



International Visitor Profile 2009

Thailand

Summary

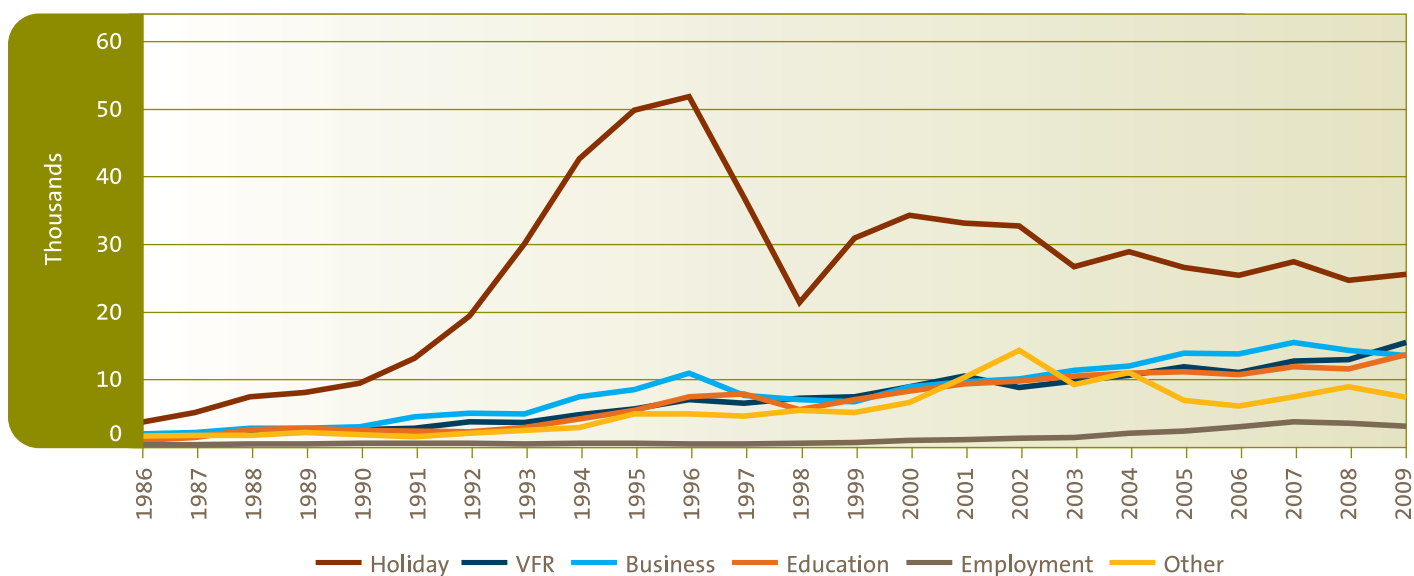
- Thailand is Australia's eighteenth largest inbound market. In 2009, there were 76,427 visitors from Thailand over 15 years of age and 81,804 visitors in total.
- The average length of stay for visitors from Thailand was 53 nights compared to the national average of 34 nights.
- Visitors from Thailand accounted for 2% of all international visitor nights in 2009, making Thailand the fifteenth largest market in terms of nights.
- Visitors from Thailand spent \$436 million on trips to Australia in 2009, spending on average \$5,704 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 4% increase in visitor arrivals from Thailand during 2009 compared to 2008. This was largely driven by increases in the visiting friends and relatives (VFR) and education markets (20% and 18% respectively).

