



International Visitor Profile 2009

Latin America

Summary

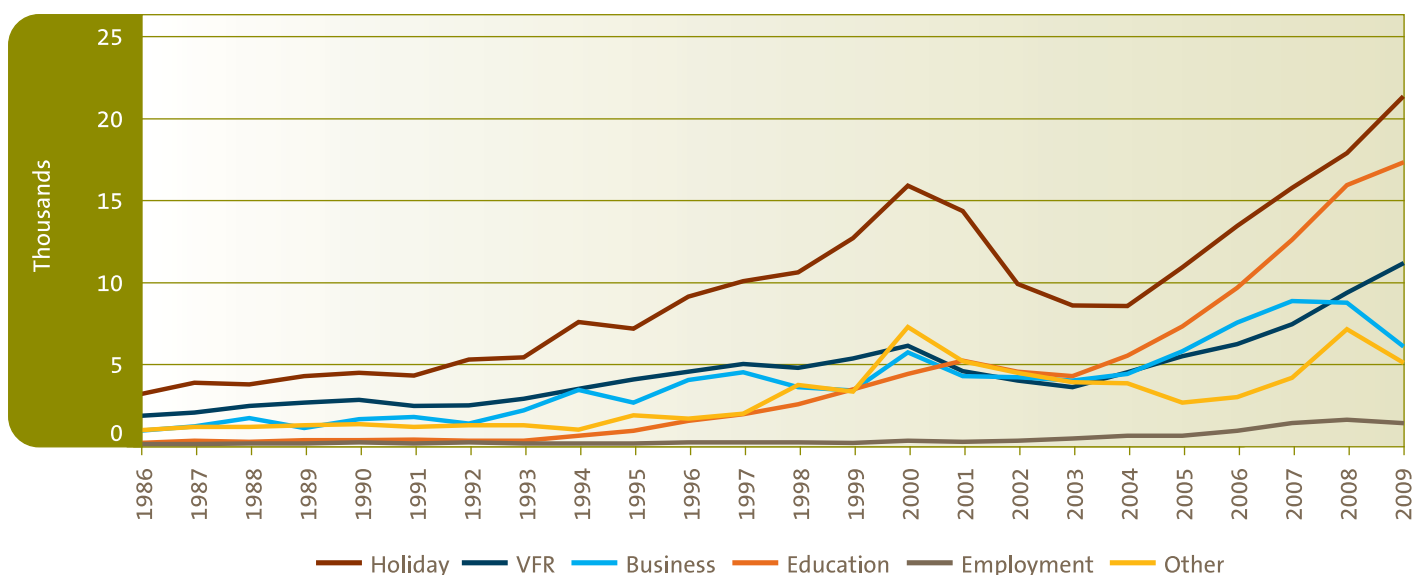
- In 2009, there were 61,684 visitors from Latin America over 15 years of age and 63,977 visitors in total.
- The average length of stay for visitors from Latin America was 77 nights compared to the national average of 34 nights.
- Visitors from Latin America spent \$509 million on trips to Australia in 2009, spending on average \$8,258 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 a 3% increase in visitor arrivals from Latin America during 2009 compared to 2008. This was largely driven by increases in the holiday, visiting friends and relatives (VFR) and education markets (19%, 19% and 9% respectively). Business visitors declined by 30% during this period.

