



International Visitor Profile 2009

United Kingdom

Summary

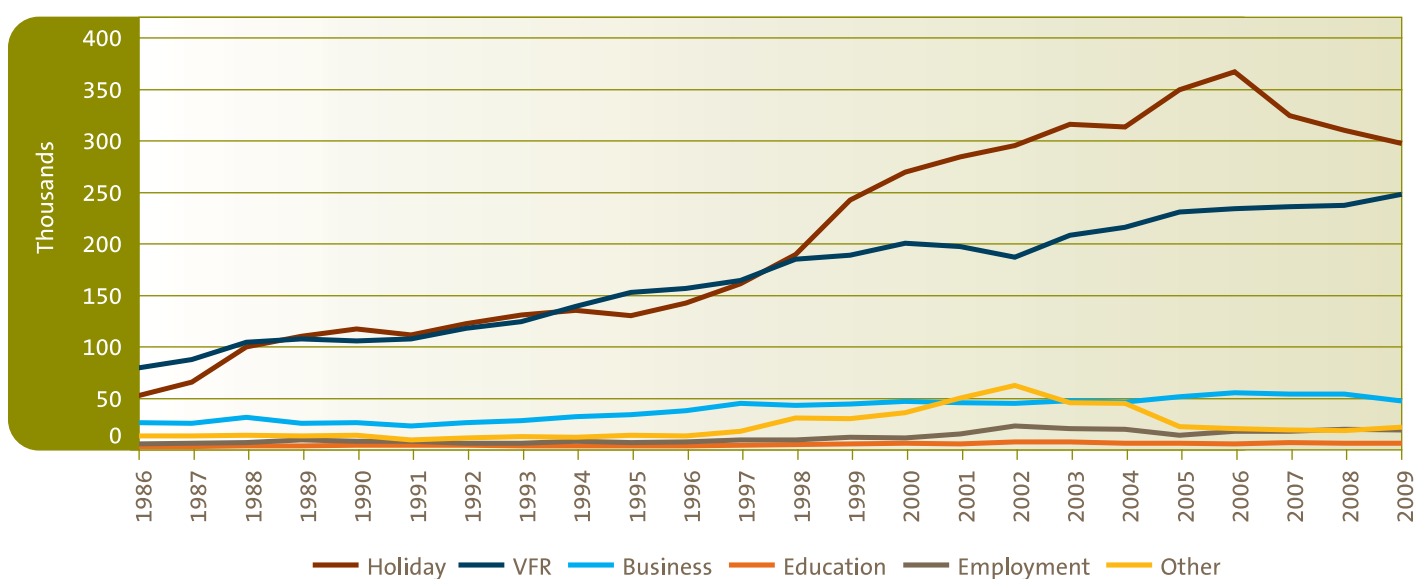
- The UK is Australia's second largest inbound market. In 2009, there were 625,014 visitors from the UK over 15 years of age and 663,764 visitors in total.
- The average length of stay for visitors from the UK was 36 nights compared to the national average of 34 nights.
- Visitors from the UK accounted for 13% of all international visitor nights in 2009, making the UK the largest market in terms of nights.
- Visitors from the UK spent \$3.4 billion on trips to Australia in 2009, spending on average \$5,423 per trip.

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

Visitor arrivals

- Visitor arrivals from the UK remained fairly steady (-1%) during 2009.
- Visiting friends and relatives (VFR) continued to increase in 2009 (up 4%), while there were decreases in the holiday (-4%), business (-13%) and employment (-6%) markets.

