



International Visitor Profile

Latin America 2008

Summary

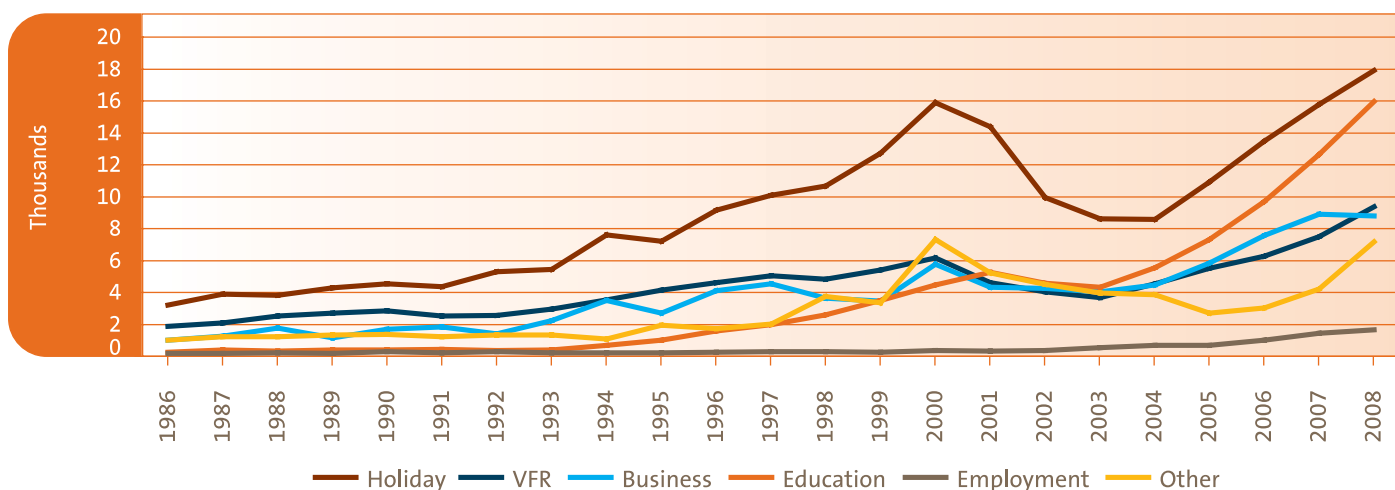
- In 2008, there were 60,013 visitors from Latin America over 15 years of age. There were 62,041 visitors from Latin America including visitors under 15 years of age.
- The average length of stay for visitors from Latin America was 65 nights compared to the national average of 32 nights.
- In 2008, visitors from Latin America spent \$500.2 million on trips to Australia, spending on average \$8,336 per trip.
- Visitors from Latin America spent 22% of their nights outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

For the latest forecasts for this market released by the Tourism Forecasting Committee go to www.tra.australia.com

Visitor arrivals

- There was a 21% increase in visitors from Latin America in 2008. This was driven by strong growth across all visitor categories except business, which experienced a 1% decline.