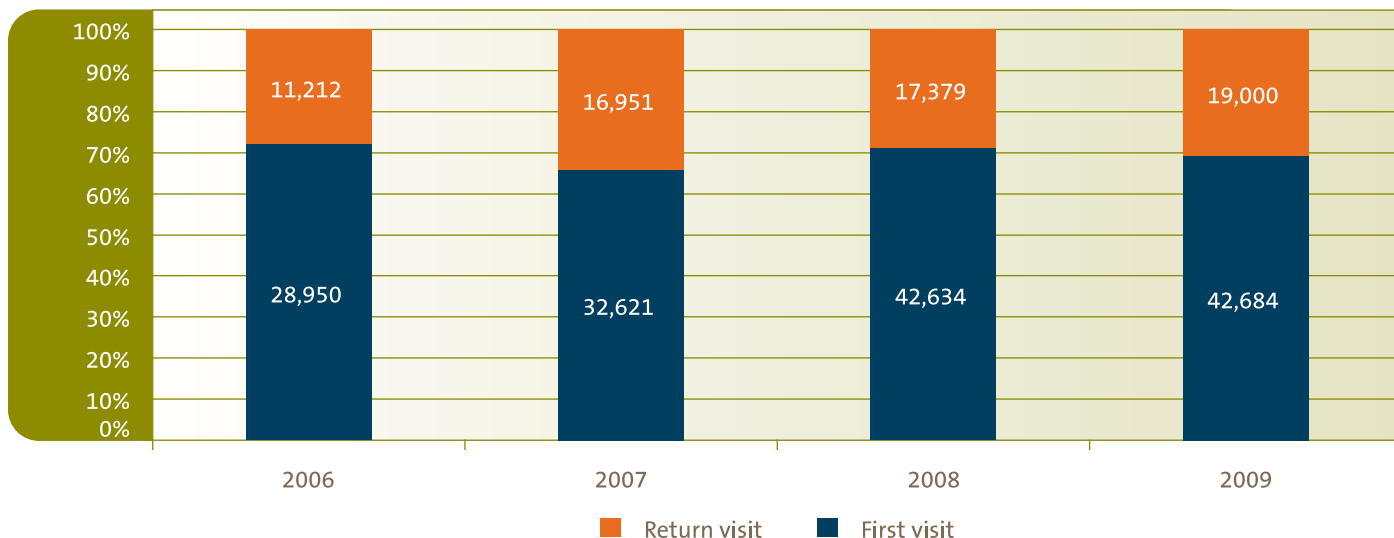
Figure 1 – Main purpose of visit



Repeat visitors

- Over two thirds (69%) of visitors from Latin America were first-time visitors during 2009, compared to the national average of 38% first-time visitors.

Figure 2 – First or return visit



Travel party

- Visitors from Latin America predominantly travelled unaccompanied (80%).

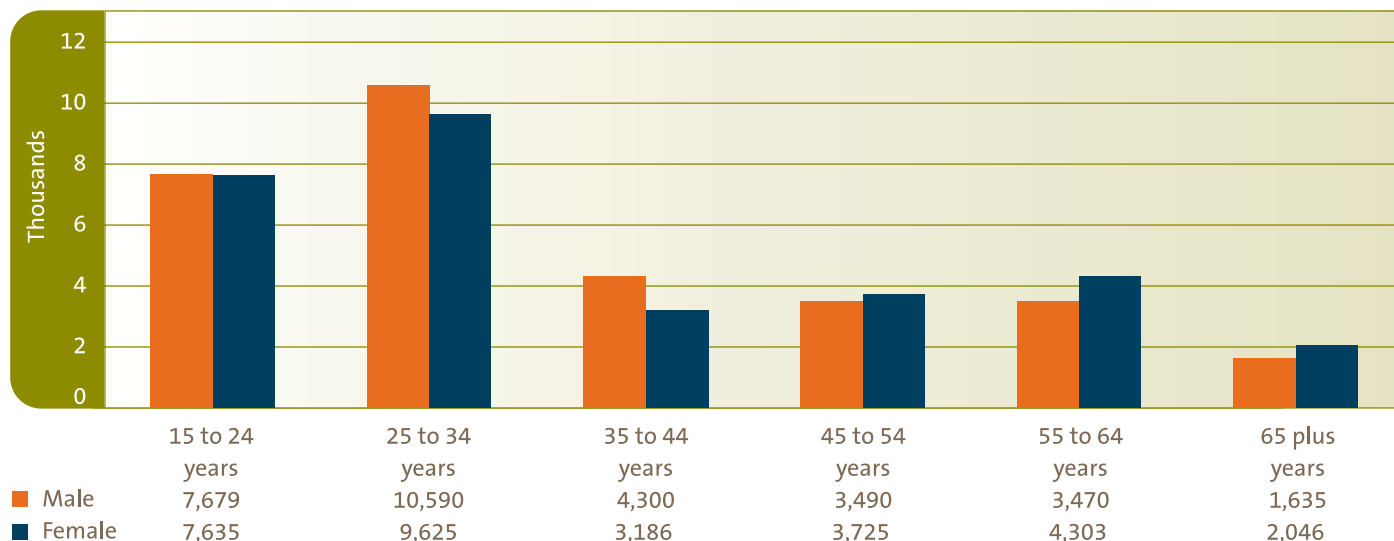
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	29	71	36	73	43	72	50	80
Adult couple	5	14	8	16	7	12	5	9
Other	6	15	5	11	9	16	7	11
Total	40	100	50	100	60	100	62	100

Demographics

- Visitors from Latin America were young with a third (33%) of visitors aged 25 to 34 years and 25% of visitors aged 15 to 24 years.