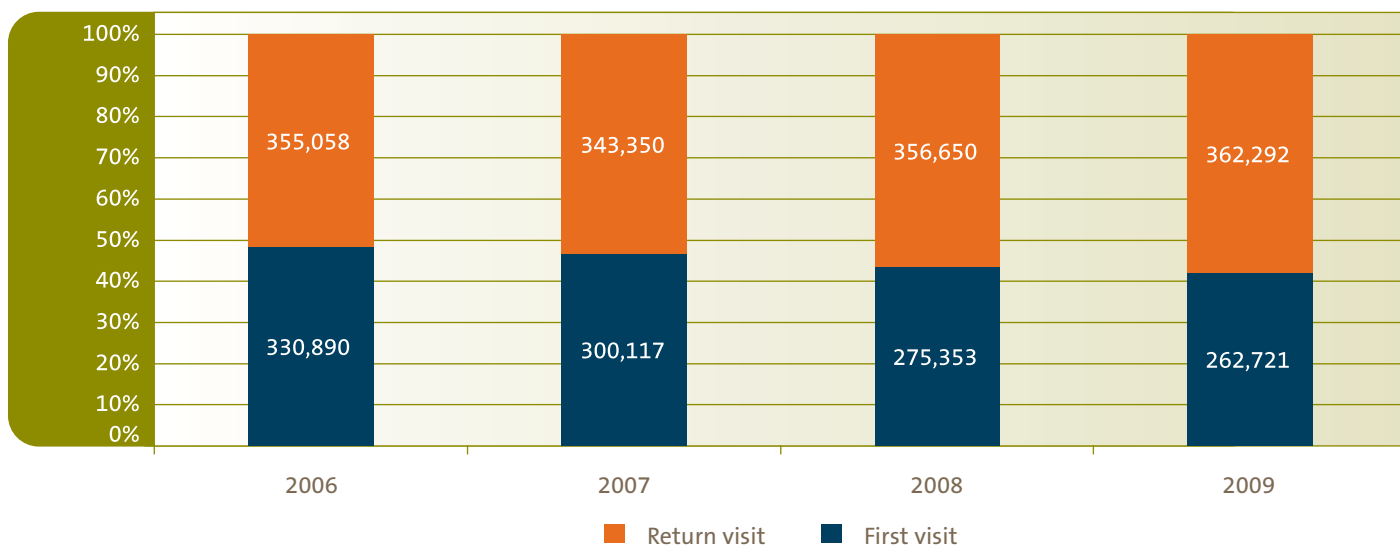
Figure 1 – Main purpose of visit



Repeat visitors

- Just over half (58%) of all visitors from the UK were repeat visitors, compared to 62% of all visitors to Australia.

Figure 2 – First or return visit



Travel party

- Over half (57%) of visitors from the UK travelled unaccompanied, an increase from 52% in 2008.
- Around 30% of visitors travelled as an adult couple.

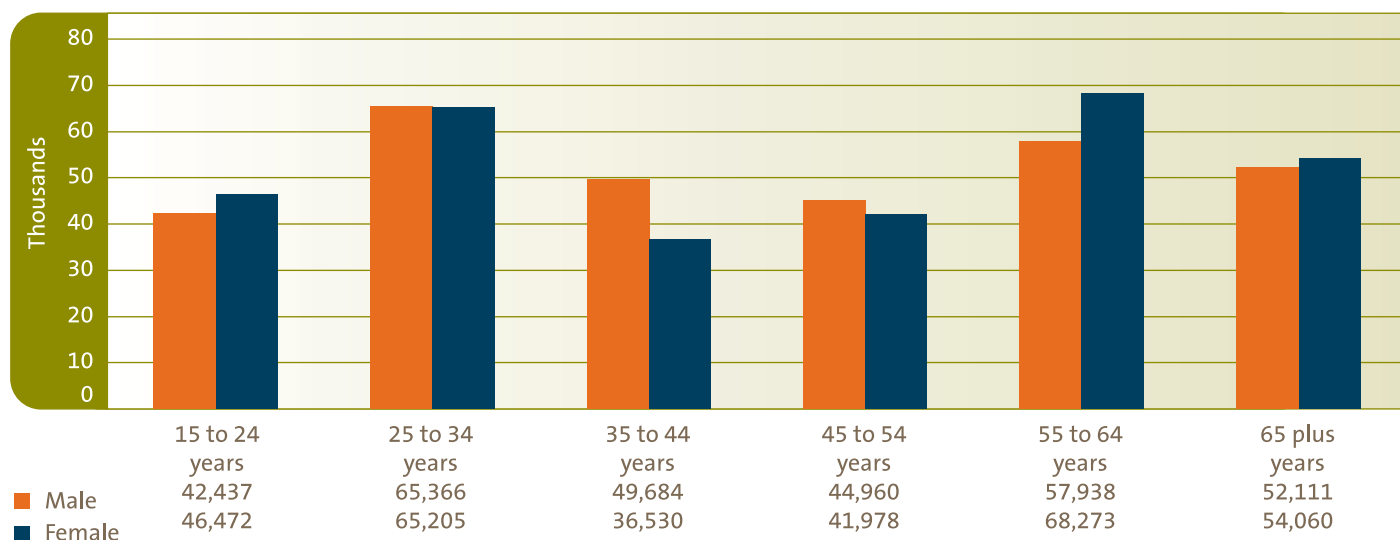
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	347	51	329	51	331	52	357	57
Adult couple	232	34	220	34	206	33	188	30
Family group –parent(s) and children	44	6	43	7	40	6	33	5
Friends or relatives	57	8	45	7	50	8	43	7
Business associates	6	1	6	1	5	1	4	1
Total	686	100	643	100	632	100	625	100

Demographics

- The largest demographic of visitors from the UK were 25 to 34 years and 55 to 64 years.
- Visitors, especially female, were less likely to travel between 35 to 44 years and 45 to 54 years.

