





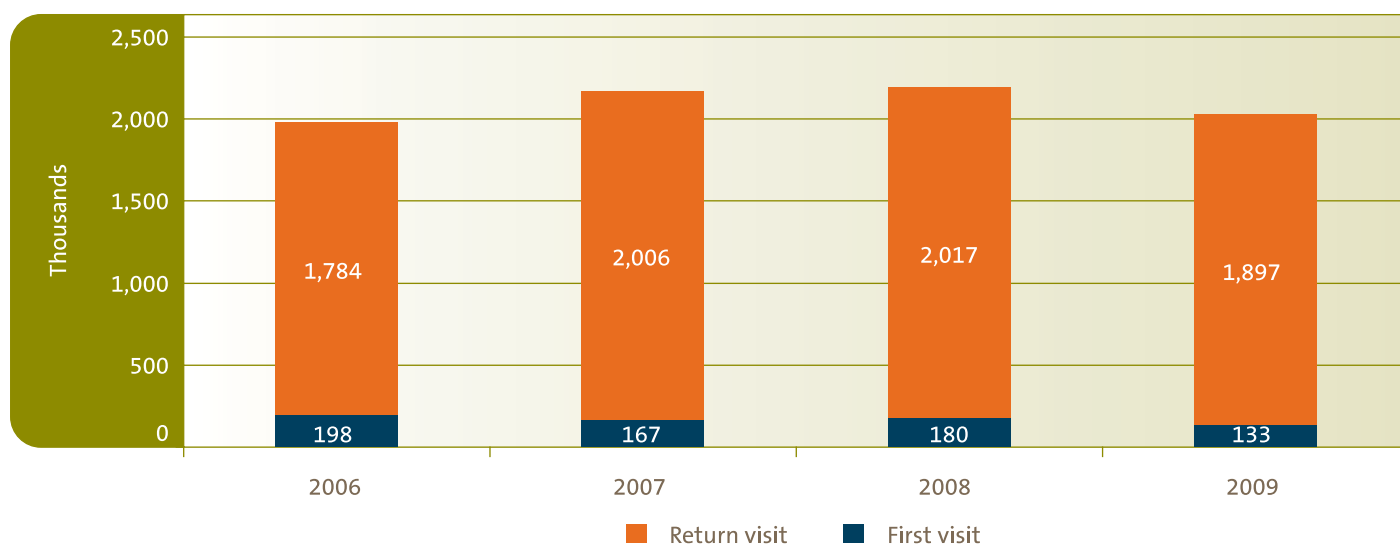




## TIEV<sup>1</sup> and expenditure

- Visitors from New Zealand had a Total Inbound Economic Value (TIEV) of \$2 billion on trips to Australia in 2009. This was a decrease of 8% on 2008.
- Visitors from New Zealand spent on average \$1,940 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               | 96              | 250                |
| Domestic airfares             | 58              | 258                |
| International airfares        | 907             | 515                |
| Rental vehicles               | 178             | 316                |
| Petrol and oil costs          | 307             | 102                |
| Other transport fares         | 700             | 81                 |
| Food, drink and accommodation | 958             | 713                |
| Shopping to use in Australia  | 389             | 150                |
| Shopping to take home         | 739             | 319                |
| Gambling                      | 167             | 116                |
| Entertainment                 | 402             | 117                |
| Motor vehicles                | 6               | 6,740              |
| Education                     | 11              | 2,996              |
| Phone, fax and postage        | 338             | 60                 |
| Package tour                  | 99              | 1,190              |
| Other                         | 143             | 305                |
| <b>Total</b>                  | <b>1,005</b>    | <b>1,940</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

- Visitors from New Zealand travelling for VFR were more likely to have shorter planning and booking periods than holiday visitors.
- Around one third (32%) of holiday visitors planned their trip one to three months before travelling.
- Visitors from New Zealand were more likely to book their flights to Australia one to three months prior to travelling.

