



International Visitor Profile

India

Visitor Profile 2007

India Visitor Summary

- In 2007, there were 95,214 visitors to Australia, an increase of 14% from the previous year, rating India as Australia's twelfth largest inbound market for arrivals.
- The average length of stay for Indian visitors in 2007 was 54 nights, much higher than the average of 30 nights for all visitors.
- Travellers from India accounted for 3% of all international visitor nights in Australia in 2007.
- India is Australia's thirteenth largest source market in terms of total expenditure. In 2007 travellers from India spent a total of \$505 million on trips to Australia, with an average expenditure of \$5,655 per trip.
- In 2007, 22% of Indian 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 India 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

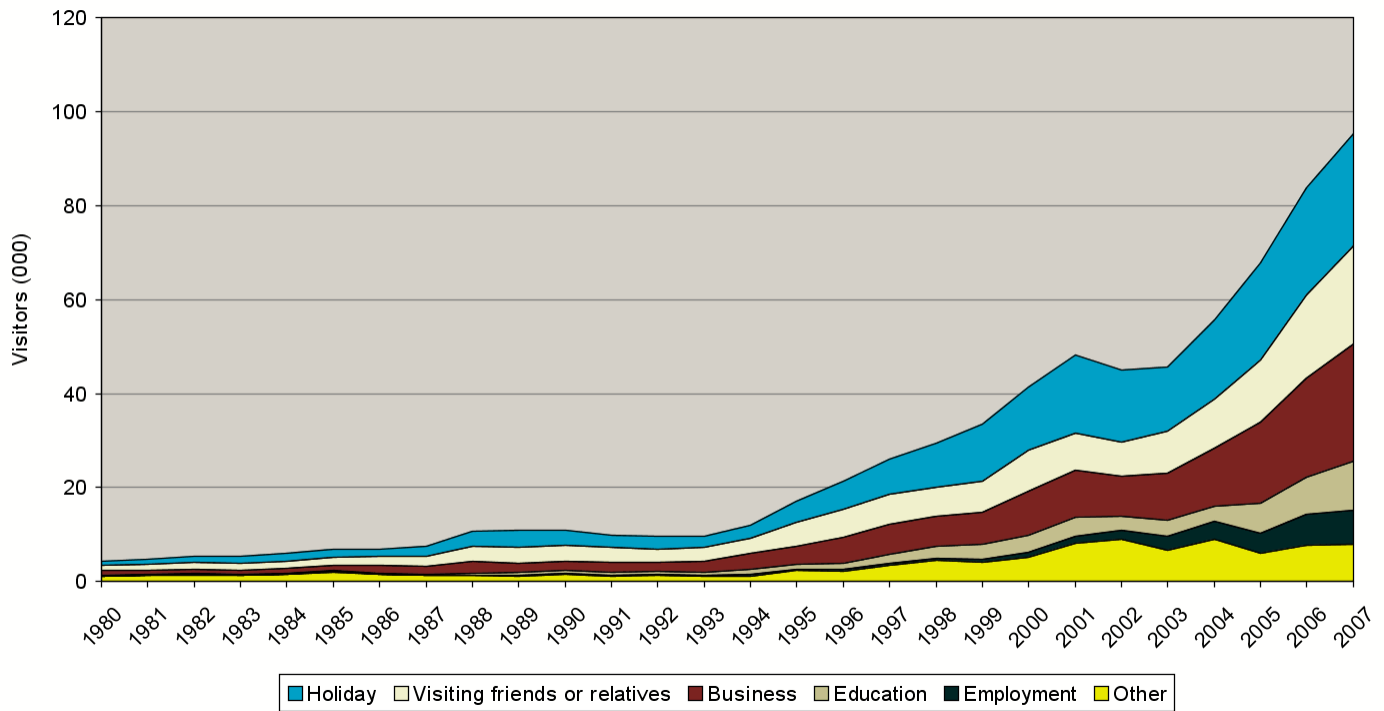
India

Visitor Profile 2007

Visitor Arrivals

- In 2007, the number of visitors from India totalled 95,214, twenty two times the 4,260 arrivals in 1980 (Figure 1). India is currently Australia's twelfth largest inbound tourist market.
- In 2007, 23,818 visitors came for a holiday, 20,915 came to visit friends and relatives, 24,915 on business, 7,255 for employment, 10,366 for education and 7,975 for other purposes.
- Over the decade from 1998 to 2007, the annual average growth rate for visitors from India was 14%.
- In 2007, of all visitors from India, 39% were repeat visitors (Figure 2). This is lower than the average of 57% across all markets
- Total visitor arrivals from India increased by 14% in 2007

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

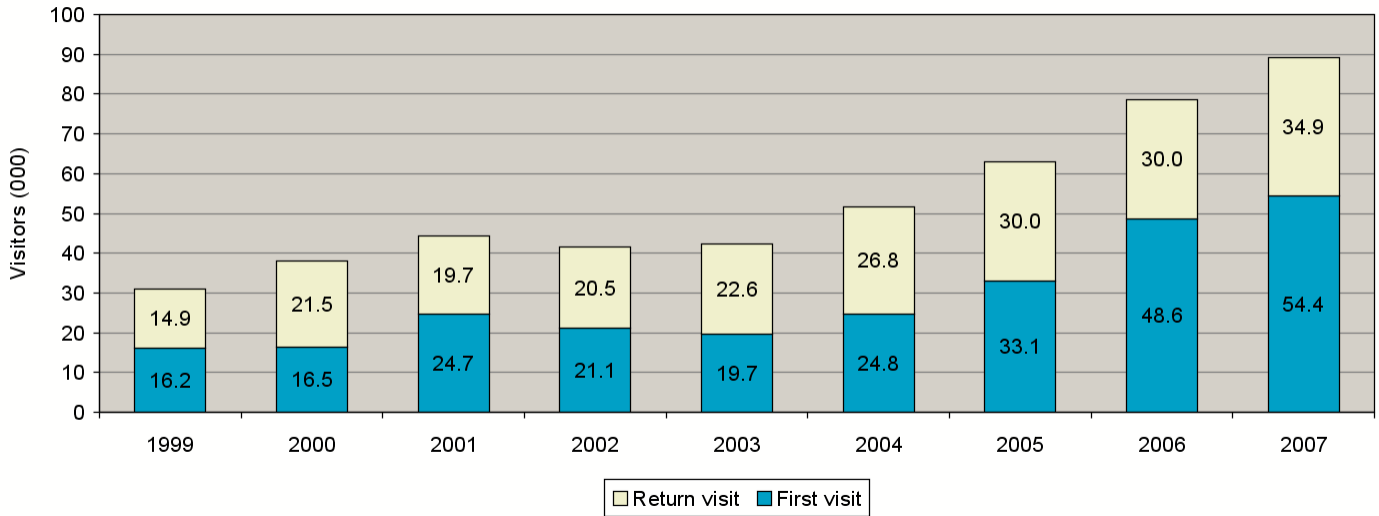


Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
Base : All international visitors