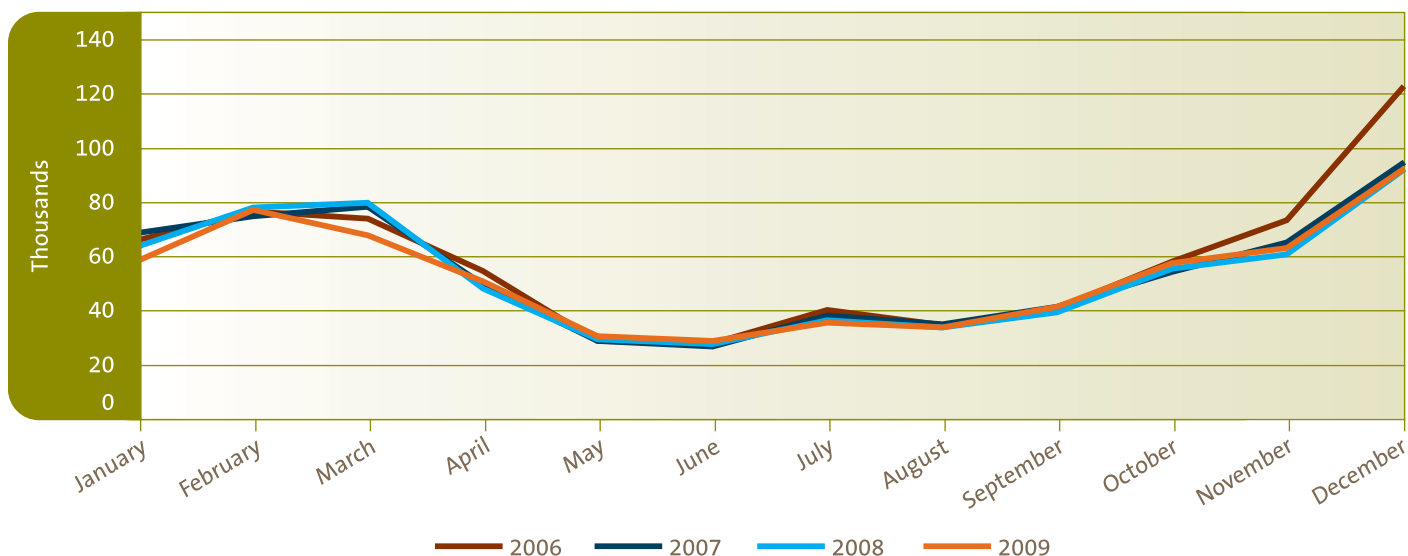
Figure 3 – Age and gender, 2009



Seasonality

- Visitor arrivals from the UK are typically higher during the Australian warmer months (December to March) and lower during the cooler months (May to August).

