



International Visitor Profile 2009

India

Summary

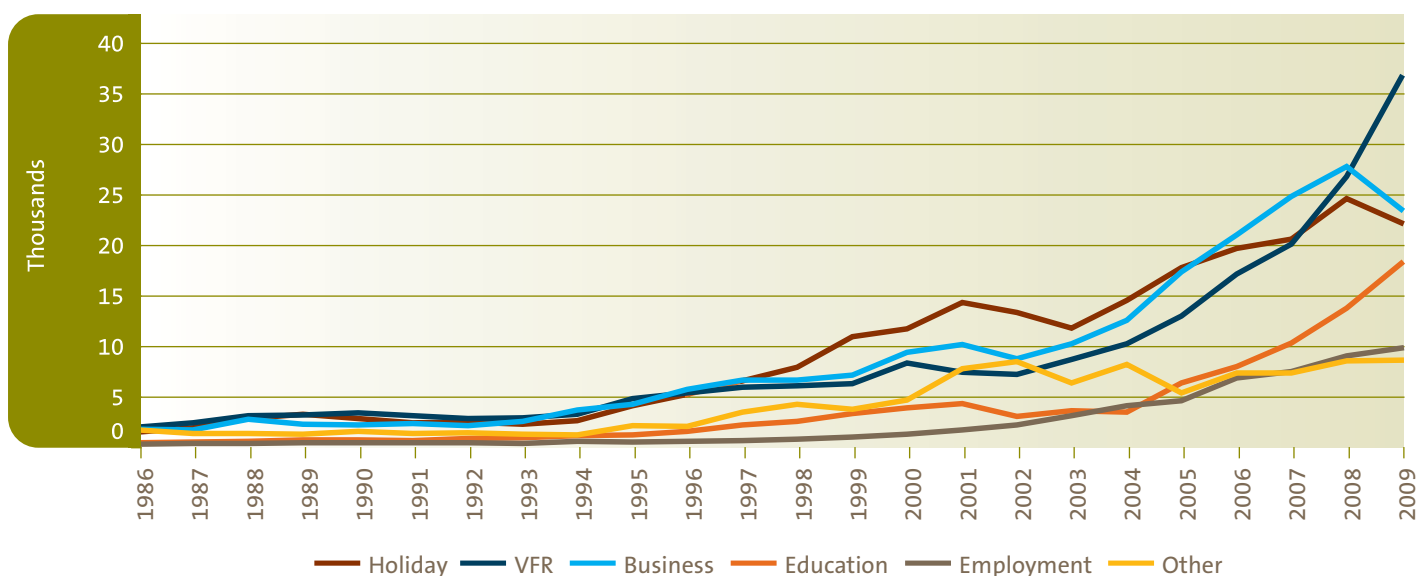
- India is Australia's eleventh largest inbound market. In 2009, there were 117,516 visitors from India over 15 years of age and 124,888 visitors in total.
- The average length of stay for visitors from India was 61 nights, compared to the national average of 34 nights.
- Visitors from India accounted for 4% of all international visitor nights in 2009, making India the eighth largest market in terms of nights.
- Visitors from India spent \$774 million on trips to Australia in 2009, spending on average \$6,588 per trip.

For the latest forecasts for this market released by the Tourism Forecasting Committee, go to www.ret.gov.au/tra

Visitor arrivals

- There was an 8% increase in visitor arrivals from India in 2009 compared to 2008. This was driven by increases in the visiting friends and relatives (VFR) and education markets (37% and 33% respectively).
- Both the holiday (-10%) and business markets (-15%) decreased during 2009.