Figure 8 – Planning horizons by purpose, 2009

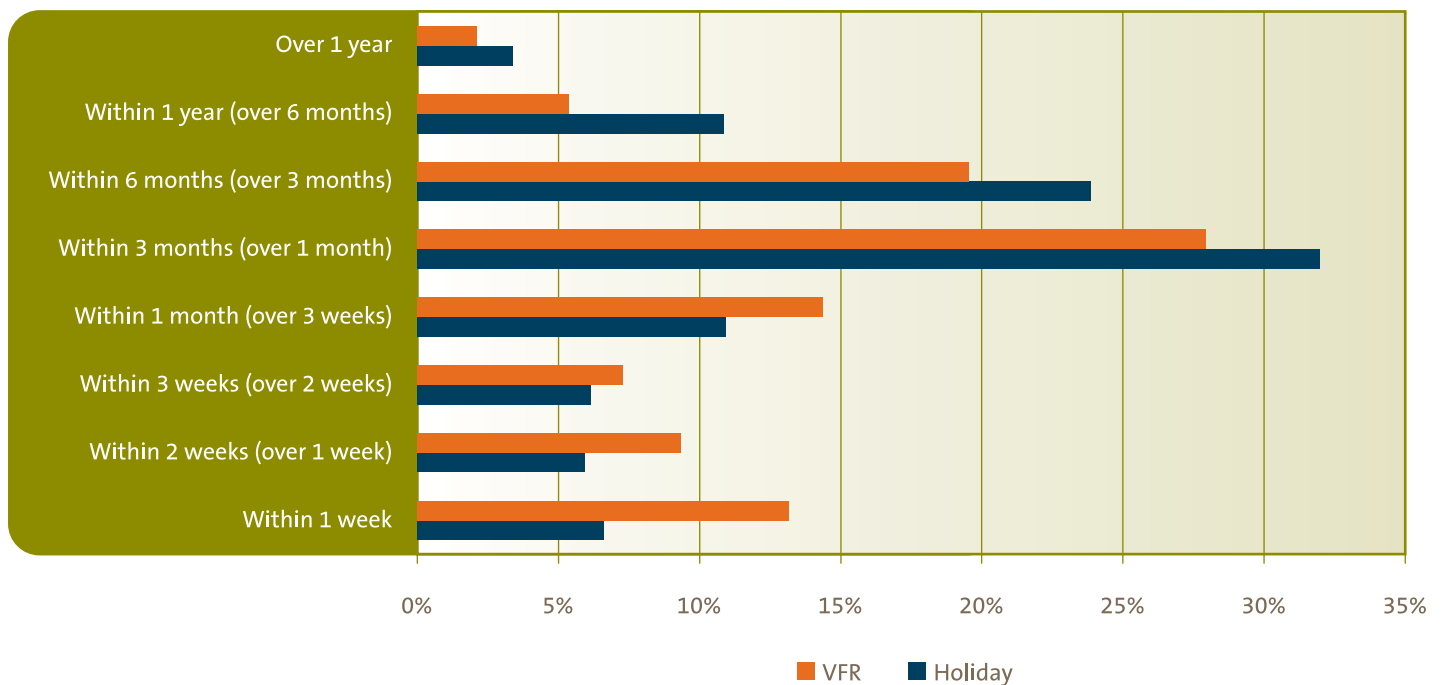
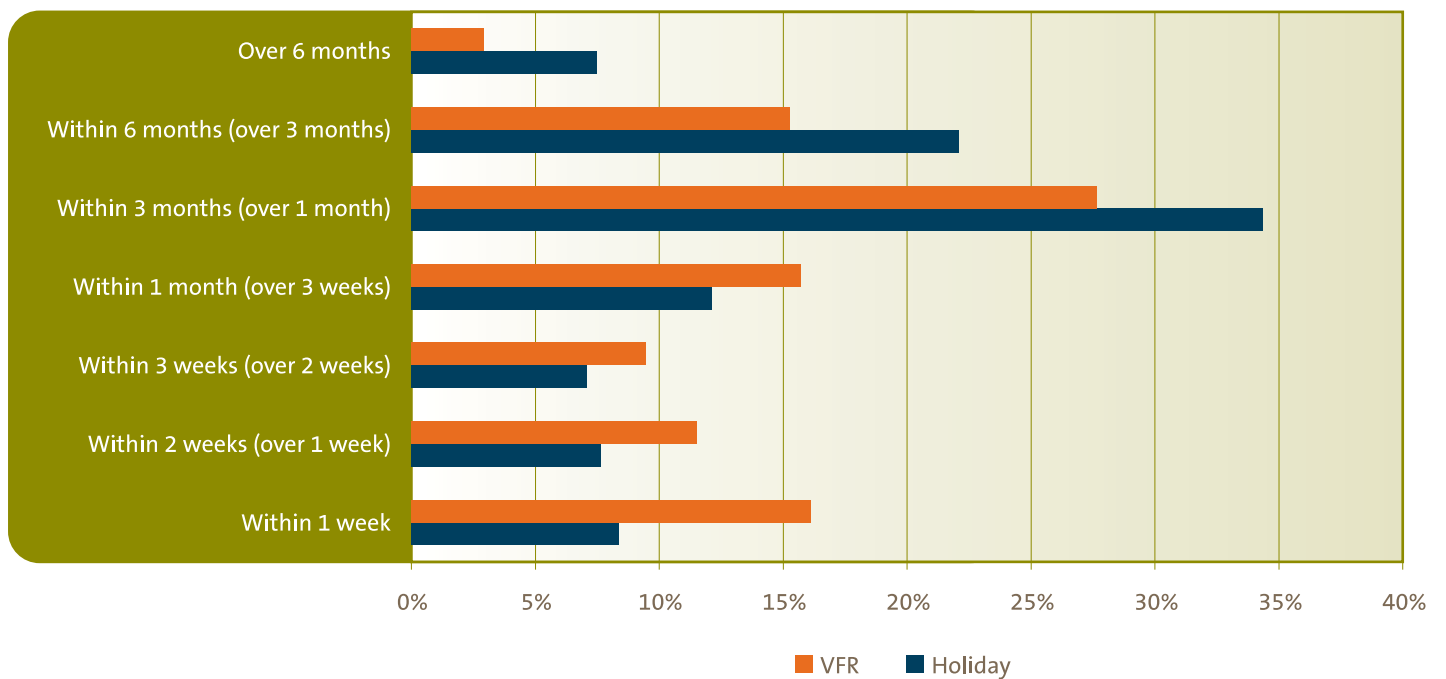