Figure 4 – Month of arrival



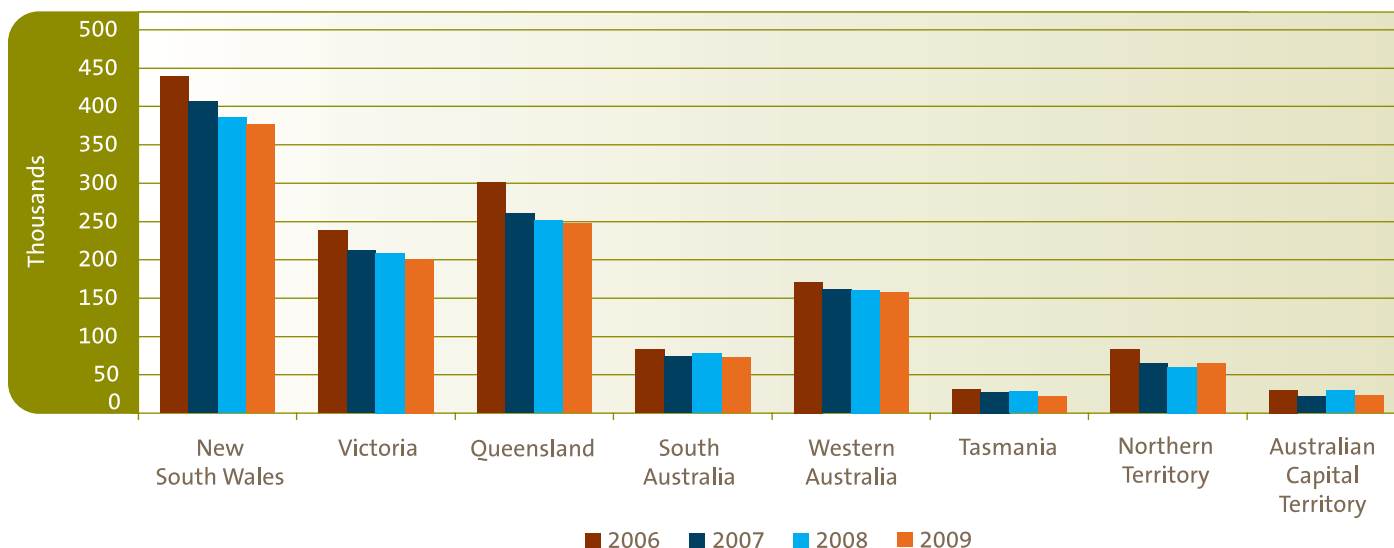
Length of stay and destination

- Visitors staying for employment (118 nights) and education (115 nights) had the longest average length of stay of all visitors from the UK.
- The most visited states by visitors from the UK were New South Wales, Queensland, 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	36	20	36	20	36	21	43	21
Visiting friends or relatives	27	20	26	20	27	20	26	19
Business	24	9	15	8	15	8	18	7
Education	71	42	105	80	93	35	115	69
Employment	136	104	126	118	107	107	118	90
Other	19	6	27	4	28	7	14	2
Total	34	20	33	19	33	20	36	19

Figure 5 – State/territory visited



Dispersal

- Visitors from the UK spent 39% of their nights outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