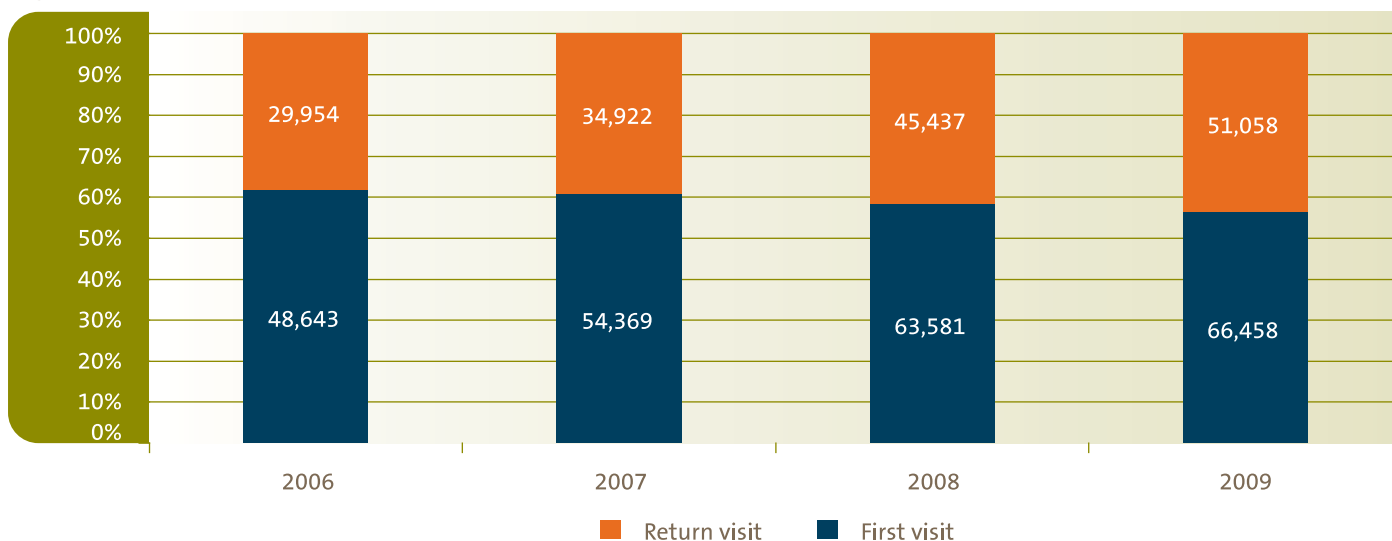
Figure 1 – Main purpose of visit



Repeat visitors

- Over half (57%) of visitors from India were first-time visitors to Australia. This is compared to the national average of 38% first-time visitors.

Figure 2 – First or return visit



Travel party

- Over two thirds (68%) of Indian visitors travelled unaccompanied during 2009. Travelling unaccompanied has grown over the past few years, up from 60% in 2006.

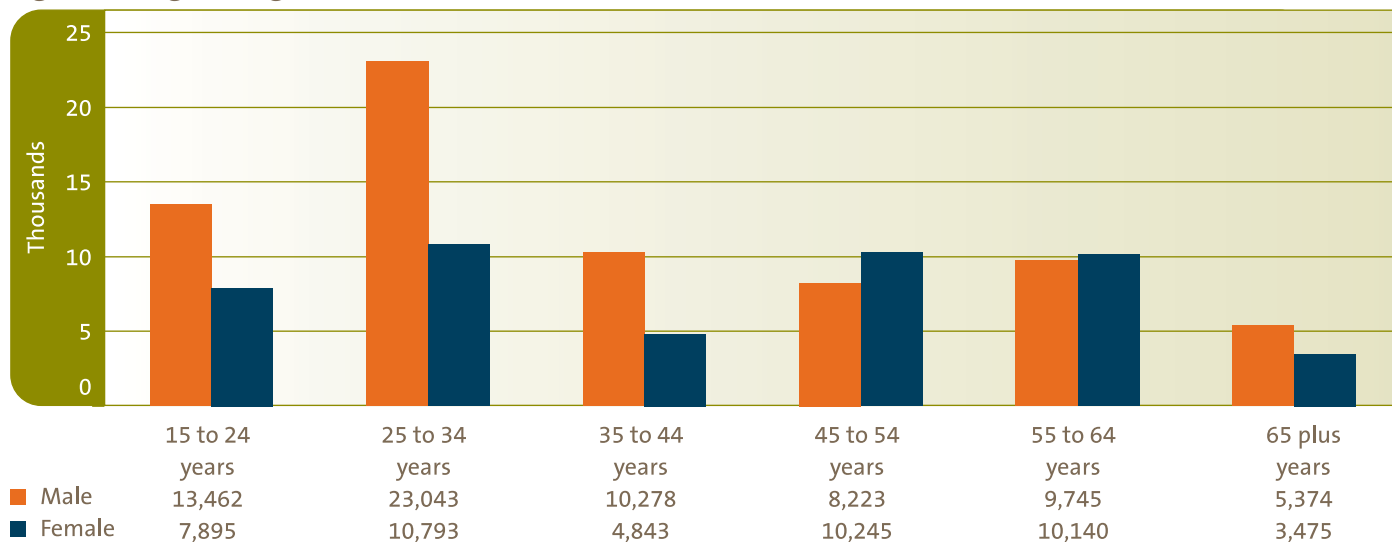
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	47	60	59	66	70	65	80	68
Adult couple	15	19	17	19	22	21	20	17
Family group –parent(s) and children	9	12	8	9	9	8	9	8
Friends or relatives	4	4	2	3	3	3	4	3
Business associates	4	5	3	4	4	4	4	3
Total	79	100	89	100	109	100	118	100

Demographics

- The largest demographic of visitors from India were males aged 25 to 34 years and males aged 15 to 24 years.

