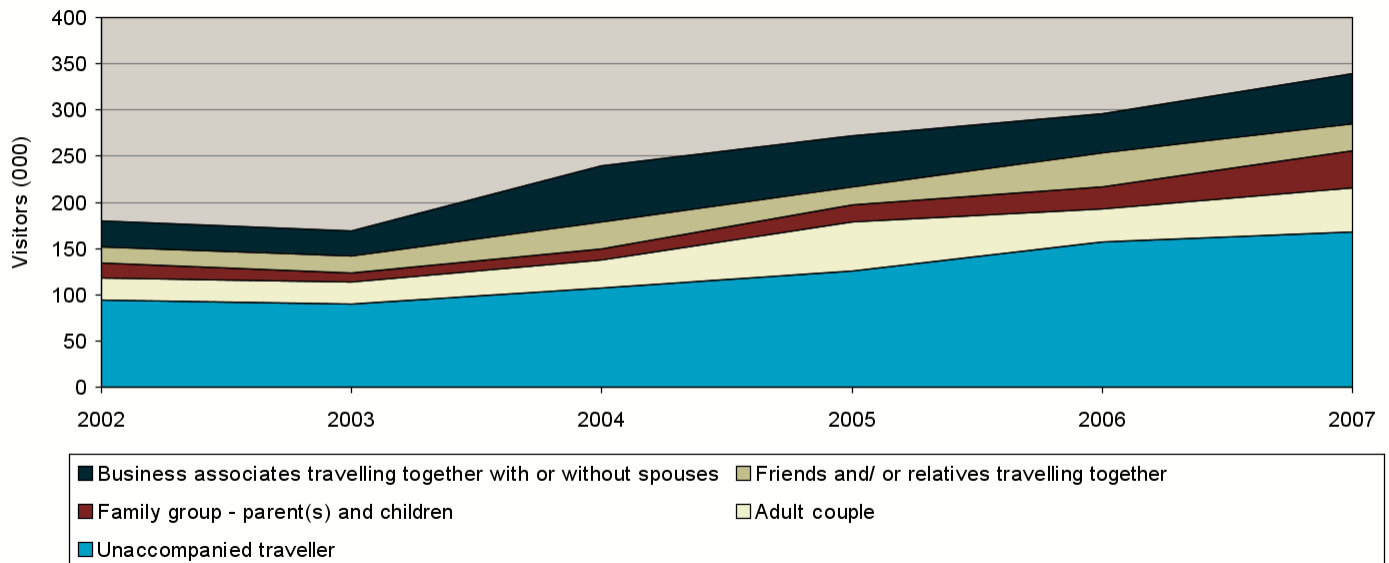
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Travel Party

- The majority of visitors from China travelled as an unaccompanied travellers or business associates (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from China was 167,510 or 49% of all visitors from China.

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

Travel Party Description	2002		2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	94.1	52	89.8	53	107.1	45	125.9	46	157.3	53	167.5	49
Adult couple	24.0	13	23.7	14	31.1	13	52.9	19	36.0	12	48.2	14
Family group - parent(s) and children	16.1	9	10.1	6	11.7	5	19.0	7	23.1	8	39.9	12
Friends and/or relatives travelling together	17.7	10	18.5	11	29.5	12	19.3	7	36.9	12	29.5	9
Business associates travelling together with or without spouses	27.8	15	26.5	16	60.6	25	55.2	20	42.2	14	54.8	16
Total	179.6	100	168.6	100	239.9	100	272.3	100	295.5	100	339.8	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.

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Visitor Demographics

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

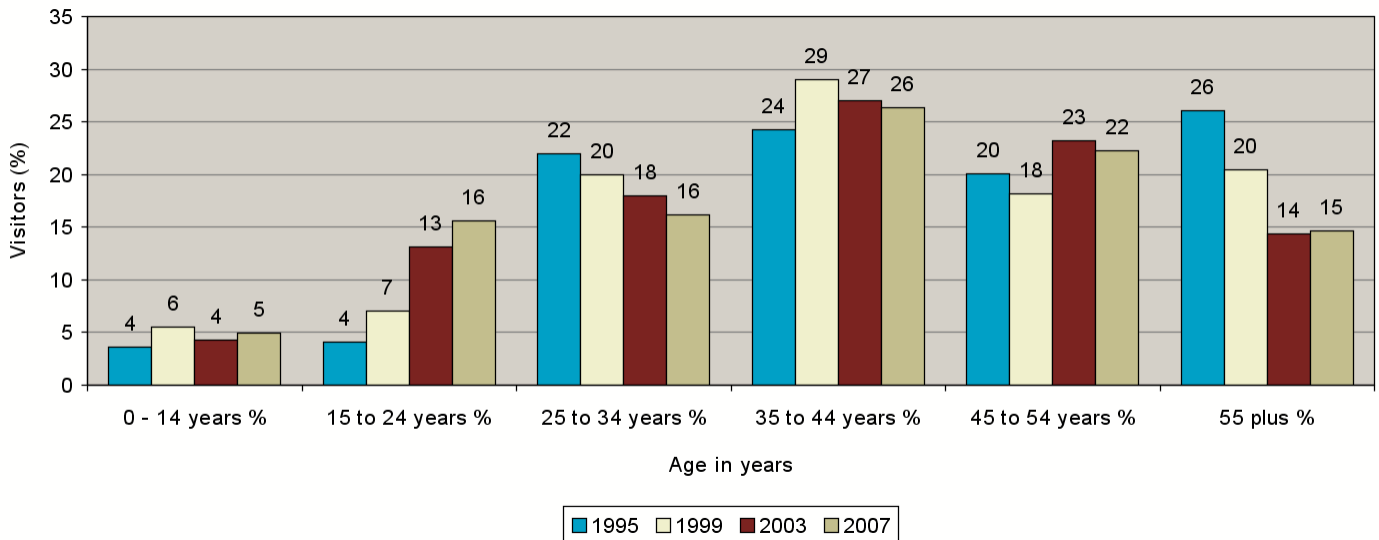
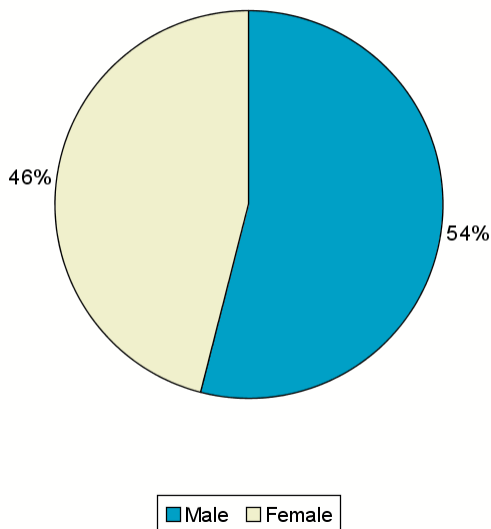