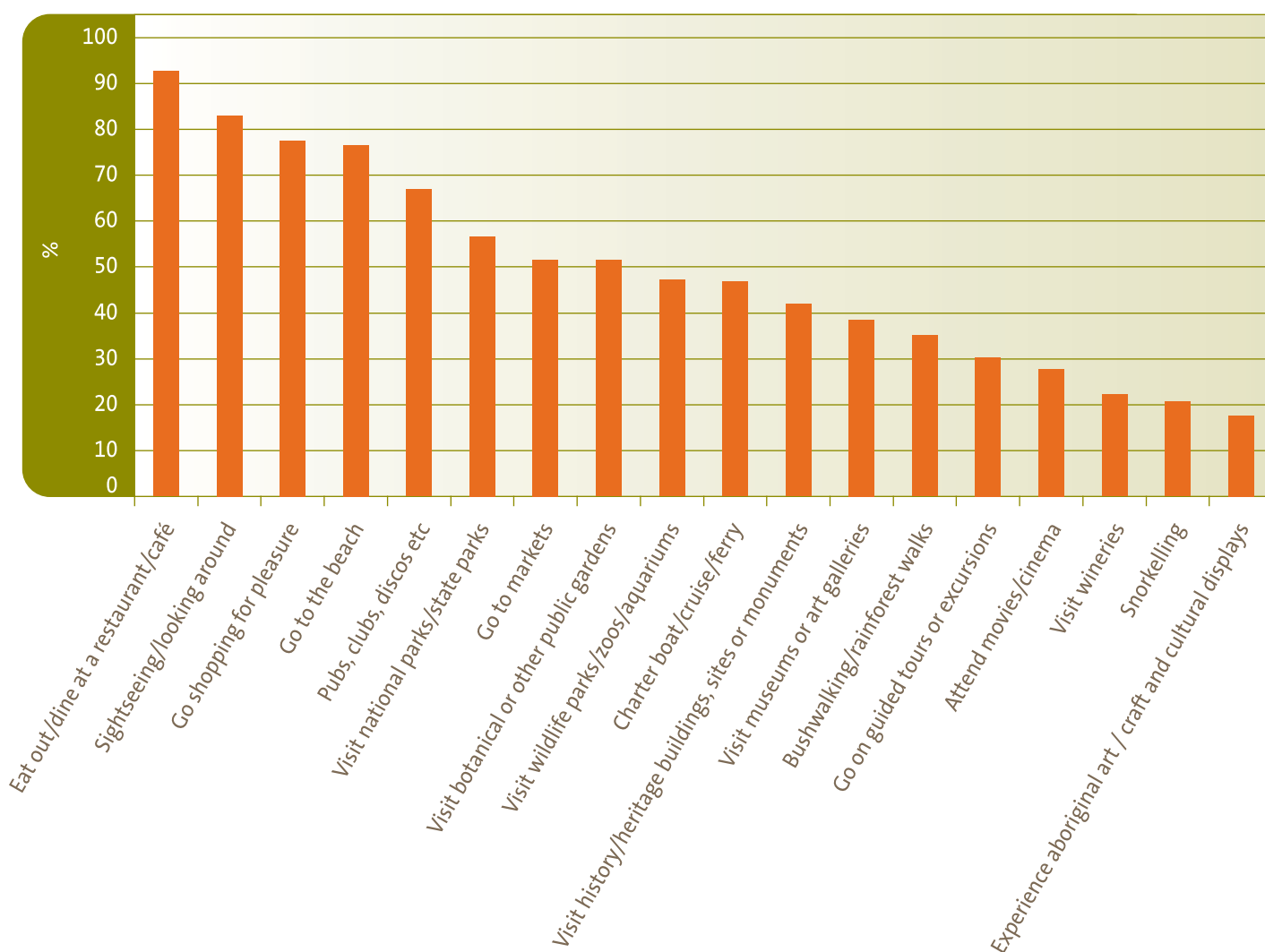
Table 3 – Dispersal by visitor nights

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	14,099	61	12,609	59	11,806	57	13,670	61
Dispersed regions	9,160	39	8,614	41	8,923	43	8,785	39
Total	23,260	100	21,223	100	20,728	100	22,455	100

Activities

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

Figure 6 – Leisure activities, 2009



TIEV¹ and expenditure

- Visitors from the UK had a Total Inbound Economic Value (TIEV) of \$3.2 billion on trips to Australia in 2009. This was a 6% decrease on 2008.
- Visitors from the UK spent on average \$5,423 per trip.

