



# International Visitor Profile 2009

## China

### Summary

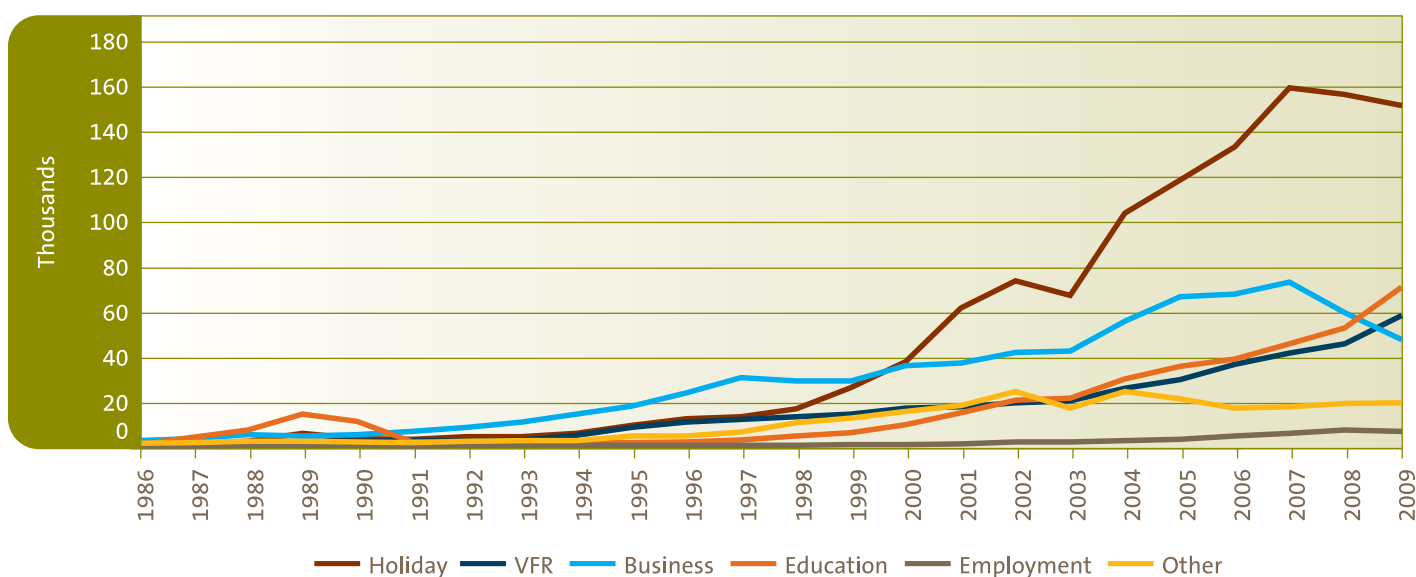
- China is Australia's fourth largest inbound market. In 2009, there were 350,807 visitors from China over 15 years of age and 366,362 visitors in total.
- The average length of stay for visitors from China was 55 nights compared to the national average of 34 nights.
- Visitors from China accounted for 11% of all international visitor nights in 2009, making China the second largest market in terms of nights.
- Visitors from China spent \$2.8 billion on trips to Australia in 2009, spending on average \$7,886 per trip.

For the latest forecasts for this market released by the Tourism Forecasting Committee, go to [www.ret.gov.au/tra](http://www.ret.gov.au/tra)

### Visitor arrivals

- There was a 4% increase in visitors from China in 2009 compared to 2008. This was driven strongly by the education and visiting friends and relatives (VFR) markets (33% and 27% respectively).
- There was a decrease in business visitors (-19%) from China during 2009, and smaller decreases in the holiday and employment markets.