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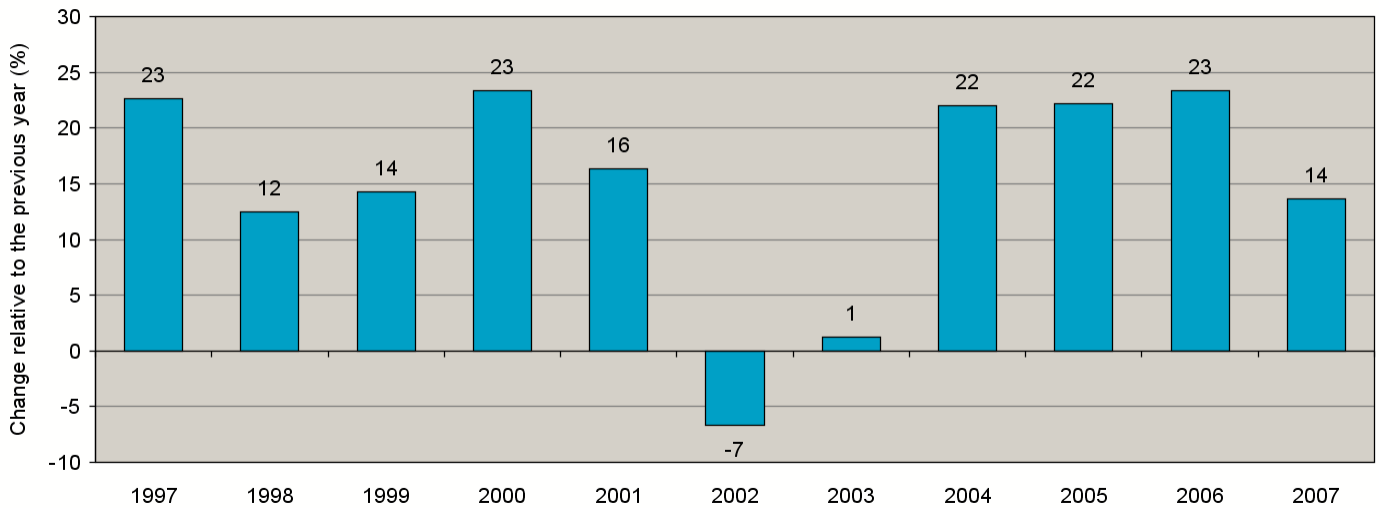
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Figure 2 - Visitors from India by first or return visit 1999 - 2007



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

Figure 3 - Change in visitors from India 1997 - 2007



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

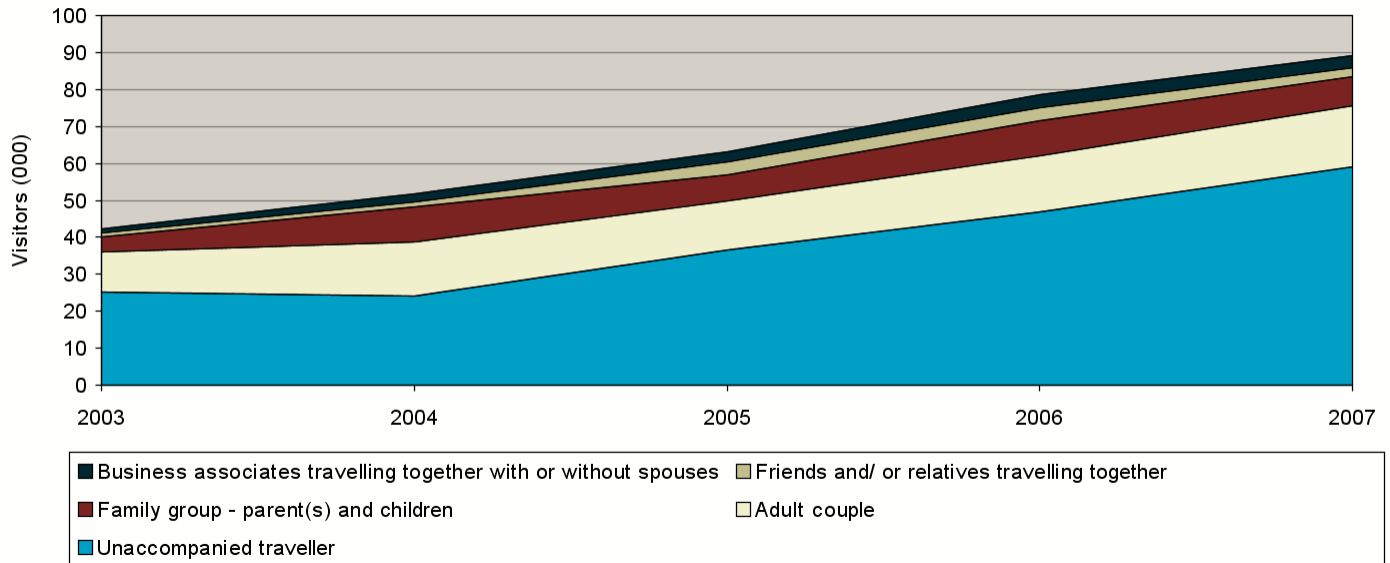
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Travel Party

- The majority of visitors from India travelled as an unaccompanied traveller or an adult couple (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from India was 58,970 or 66% of all visitors from India.

Figure 4 - Visitors from India by travel party description 2003 - 2007.



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

Table 1 - Visitors from India by travel party description 2003 - 2007.

Travel Party Description	2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	25.3	60	24.1	47	36.6	58	46.9	60	59.0	66
Adult couple	10.7	25	14.6	28	13.1	21	15.1	19	16.7	19
Family group - parent(s) and children	4.0	9	9.7	19	7.1	11	9.4	12	7.8	9
Friends and/ or relatives travelling together	1.2	3	1.1	2	3.6	6	3.5	4	2.5	3
Business associates travelling together with or without spouses	1.1	3	2.2	4	2.7	4	3.7	5	3.4	4
Total	42.3	100	51.7	100	63.1	100	78.6	100	89.3	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.