Figure 6 - Visitors from China by gender 2007



- In 2007, the age distribution shows 5% were aged 0-14 years, 16% were 15-24 years, 16% were 25-34 years, 26% were 35-44 years, 22% were aged 45-54 years and 15% were 55 and over.
- Of visitors from China, 54% were males or 192,725 visitors and 46% were female being 164,832 visitors. The gender ratio of visitors from China is 117 males per 100 females. The proportion of females has grown steadily over the years from a low of 29% in 1986, 38% in 1999 to 46% in 2007.

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

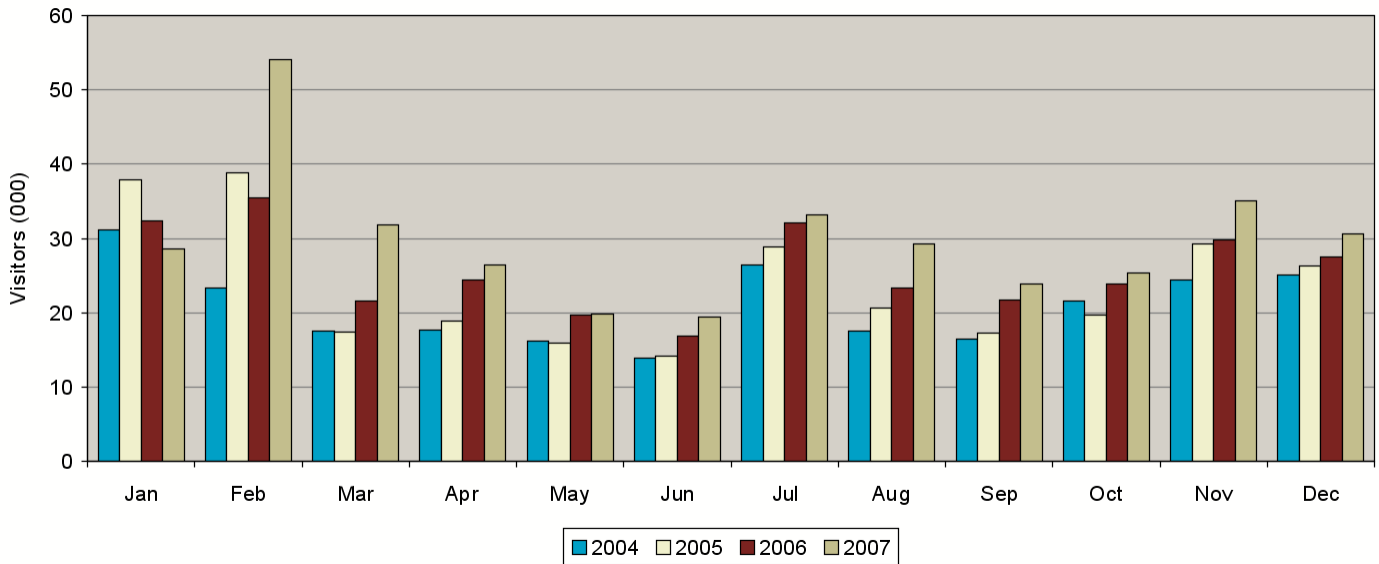
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Seasonality

