



# International Visitors in Australia

**JUNE 2008**

**QUARTERLY RESULTS OF THE  
INTERNATIONAL VISITOR SURVEY**

**Tourism Australia**   
Tourism Research Australia



# **International Visitors in Australia**

**June 2008**

**Quarterly Results of the  
International Visitor Survey**

Name of Image: Leura, Blue Mountains  
Photographer: Richard Powers  
Blue Mountains Tourism Copyright

The information in this Survey is presented in good faith and on the basis that neither Tourism Australia or Tourism Research Australia, nor their 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.

ISSN: 1443 3311  
© Copyright Tourism Australia 2008.

Tourism Australia and Tourism Research Australia permits copies to be made of this publication for the purpose of promoting Australian tourism, provided that Tourism Research Australia is recognised on any copies as the author and the material is reproduced in its current form and a statement similar to the one listed below is included on any copy. However, copies may not be made for a commercial purpose, that is, for sale without the permission of Tourism Research Australia.

This work should be referenced as: *International Visitors in Australia - June 2008 Quarterly Results of the International Visitor Survey*. Tourism Research Australia, Canberra.

Tourism Research Australia  
Level 3 11-17 Swanson Plaza Belconnen ACT 2617  
PO Box 1110 Belconnen ACT 2616  
Telephone: + 61 2 6228 6100  
Facsimile: + 61 2 6228 6180  
Email: [tra@tourism.australia.com](mailto:tra@tourism.australia.com)

For further information on the International Visitors Survey contact: Justin Marshall, Tourism Research Australia on 02 6228 6100.

Acknowledgements: NWC Research

Publication Date: 10 September 2008  
ABN 99 657 548 712

[www.tra.australia.com](http://www.tra.australia.com)

# Contents

<b>Main Findings .....</b>	<b>1</b>
----------------------------	----------

## **Tables**

### **Visitors**

1. Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, year ended 30 June 2007 and 2008.....	10
2. Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, quarter ended 30 June 2007 and 2008.....	11
3. Visitors by country of residence and main purpose of journey, year ended 30 June 2004-2008 .....	12
4. Visitors by country of residence and main purpose of journey, quarter ended 30 June 2004-2008 .....	13
5. Visitor nights by country of residence and main purpose of journey, year ended 30 June 2004-2008 .....	14
6. Visitor nights by country of residence and main purpose of journey, quarter ended 30 June 2004-2008 .....	15
7. Visitors by country of residence and main purpose of journey by first or return visit .....	16
8. Visitors by country of residence and main purpose of journey by type of travel arrangements .....	17
9. Visitors by country of residence and main purpose of journey by State/Territory visited.....	18
10. Visitors by country of residence and main purpose of journey for selected regions.....	20

### **Visitor Nights**

11. Visitor nights by country of residence and main purpose of journey by State/Territory visited .....	22
12. Visitor nights by country of residence and main purpose of journey for selected regions .....	24
13. Visitor nights by country of residence and main purpose of journey by type of accommodation used.....	26
14. Visitors by country of residence and main purpose of journey by type of transport used between stopovers .....	28

## **Expenditure**

15. Expenditure for package tour visitors by country of residence and main purpose of journey by expenditure category.....	30
16. Expenditure for non package tour visitors by country of residence and main purpose of journey by expenditure category.....	31
17. Average expenditure for all visitors by country of residence and main purpose of journey by expenditure item.....	32
18. Average expenditure by visitors with expenditure on item by country of residence and main purpose of journey by expenditure item.....	35

## **Backpacker Market**

19. Backpacker visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey.....	38
20. Backpacker visitors by State/Territory visited, year ended 30 June 2004-2008 .....	39
21. Backpacker visitor nights by State/Territory visited, year ended 30 June 2004-2008 .....	40

## **Total Inbound Economic Value**

22. Total Inbound Economic Value (TIEV) by country of residence, year ended 30 June 2008.....	41
23. Total Inbound Economic Value (TIEV) by country of residence, year ended 30 June 2004 - 2008 .....	42