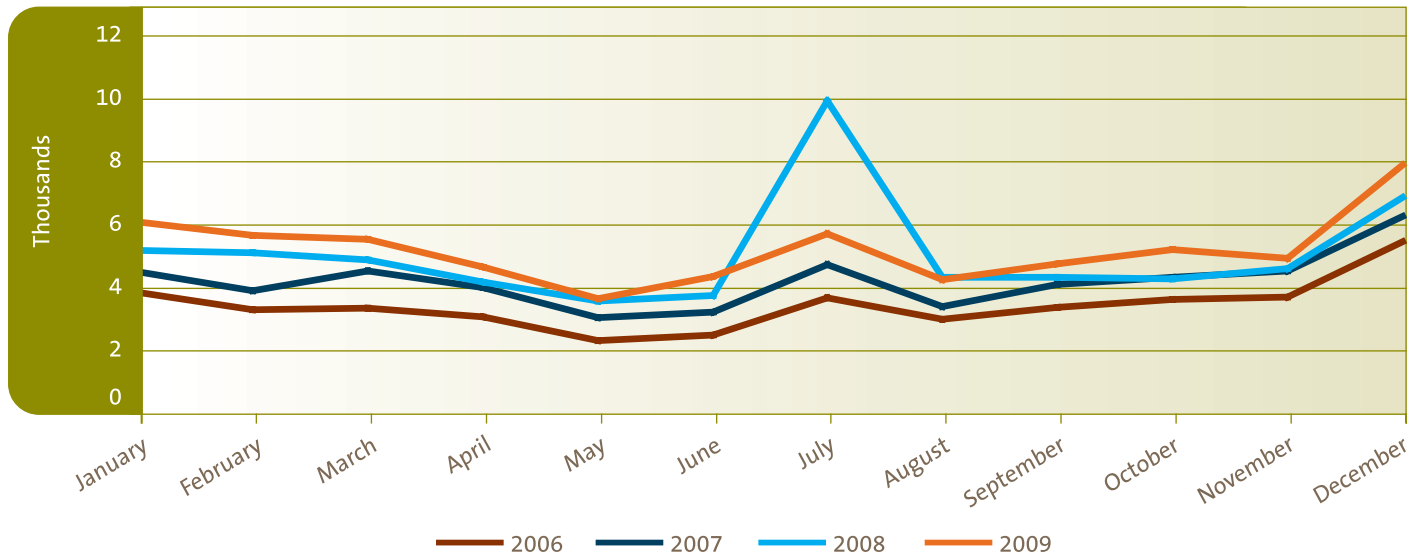
Figure 3 – Age and gender, 2009



Seasonality

- Visitor arrivals from Latin America are traditionally highest during December and lower during May and June.