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

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



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

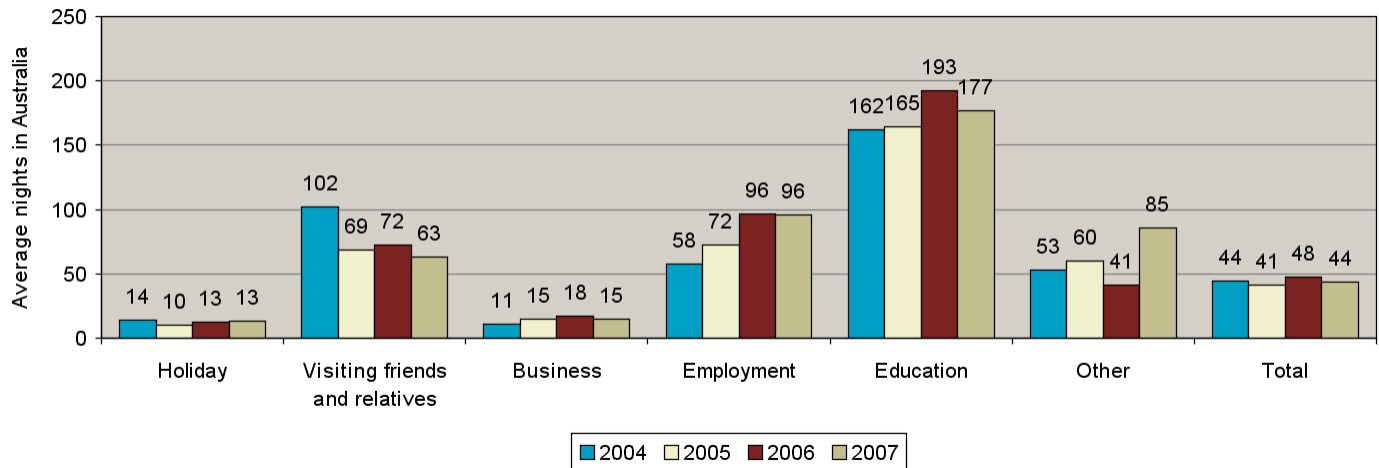
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Duration of Stay

- During 2007 visitors from China spent 14.9 million nights in Australia, being 9% of all visitor nights.

Figure 8 - Duration of stay for visitors from China 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 China by main purpose of journey

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
Main purpose of journey								
Holiday	14	10	13	13	6	7	7	6
Visiting friends and relatives	102	69	72	63	50	33	51	29
Business	11	15	18	15	7	7	7	8
Employment	58	72	96	96	96	38	39	28
Education	162	165	193	177	148	157	182	163
Other	53	60	41	85	6	28	6	6
Total	44	41	48	44	9	9	9	9

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.

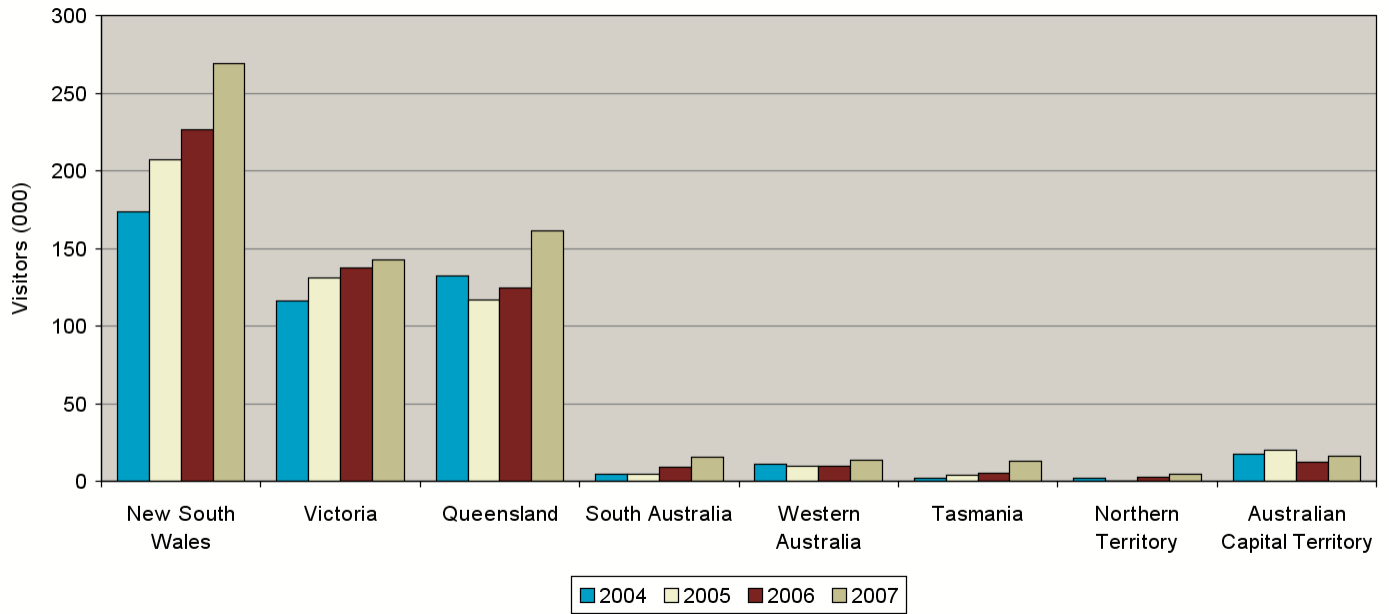
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Destination Visited

- In 2007, the most popular State or Territory for visitors from China was New South Wales with 269,070 or 79% of visitors, staying for 8.5 million nights.