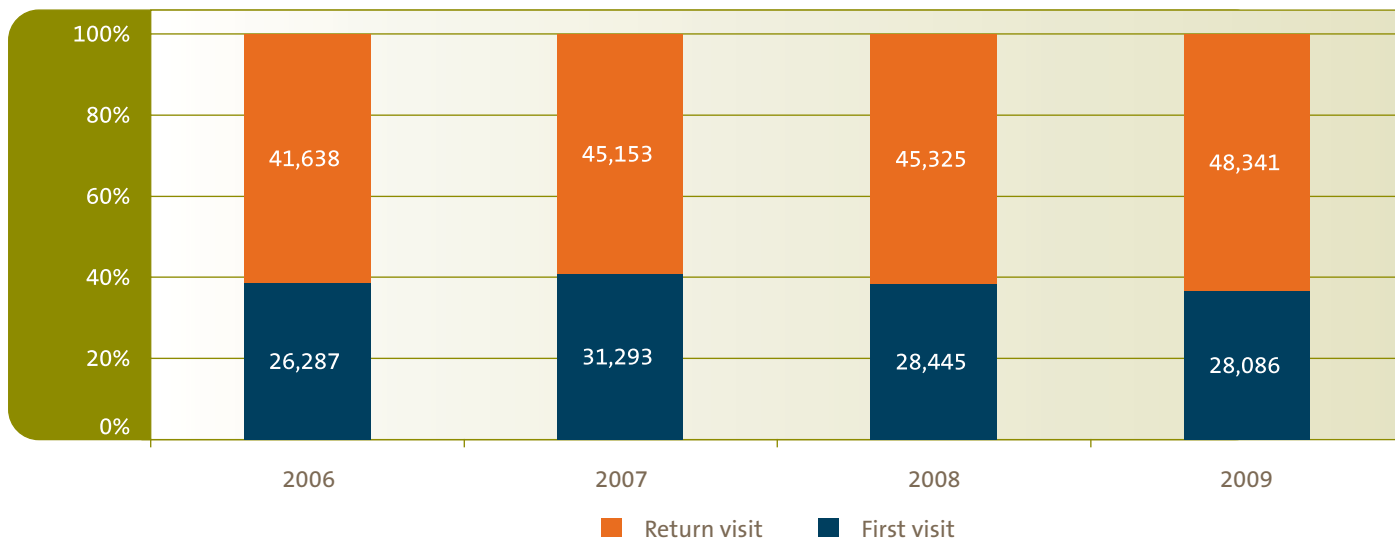
Figure 1 – Main purpose of visit



Repeat visitors

- Almost two thirds (63%) of visitors from Thailand are repeat visitors to Australia. This is similar to the national average of 62% repeat visitors.

Figure 2 – First or return visit



Travel party

- Almost three quarters (72%) of visitors from Thailand travelled unaccompanied.

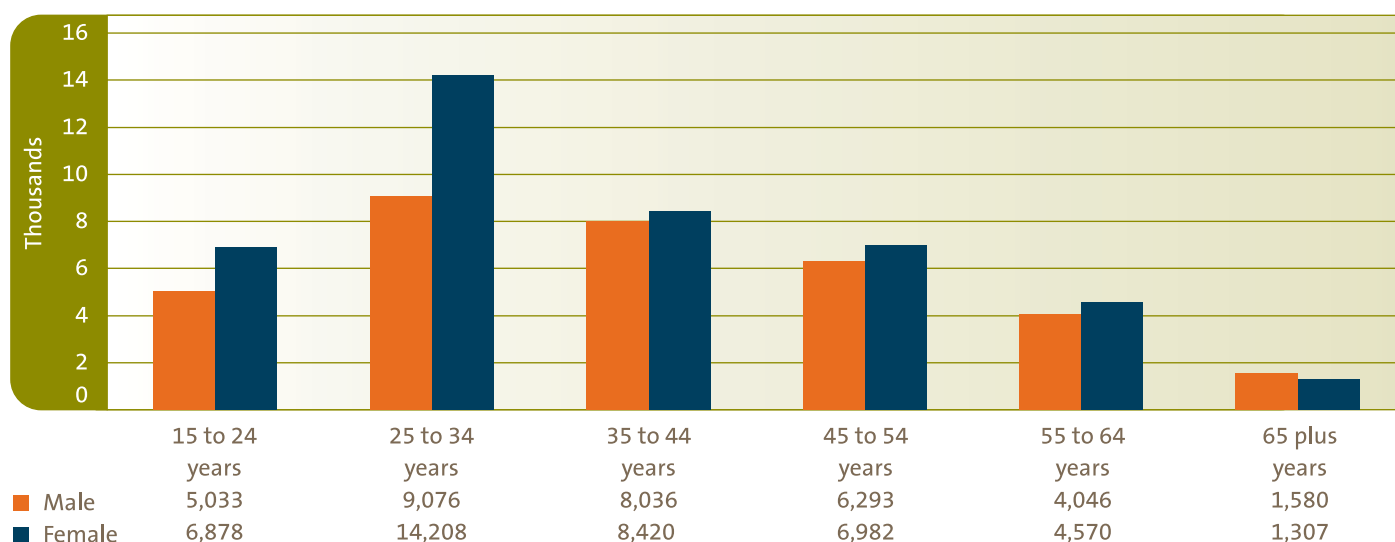
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	45	66	48	62	47	64	55	72
Adult couple	7	10	9	11	10	14	9	12
Family group –parent(s) and children	7	11	6	7	7	9	5	7
Friends or relatives	6	8	8	10	5	7	5	6
Business associates	4	6	7	9	4	6	2	3
Total	68	100	76	100	74	100	76	100

Demographics

- The largest demographic of visitors from Thailand were females aged 25 to 34 years (19% of visitors). There were more female visitors than male visitors across all age groups except visitors over 65 years.