India

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Visitor Demographics

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

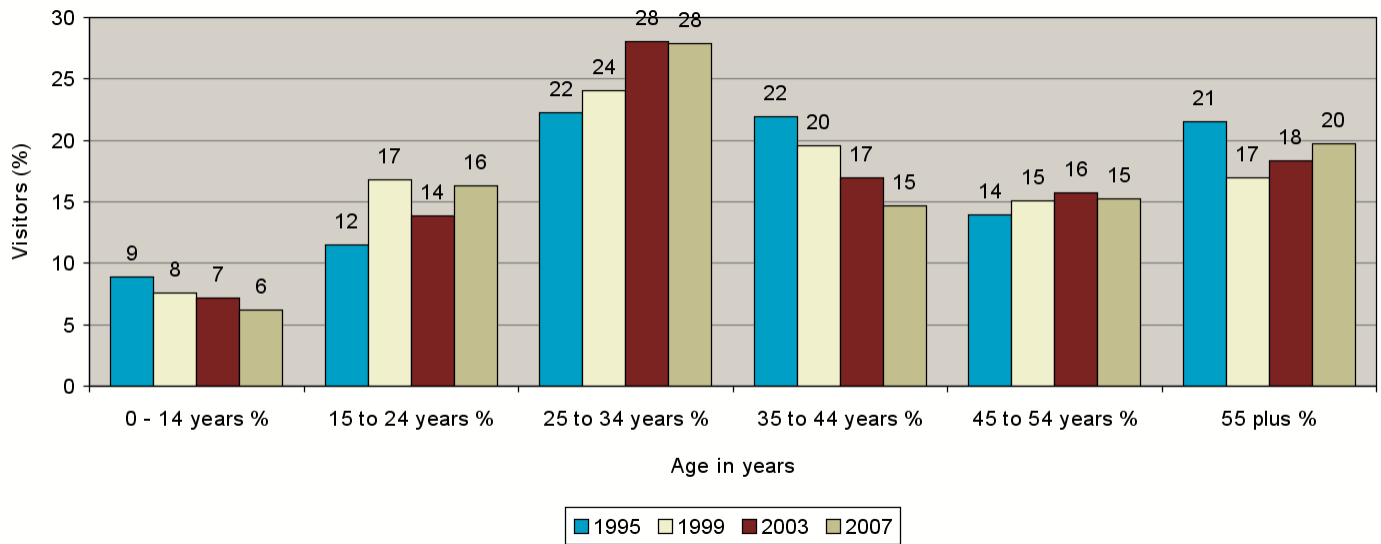
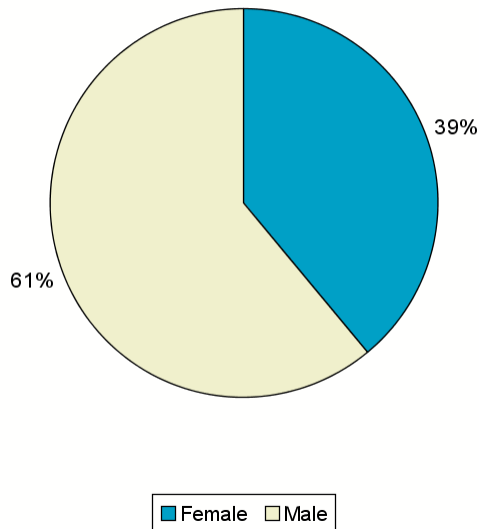


Figure 6 - Visitors from India by gender 2007



- In 2007, the age distribution shows 6% were aged 0-14 years, 16% were 15-24 years, 28% were 25-34 years, 15% were 35-44 years, 15% were aged 45-54 years and 20% were 55 and over.
- Of visitors from India, 61% were males or 57,907 visitors and 39% were females or 37,307 visitors. The gender ratio of visitors from India is 155 males per 100 females.

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

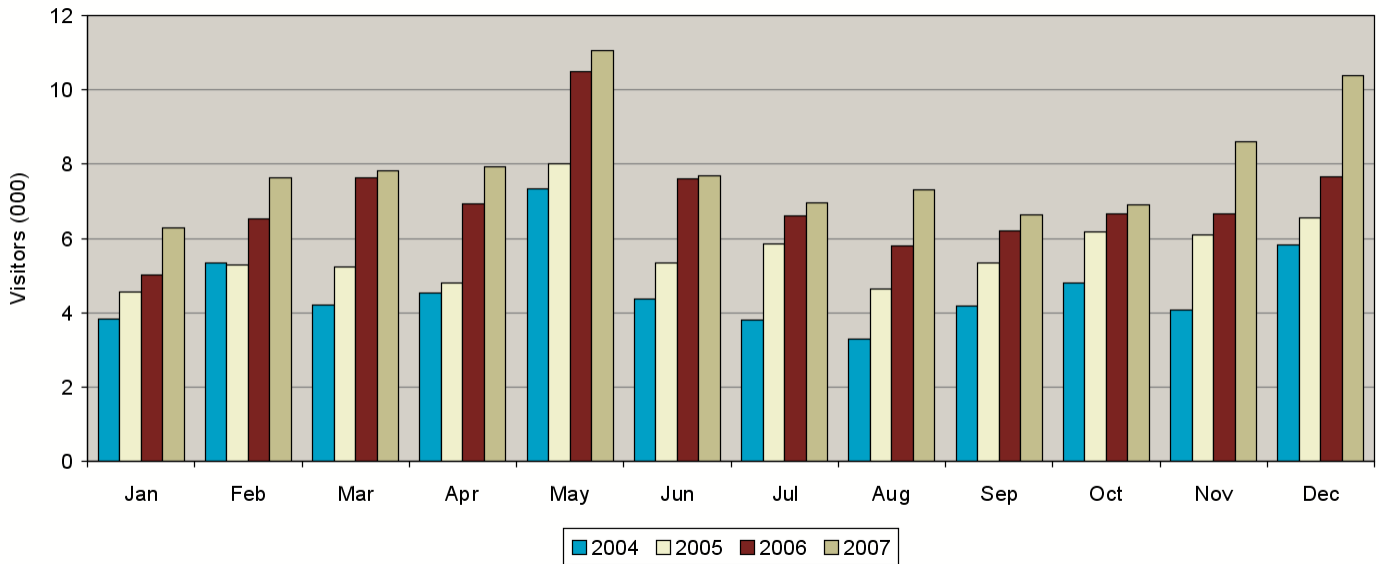
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Seasonality

