



# International Visitor Profile

## Latin America

### Visitor Profile 2007

#### Latin America Visitor Summary

- In 2007, there were 51,391 visitors to Australia an increase of 23% from the previous year, rating Latin America as Australia's 20th largest market for inbound arrivals.
- Travellers from Latin America accounted for 2% of all international visitor nights spent in Australia during 2007.
- Travellers from Latin America had an average length of stay of 58 nights, much higher than the average of 30 nights for all international visitors.
- Latin American visitors spent a total of \$371 million on trips to Australia during 2007, with an average trip expenditure of \$7,485 per trip.
- In 2007, 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

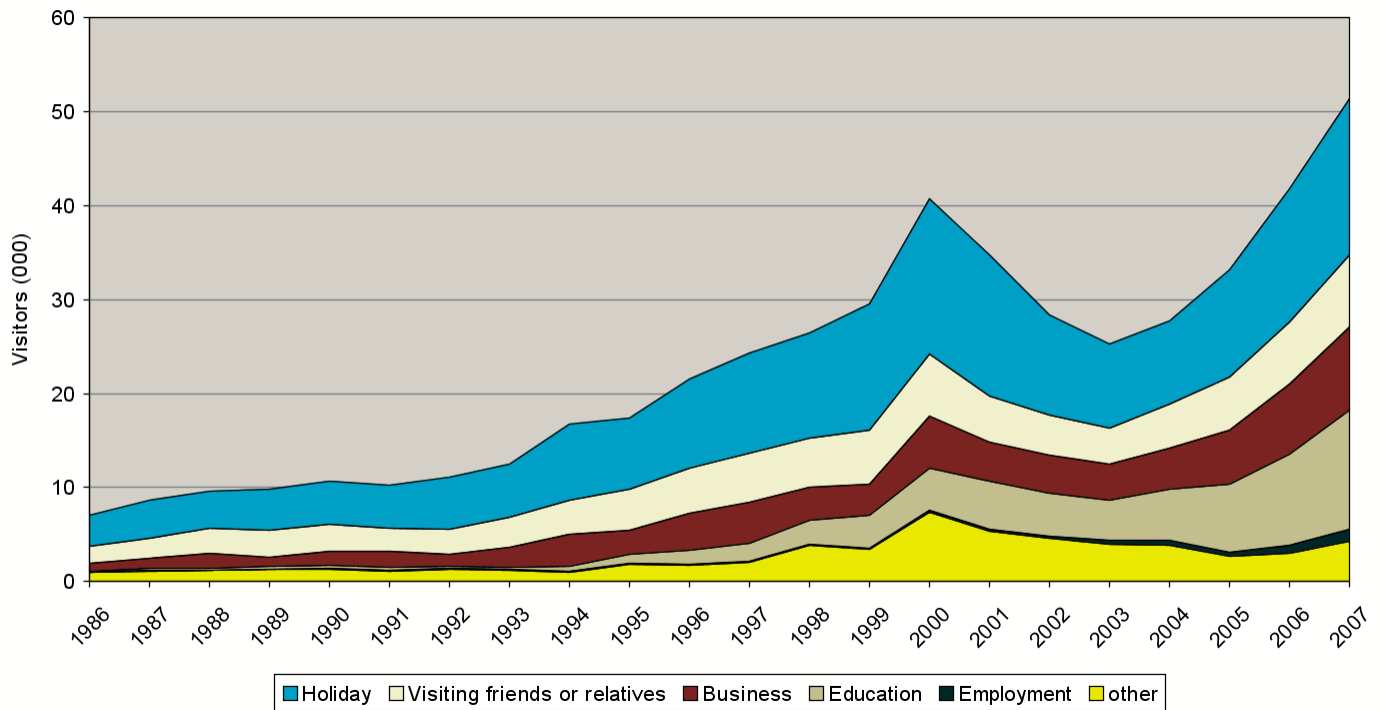
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## Visitor Profile 2007

### Visitor Arrivals

- In 2007, the number of visitors from Latin America totalled 51,391, more than 7 times the 1986 figure of 7,012 (Figure 1). Latin America is rated as Australia's 20th largest inbound market for arrivals.
- In 2007, 16,591 Latin American visitors travelled to Australia for a holiday while 7,679 came to visit friends and relatives (VFR), 8,845 for business, 12,695 for education and 5,581 for other reasons.
- Over the decade 1998 to 2007, the annual average growth rate for visitors from Latin America was 8%.
- In 2007, 34% or 16,951 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 23% in 2007 (Figure 3).