## **Modelled Regional Expenditure**

24. Modelled international visitor expenditure in each State/Territory, year ended 30 June 2008.....	43
25. Modelled international visitor expenditure in each State/Territory by reason for stopover, year ended 30 June 2008 .....	44
26. Modelled international visitor expenditure in capital cities and regional areas for each State/Territory, year ended 30 June 2008 .....	45
27. Modelled international visitor expenditure in the top 20 regions ranked by expenditure, year ended 30 June 2008.....	46
28. Modelled international visitor expenditure in each State/Territory by country of origin, year ended 30 June 2008 .....	47

**Figures**

1. Average and median nights in Australia by country of residence..... 8
2. Visitors in Australia by main purpose of journey..... 9
3. Visitor nights in Australia by main purpose of journey ..... 9

***Introduction to the International Visitor Survey ..... 48***

***Survey methodology ..... 48***

***Sample size..... 49***

***Data reliability ..... 50***

***Expenditure..... 51***

***Glossary of terms..... 55***

***State and Territory abbreviations ..... 58***

***About Tourism Research Australia ..... 59***



## ***Main Findings***

## All visitors

**Total visitors** During the year ended 30 June 2008 there were 5,195,763 visitors to Australia aged 15 years and over. This remained steady compared with the year ended 30 June 2007.

**Reason** The main reasons for visitors coming to Australia were:

Holiday	2,520,365	49%
Visiting friends & relatives	1,121,905	22%
Business	886,272	17%
Education	372,495	7%
Employment	109,250	2%
Other	185,476	4%

**Source** New Zealand was the largest source of visitors during the period ( 1,014,422 ), followed by the United Kingdom ( 643,046 ), Japan ( 483,632 ) and USA ( 426,606 ).

**Expenditure** The average trip expenditure in Australia per international visitor was \$3,080 while the average nightly expenditure was \$99. Total expenditure in Australia for the year ended 30 June 2008 (\$16 billion) increased 9% from the year ended 30 June 2007.

**Nights** A total of 161.2 million visitor nights were spent in Australia, an increase of 1% compared with the year ended 30 June 2007.

**Return visits** Of all visitors to Australia 58%, had visited before.

**Tours** Inclusive package travellers accounted for 21% of all visitors to Australia while those arriving on group tours accounted for 9% of all visitor arrivals.

**States** Of all visitors to Australia during the period, 54% visited New South Wales, 41% visited Queensland and 28% visited Victoria.

New South Wales recorded the largest share of visitor nights with 35%, followed by Queensland ( 24% ) and Victoria ( 20% ).

## **Holiday visitors**

<b>Share</b>	Of all international visitors to Australia, 49% stated 'holiday' as their main purpose of visit.
<b>Expenditure</b>	The average trip expenditure of holiday visitors in Australia was \$2,367, with the largest component being food, drink and accommodation (\$1,126). The average expenditure per night was \$102.
<b>Nights</b>	Holiday visitors spent a total of 58 million nights in Australia with 24% of nights spent in a hotel, resort, motel, or motor inn while 22% were spent in the home of a friend or relative.
<b>Return visits</b>	Of all holiday visitors, 47% had visited Australia before.
<b>Tours</b>	Inclusive package travellers accounted for 36% of all holiday visitors while those arriving on a group tours accounted for 15%.
<b>States</b>	Of all holiday visitors, 58% visited New South Wales, 55% visited Queensland and 28% visited Victoria.
<b>Duration of stay</b>	Their average duration of stay in Australia was 23 nights.

## **Visiting friends and relatives (VFR)**

<b>Share</b>	International visitors arriving to visit friends and relatives accounted for 22% of all international visitors.
<b>Expenditure</b>	The average trip expenditure in Australia by VFR visitors was \$1,798 with the largest component being food, drink and accommodation (\$779). The average expenditure per night was \$74.
<b>Nights</b>	These visitors spent a total of 27 million nights in Australia and spent 79% of their nights in the home of a friend or relative.
<b>Return visits</b>	Of all VFR visitors, 73% had been to Australia before.
<b>States</b>	Of all VFR visitors, 48% visited New South Wales, 31% visited Queensland and 27% visited Victoria.
<b>Duration of stay</b>	Their average duration of stay in Australia was 24 nights.