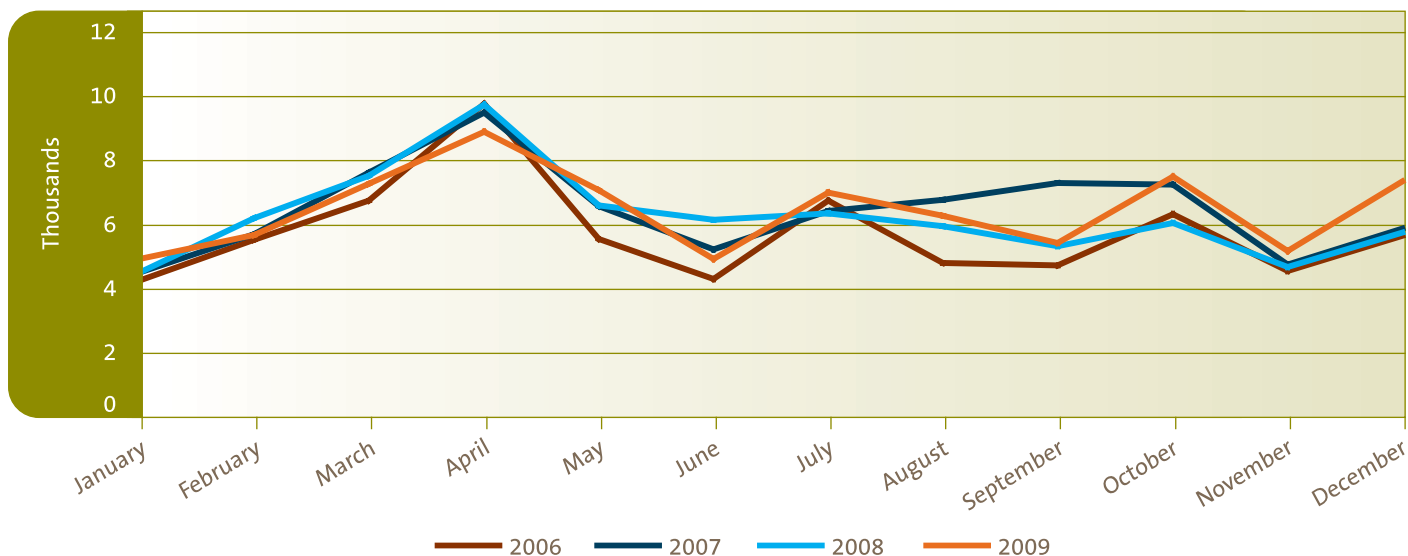
Figure 3 – Age and gender, 2009



Seasonality

- Visitor arrivals from Thailand are traditionally higher during March and April and lower in January, June and November.