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

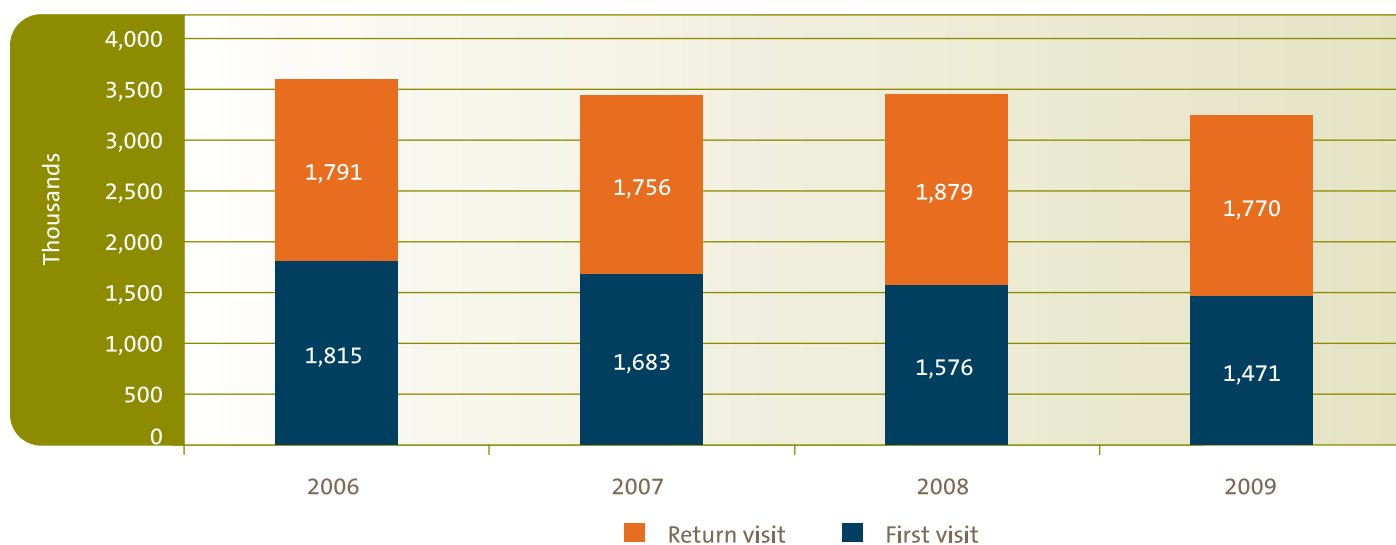


Table 4 – Visitors and average expenditure on specified items, 2009

	Visitors ('000)	Average spend (\$)
Organised tours	208	585
Domestic airfares	167	363
International airfares	566	2,130
Rental vehicles	143	520
Petrol and oil costs	245	175
Other transport fares	516	166
Food, drink and accommodation	611	1,737
Shopping to use in Australia	309	262
Shopping to take home	471	243
Gambling	72	153
Entertainment	379	163
Motor vehicles	8	4,478
Education	6	2,819
Phone, fax and postage	340	105
Package tour	60	5,797
Other	170	213
Total	625	5,423