## **Business visitors**

<b>Share</b>	Of all international visitors to Australia, 17% stated 'business' as their main purpose of visit and these visitors spent a total of 10 million nights in Australia.
<b>Expenditure</b>	The average trip expenditure in Australia by business visitors was \$1,988 with the largest component being food, drink and accommodation (\$1,219). Their average expenditure per night was \$168.
<b>Nights</b>	Business visitors spent 34% of their nights in Sydney and 21% in Melbourne, while 60% of their nights in Australia were spent in a hotel, resort, motel, or motor inn.
<b>Return visits</b>	Of all business visitors, 69% had visited Australia before.
<b>States</b>	Of all business visitors, 54% visited New South Wales, 31% visited Victoria and 23% visited Queensland.
<b>Duration of stay</b>	Their average duration of stay in Australia was 12 nights.

## **Education**

<b>Share</b>	Of all international visitors to Australia, 7% stated 'education' as their main purpose of visit and these visitors spent a total of 51 million nights in Australia, representing 32% of all international visitor nights.
<b>Expenditure</b>	The average trip expenditure in Australia by education visitors was \$13,873 with the largest component being education fees (\$6,345). Their average expenditure per night was \$100.
<b>Nights</b>	While in Australia education visitors spent 62% of their nights in a rented house, apartment, flat, or unit.
<b>Return visits</b>	Of all education visitors, 56% had visited Australia before.
<b>States</b>	Of all education visitors, 53% visited New South Wales, 34% visited Queensland and 33% visited Victoria.
<b>Duration of stay</b>	Their average duration of stay in Australia was 138 nights.

## Employment

<b>Share</b>	Of all international visitors to Australia, 2% stated 'employment' as their main purpose of visit and these visitors spent a total of 10 million nights in Australia.
<b>Expenditure</b>	The average trip expenditure in Australia by employment visitors was \$6,950 with the largest component being food, drink and accommodation (\$3,799). Their average expenditure per night was \$74.
<b>Nights</b>	Employment visitors spent 24% of their nights in Sydney and 17% in Melbourne, while 54% of their nights in Australia were spent in a rented house, apartment, flat, or unit.
<b>Return visits</b>	Of all employment visitors, 66% had visited Australia before.
<b>States</b>	Of all employment visitors, 47% visited New South Wales, 27% visited Queensland and 26% visited Victoria.
<b>Duration of stay</b>	Their average duration of stay in Australia was 94 nights.

## Backpacker visitors

<b>Share</b>	Of all international visitors to Australia, 11% were classified as backpackers and they spent 40 million nights in Australia. Holiday was the main purpose of visit for 71% of backpackers.
<b>Expenditure</b>	Backpackers' average trip expenditure in Australia was \$5,485 with \$2,642 being spent on food, drink and accommodation and \$658 on education fees. Their average expenditure per night was \$78.
<b>Nights</b>	While in Australia backpackers spent 36% of their nights in backpacker or hostel accommodation.
<b>Return visits</b>	Of all backpackers, 33% had visited Australia before.
<b>States</b>	Of all backpackers, 79% visited New South Wales, 64% visited Queensland and 45% visited Victoria.
<b>Duration of stay</b>	Their average duration of stay in Australia was 70 nights.

## Expenditure

<b>Spend in Australia</b>	In the year ending 30 June 2008, international visitors spent a total of \$16 billion within Australia, while on their trip.
<b>Total Trip Expenditure</b>	For the same period, international visitors had a total trip expenditure of \$26 billion dollars.