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

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



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

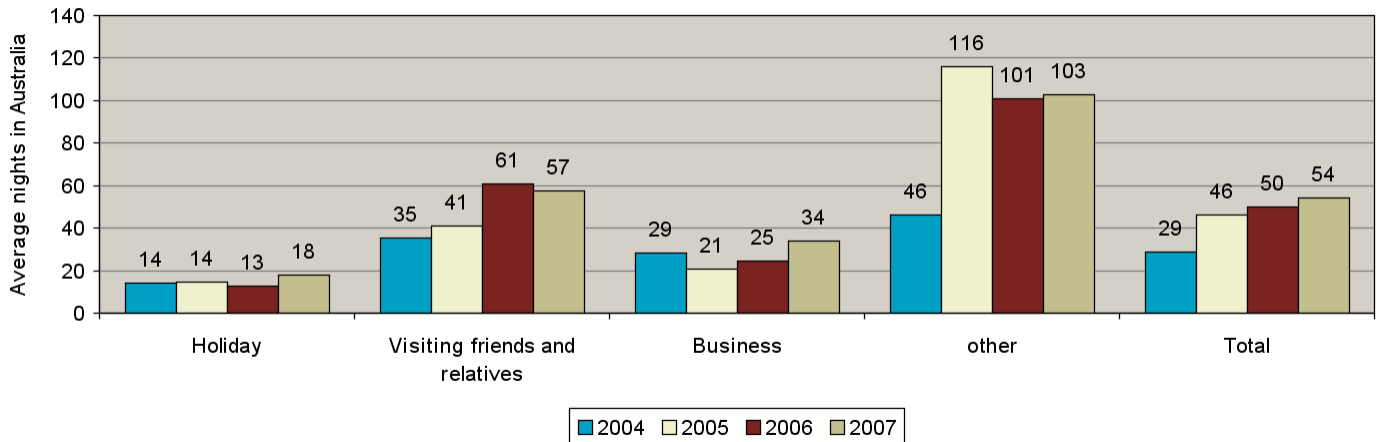
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Duration of Stay

During 2007, visitors from India spent 4.8 million nights in Australia, being 3% of all visitor nights.

Figure 8 - Duration of stay for visitors from India 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 India 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	14	13	18	9	9	9	10
Visiting friends and relatives	35	41	61	57	16	30	31	43
Business	29	21	25	34	9	8	10	13
other	46	116	101	103	1	80	75	68
Total	29	46	50	54	10	12	15	20

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.

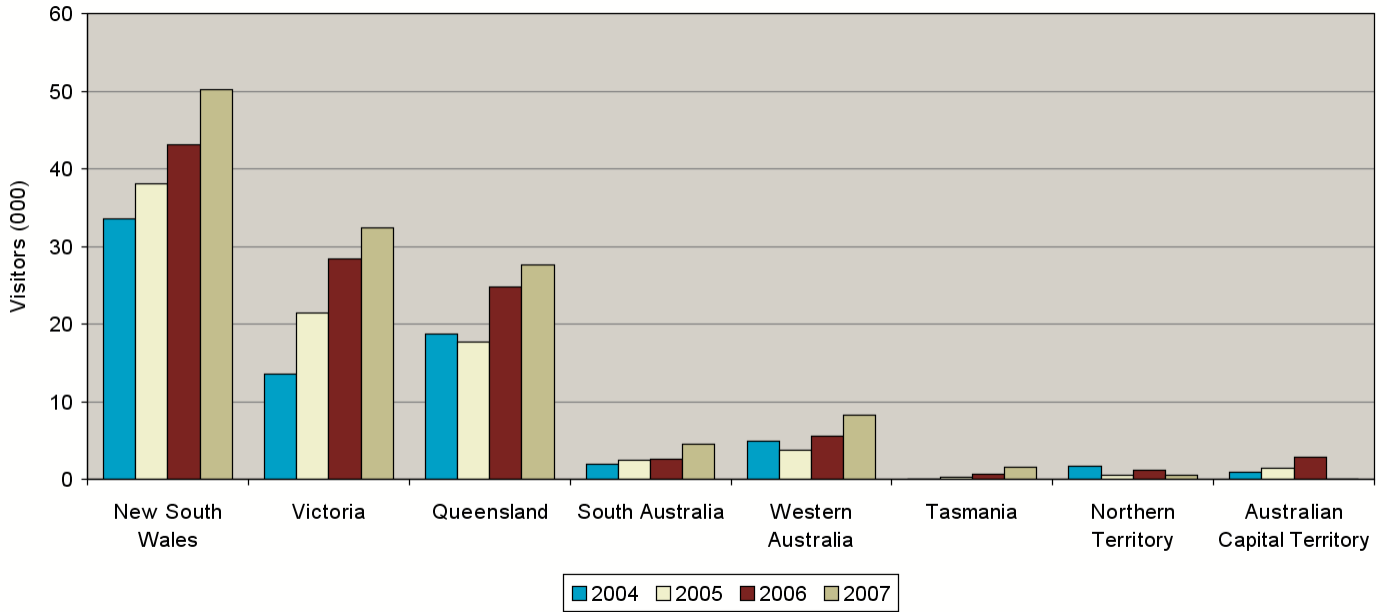
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Destination Visited

- In 2007, the most popular State or Territory for visitors from India was New South Wales with 50,131 or 56% of visitors, staying for 1.9 million nights.