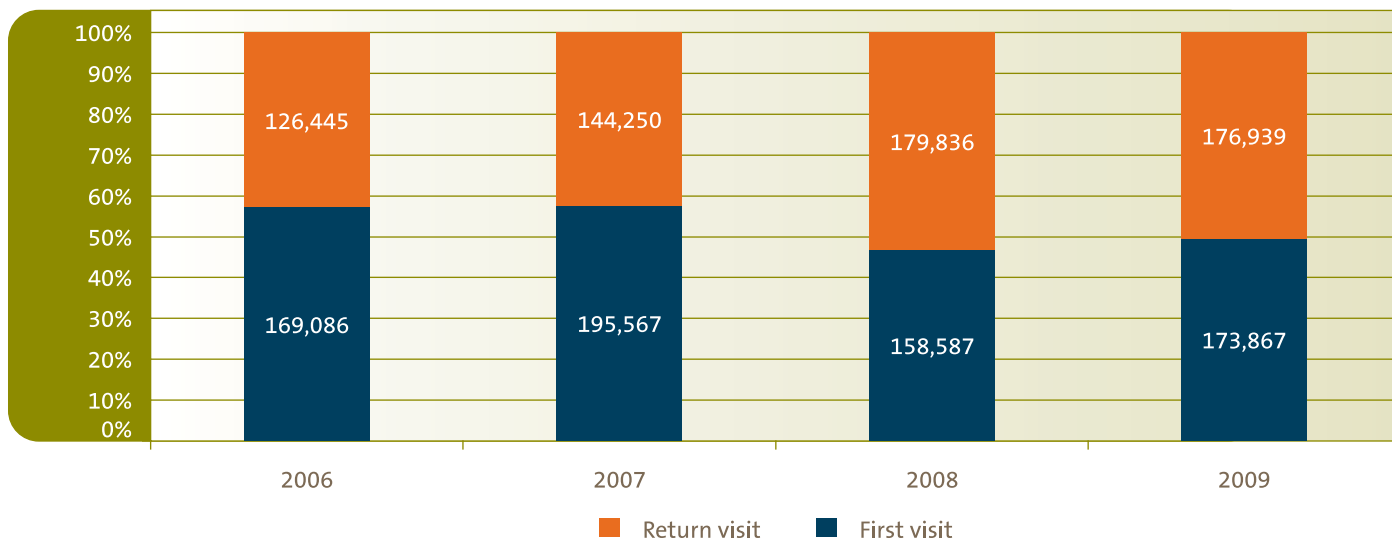
Figure 1 – Main purpose of visit



## Repeat visitors

- Around 50% of visitors from China were repeat visitors to Australia. This is compared to the national average of 62% repeat visitors.

Figure 2 – First or return visit



## Travel party

- Just under half (46%) of all visitors from China travelled unaccompanied, while 18% travelled as part of an adult couple and 15% with friends or relatives.

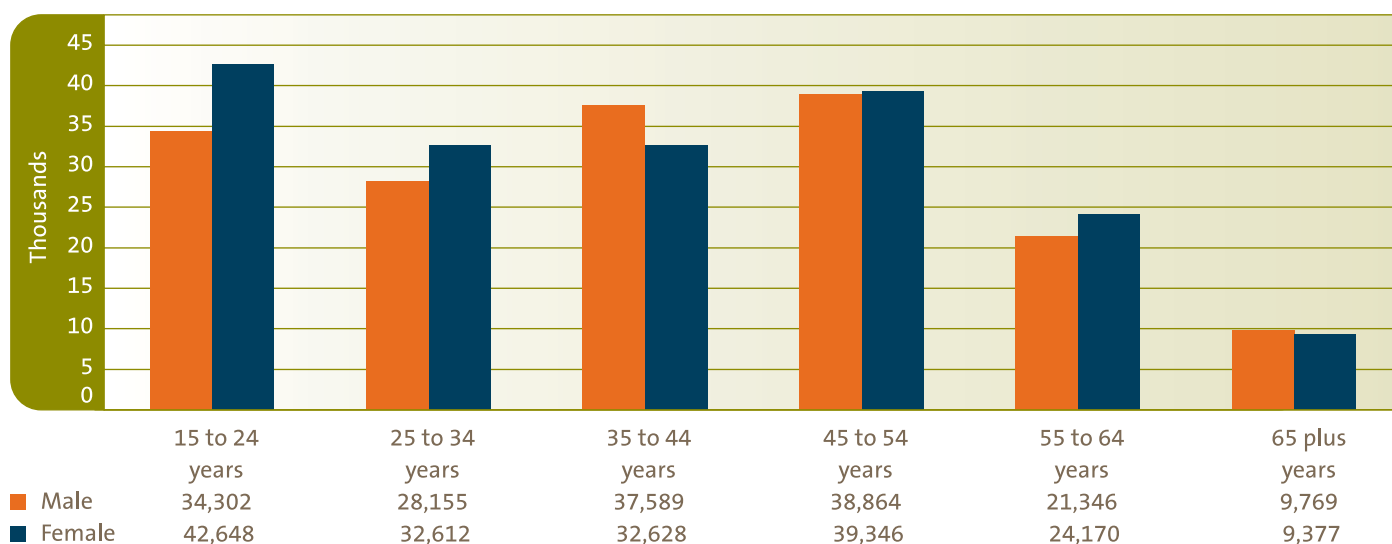
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	157	53	168	49	171	51	160	46
Adult couple	36	12	48	14	54	16	62	18
Family group –parent(s) and children	23	8	40	12	30	9	39	11
Friends or relatives	37	12	29	9	37	11	52	15
Business associates	42	14	55	16	46	14	38	11
Total	296	100	340	100	338	100	351	100

## Demographics

- Visitors from China were more likely to be younger with less visitors travelling after the age of 55 years.