Figure 4 – Month of arrival



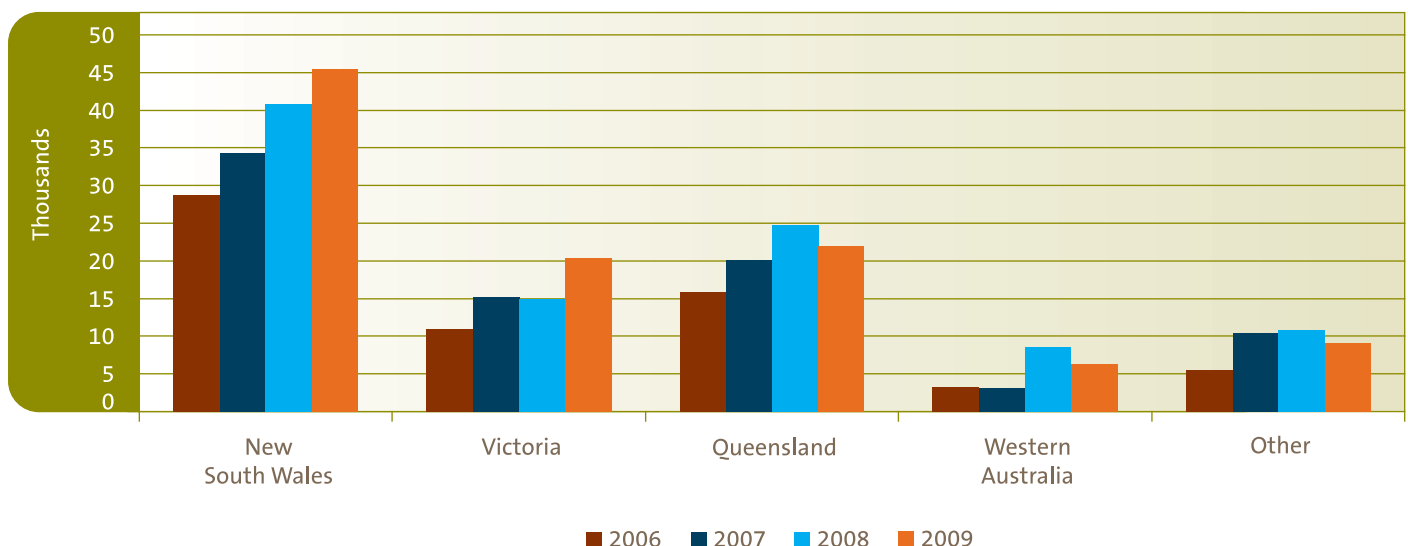
Length of stay and destination

- Visitors staying for education (165 nights) and VFR (47 nights) had the longest average length of stay of all visitors from Latin America during 2009.
- The most visited states were New South Wales, Queensland and Victoria.

Table 2 – Duration of stay by main purpose of visit

	2006		2007		2008		2009	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	28	14	37	16	32	15	41	15
Visiting friends or relatives	50	29	41	30	36	17	47	27
Business	18	9	11	6	21	8	14	9
Education	156	143	147	154	174	172	165	157
Other	20	2	13	4	25	2	30	1
Total	57	19	58	19	65	16	77	31

Figure 5 – State/territory visited



Dispersal

- Around three quarters of nights (77%) were spent inside the major gateways of Sydney, Melbourne, Brisbane and Perth compared to the national average of 68% of nights.