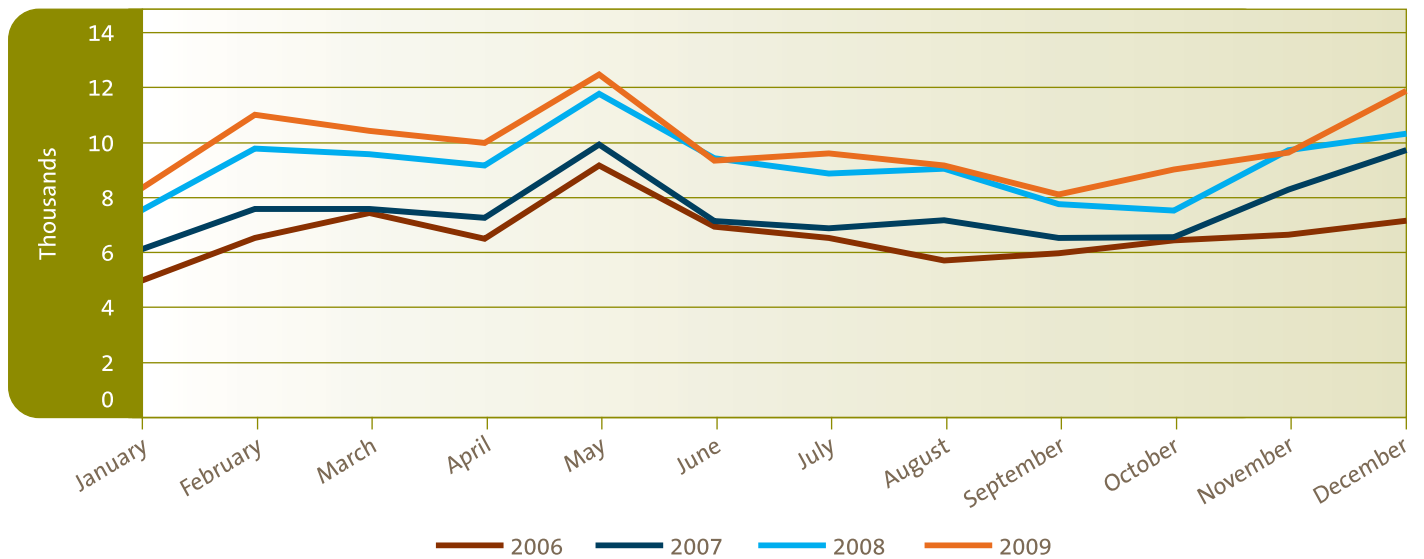
Figure 3 – Age and gender, 2009



Seasonality

- Visitor arrivals from India are traditionally highest during May.