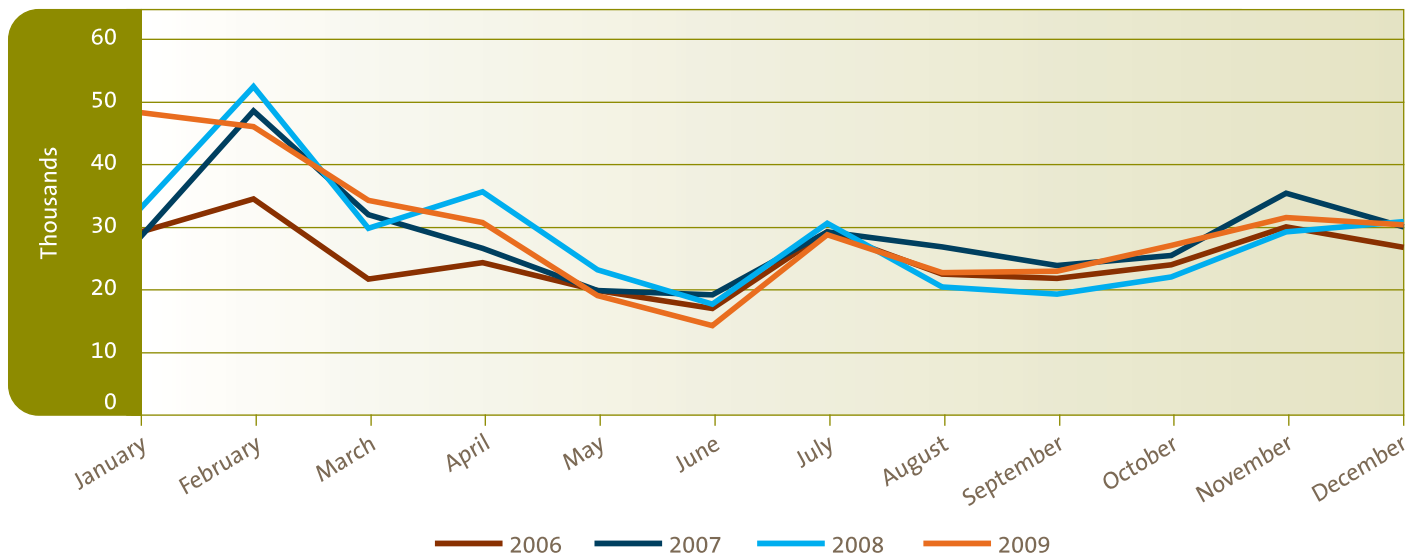
Figure 3 – Age and gender, 2009



## Seasonality

- Arrivals from China are traditionally higher in January and February and lower in May and June.