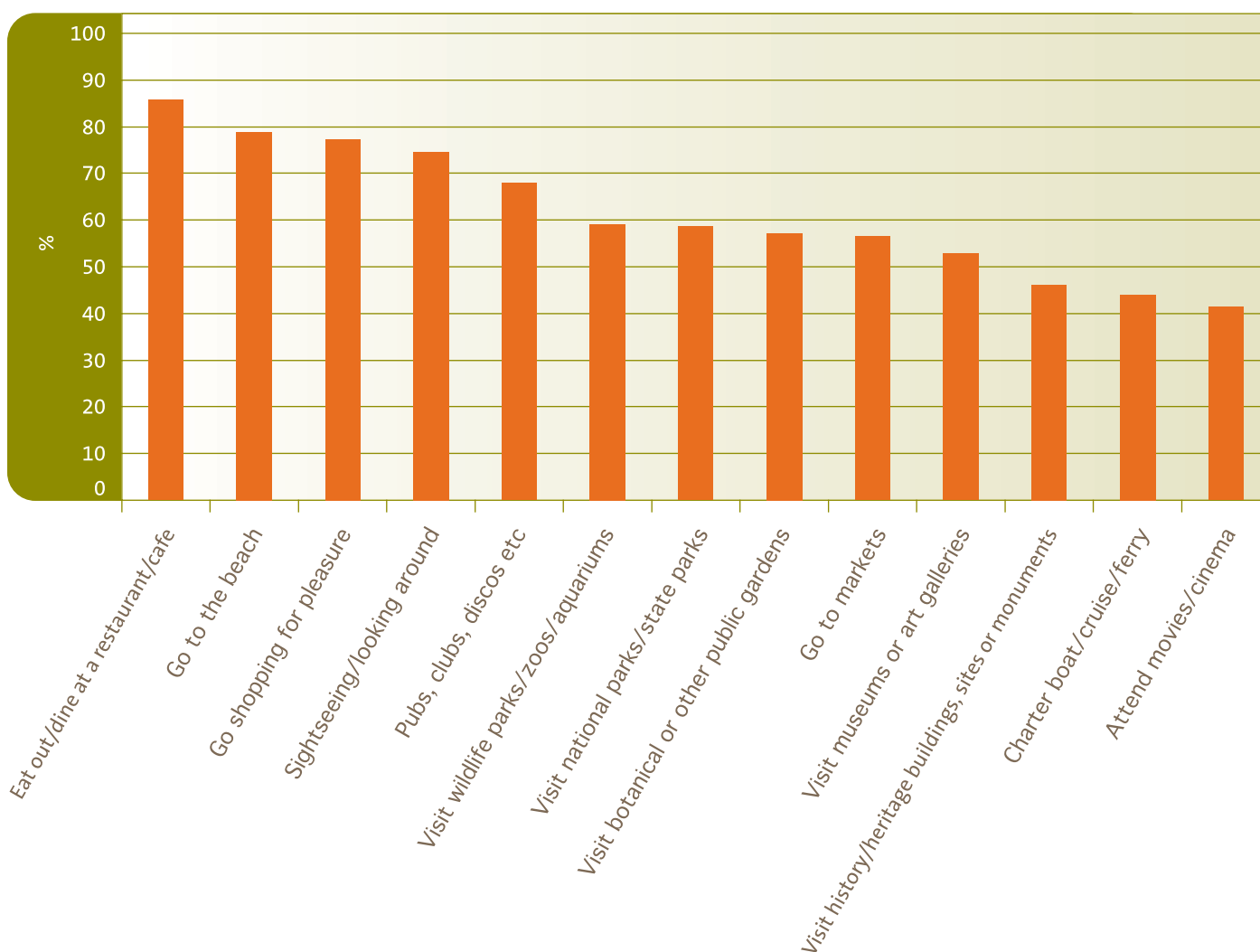
Table 3 – Dispersal by visitor nights

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	1,740	76	2,205	76	3,013	78	3,673	77
Dispersed regions	542	24	679	24	866	22	1,103	23
Total	2,282	100	2,885	100	3,879	100	4,776	100

Activities

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

Figure 6 – Leisure activities, 2009



TIEV¹ and expenditure

- Visitors from Latin America had a Total Inbound Economic Value (TIEV) of \$349 million on trips to Australia in 2009. This was an increase of 8% on 2008.
- Visitors from Latin America spent on average \$8,258 per trip.

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

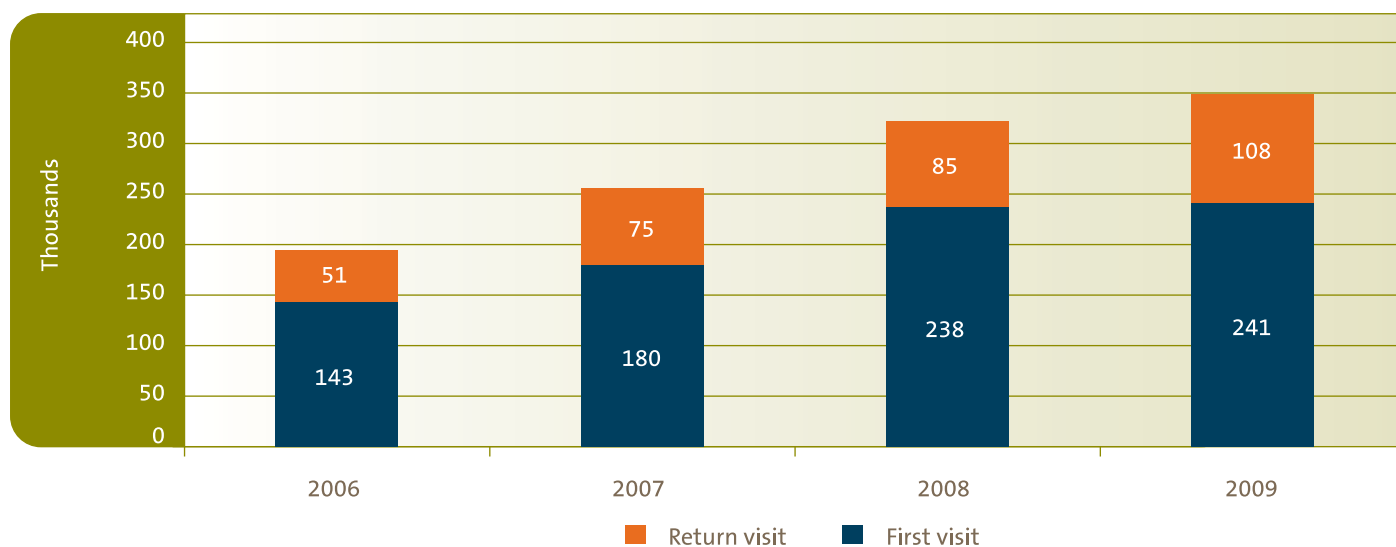


Table 4 – Visitors and average expenditure on specified items, 2009

	Visitors ('000)	Average spend (\$)
Organised tours	19	346
Domestic airfares	17	348
International airfares	56	2,280
Rental vehicles	7	377
Petrol and oil costs	12	296
Other transport fares	56	306
Food, drink and accommodation	59	2,636
Shopping to use in Australia	28	514
Shopping to take home	50	326
Package tour	6	4,112
Gambling	7	103
Entertainment	38	333
Phone, fax and postage	37	190
Education	17	6,042
Other	15	927
Total	62	8,258

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

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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