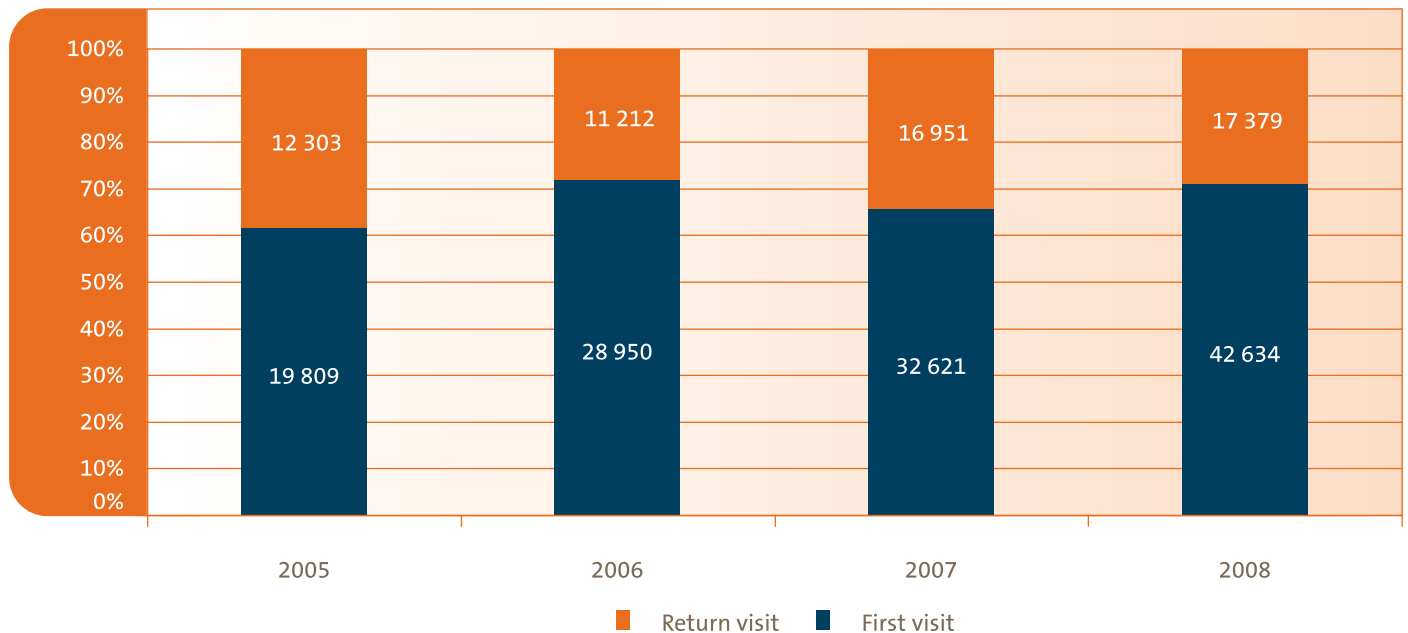
Figure 1 – Main purpose of visit, 1986-2008



Repeat visitors

- Less than one third (29%) of all visitors from Latin America were repeat visitors, which was less than the national average of 59% repeat visitors.

Figure 2 – First or return visit, 2005-2008



Travel party

- Almost three quarters (72%) of visitors from Latin America travelled unaccompanied in 2008.