Figure 9 – Flight booking horizons by purpose, 2009



## Information sources and internet usage

- The most common information sources used by first-time visitors to Australia were internet (50%), friend or relative living in Australia (27%) and travel agent (25%).
- The most common information sources used by repeat visitors to Australia were internet (43%), previous visit (37%) and travel agent (19%).
- The most common reason for visitors using the internet was to look for airfares or air schedules to Australia (67%) and to look for accommodation (46%).

Figure 10 – Information sources, 2009

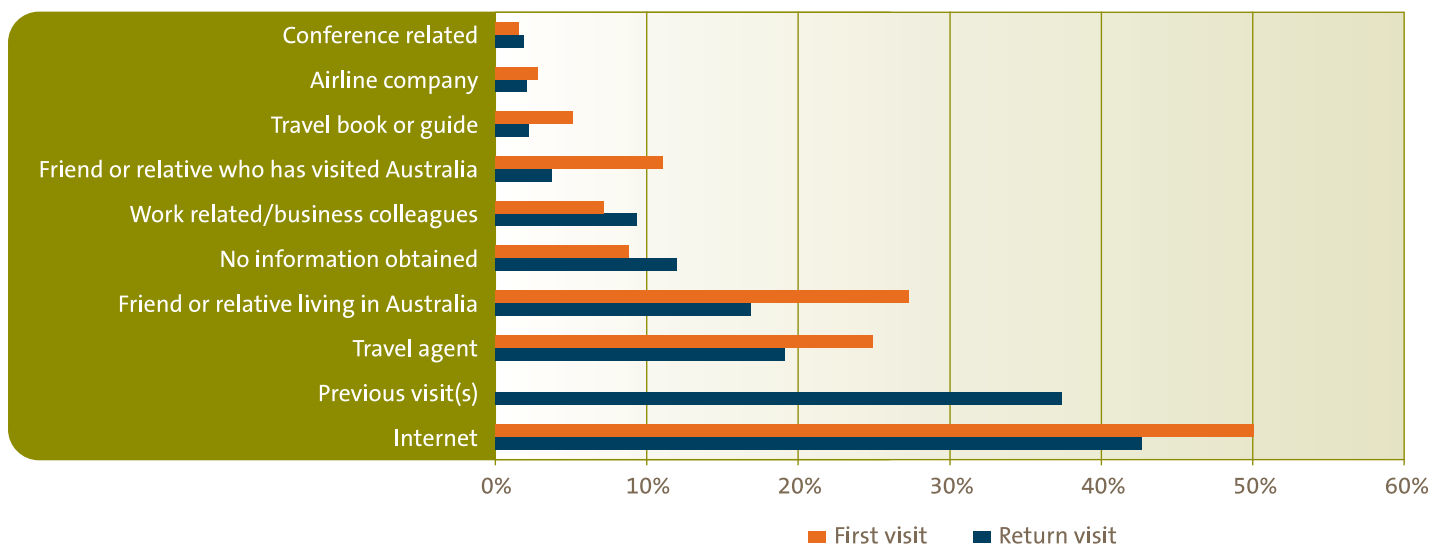
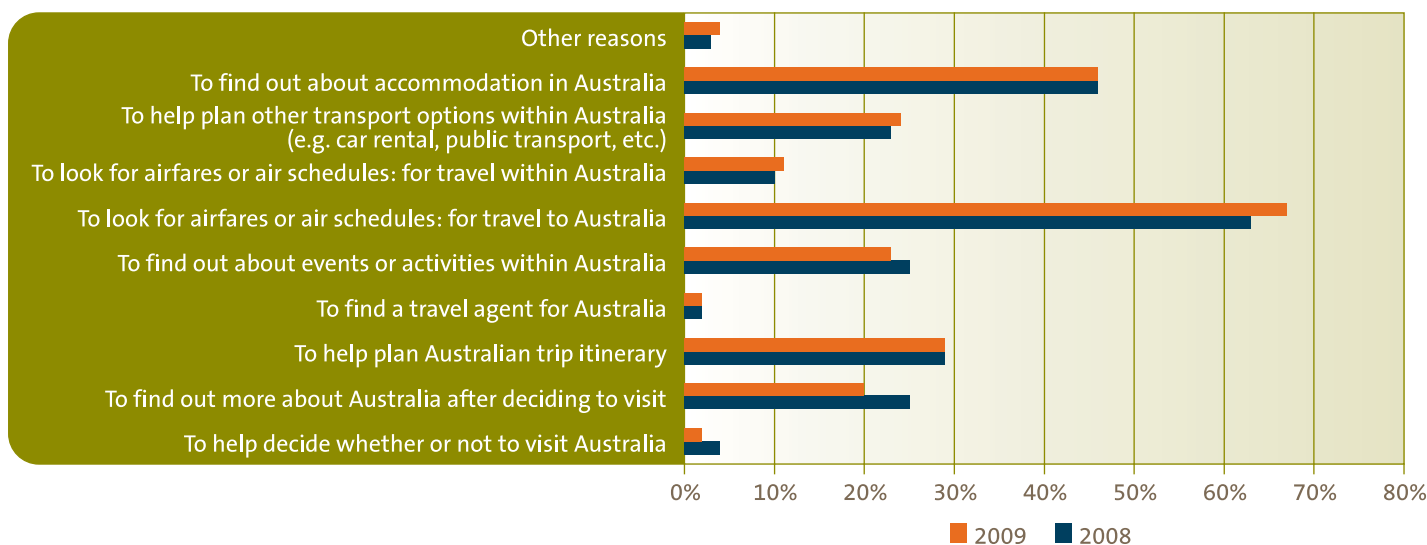


Figure 11 – Reasons for internet usage



Tourism Research Australia  
 Department of Resources, Energy and Tourism  
 GPO Box 1564  
 Canberra ACT 2601  
 Email: [tourism.research@ret.gov.au](mailto:tourism.research@ret.gov.au)  
 Web: [www.ret.gov.au/tra](http://www.ret.gov.au/tra)  
 ABN: 46 252 861 927  
 Image courtesy of Tourism Australia  
 Publication date: April 2010

**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

© Commonwealth of Australia 2010. This work is copyright. In addition to any use permitted under the Commonwealth Copyright Act 1968, the Commonwealth through Tourism Research Australia permits copies to be made in whole or in part for the purpose of promoting Australian tourism, provided that Tourism Research Australia (representing the Commonwealth) is identified on any copies as the author and the material is reproduced in its current form. In addition, a statement similar to the following must be included on any copy – 'Tourism Research Australia 2010'. Copies may not be made for a commercial purpose, that is, for sale, without the permission of Tourism Research Australia (representing the Commonwealth). The information in this data is presented in good faith and on the basis that neither the Commonwealth, nor its agents or employees, are liable (whether by reason of error, omission, negligence, lack of care or otherwise) to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of any statement, information or advice given in this publication. Data derived from Tourism Research Australia surveys are subject to sample error. Users of the data are advised to consult the sample error tables contained in Tourism Research Australia publications or otherwise available from Tourism Research Australia before drawing any conclusions or inferences, or taking any action, based on the data.