Figure 4 – Month of arrival



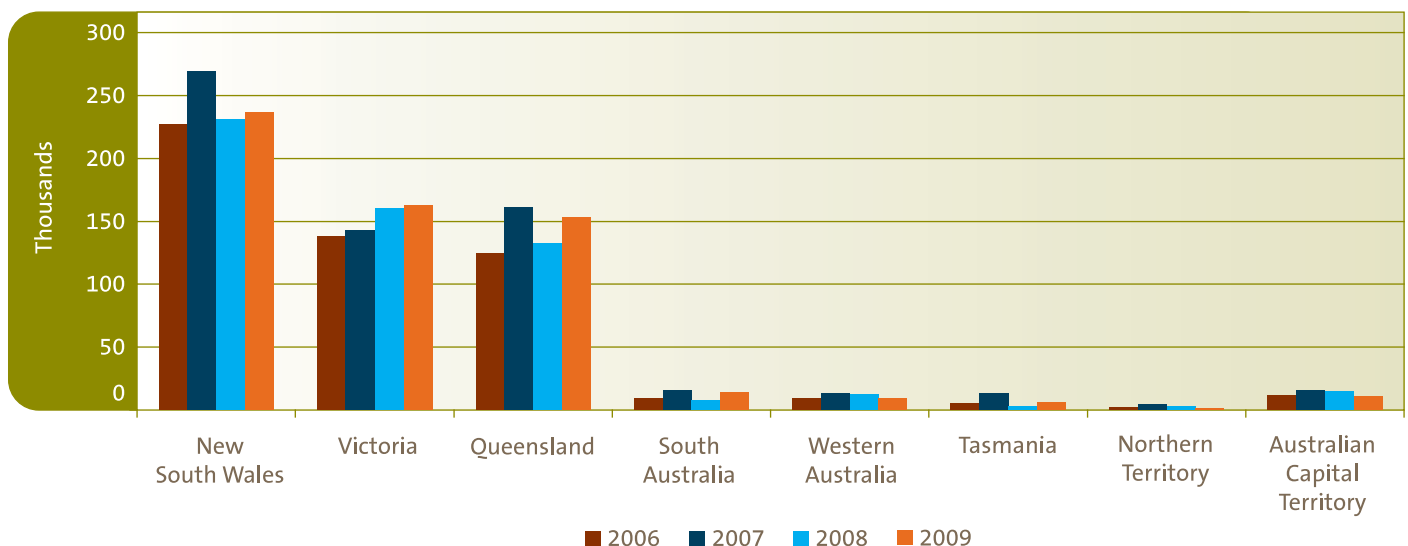
## Length of stay and destination

- Visitors staying for education (171 nights) and employment (171 nights) have the longest average length of stay of all visitors from China.
- Visitors travelling for employment have increased their average length of stay from 96 nights in 2006 to 171 nights in 2009.
- The most visited states for Chinese visitors were New South Wales, Victoria and Queensland.

Table 2 – Duration of stay by main purpose of visit

	2006		2007		2008		2009	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	13	7	13	6	10	6	8	6
Visiting friends or relatives	72	51	63	29	57	32	61	41
Business	18	7	15	8	15	7	19	7
Education	193	182	177	163	177	176	171	161
Employment	96	39	96	28	153	118	171	151
Other	41	6	85	6	71	5	30	7
Total	48	9	44	9	48	8	55	9

Figure 5 – State/territory visited



## Dispersal

- Visitors from China tended to spend most of their nights (82%) within the major gateways of Sydney, Melbourne, Brisbane and Perth.

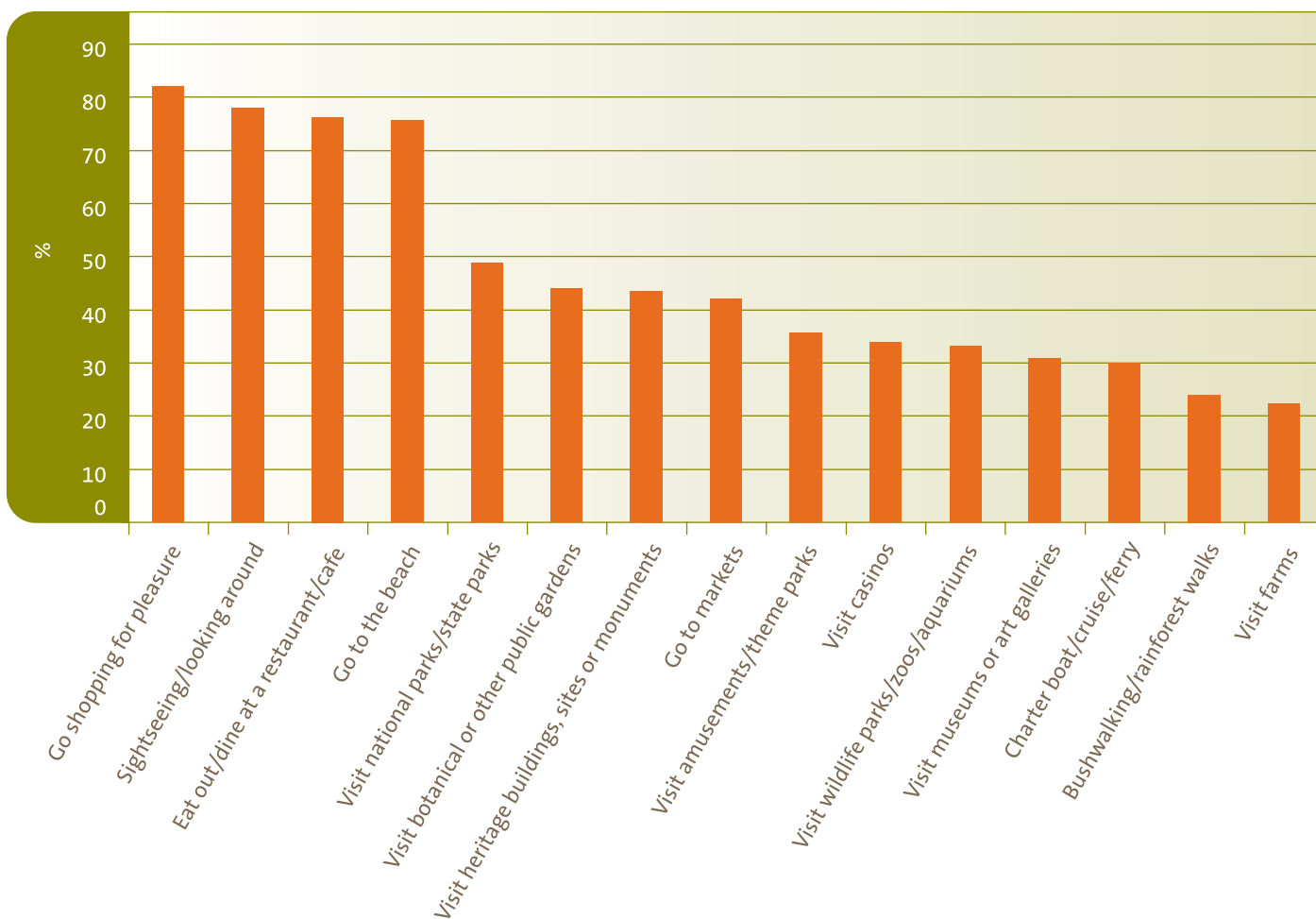
**Table 3 – Dispersal by visitor nights**