Figure 1 - Visitors from Latin America by main purpose of visit 1986 - 2007

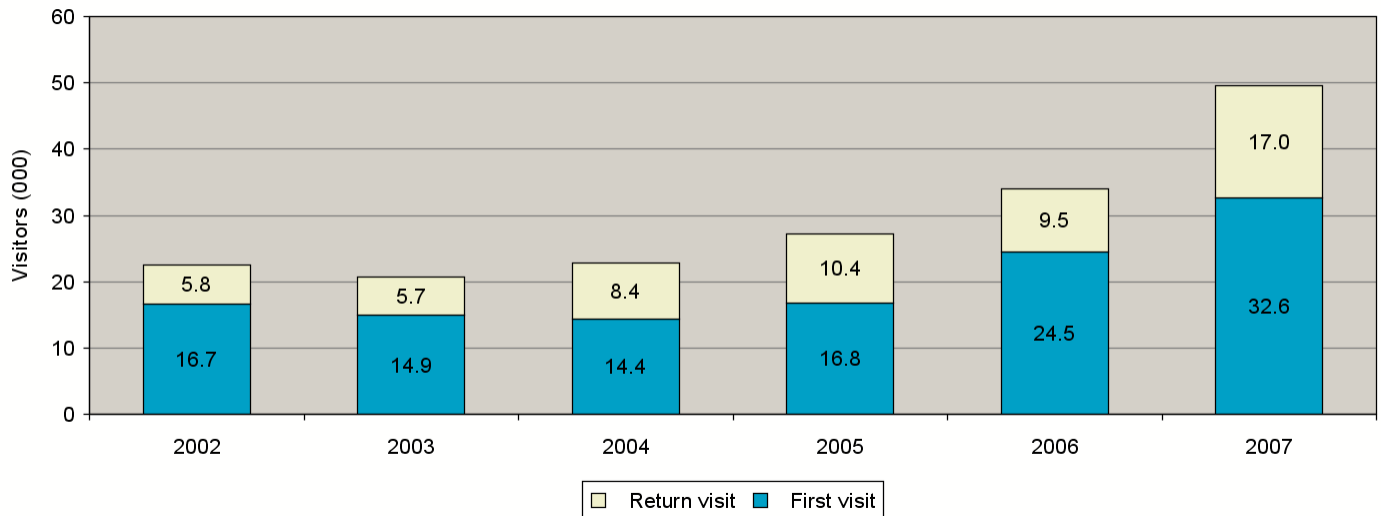


Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]  
Base : All international visitors

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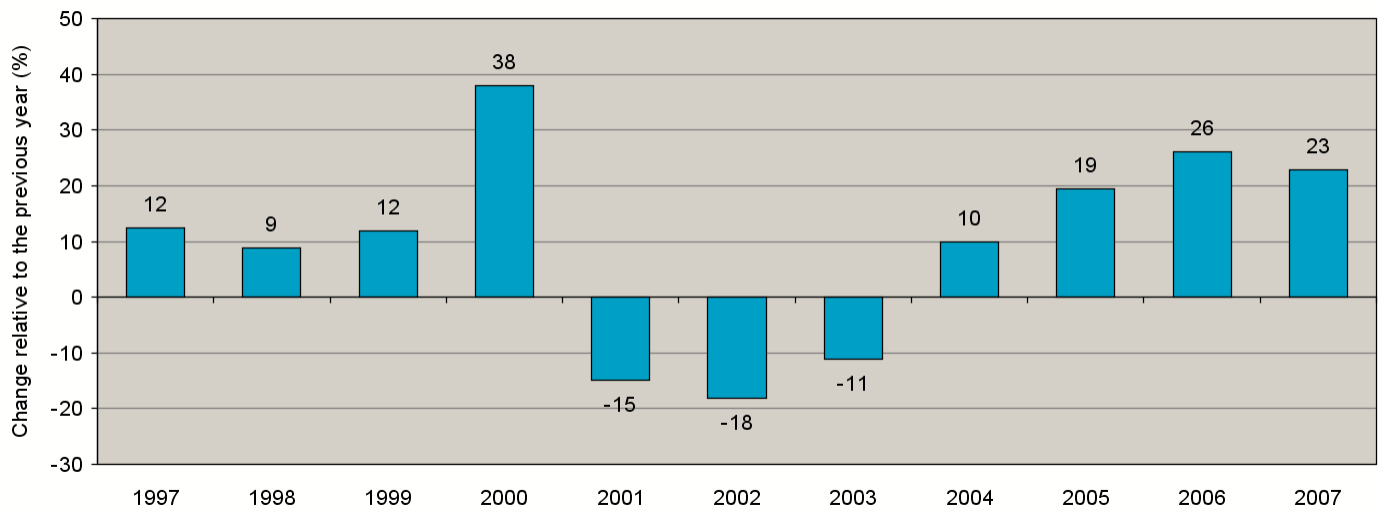
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Figure 2 - Visitors from Latin America by first or return visit 2002 - 2007