## Total Inbound Economic Value (TIEV)

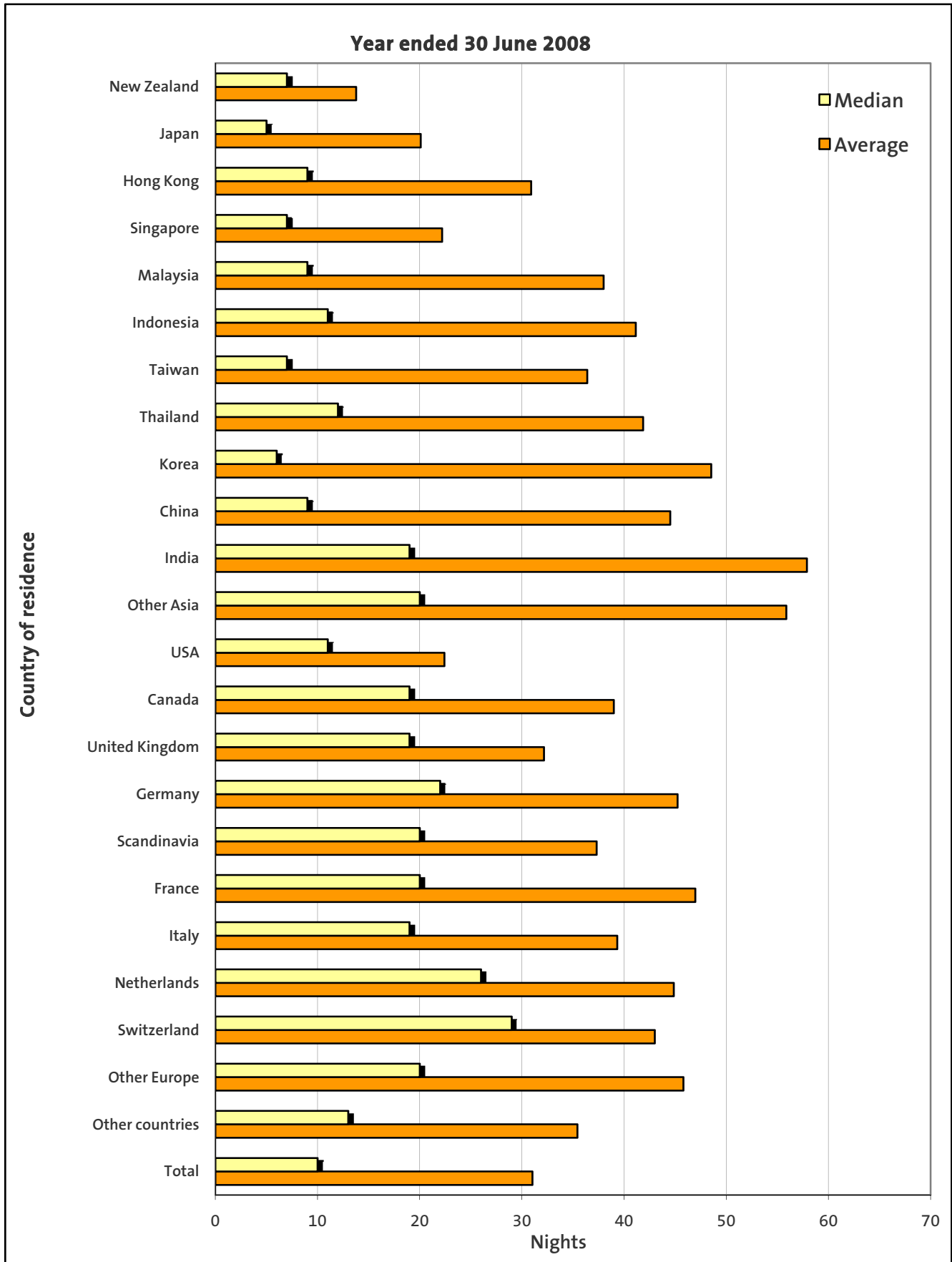
<b>Total Inbound Economic Value</b>	During the 12 months to June 2008, international visitors consumed around \$24.1 billion of Australian goods and services. This was an increase of 8%, compared with the previous 12 month period.
<b>Major market by economic value</b>	The United Kingdom remains Australia's largest source market in terms of economic value, worth \$3.5 billion, followed by New Zealand (\$2.3 billion), China (\$2.1 billion) and the USA (also \$2.1 billion).