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	12,128	86	12,348	83	13,323	83	15,626	82
Dispersed regions	2,012	14	2,539	17	2,751	17	3,547	18
Total	14,140	100	14,887	100	16,074	100	19,173	100

## Activities

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

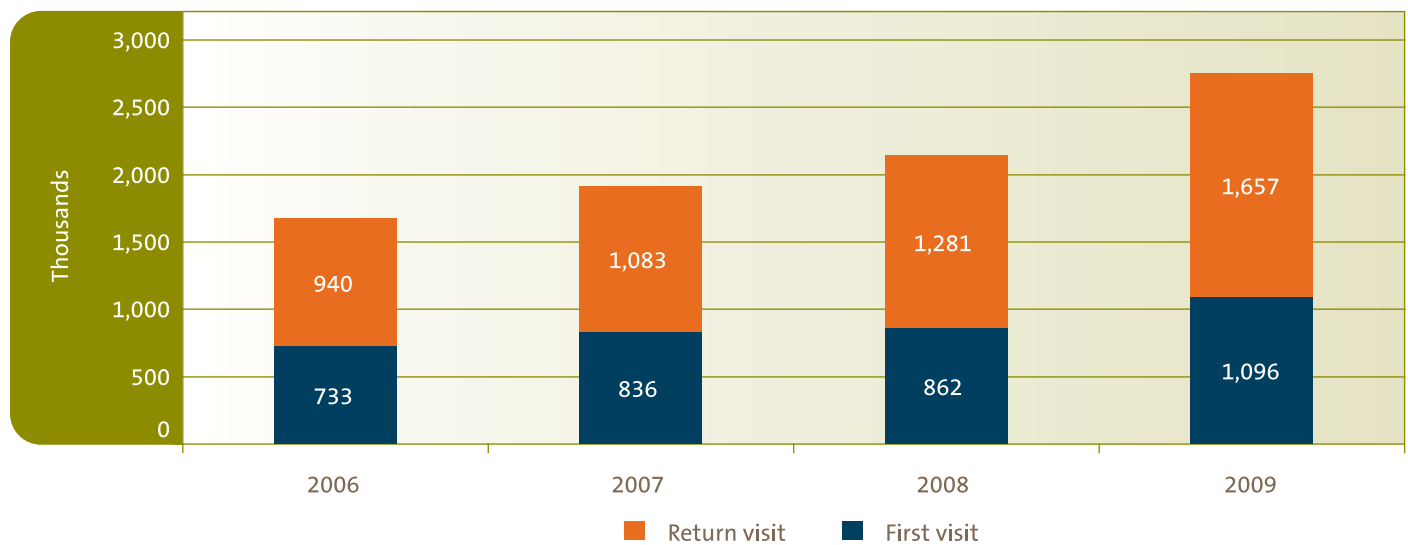
**Figure 6 – Leisure activities, 2009**



## TIEV<sup>1</sup> and expenditure

- Visitors from China had a Total Inbound Economic Value (TIEV) of \$2.8 billion on trips to Australia in 2009. This was an increase of 29% on 2008.
- Visitors from China spent on average \$7,886 per trip.