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

Figure 3 - Change in visitors from Latin America 1997 - 2007



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

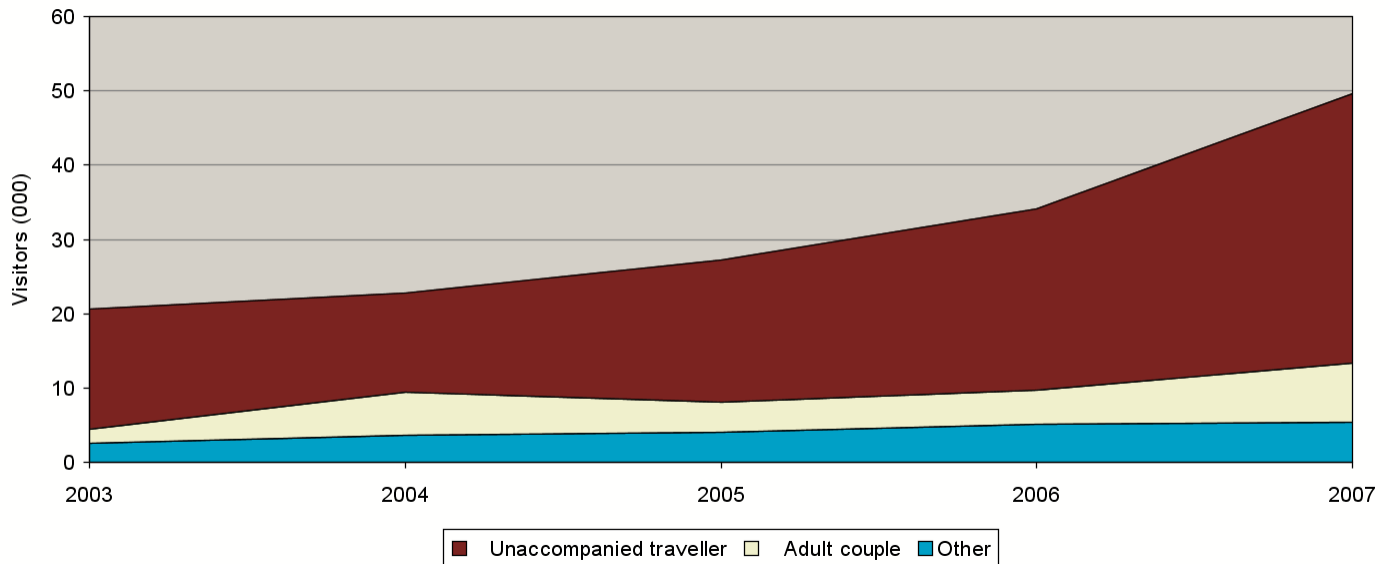
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## Visitor Profile 2007

### Travel Party

- The majority of visitors from Latin America travelled as an unaccompanied traveller. (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from Latin America was 36,226 or 73% of all visitors.
- A further 11% travelled as an adult couple.

Figure 4 - Visitors from Latin America 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 Latin America by travel party description 2003 - 2007

Travel Party Description	2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	16.2	79	13.3	58	19.2	70	24.3	71	36.2	73
Adult couple	1.9	9	5.9	26	4.0	15	4.6	14	8.0	16
Other	2.5	12	3.6	16	4.1	15	5.1	15	5.3	11
Total	20.6	100	22.8	100	27.2	100	34.1	100	49.6	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.

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## Visitor Profile 2007

### Visitor Demographics

Figure 5 - Visitors from Latin America by age 1995 - 2007

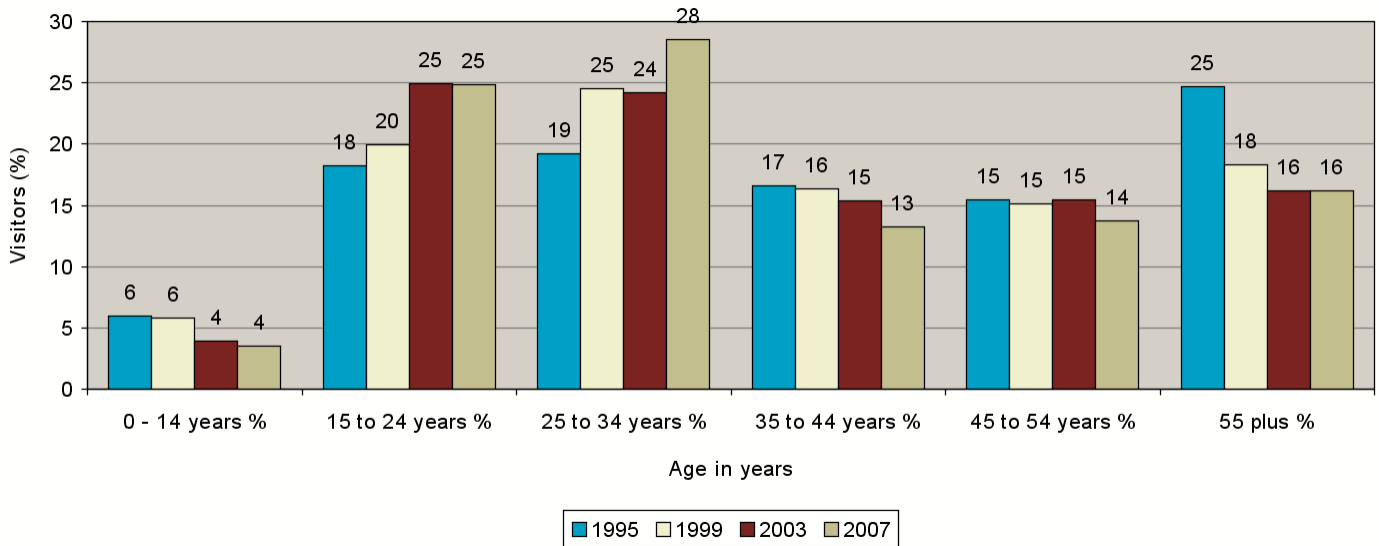
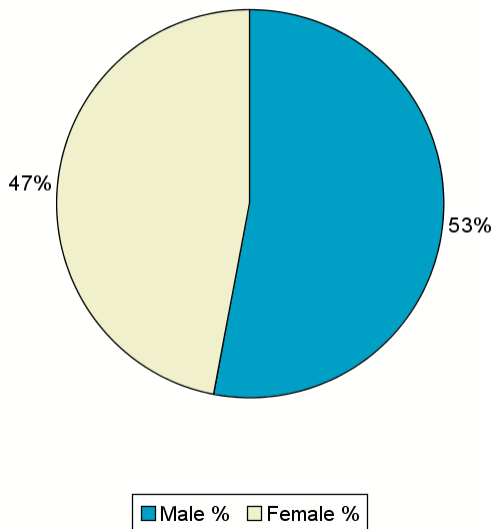