## Regional Expenditure

<b>Total expenditure</b>	For the year ended 30 June 2008, modelled international visitor expenditure increased by 8% to \$16.3 billion compared with the same period in 2007.
<b>States/Territories</b>	New South Wales received the most expenditure (\$6 billion), followed by Queensland (\$3.9 billion) and Victoria (\$3.3 billion).
<b>Regional expenditure</b>	Approximately 80% of expenditure by international visitors was spent in the capital cities and the Gold Coast (\$13.1 billion). The remaining 20% was spent in regional areas. The Northern Territory received the highest share of expenditure in regional areas (72%), followed by Queensland (41%) and Tasmania (39%).
<b>Tourism regions</b>	<p>Among the capital cities and the Gold Coast, the highest expenditure was received by Sydney (\$5.4 billion), followed by Melbourne (\$3 billion) and Experience Perth (\$1.5 billion).</p> <p>Among regional areas, Tropical North Queensland received the highest expenditure (\$1 billion), followed by Sunshine Coast (\$180 million).</p>
<b>Expenditure per visitor</b>	Expenditure per visitor was highest in Experience Perth (\$2 297), followed by Melbourne (\$2 150) and Sydney (\$2 013).
<b>Expenditure per night</b>	The highest average expenditure per night was in Petermann (\$336), followed by Tropical North Queensland (\$161) and Australia's Coral Coast (\$130).
<b>Country of origin</b>	<p>Visitors from Asia had the highest expenditure in Australia (\$7.3 billion - \$1.6 billion by Chinese visitors, \$1 billion by Japanese visitors and \$4.7 billion by visitors from other Asian countries). Visitors from Europe spent \$4.6 billion (\$2 billion by United Kingdom visitors, \$600 million by German visitors and \$2 billion by visitors from other European countries).</p> <p>Visitors from New Zealand spent \$1.5 billion in Australia and visitors from the USA spent \$1.3 billion.</p> <p>Expenditure by Chinese, United Kingdom, USA, and Korean visitors was highest in New South Wales (\$881 million, \$709 million, \$588 million and \$502 million respectively). In contrast, New Zealand and Japanese visitors spent more in Queensland than in any other State or Territory (\$566 million, \$464 million respectively).</p>
<b>Purpose of visit</b>	Visitors who travelled for a holiday had the highest expenditure in Australia (\$6.7 billion). New South Wales received the highest share of this expenditure (\$2.3 billion), followed by Queensland (\$2.2 billion), Victoria (\$880 million), Western Australia (\$622 million), the Northern Territory (\$319 million) and South Australia (\$165 million).

## **Tables and Figures**

Figure 1 Average and median nights in Australia by country of residence



Base: All visitors aged 15 years and over.