**Figure 7 – Total Inbound Economic Value (TIEV) by first and repeat visit**



**Table 4 – Visitors and average expenditure on specified items, 2009**

	Visitors ('000)	Average spend (\$)
Organised tours	39	551
Domestic airfares	27	316
International airfares	210	1,463
Rental vehicles	11	242
Petrol and oil costs	28	477
Other transport fares	172	272
Food, drink and accommodation	286	2,153
Shopping to use in Australia	108	790
Shopping to take home	299	1,066
Gambling	52	485
Entertainment	130	230
Motor vehicles	6	18,779
Education	54	12,334
Phone, fax and postage	136	227
Package tour	142	3,180
Other	50	518
<b>Total</b>	<b>351</b>	<b>7,886</b>

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

## Trip planning and booking horizons

- Holiday visitors from China tended to have shorter planning horizons than VFR visitors.
- Around half (49%) of holiday visitors from China and 60% of VFR visitors booked their flights to Australia within one month of travel.

Figure 8 – Planning horizons by purpose, 2009

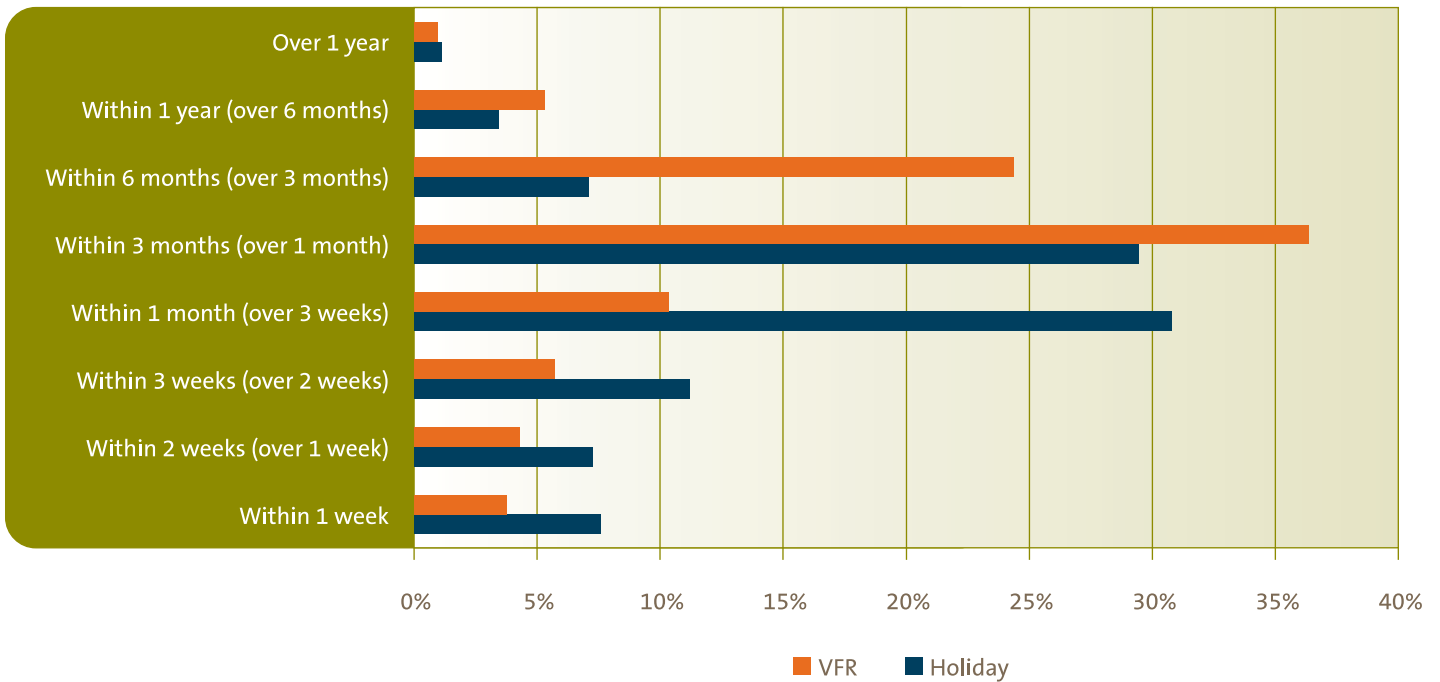
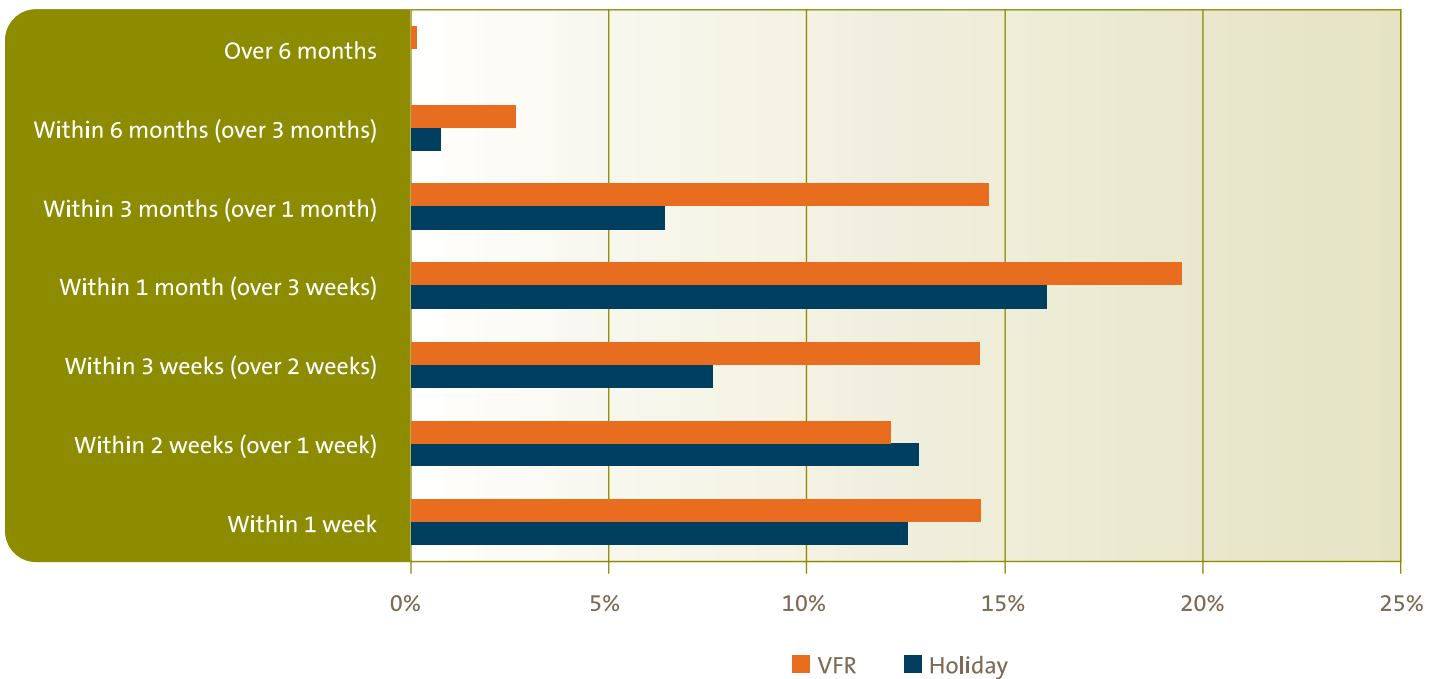