Figure 4 – Month of arrival



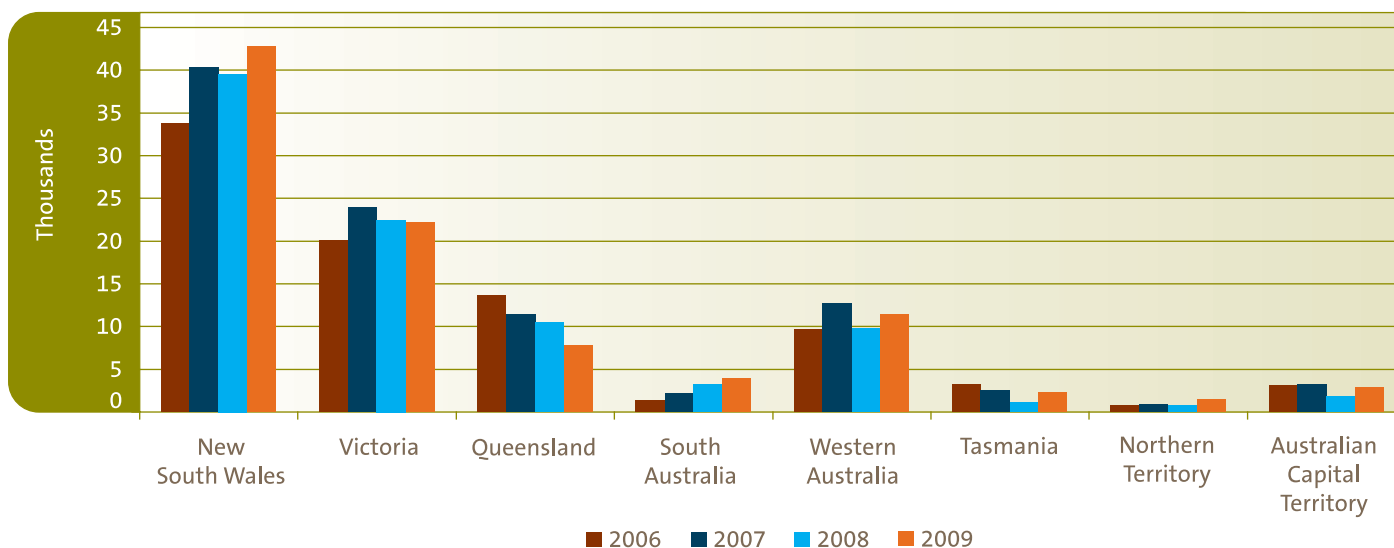
Length of stay and destination

- Visitors staying for education (157 nights) and employment (89 nights) had the longest average length of stay of all visitors from Thailand.
- The most visited states were New South Wales, Victoria and Western Australia.

Table 2 – Duration of stay by main purpose of visit

	2006		2007		2008		2009	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	16	8	24	10	19	10	31	9
Visiting friends or relatives	31	12	32	16	25	14	24	13
Business	9	5	9	5	12	5	15	5
Education	146	128	130	120	147	140	157	150
Employment	128	89	95	47	132	68	89	47
Other	46	3	18	6	14	4	10	7
Total	43	9	43	12	45	11	53	11