Figure 4 – Month of arrival



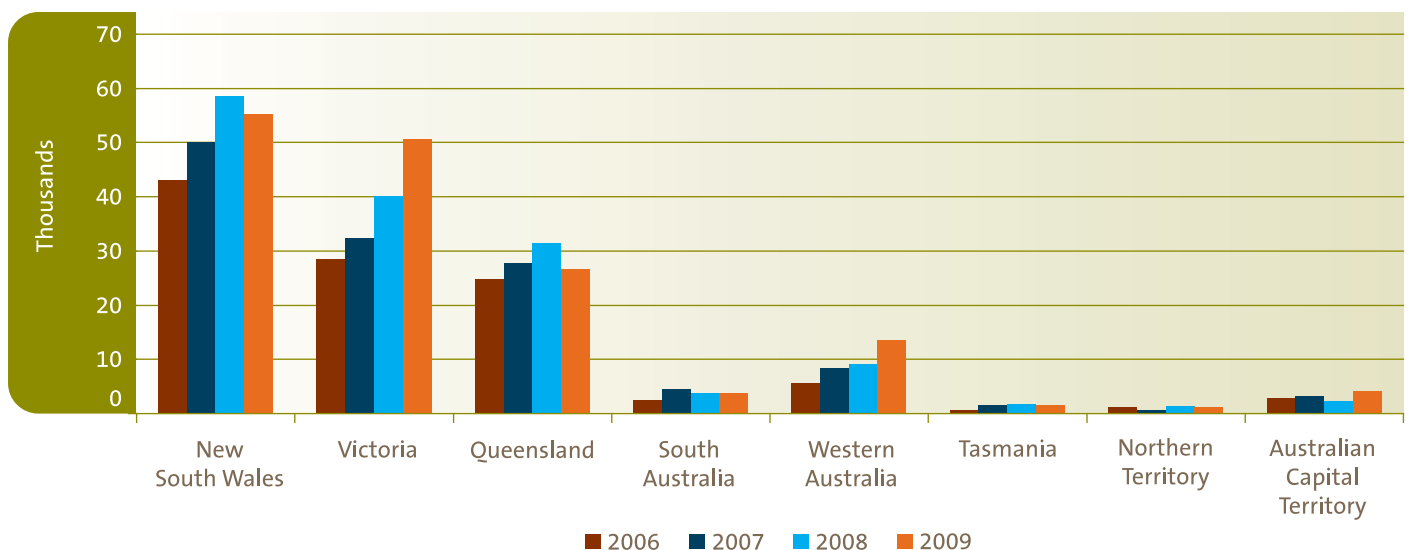
Length of stay and destination

- Visitors staying for education (152 nights) and employment (145 nights) have the longest average length of stay of all visitors from India.
- The most visited states by visitors from India 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	9	18	10	17	11	19	11
Visiting friends or relatives	61	31	57	43	56	44	50	30
Business	25	10	34	13	30	11	30	12
Education	137	129	143	129	162	138	152	128
Employment	118	91	125	94	144	131	145	117
Other	15	2	16	10	14	2	6	2
Total	50	15	54	20	60	19	61	23

Figure 5 – State/Territory visited



Dispersal

- Visitors from India spent 87% of their nights within the major gateways of Sydney, Melbourne, Brisbane and Perth. This is compared to the national average of 68% of nights.