Figure 6 - Visitors from Latin America by gender 2007



- In 2007, the age distribution showed those aged 0-14 years accounted for 4% of travellers, 15-24 year 25%, 25-34 years 28%, 35-44 years 13%, 45-54 years 14% and 55 years and over 16%.
- Of visitors from Latin America, 53% were males or 27,103 visitors and 47% were female being 24,288 visitors. The gender ratio of visitors from Latin America was 112 males per 100 females (Figure 6).

Source: Department of Immigration and Citizenship  
 Base : All International short term visitors

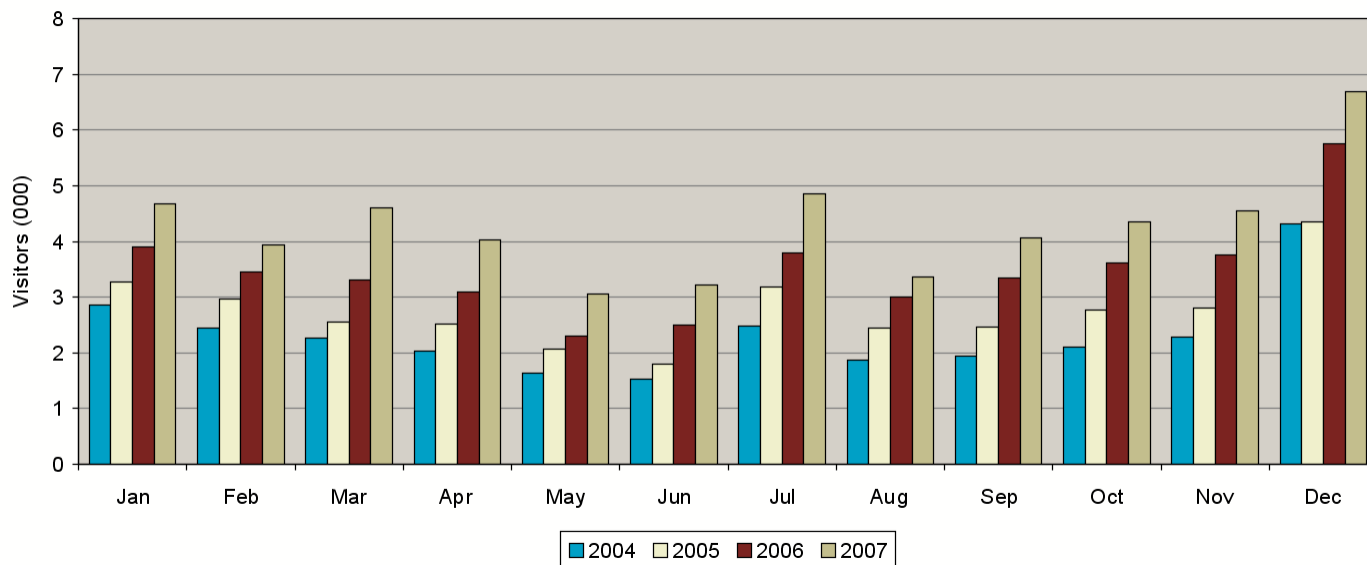
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## Visitor Profile 2007