Figure 5 – State/territory visited



Dispersal

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

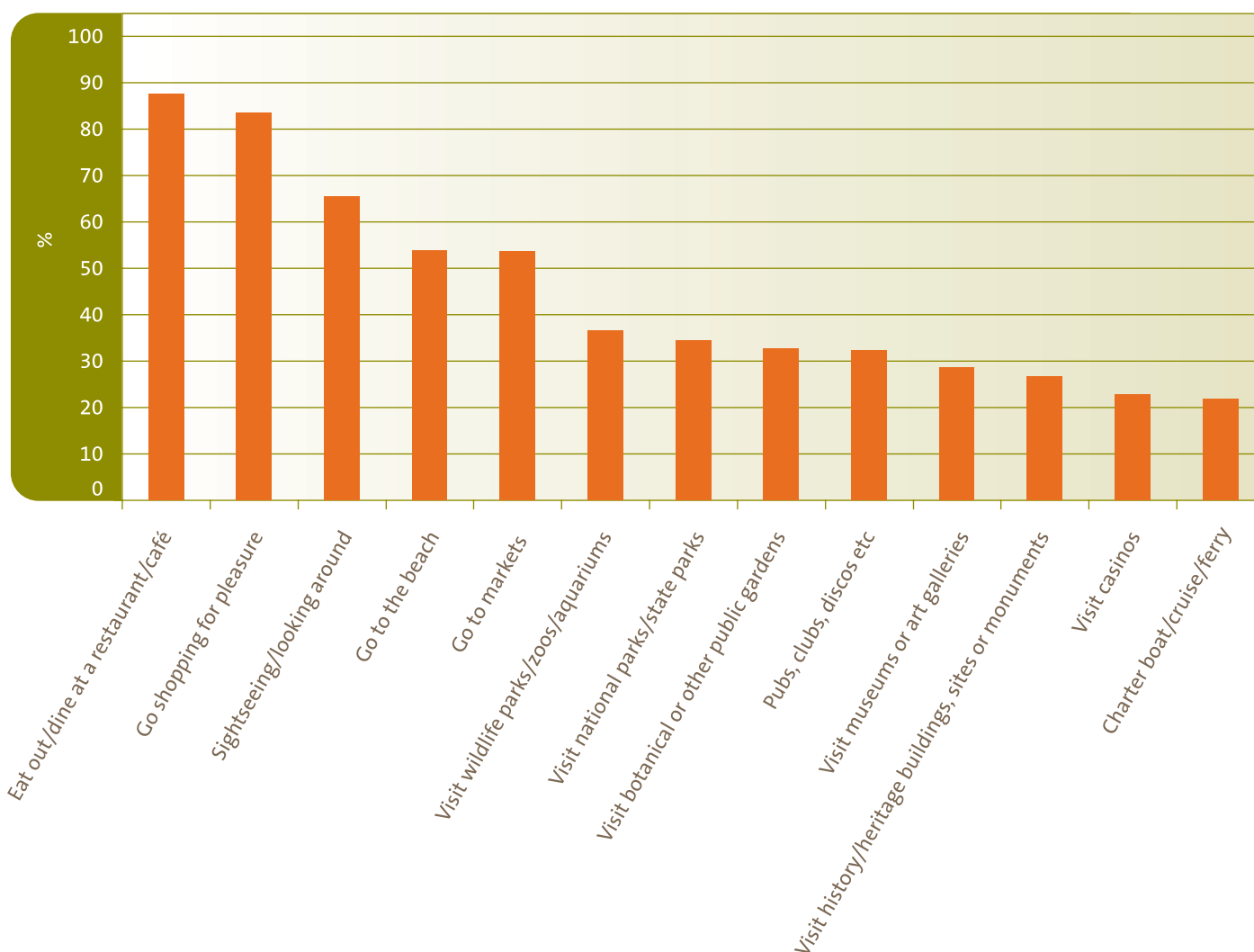
Table 3 – Dispersal by visitor nights

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	2,240	77	2,585	79	2,679	81	3,082	77
Dispersed regions	671	23	674	21	643	19	945	23
Total	2,911	100	3,259	100	3,323	100	4,027	100

Activities

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

Figure 6 – Leisure activities, 2009



TIEV¹ and expenditure

- Visitors from Thailand had a Total Inbound Economic Value (TIEV) of \$426 million on trips to Australia in 2009. This was a 5% increase on 2008.