Figure 9 - Visitors from China by State/Territory visited



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

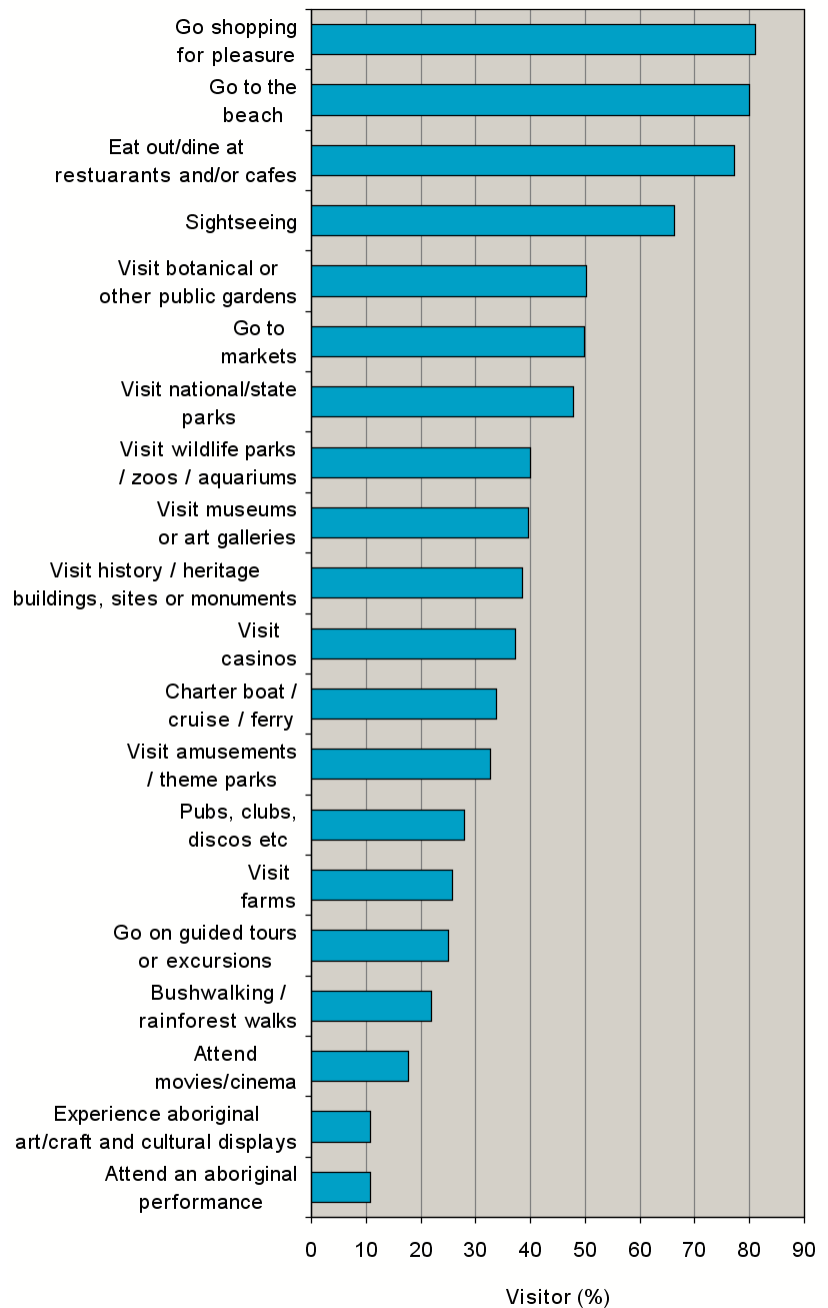
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Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from China whilst in Australia.
- The top five activities in 2007 were: go shopping for pleasure; go to the beach (including swimming, surfing, diving), eat out at restaurants and or cafes, sightseeing and visit botanical or other public gardens.

Figure 10 - Visitors from China by leisure activities 2007



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

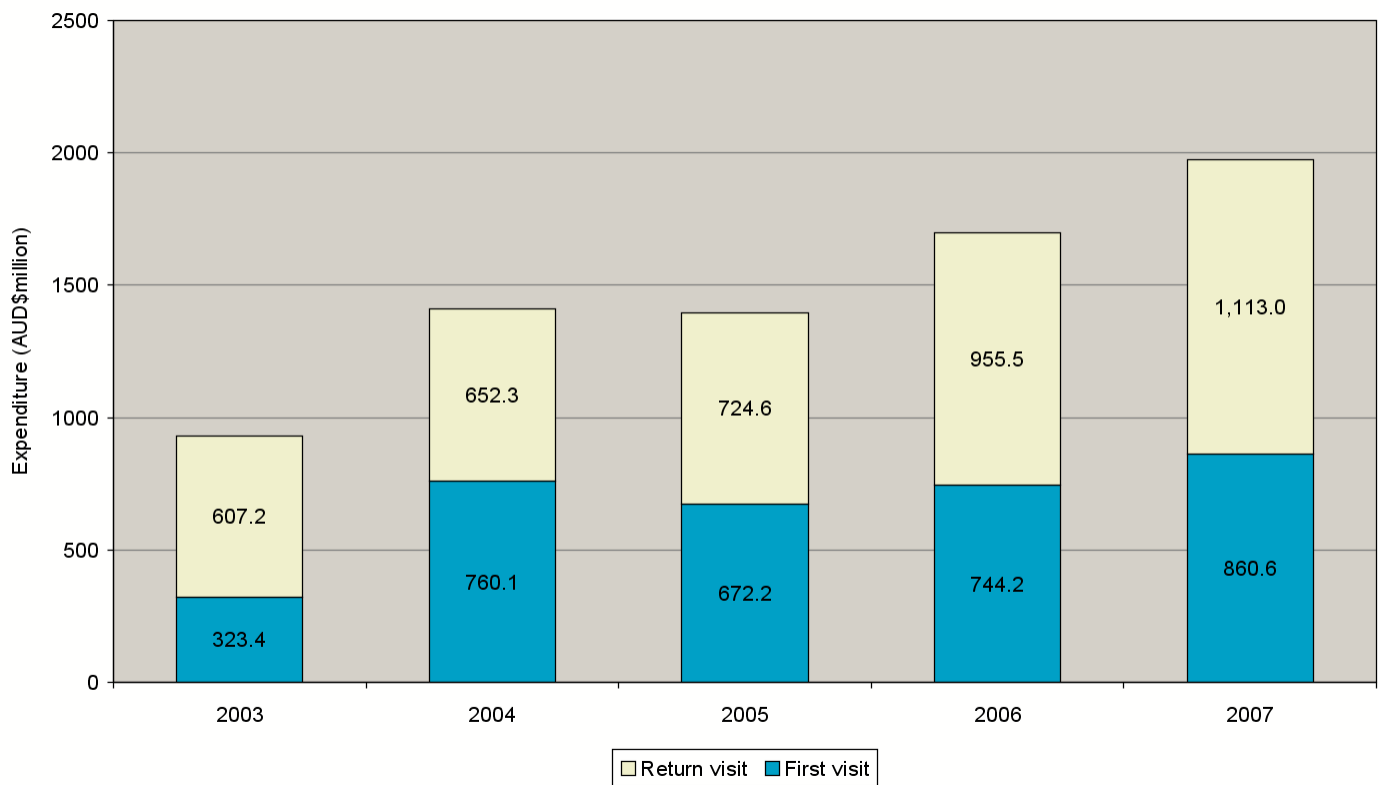
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Expenditure