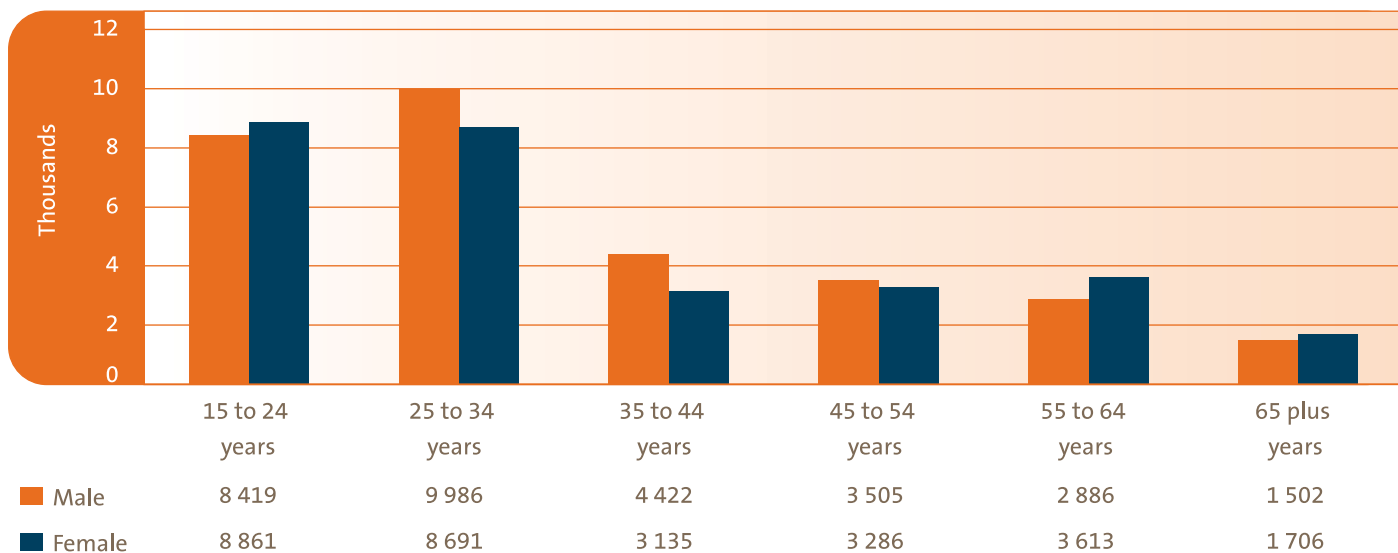
Table 1 – Travel party, 2005-2008

	2005		2006		2007		2008	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	23	70	29	71	36	73	43	72
Adult couple	5	15	5	14	8	16	7	12
Other	5	15	6	15	5	11	9	16
Total	32	100	40	100	50	100	60	100

Demographics

- Visitors from Latin America tended to be younger visitors with 31% aged between 25 and 34 years and 29% between 15 and 24 years.

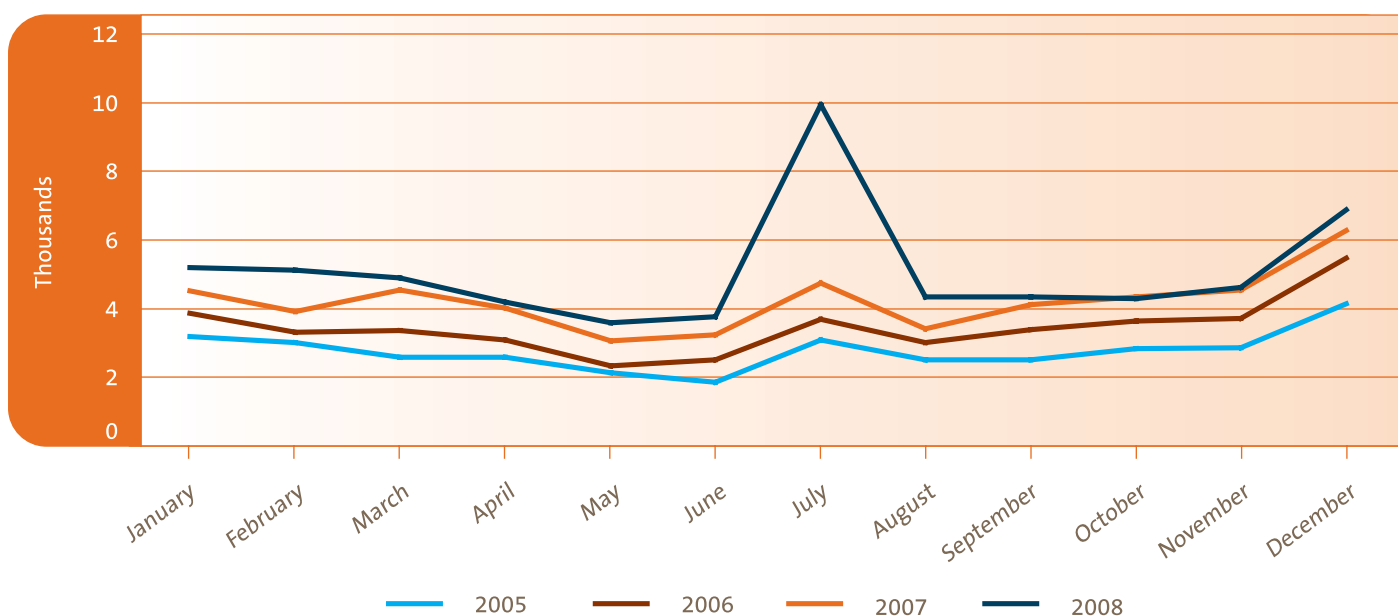
Figure 3 – Age and gender, 2008



Seasonality

- Visitation from Latin America was highest in July and December and lowest in May and June.