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

- Visitors from the UK tended to have longer planning periods for trips to Australia. Around 62% of holiday visitors and 56% of VFR visitors planned their trip at least three months in advance.
- Around three quarters of holiday and VFR visitors (77% and 74% respectively) booked their flights to Australia at least one month prior to travel.

Figure 8 – Planning horizons by purpose, 2009

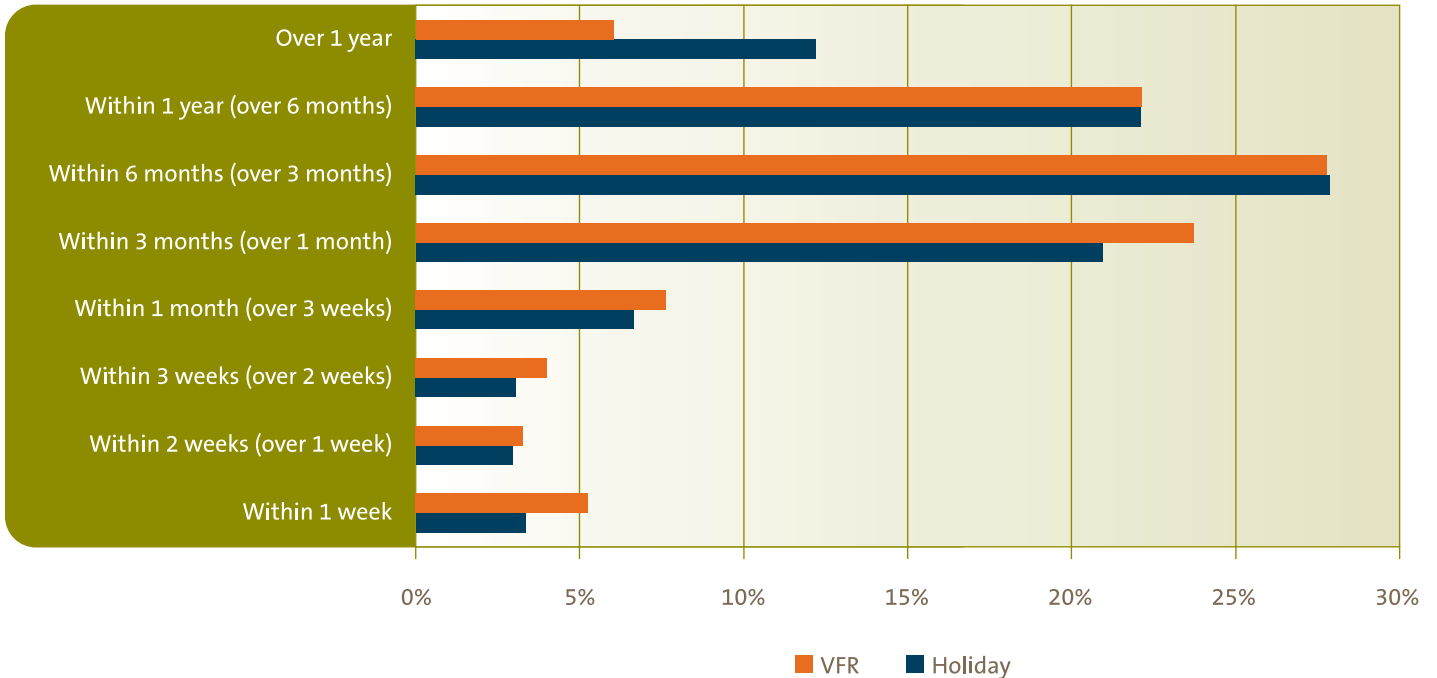
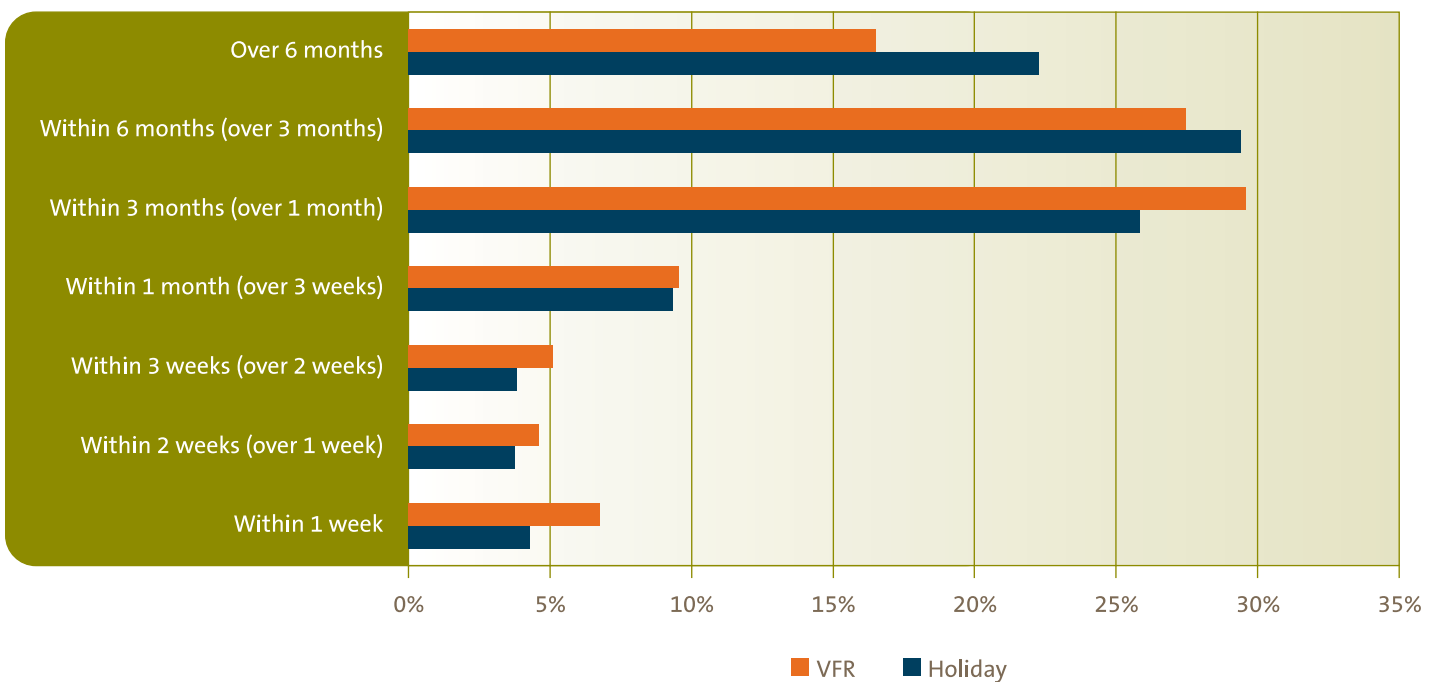