- Visitors from Thailand spent on average \$5,704 per trip.

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

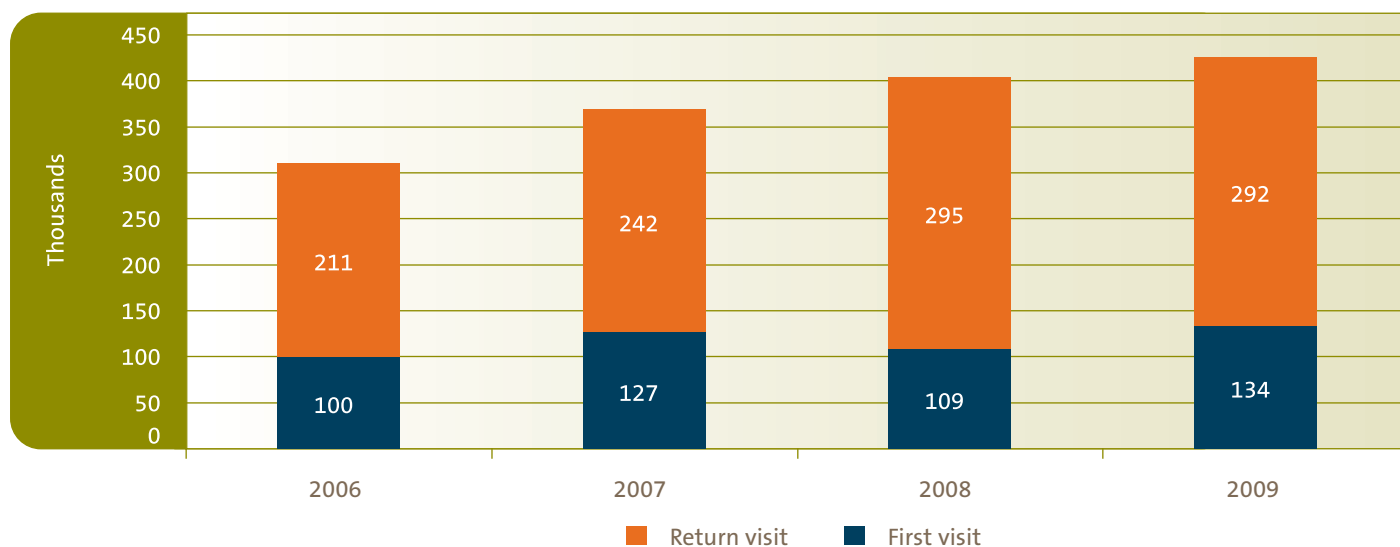


Table 4 – Visitors and average expenditure on specified items, 2009

	Visitors ('000)	Average spend (\$)
Organised tours	9	188
Domestic airfares	9	247
International airfares	73	1,067
Rental vehicles	6	410
Petrol and oil costs	11	216
Other transport fares	54	233
Food, drink and accommodation	69	2,097
Shopping to use in Australia	24	545
Shopping to take home	64	421
Gambling	6	170
Entertainment	38	177
Motor vehicles	1	4,198
Education	14	8,703
Phone, fax and postage	37	212
Package tour	4	2,011
Other	12	460
Total	76	5,704