### Seasonality

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

Figure 7 - Visitors from Latin America by month of arrival 2004 - 2007



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

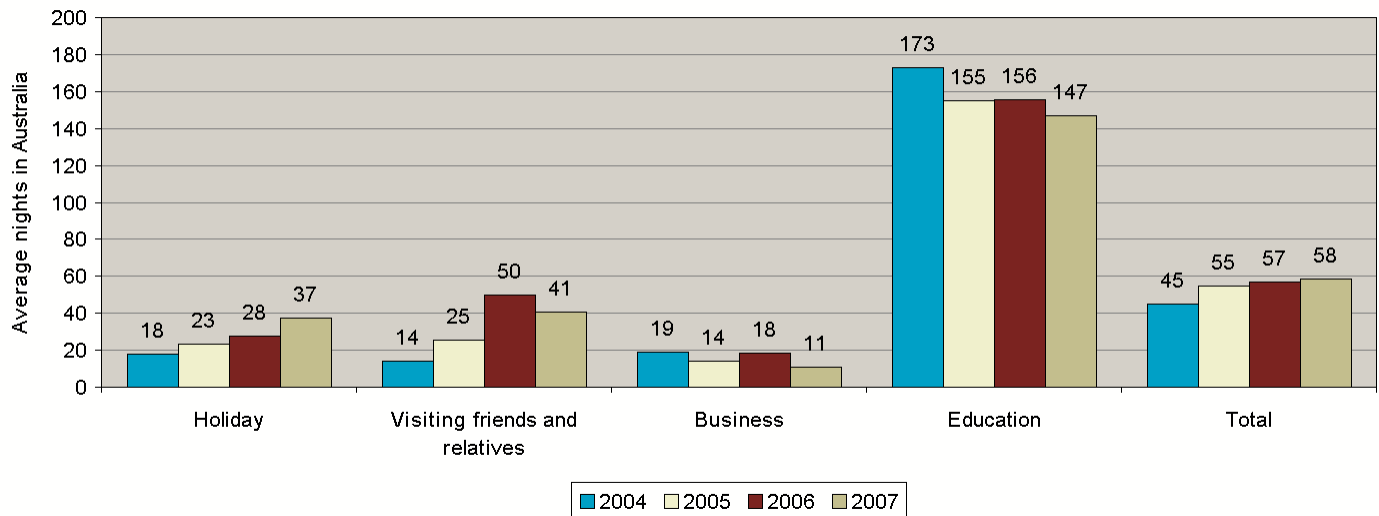
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## Visitor Profile 2007

### Duration of Stay

- During 2007, visitors from Latin America spent a total of 2.9 million nights in Australia, 2% of all international visitor nights.

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

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
<b>Main purpose of journey</b>								
Holiday	18	23	28	37	10	13	14	16
Visiting friends and relatives	14	25	50	41	13	16	29	30
Business	19	14	18	11	12	11	9	6
Education	173	155	156	147	108	139	143	154
Total	45	55	57	58	16	17	19	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.

Number in grey subject to sampling variability too high for practical purposes.

Source: Tourism Research Australia, International Visitor Survey.

Note : Total Includes employment and other reasons.

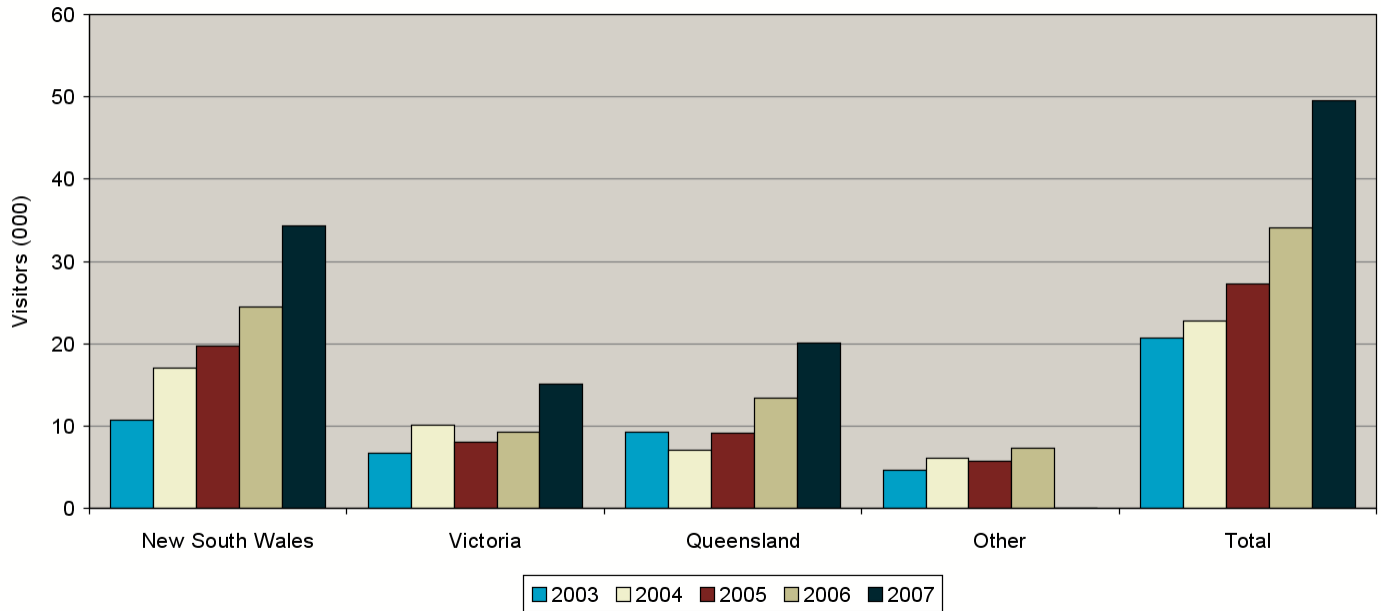
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## Visitor Profile 2007