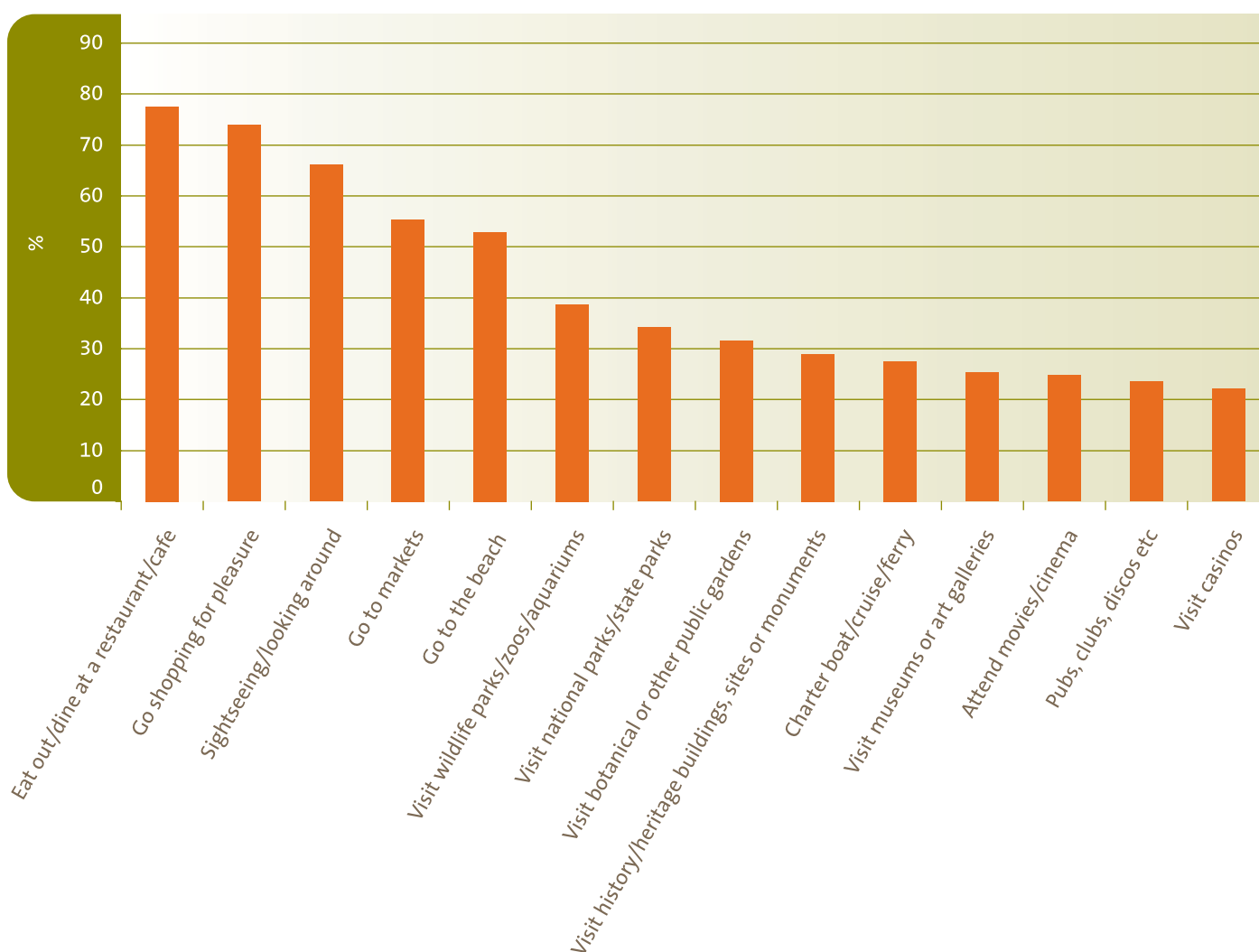
Table 3 – Dispersal by visitor nights

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	3,253	83	3,738	78	5,467	83	6,244	87
Dispersed regions	673	17	1,083	22	1,106	17	903	13
Total	3,926	100	4,821	100	6,573	100	7,147	100

Activities

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

Figure 6 – Leisure activities, 2009



TIEV¹ and expenditure

- Visitors from India had a Total Inbound Economic Value (TIEV) of \$828 million on trips to Australia in 2009.
- Visitors from India spent on average \$6,588 per trip.