Figure 4 – Month of arrival, 2005-2008



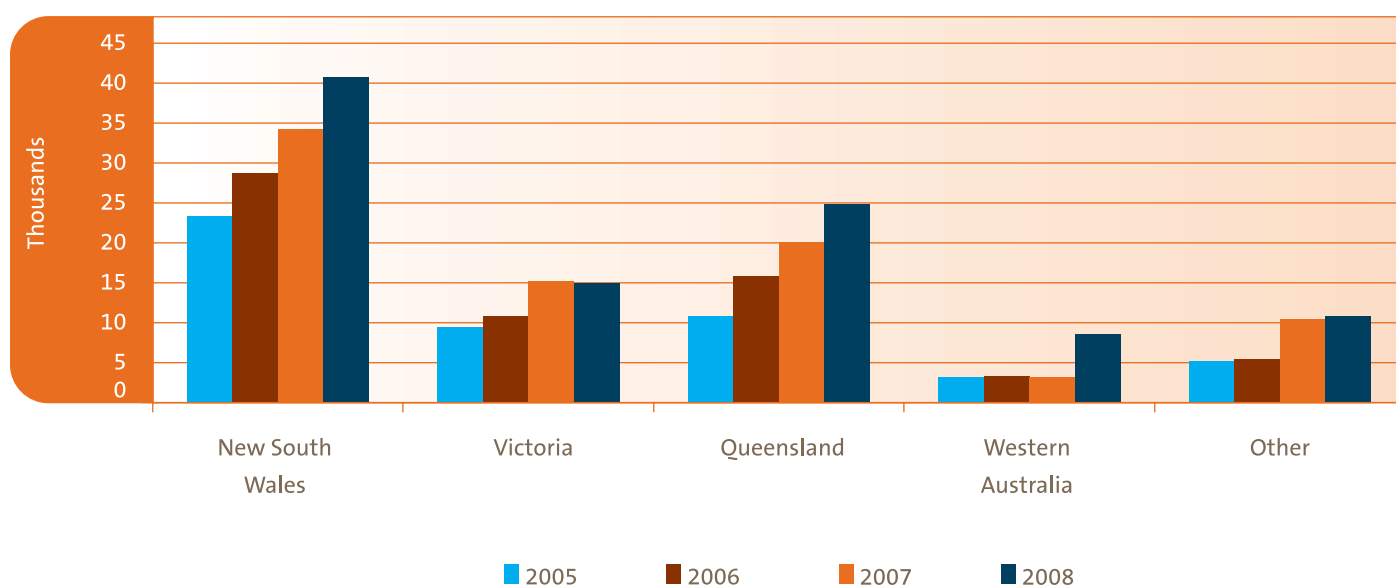
Length of stay and destination

- Visitors travelling from Latin America for the purpose of education had the longest average length of stay (174 nights), while visitors travelling for business had the shortest length of stay (21 nights).
- The most visited States by visitors from Latin America were New South Wales, Queensland and Victoria.