### Destination Visited

- In 2007, the most popular State or Territory for visitors from Latin America was New South Wales with 34,290 or 69% of visitors staying for 1.2 million 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

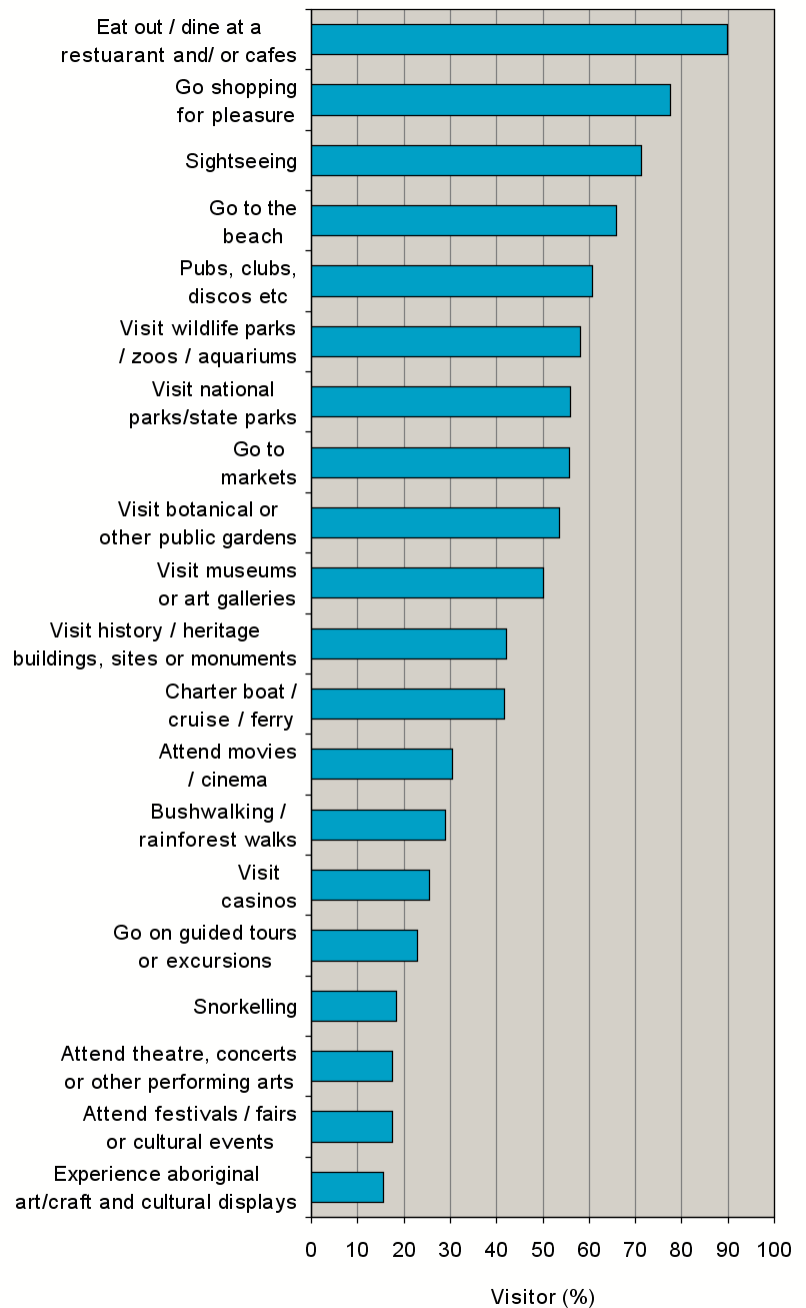
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## Visitor Profile 2007

### Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from Latin America while in Australia.
- The top 5 activities in 2007 were; eat out at restaurants and or cafes, go shopping for pleasure, sightseeing, go to the beach and visiting pubs, clubs and discos.