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 half (50%) of holiday visitors and 60% of VFR visitors planned their trip to Australia one month prior to travelling.
- Less than 10% of holiday and VFR visitors booked their flights to Australia more than three months in advance.

Figure 8 – Planning horizons by purpose, 2009

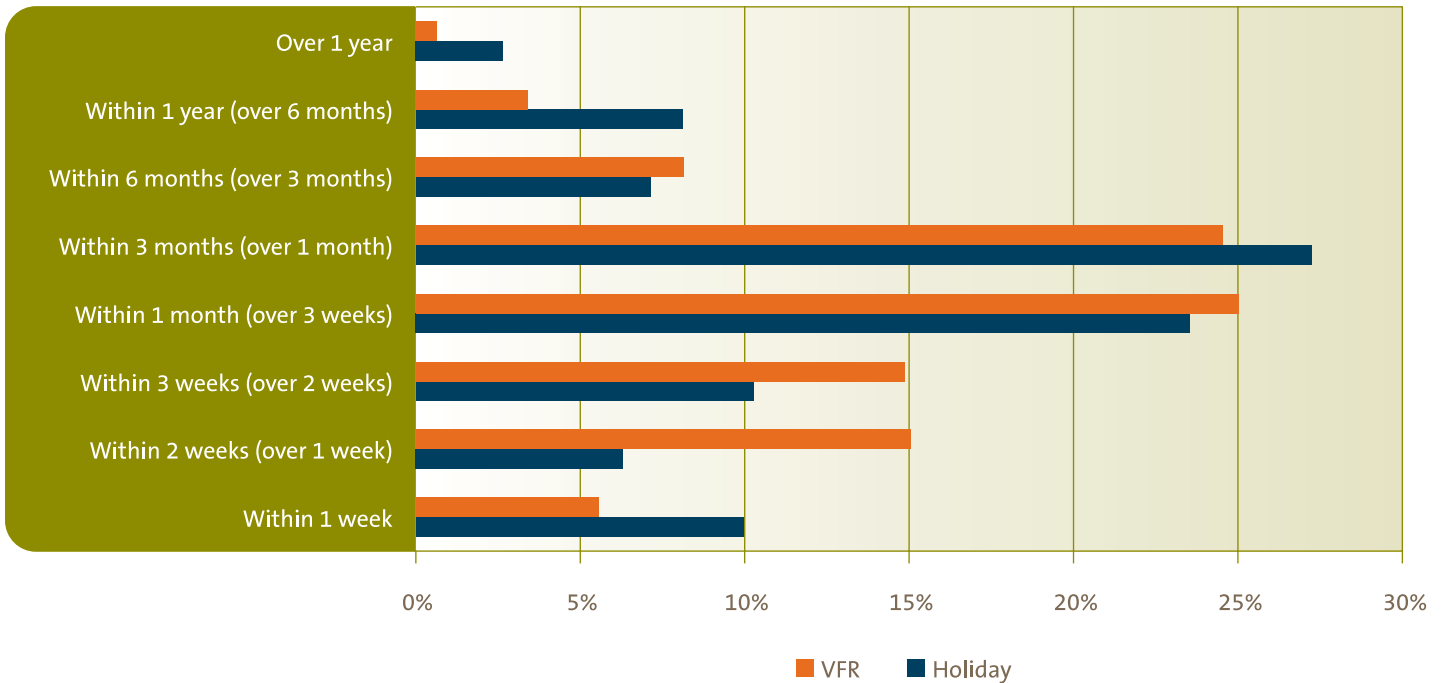
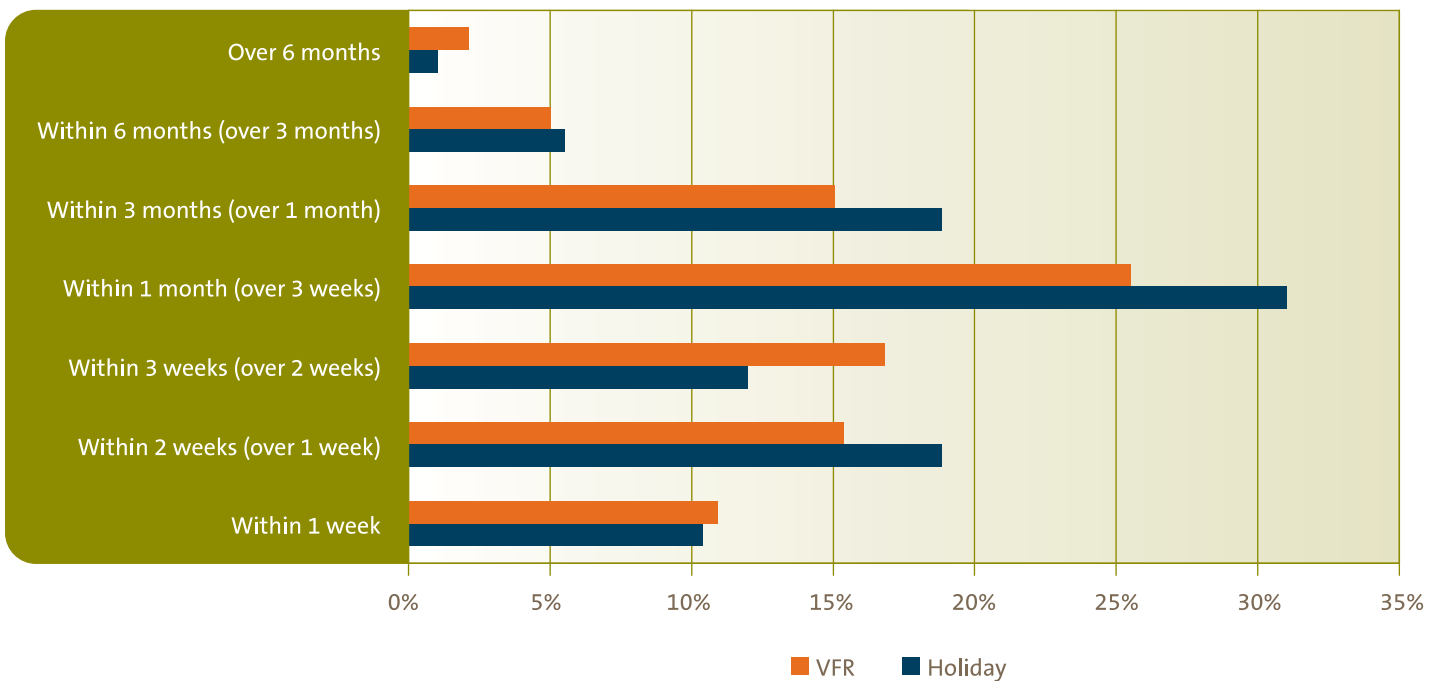