Figure 2 Visitors in Australia by main purpose of journey

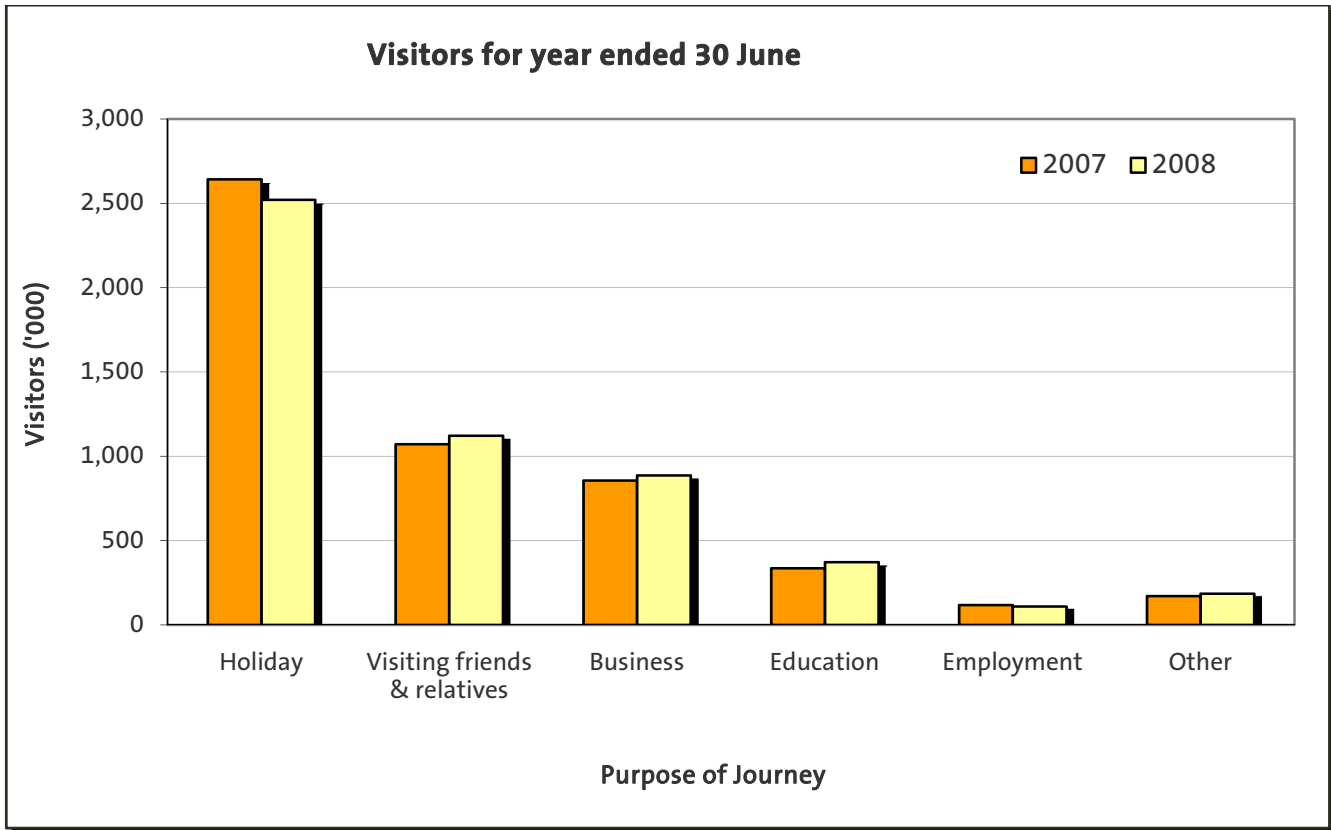
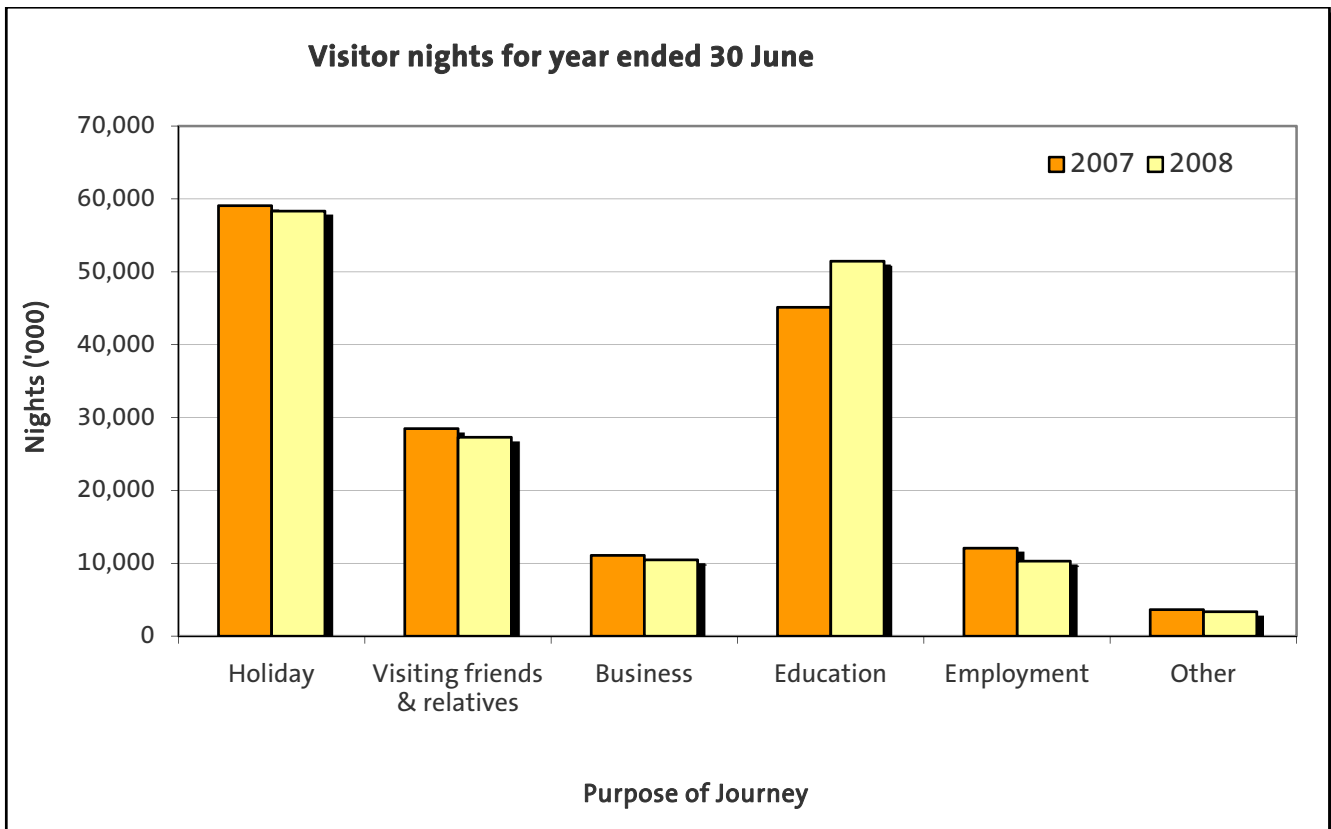