Figure 9 - Visitors from India by State/Territory visited



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

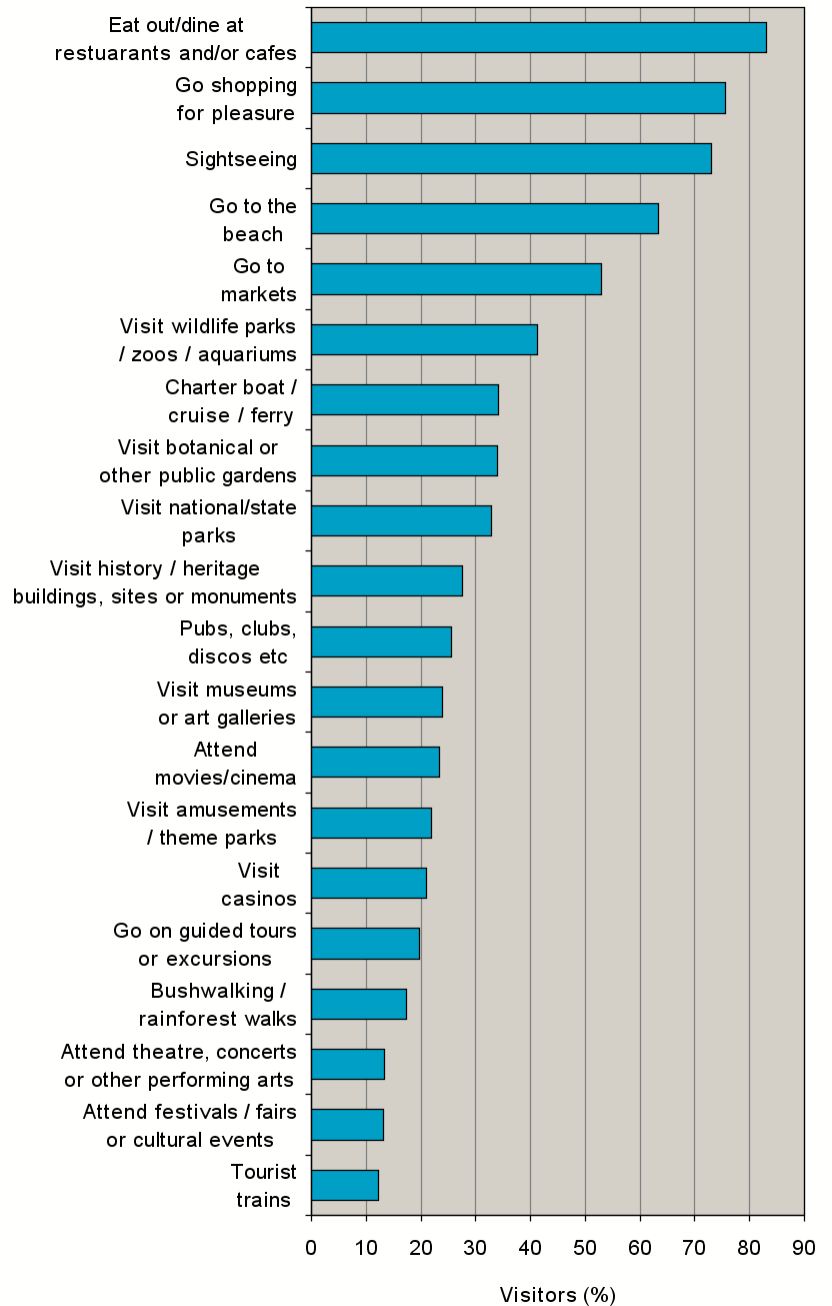
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Leisure Activities

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

Figure 10 - Visitors from India by leisure activities 2007



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

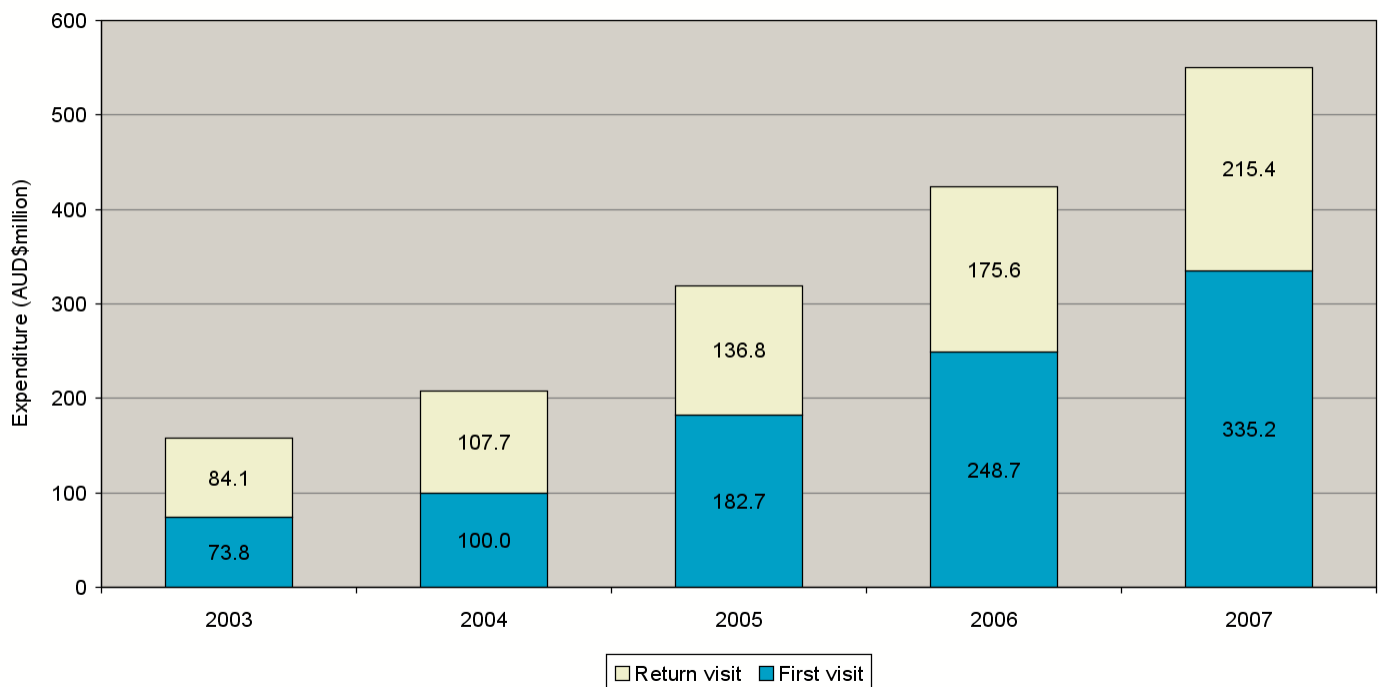
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Expenditure

- During 2007, visitors from India had a TIEV of \$551 million on trips to Australia (Figure 11). This is an increase of 30% on the previous year.
- Travellers from India accounted for 2% of all Total Inbound Economic Value (TIEV).
- A total of \$335 million or 61% of TIEV came from visitors from India on their first trip to Australia, while return visitors spent \$216 million.
- In 2007, average Total Inbound Economic Value (TIEV) for visitors from India was \$6,167.