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

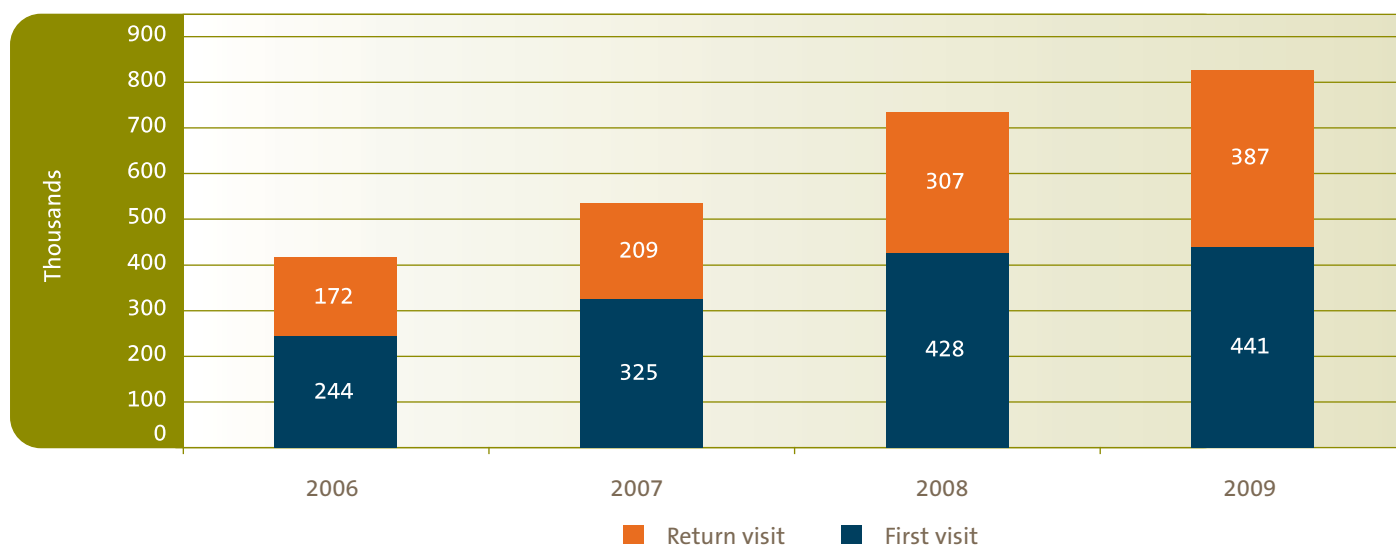


Table 4 – Visitors and average expenditure on specified items, 2009

	Visitors ('000)	Average spend (\$)
Organised tours	12	352
Domestic airfares	12	351
International airfares	108	1,466
Rental vehicles	8	324
Petrol and oil costs	14	454
Other transport fares	84	296
Food, drink and accommodation	95	2,491
Shopping to use in Australia	38	675
Shopping to take home	81	365
Gambling	10	220
Entertainment	45	162
Motor vehicles	3	7,542