- Visitors from China had a TIEV of \$2 billion on trips to Australia during 2007, as shown in Figure 11. This is an increase of 16% on the previous year.
- Travellers from China accounted for 8% of all Total Inbound Economic Value.
- Visitors from China on a return trip to Australia, recorded 56% of TIEV from China totalling \$1.1 billion. While TIEV for first time visitors was \$861 million.
- In 2007, the average TIEV for Chinese visitors was \$5,808.

Figure 11 - Visitors from China : 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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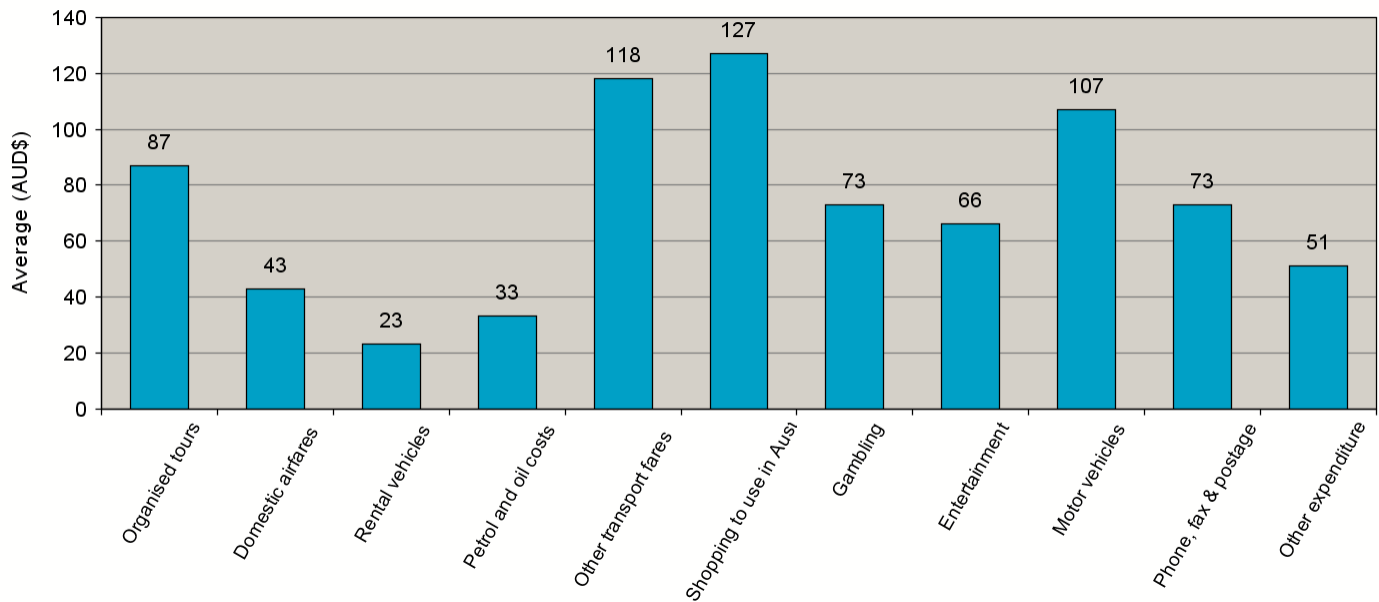
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Expenditure

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

Expenditure Item	Average A\$
International airfares	882
Food, drink & accommodation	1,390
Shopping to take home	514
Education	1,247
Package tour	1,017
Other (total of items charted)	801