Figure 11 - Visitors from India : 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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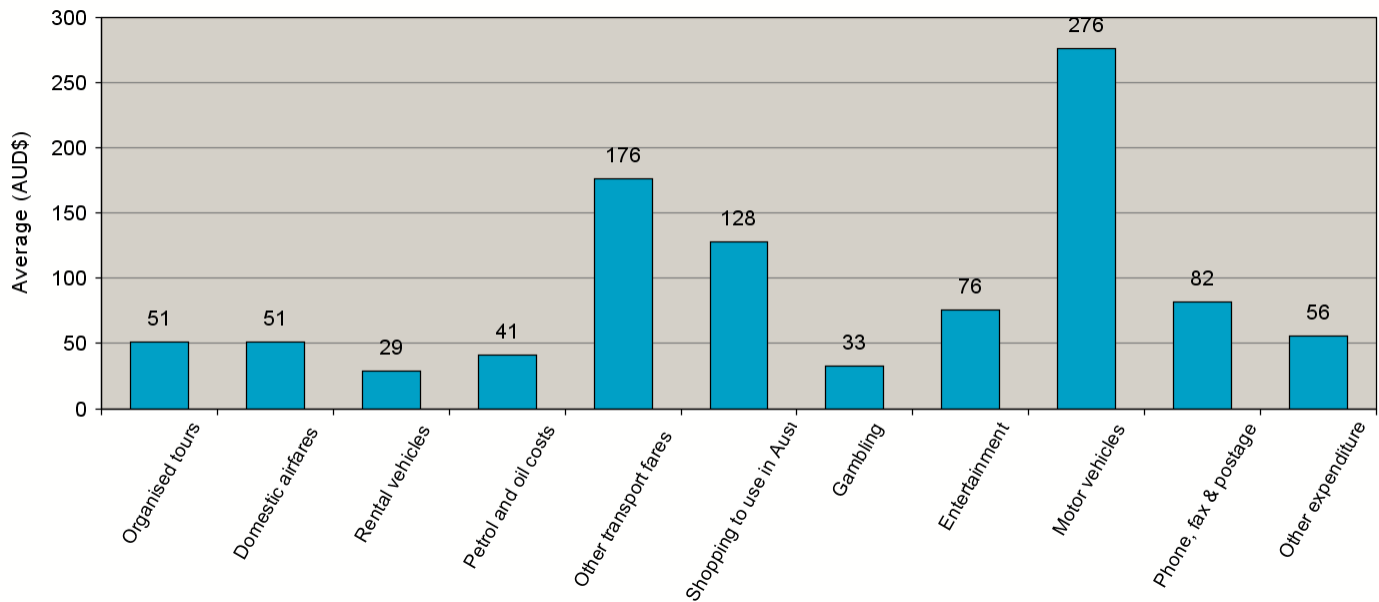
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Expenditure

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

Expenditure Item	Average A\$
International airfares	1,109
Food, drink & accommodation	1,886
Shopping to take home	233
Education	1,059
Package tour	362
Other (total of items charted)	999

Figure 12 - Average expenditure for visitors from India 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.

India

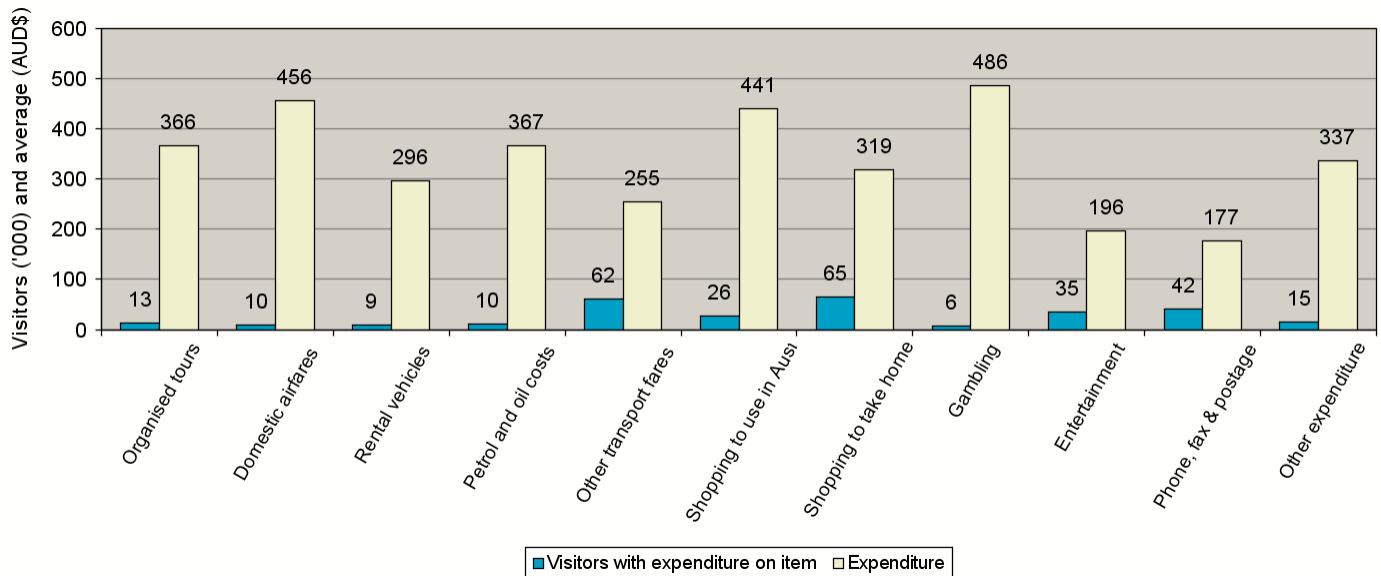
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Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, only 10% of all visitors from India had expenditure on education fees however this was the largest expenditure item by this measure.
- In 2007, 73% of Indian travellers purchased 'shopping to take home' and 11% purchased 'domestic airfares'.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	76	1,301
Food, drink & accommodation	73	2,316
Motor vehicles	2	10,184
Package tour	13	2,434
Education	9	10,786