Education	17	11,450
Phone, fax and postage	52	224
Package tour	10	3,544
Other	21	502
Total	118	6,588

¹ 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

- Around one third of holiday (34%) and 32% of VFR visitors planned their trip one to three months prior to travelling.
- Around half of holiday (50%) and 62% of VFR visitors booked their flights to Australia within one month of travelling.

Figure 8 – Planning horizons by purpose, 2009

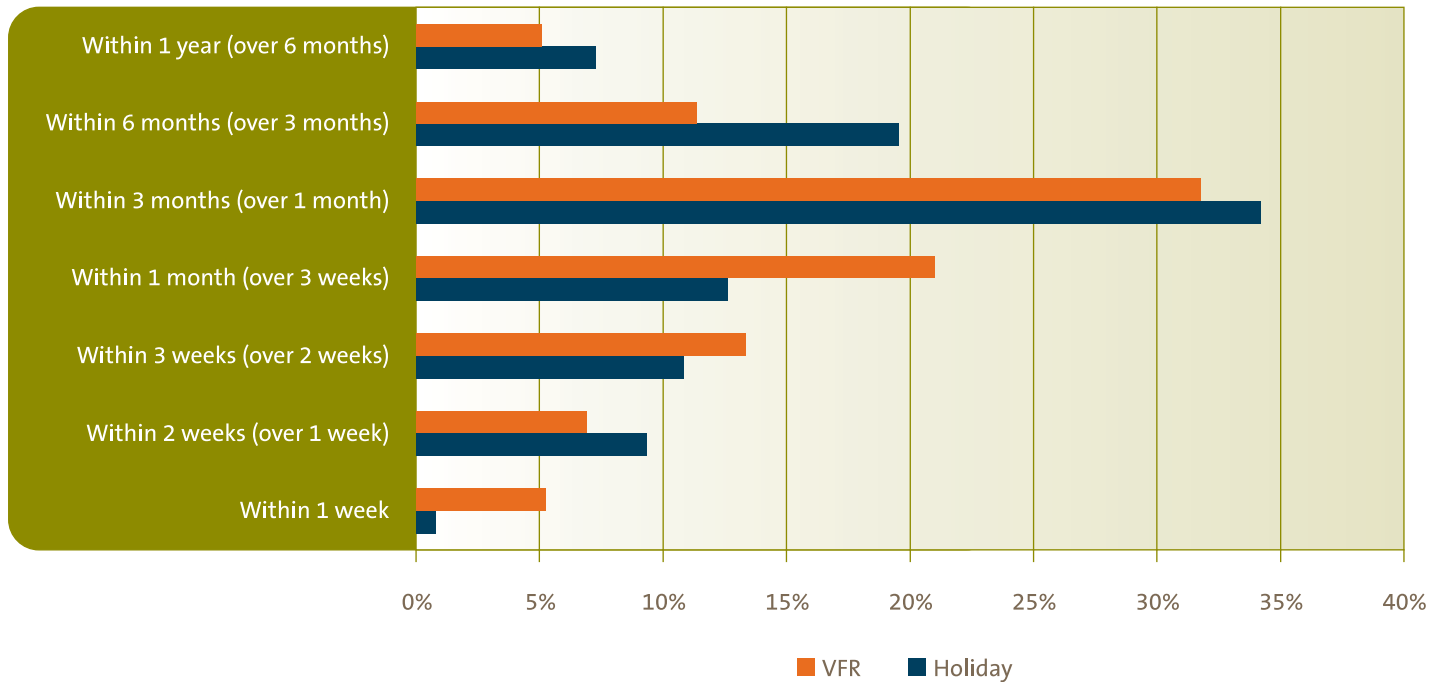
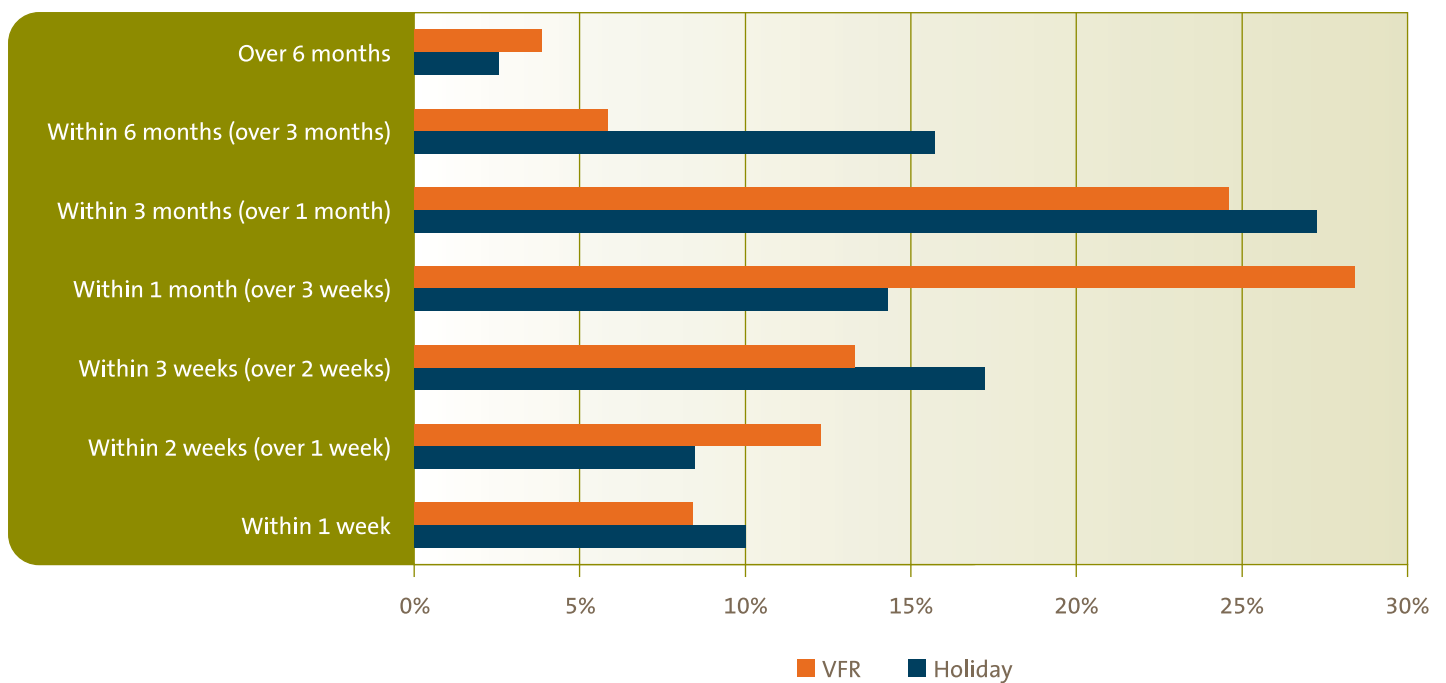