Figure 12 - Average expenditure for visitors from China 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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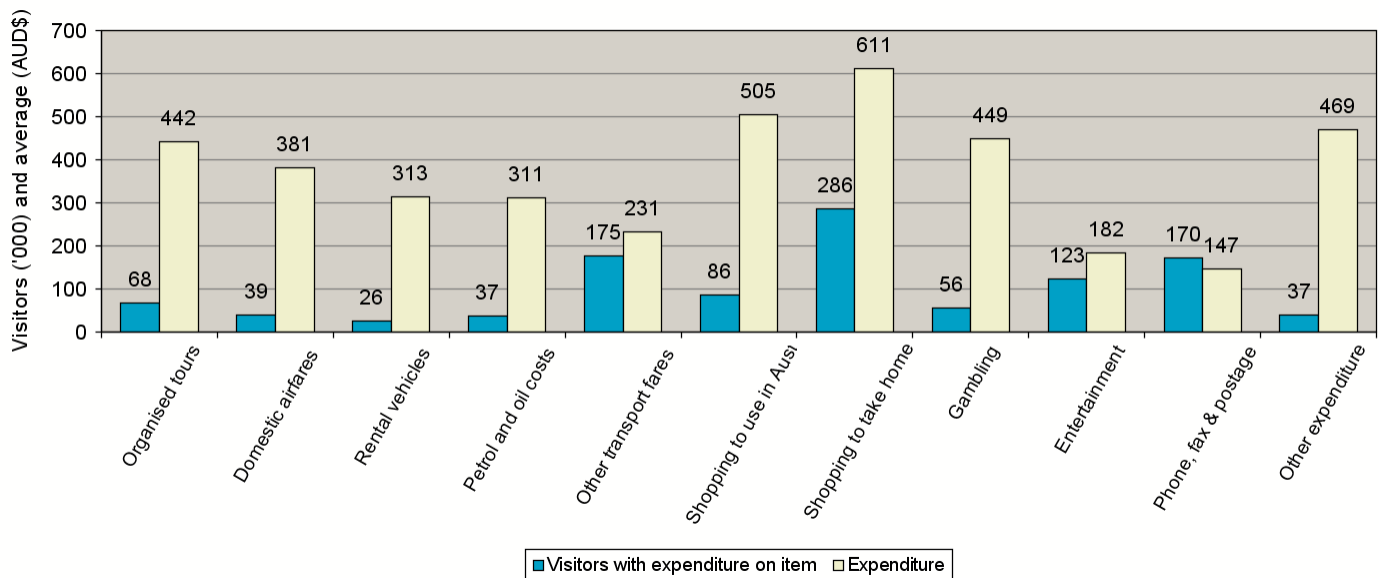
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Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, less than 2% of all visitors from China had expenditure on a motor vehicle however the purchase of a motor vehicle is one of the largest spending items by this measure.
- In 2007, 84% of Chinese travellers purchased 'shopping to take home' and 55% purchased fares on local public transport such as taxis, trams, buses and trains'.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	207	1,449
Food, drink & accommodation	264	1,790
Motor vehicles	4	10,314
Package tour	133	2,597
Education	38	11,096

Figure 13 - Average expenditure for visitors from China 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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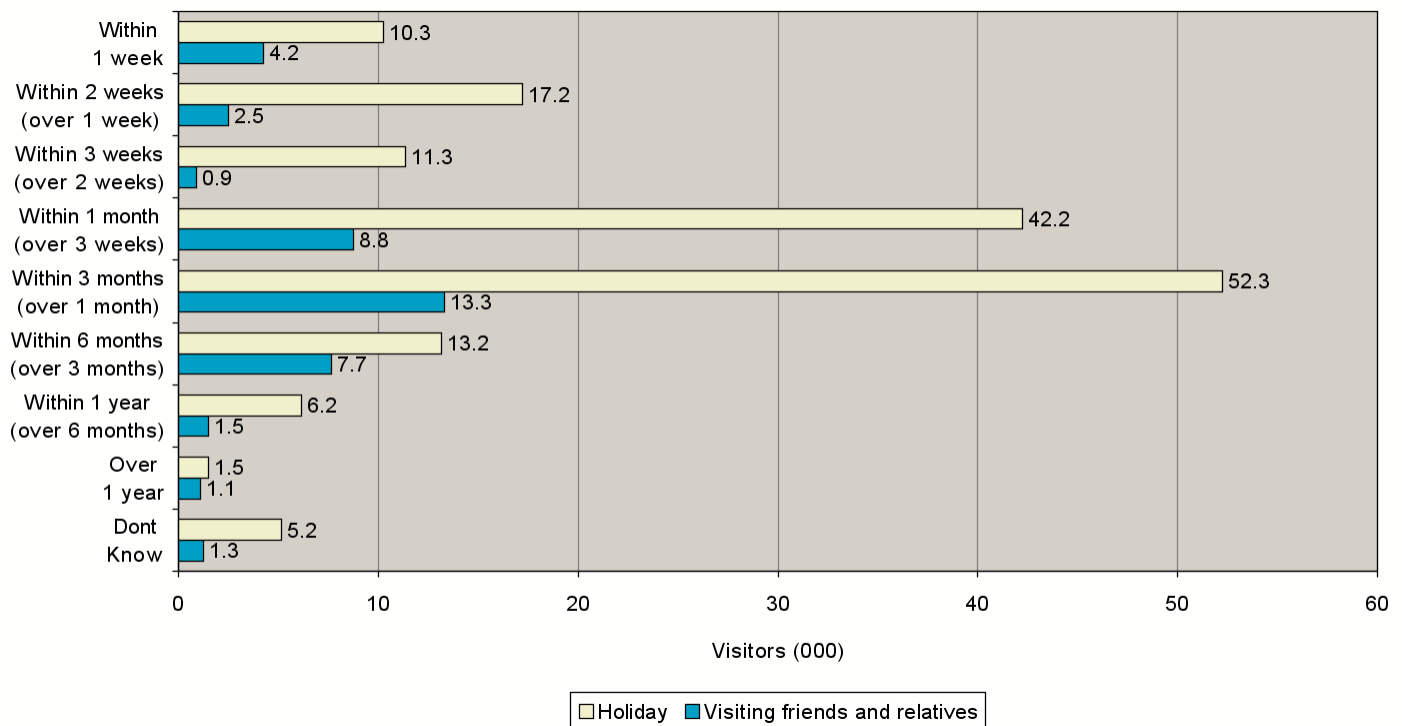
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Planning and Booking Horizons

- In 2007, 92% of holiday visitors started planning within six months prior to arrival in Australia, 51% planned within 1 month of arrival. While 5% began planning more than six months before arrival.
- Of all VFR travellers (91%) had started planning within six months prior to arrival in Australia, 40% within 1 month while 7% began planning more than six months before arrival.
- Of the leisure travellers from China, 92% prepare their trip within 6 months prior to arrival in Australia, 49% within 1 month.