Table 2 – Duration of stay by main purpose of visit, 2005-2008

	2005		2006		2007		2008	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	23	13	28	14	37	16	32	15
Visiting friends or relatives	25	16	50	29	41	30	36	17
Business	14	11	18	9	11	6	21	8
Education	155	139	156	143	147	154	174	172
Other	67	1	20	2	13	4	25	2
Total	55	17	57	19	58	19	65	16

Figure 5 – State/Territory visited, 2005-2008



Dispersal

- Visitors from Latin America spent 22% of their nights outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

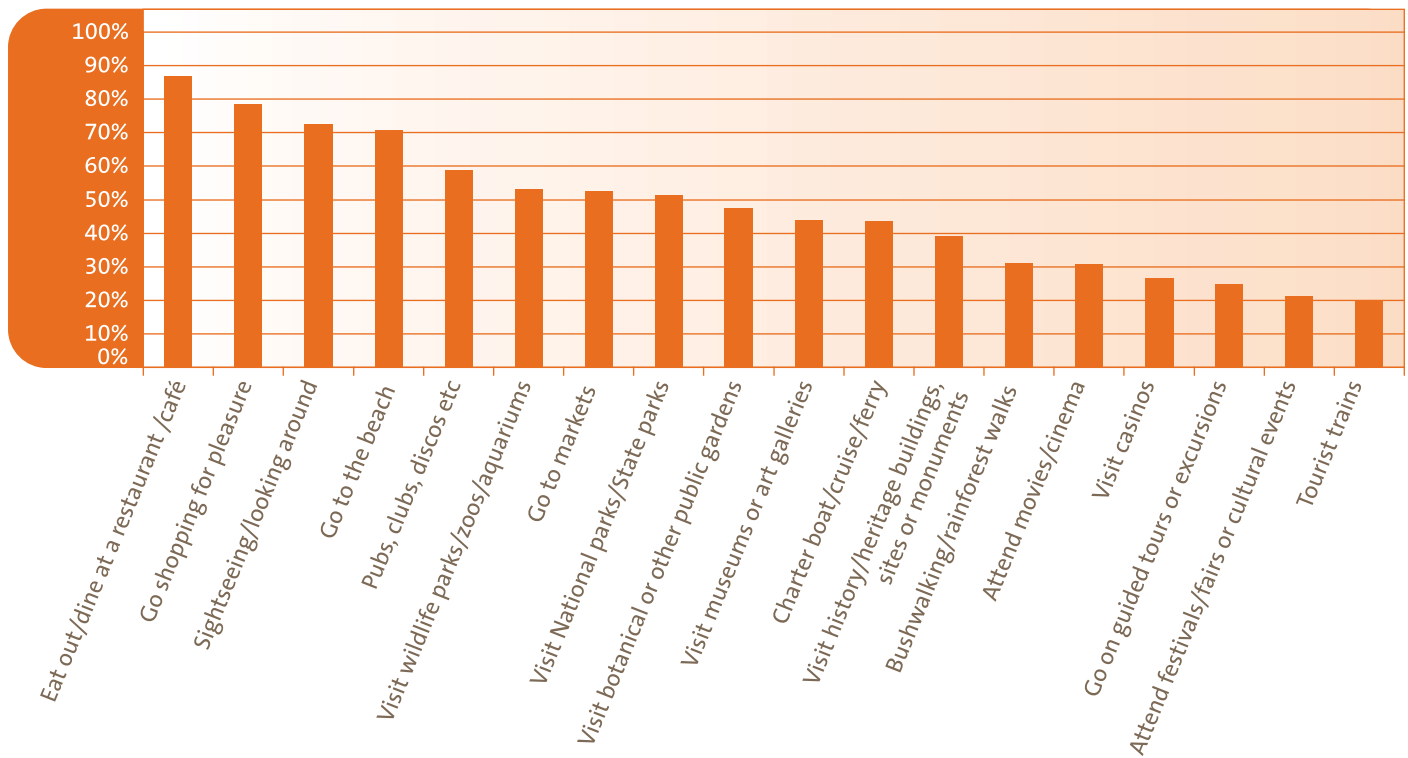
Table 3 – Dispersal by visitor nights, 2005-2008

	2005		2006		2007		2008	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	1 290	74	1 740	76	2 205	76	3 013	78
Dispersed regions	461	26	542	24	679	24	866	22
Total	1 750	100	2 282	100	2 885	100	3 879	100

Activities

- The most popular activities for visitors from Latin America were: eat out/dine at a restaurant/café; go shopping for pleasure; sightseeing/looking around; and go to the beach.