Figure 3 Visitor nights in Australia by main purpose of journey



Base: All visitors aged 15 years and over.

**Table 1****Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, year ended 30 June 2007 and 2008**

Country of residence	Year ended 30 June 2007					Year ended 30 June 2008				
	Visitors	Nights in Australia			Expenditure in Australia	Visitors	Nights in Australia			Expenditure in Australia
		Total <sup>(a)</sup>	Average	Median			Total <sup>(a)</sup>	Average	Median	
'000	'000			\$million	'000	'000			\$million	
New Zealand	1,002	14,085	14	7	1,522	1,014	13,971	14	7	1,551
Japan	565	10,991	19	5	1,001	484	9,719	20	5	859
Hong Kong	138	4,244	31	9	476	133	4,105	31	9	492
Singapore	229	5,656	25	7	755	231	5,125	22	7	825
Malaysia	142	5,261	37	9	561	150	5,684	38	9	709
Indonesia	77	3,484	45	13	341	85	3,479	41	11	410
Taiwan	84	2,497	30	7	216	79	2,861	36	7	246
Thailand	71	3,065	43	11	249	78	3,268	42	12	311
Korea	247	11,369	46	6	976	217	10,533	49	6	895
China	323	15,435	48	8	1,230	357	15,889	45	9	1,549
India	83	4,416	53	20	312	101	5,842	58	19	498
Other Asia	100	4,692	47	15	306	113	6,309	56	20	433
USA	427	9,704	23	11	1,180	427	9,563	22	11	1,209
Canada	105	4,123	39	20	394	115	4,472	39	19	423
United Kingdom	685	22,826	33	20	2,067	643	20,681	32	19	1,961
Germany	144	6,672	46	24	521	150	6,770	45	22	578
Scandinavia	79	3,476	44	21	297	81	3,030	37	20	306
France	66	3,627	55	21	259	73	3,431	47	20	271
Italy	51	1,920	37	18	158	51	2,000	39	19	180
Netherlands	48	2,059	43	25	163	50	2,261	45	26	180
Switzerland	41	1,755	43	28	194	40	1,707	43	29	186
Other Europe	171	7,887	46	21	669	183	8,382	46	20	773
Other countries	317	10,298	32	12	885	343	12,149	35	13	1,161
<b>Main purpose of journey (including backpackers)</b>										
Holiday	2,642	59,074	22	9	5,977	2,520	58,329	23	9	5,966
Visiting friends & relatives	1,071	28,496	27	15	1,872	1,122	27,293	24	14	2,017
Business	856	11,100	13	6	1,705	886	10,489	12	6	1,762
Education	336	45,126	134	120	4,164	372	51,447	138	126	5,168
Employment	118	12,090	103	68	724	109	10,309	94	59	759
Other	171	3,657	21	3	291	185	3,365	18	4	333
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	2,250	34,335	15	8	4,124	2,122	33,437	16	8	4,093
Visiting friends & relatives	1,028	27,032	26	15	1,758	1,069	25,503	24	14	1,855
Business	838	10,552	13	6	1,658	871	10,057	12	6	1,716
Education	276	36,792	133	117	3,457	304	41,398	136	122	4,315
Employment	88	7,842	89	56	490	94	8,463	90	49	641
Other	158	2,824	18	2	245	171	2,667	16	4	289
Backpackers	556	40,166	72	31	3,001	564	39,706	70	31	3,096
<b>Total</b>	<b>5,194</b>	<b>159,542</b>	<b>31</b>	<b>10</b>	<b>14,733</b>	<b>5,196</b>	<b>161,232</b>	<b>31</b>	<b>10</b>	<b>16,005</b>