Figure 9 – Flight booking horizons by purpose, 2009



## Information sources and internet usage

- The most common information sources for first-time visitors to Australia were travel agents (40%), internet (35%) and friend or relative living in Australia (24%).
- The most common information sources for repeat visitors to Australia were previous visits (32%), internet (25%), travel agent (23%) and friend or relative living in Australia (22%).
- Visitors from China used the internet to find out more about Australia after deciding to visit (63%), to look for airfares or air schedules for travel to Australia (36%) and to help plan an itinerary (34%).

Figure 10 – Information sources, 2009

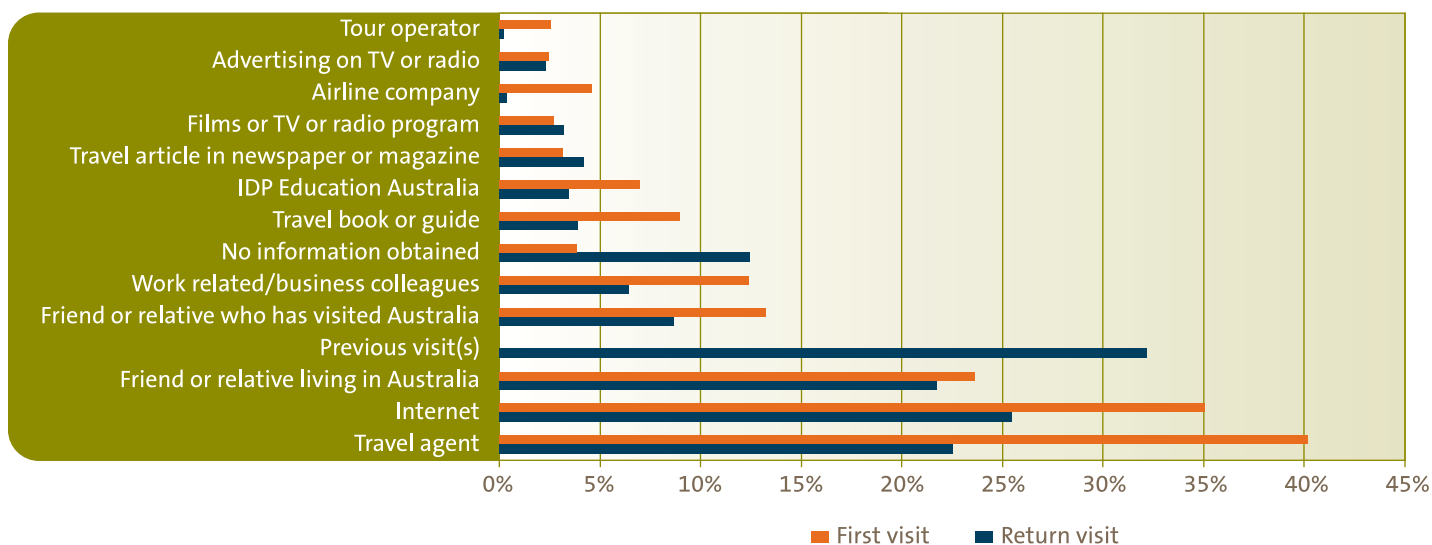
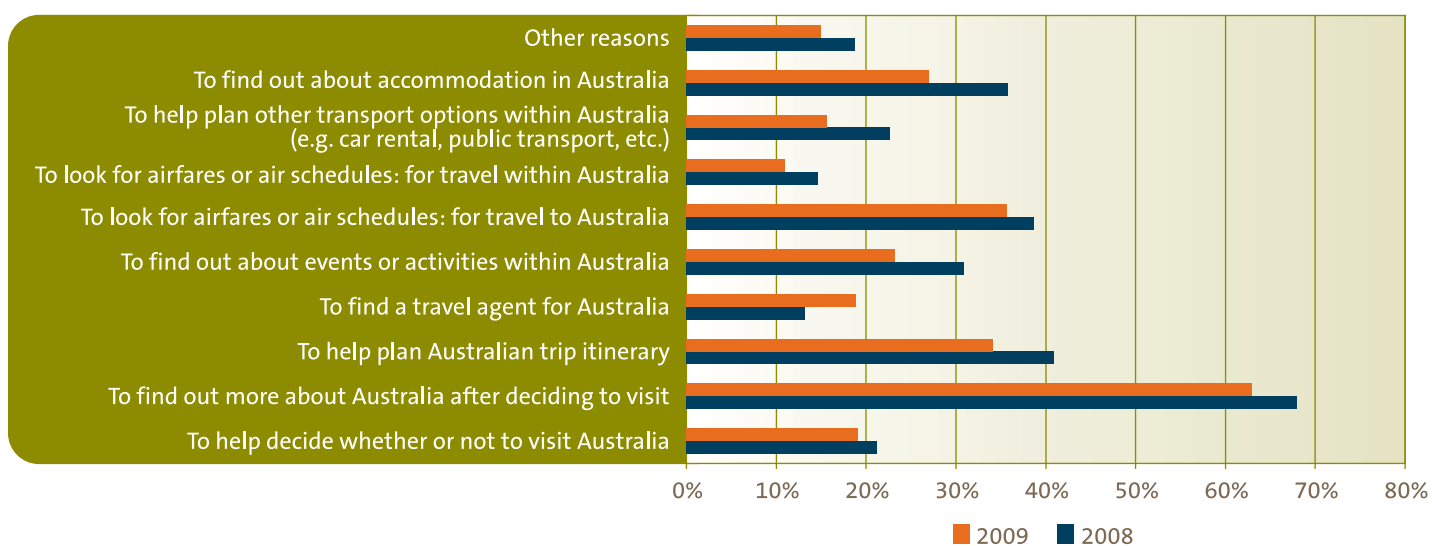


Figure 11 – Reasons for internet usage



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 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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