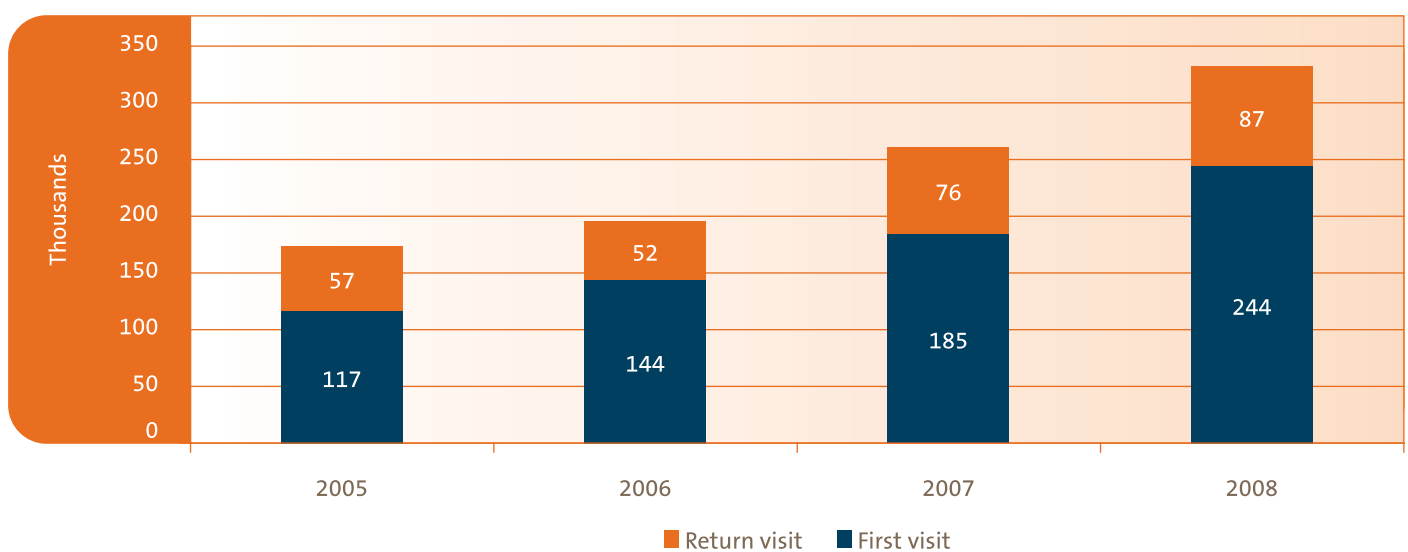
Figure 6 – Leisure activities, 2008



TIEV¹

- Visitors from Latin America had a Total Inbound Economic Value (TIEV) of \$332 million on trips to Australia in 2008; a 27% increase on 2007.

Figure 7 – Total Inbound Economic Value (TIEV) by first and repeat visit, 2005-2008



¹ TIEV represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.

Expenditure

- The average spend per Latin American visitor was \$8,336.

Table 4 – Visitors and average expenditure on specified items, 2008

	Visitors ('000)	Average spend (\$)
Food, drink and accommodation	57	2 487
International airfares	51	2 512
Shopping to take home	49	418
Package tour	10	6 086
Shopping to use in Australia	32	376
Other	4	1 569
Other transport fares	53	242
Rental vehicles	9	240
Entertainment	42	212
Petrol and oil costs	15	260
Education	13	6 188
Organised tours	17	621
Phone, fax and postage	42	136
Gambling	7	133
Domestic airfares	15	430
Total	60	8 336

Data sources

Tourism Research Australia, International Visitor Survey (unpublished data)

Figures 1, 3 and 4 - Department of Immigration and Citizenship

All figures refer to persons over the age of 15 years

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