Figure 9 – Flight booking horizons by purpose, 2009



Information sources and internet usage

- The most common information sources for first-time visitors to Australia were the internet (38%), friend or relative living in Australia (36%) and travel agent (34%).
- The most common information sources for repeat visitors were previous visit (32%), the internet (32%), travel agent (27%) and friend or relative living in Australia (27%).
- The most common reasons for using the internet were to find out more about Australia after deciding to visit (50%), to look for airfares or air schedules to Australia (43%), to find out about accommodation in Australia (39%) and to help plan an itinerary (37%).

Figure 10 – Information sources, 2009

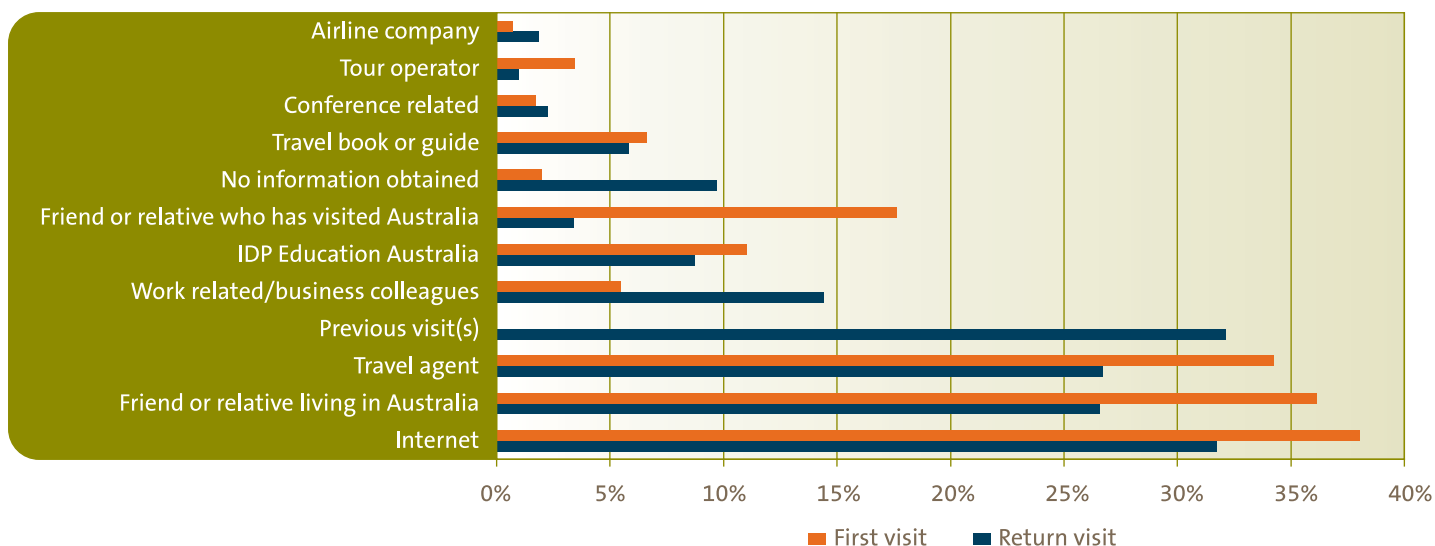
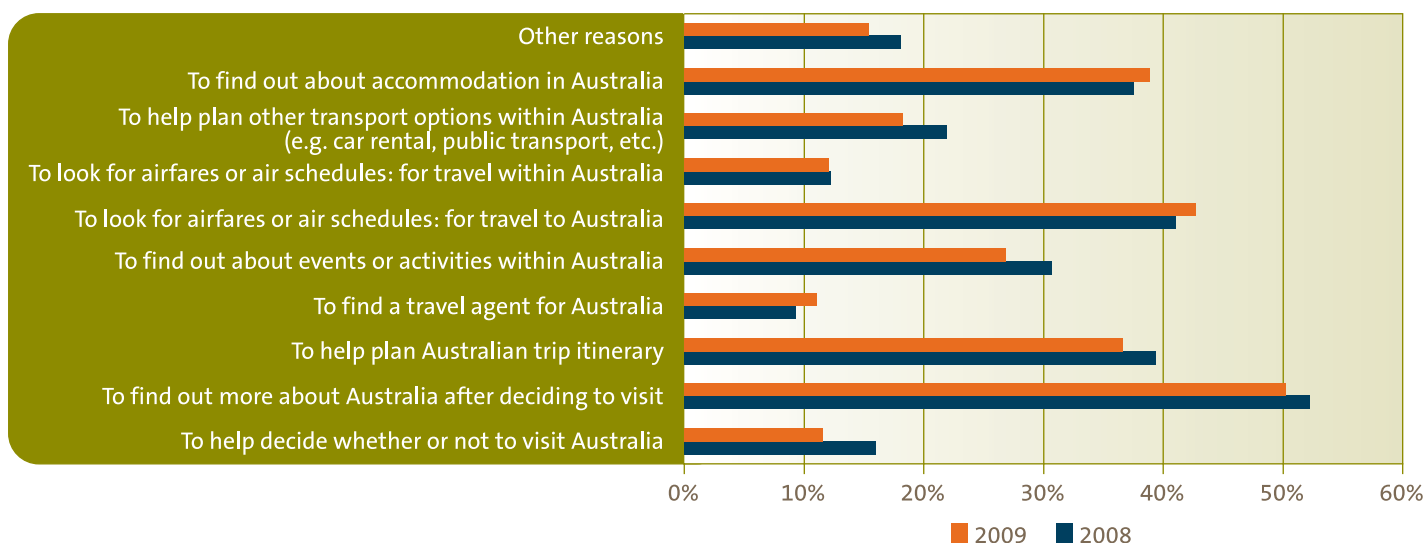


Figure 11 – Reasons for internet usage



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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

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