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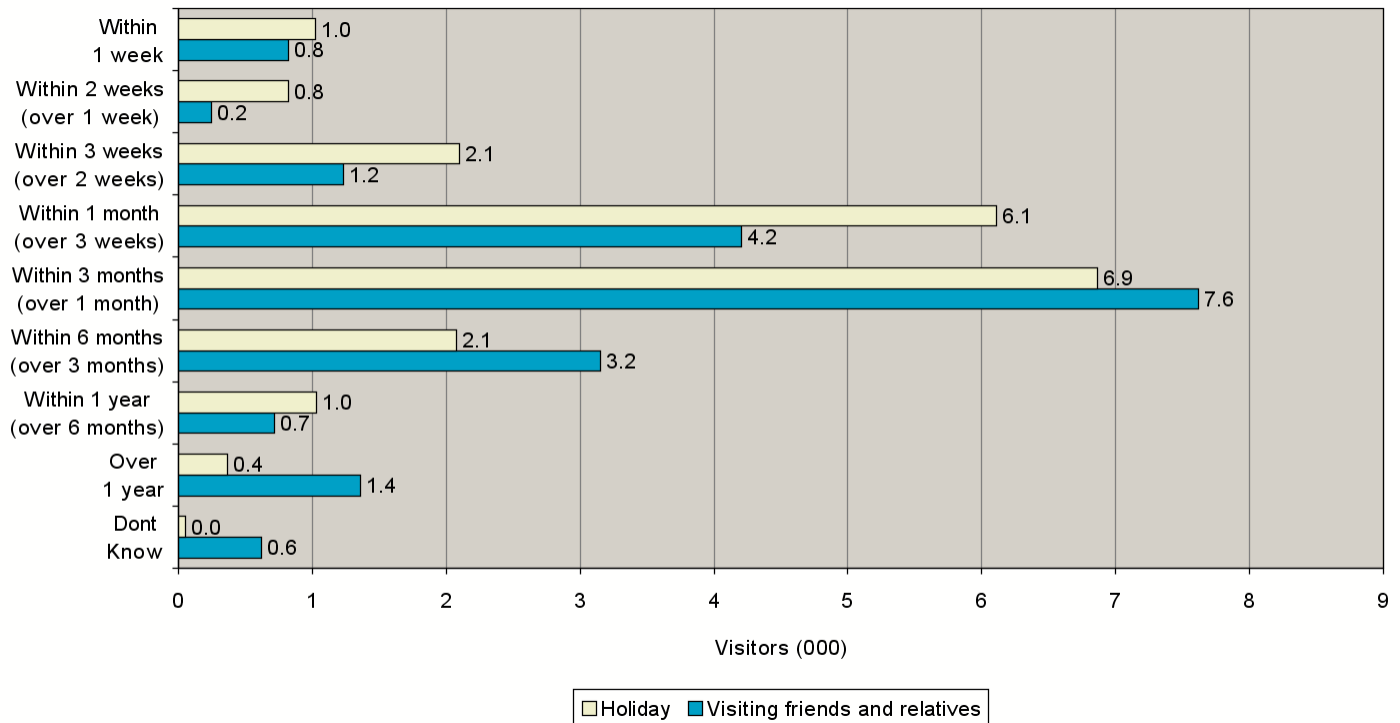
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Planning and Booking Horizons

- Of the leisure travellers from India, 77% prepared their trip within 3 months of arriving in Australia.
- In 2007, 83% of holiday visitors started planning within three months prior to arriving in Australia, 49% commenced planning within one month before arrival.
- Of the travellers visiting friends and relatives (VFR), 71% had started planning within three months prior to arriving in Australia including 33% that began planning within one month prior to arrival.

Figure 14 - Leisure visitors from India: 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

India

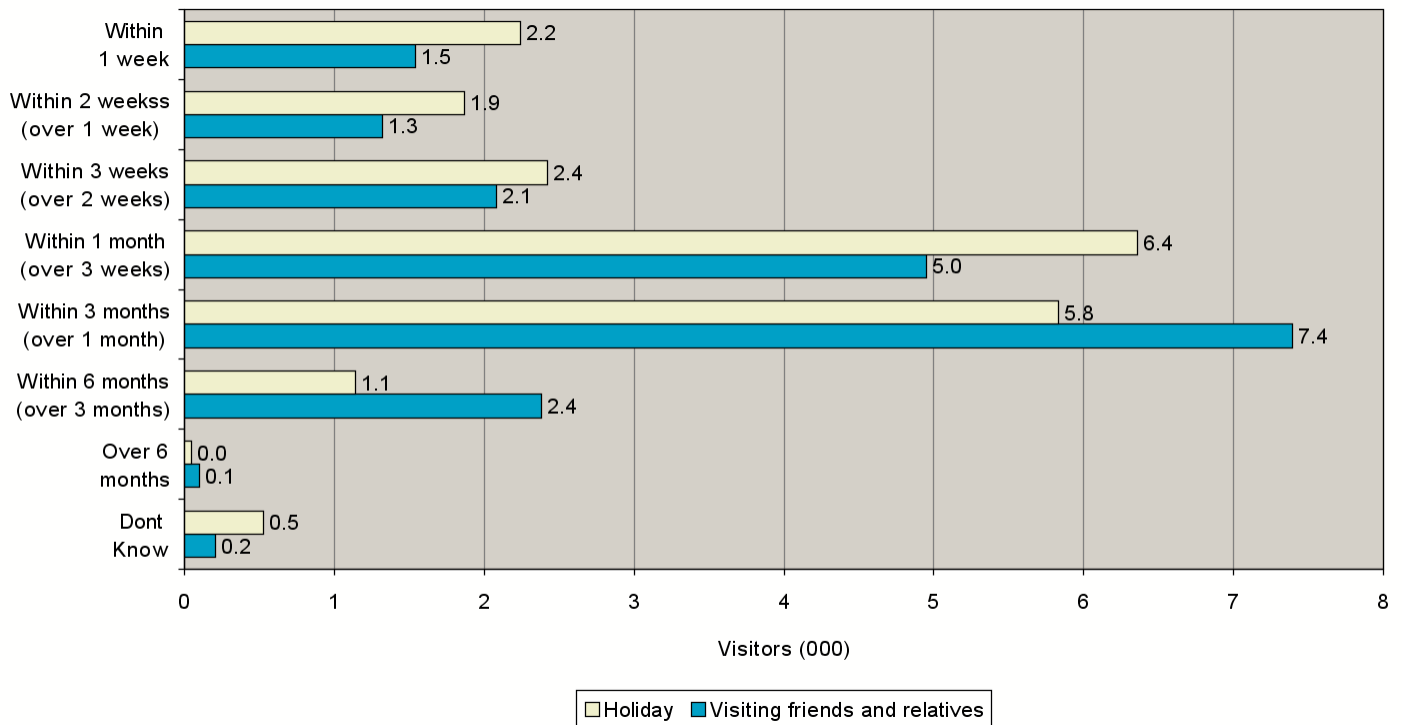
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Planning and Booking Horizons

- When booking flights 63% of holiday travellers booked their ticket within one month of arrival, while 50% of VFR travellers booked flights within one month.
- Very few leisure travellers from India booked their flight more than 6 months in advance.