Figure 10 - Visitors from Latin America by leisure activities 2007



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

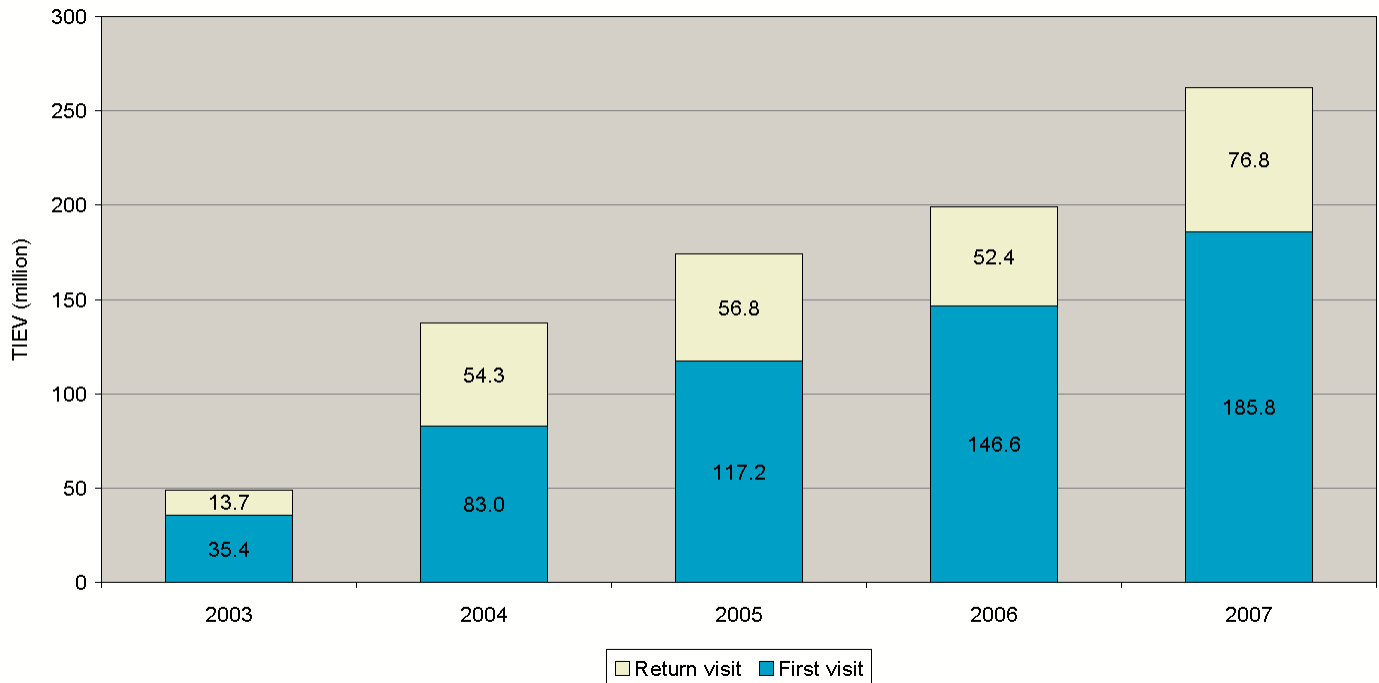
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## Visitor Profile 2007

### Expenditure

- Visitors from Latin America had a Total Inbound Economic Value (TIEV) of \$263 million on trips to Australia during 2007 (Figure 11). This is an increase of 32% on the previous year.
- Visitors from Latin America, on their first trip to Australia, recorded 71% of TIEV totalling \$186 million, while repeat visitors accounted for 29% or \$77 million.

Figure 11 - Visitors from Latin America : 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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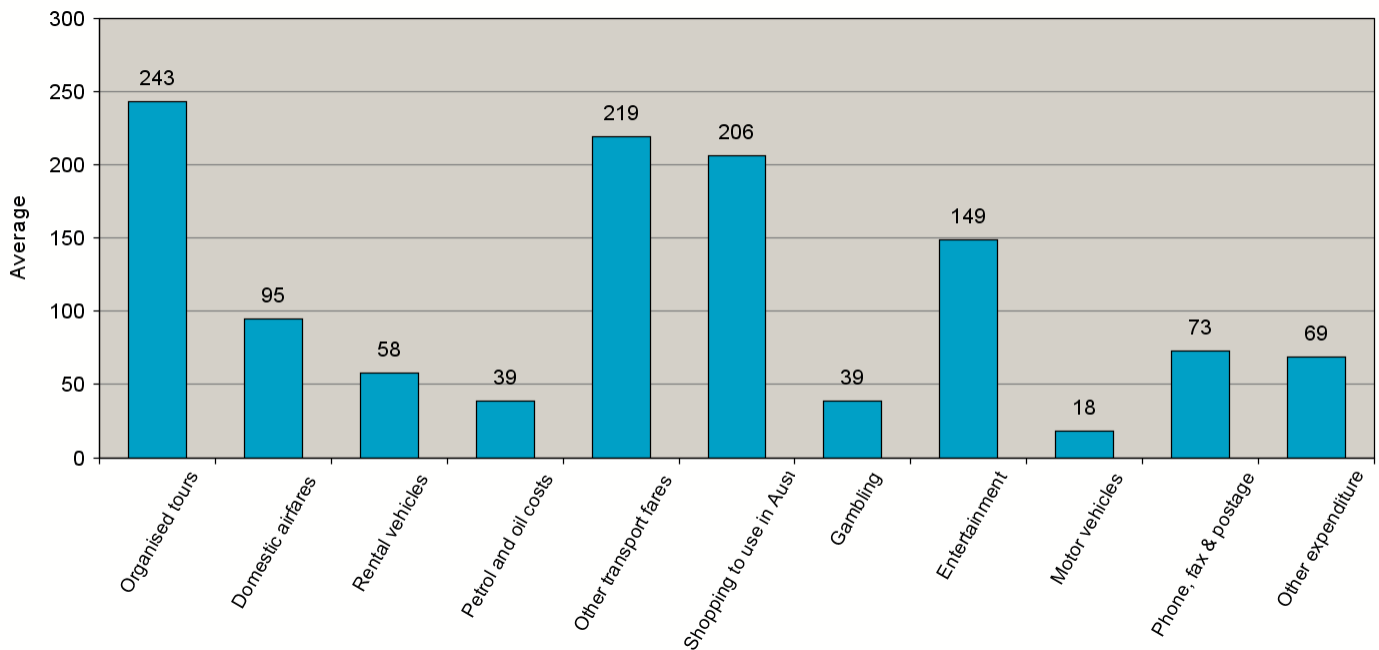
## Visitor Profile 2007