Figure 14 - Leisure visitors from China: 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

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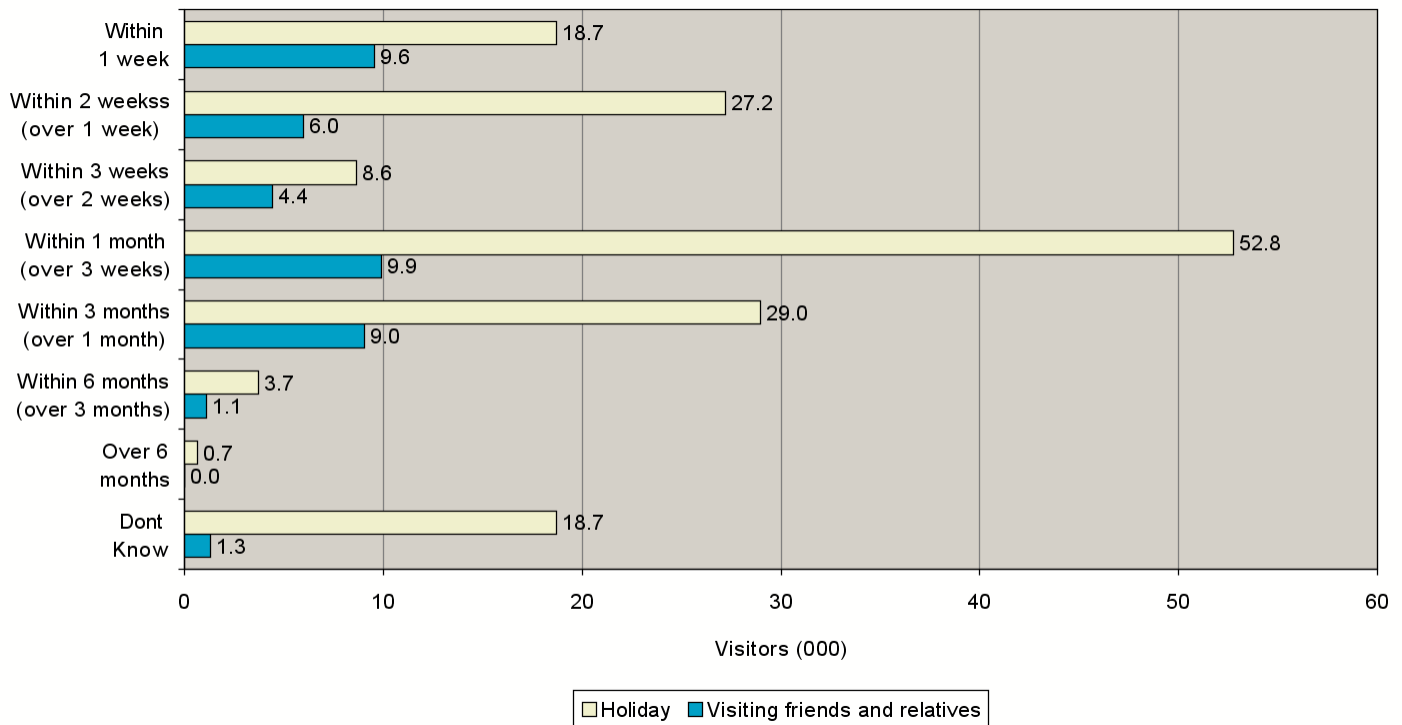
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Planning and Booking Horizons

- When booking flights 67% of holiday travellers booked their ticket within one month of arrival, while 72% of VFR travellers booked flights within one month.

Figure 15 - Leisure visitors from China: 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

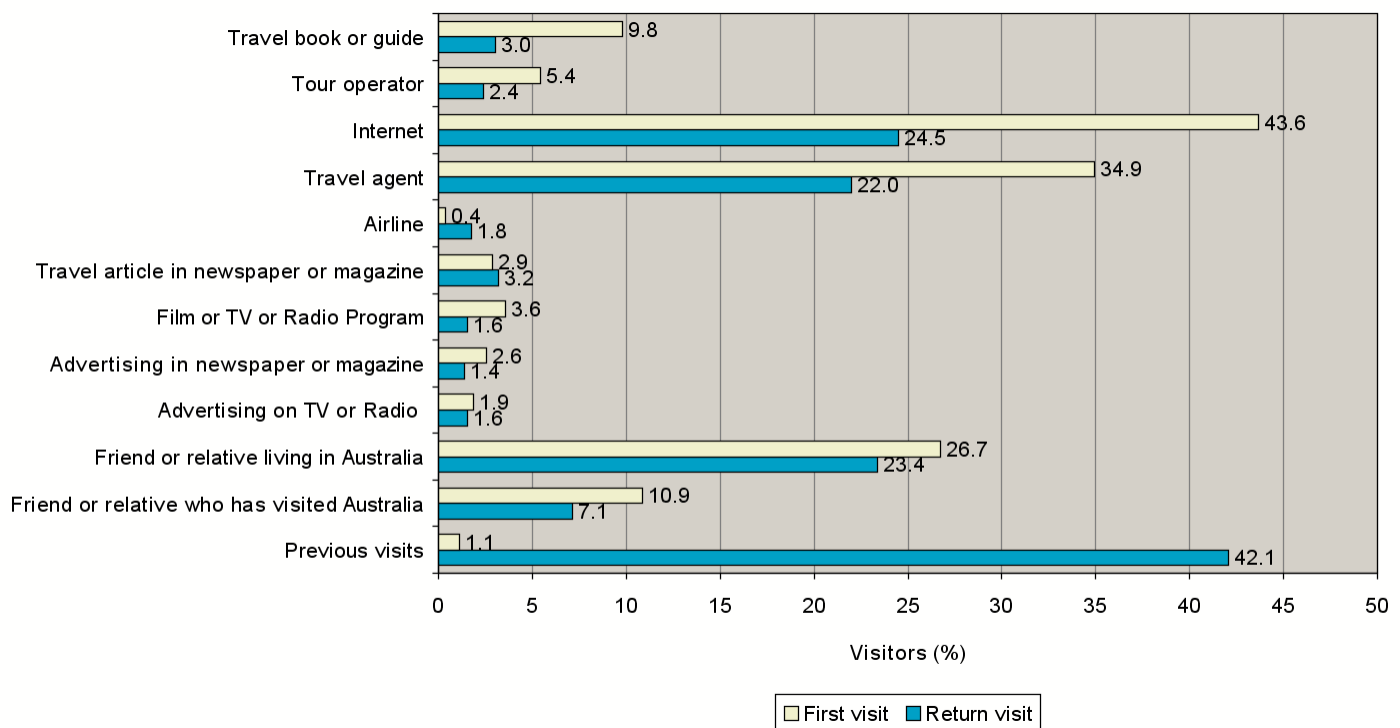
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Information Sources