Figure 9 – Flight booking horizons by purpose, 2009



Information sources and internet usage

- The most common information sources for first-time visitors to Australia were the internet (56%), friend or relative living in Australia (37%) and travel agent (32%).
- The most common information sources for repeat visitors to Australia were the internet (43%) and previous visits (41%).
- The most common reason for using the internet was to look for airfares or air schedules to Australia (60%), to help plan an itinerary (47%), to find out more about Australia after deciding to visit (43%) and to look for accommodation (43%).

Figure 10 – Information sources, 2009

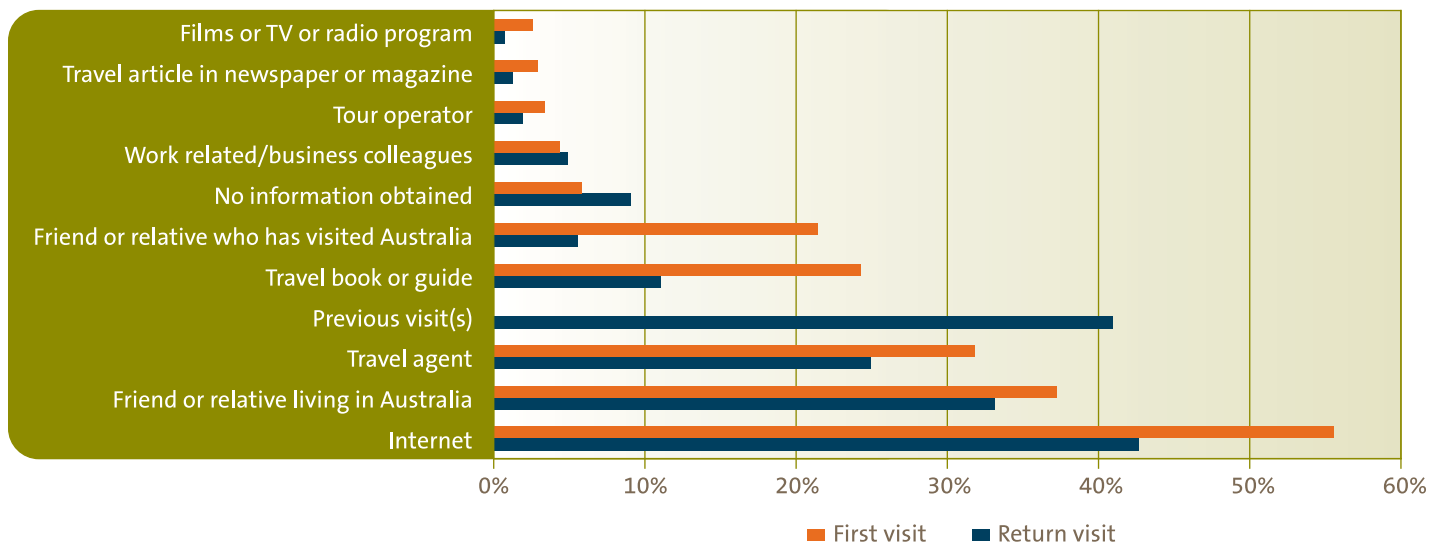
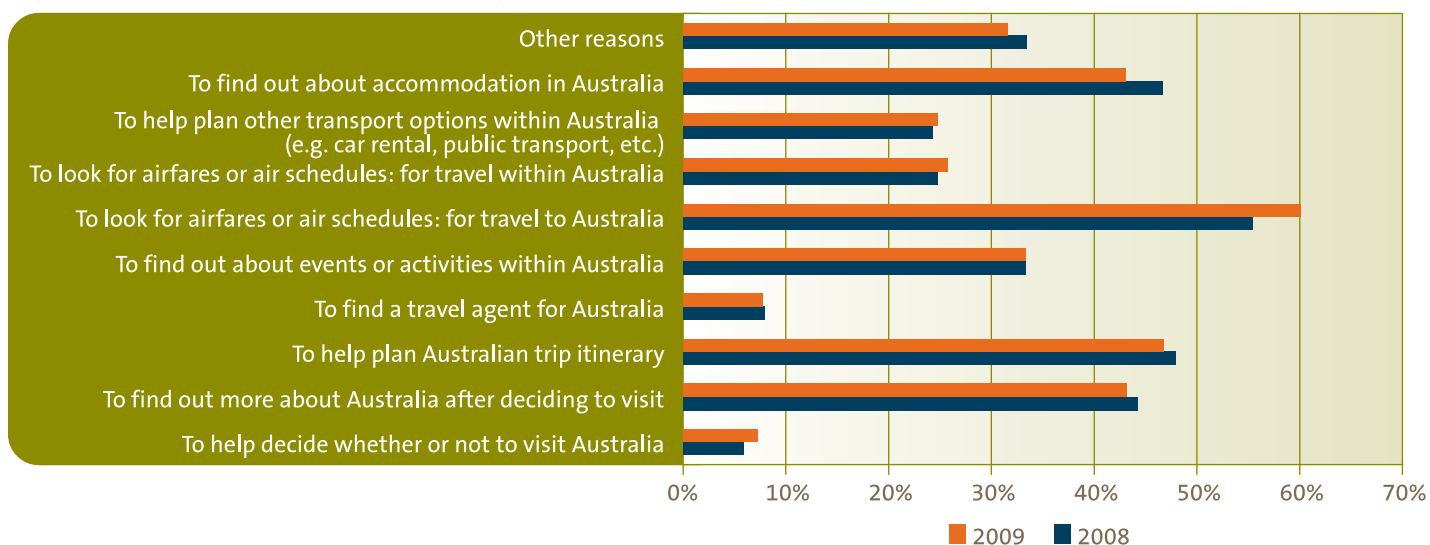


Figure 11 – Reasons for internet usage



Tourism Research Australia
 Department of Resources, Energy and Tourism
 GPO Box 1564
 Canberra ACT 2601
 Email: tourism.research@ret.gov.au
 Web: www.ret.gov.au/tra
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 All figures refer to persons over the age of 15 years

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