### 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	2,007
Food, drink & accommodation	2,166
Shopping to take home	293
Education	1,125
Package tour	678
Other (total of items charted)	1,208

Figure 12 - Average expenditure for visitors from Latin America 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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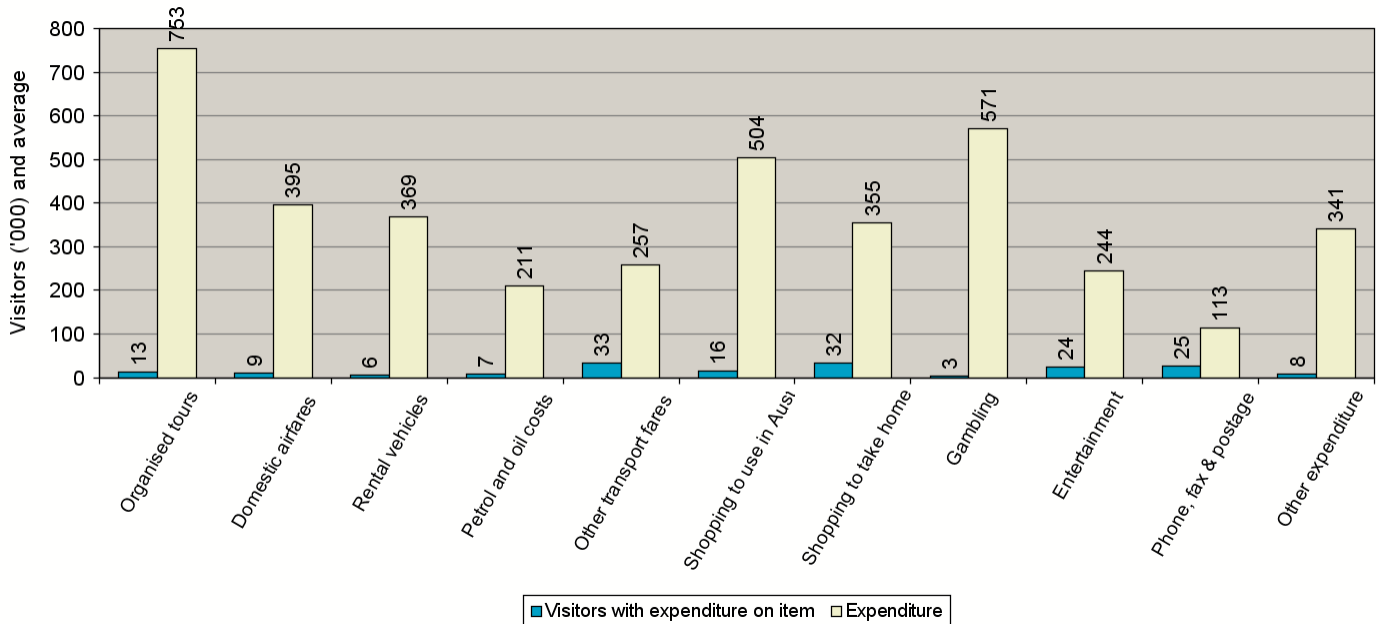
## Visitor Profile 2007

### Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, only 8,000 visitors from Latin American had expenditure on education, however this was one of the largest spending items by this measure.
- In 2007, over 32,000 visitors from Latin America purchased 'shopping to take home' while a further 16,000 purchased 'shopping to use in Australia'. Entertainment was popular with around 24,000 visitors spending on this item while 33,000 visitors spent on other transport fares such as buses, taxis, trams and ferries.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	35	2,249
Food, drink & accommodation	38	2,244
Package tour	4	6,208
Education	8	5,849

Figure 13 - Average expenditure for visitors from Latin America 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

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