Figure 15 - Leisure visitors from India: 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

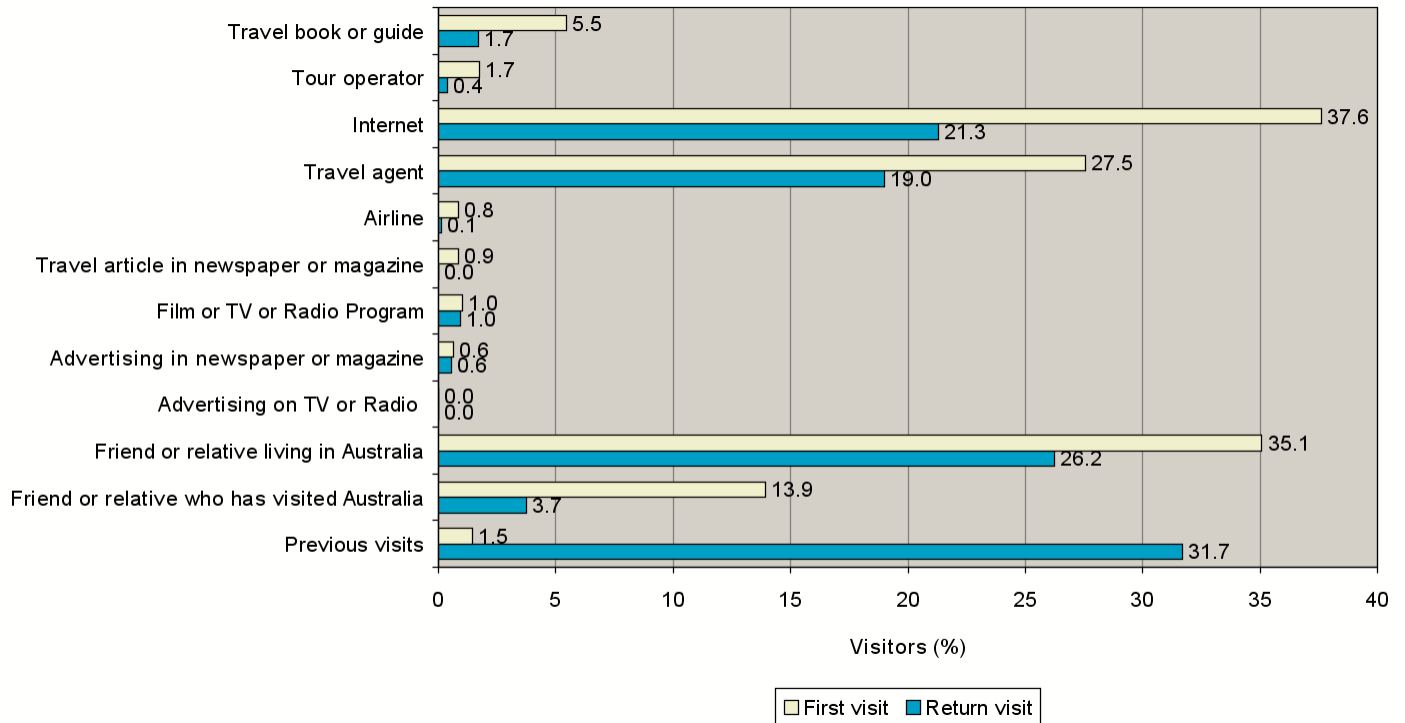
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Visitor Profile 2007

Information Sources

- The most commonly used source of information for first time travellers from India was the internet, this was used by 38% of visitors when planning their travel.
- Of the return visitors from India, 32% relied on knowledge from a previous visit or visits as a source of information about Australia.

Figure 16 - Visitors from India: 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

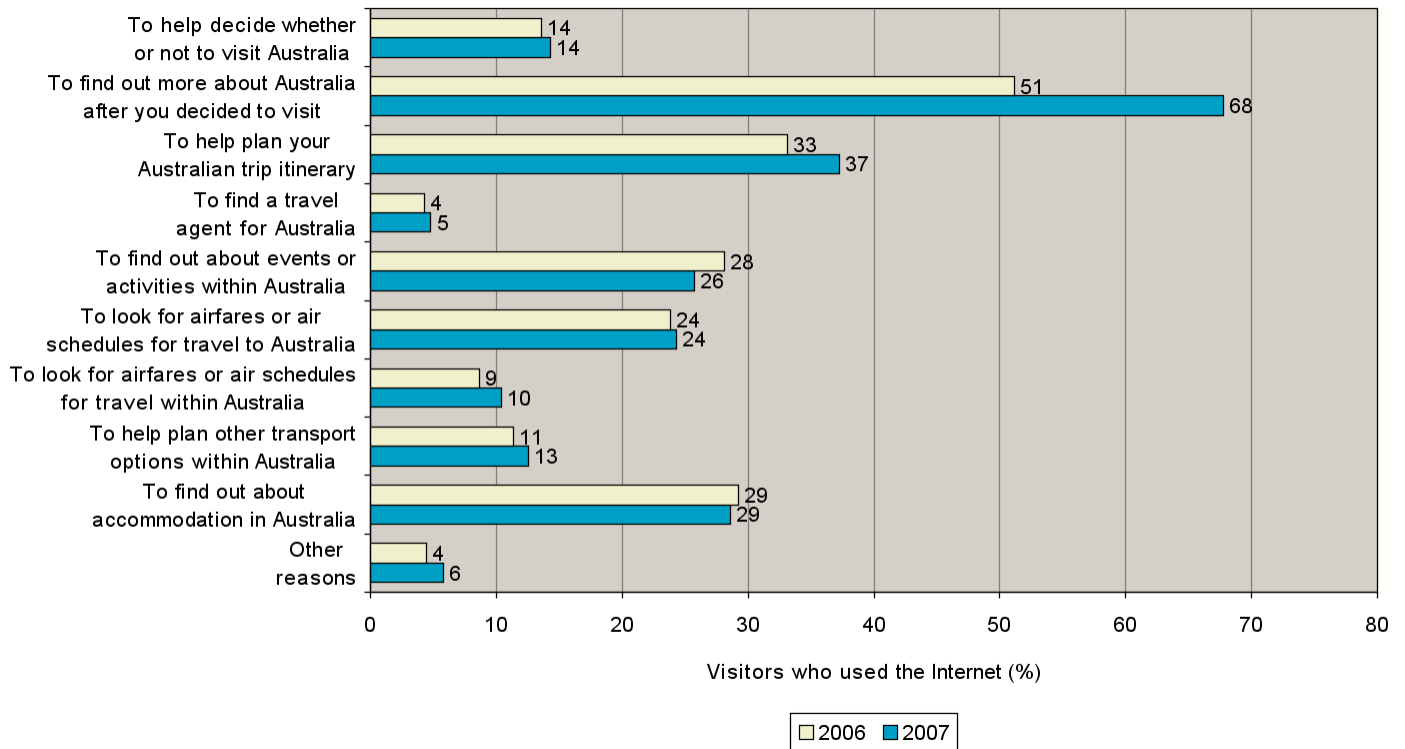
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Internet Usage

- In 2007, a total of 45,148 or 51% of visitors from India used the internet when planning their trip to Australia
- Most visitors from India used the internet to find out more about Australia, after they decided to visit.

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



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

India

Visitor Profile 2007

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