- The most commonly used source of information for first time travellers from China was the internet (44%) which has now replaced travel agents as the number one point of reference.
- Of the return visitors from China 42% relied on knowledge from a previous visit or visits while 24% used the internet as a source of information about Australia.
- When planning this trip to Australia 22% of return visitors obtained information from travel agents.

Figure 16 - Visitors from China: 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

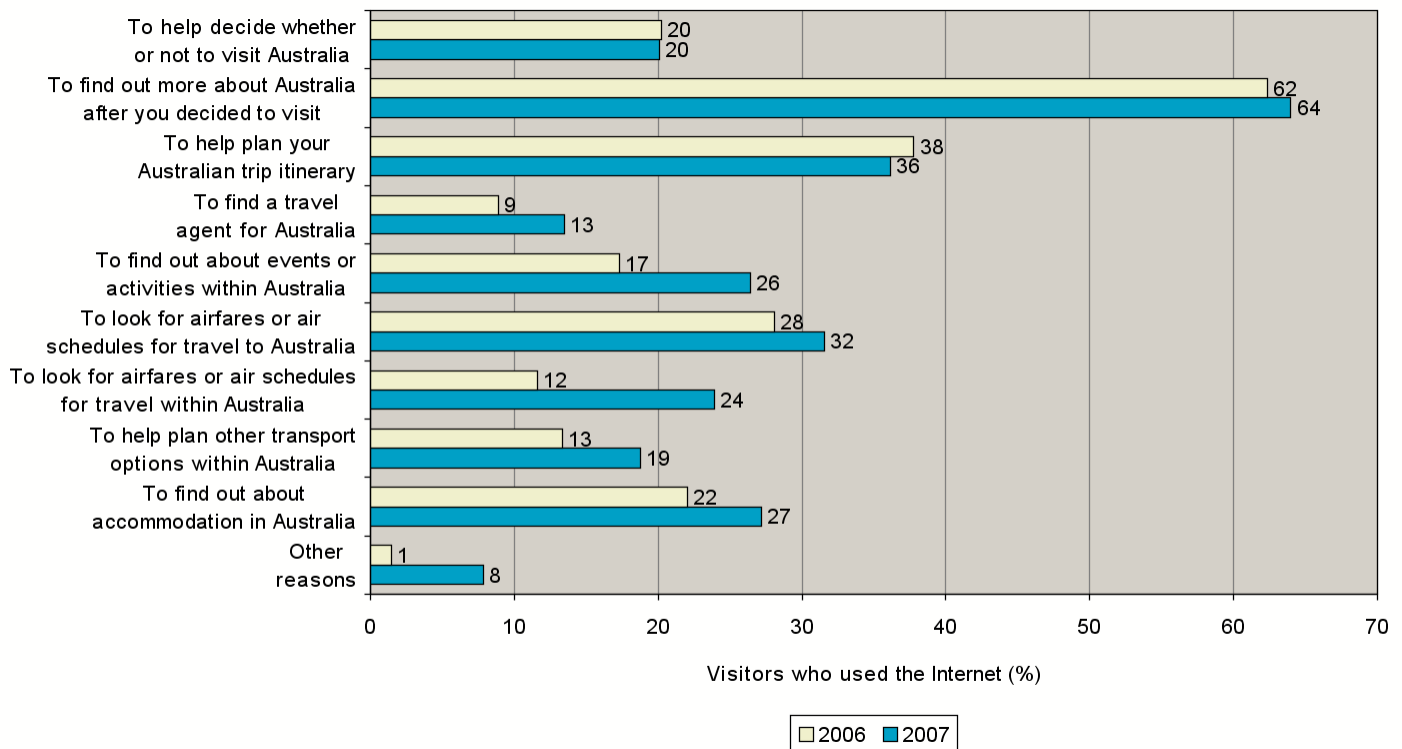
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Internet Usage

- In 2007, a total of 179,250 or 53% of visitors from China used the internet when planning their trip to Australia
- Most visitors from China (64%) used the internet to find out more about Australia after they decided to visit.

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



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

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