Figure 9 – Flight booking horizons by purpose, 2009



Information sources and internet usage

- The most common information sources for first-time visitors to Australia were the internet (35%), friends or relatives living in Australia (33%) and travel agent (28%).
- The most common information sources for repeat visitors to Australia were friends or relatives living in Australia (35%), previous visits (27%), the internet (26%) and travel agent (24%).
- Visitors from India used the internet to find out more about Australia after deciding to visit (58%) and to look for airfares or air schedules to Australia (39%).

Figure 10 – Information sources, 2009

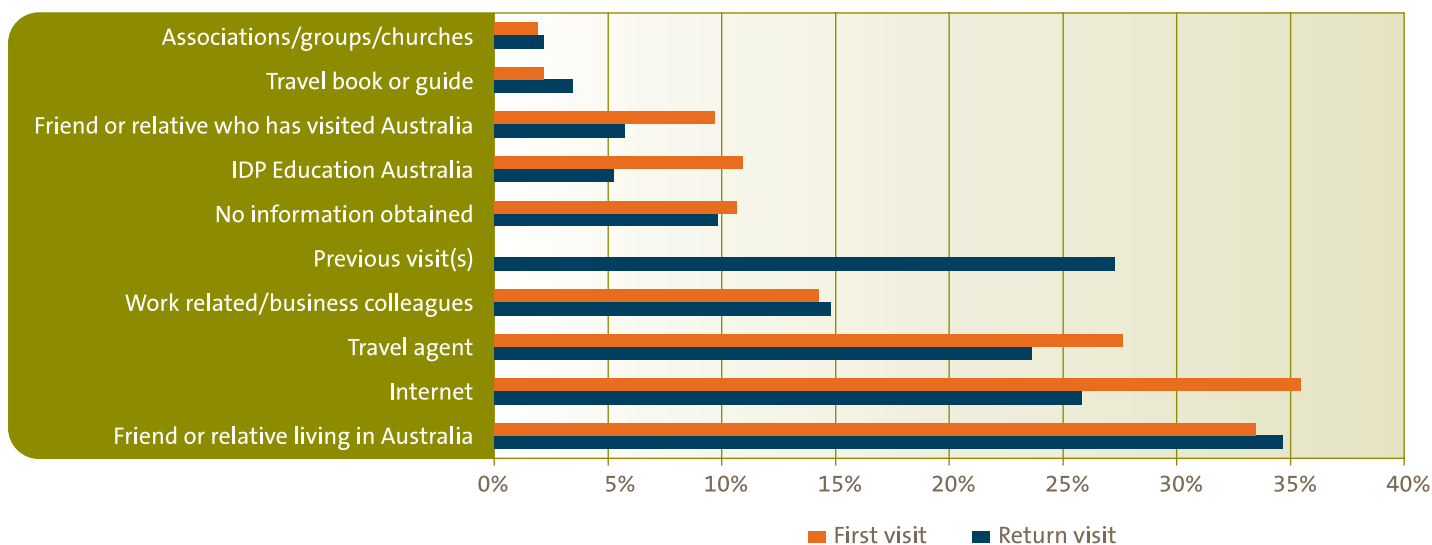
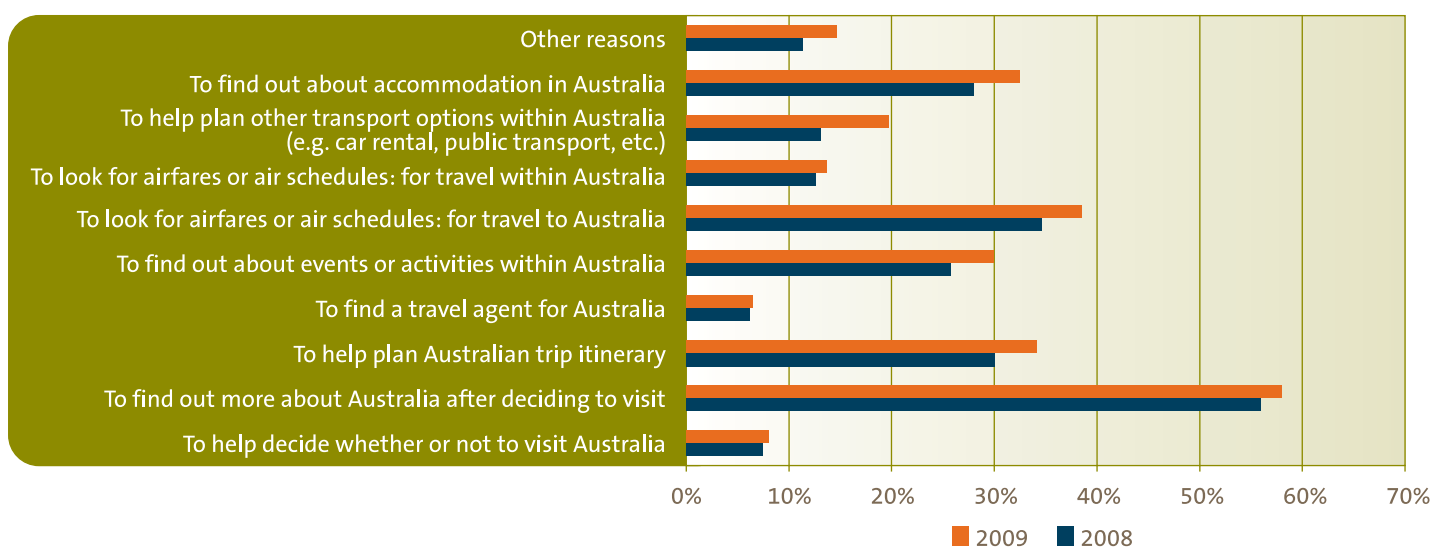


Figure 11 – Reasons for internet usage



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 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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