Base: All visitors aged 15 years and over.

(a) Total nights in Australia are greater than the sum of nights in the States/Territories (Tables 11 & 21) because nights spent in transit are included.

Table 2

Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, quarter ended 30 June 2007 and 2008

Country of residence	Quarter ended 30 June 2007					Quarter ended 30 June 2008				
	Nights in Australia			Expenditure in Australia \$million	Nights in Australia			Expenditure in Australia \$million		
	Visitors '000	Total '000	Average		Median	Visitors '000	Total '000		Average	Median
New Zealand	272	3,436	13	7	416	256	3,566	14	7	406
Japan	106	2,300	22	4	197	85	1,522	18	4	145
Hong Kong	32	744	23	7	79	30	633	21	8	72
Singapore	60	1,142	19	7	177	59	1,061	18	7	170
Malaysia	34	852	25	8	109	36	767	21	8	94
Indonesia	17	585	35	12	66	18	548	30	9	69
Taiwan	20	543	27	6	47	18	672	38	7	50
Thailand	21	786	37	11	71	22	691	31	10	72
Korea	55	2,324	43	4	211	48	2,059	43	5	181
China	64	1,993	31	7	206	75	2,249	30	7	197
India	24	1,220	51	18	91	30	1,940	65	19	133
Other Asia	25	1,163	46	16	75	28	1,428	52	18	93
USA	99	2,471	25	12	300	93	2,270	24	11	273
Canada	20	761	39	19	85	22	1,005	47	27	88
United Kingdom	102	3,822	37	20	326	102	3,582	35	20	332
Germany	23	1,088	48	25	86	24	1,176	48	23	103
Scandinavia	11	538	50	20	52	11	499	44	17	49
France	12	779	66	24	55	14	813	59	21	68
Italy	8	402	53	17	27	8	367	46	20	29
Netherlands	7	383	57	27	26	8	384	48	27	31
Switzerland	6	272	45	28	31	6	245	43	23	24
Other Europe	28	1,612	57	26	129	32	1,848	57	21	166
Other countries	70	1,964	28	10	220	78	2,564	33	11	246
<b>Main purpose of journey (including backpackers)</b>										
Holiday	543	12,404	23	8	1,226	506	11,714	23	8	1,182
Visiting friends & relatives	234	6,162	26	14	439	246	6,193	25	14	374
Business	208	2,462	12	5	421	219	2,613	12	5	426
Education	64	7,587	119	114	818	64	7,865	123	115	849
Employment	21	1,790	83	54	127	24	2,594	106	80	174
Other	43	775	18	3	51	44	909	21	4	87
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	467	6,838	15	7	824	422	6,341	15	7	769
Visiting friends & relatives	226	5,856	26	14	414	234	5,823	25	13	345
Business	205	2,375	12	5	411	216	2,547	12	5	419
Education	50	5,983	119	114	660	53	6,309	120	112	703
Employment	17	1,327	77	54	99	20	2,132	105	74	136
Other	39	457	12	2	33	41	814	20	4	82
Backpackers	110	8,343	76	37	641	117	7,922	68	31	638
<b>Total</b>	<b>1,114</b>	<b>31,180</b>	<b>28</b>	<b>9</b>	<b>3,083</b>	<b>1,103</b>	<b>31,887</b>	<b>29</b>	<b>9</b>	<b>3,092</b>

Base: All visitors aged 15 years and over.

Table 3

Visitors by country of residence and main purpose of journey,  
year ended 30 June 2004 - 2008

Country of residence	Year ended 30 June									
	2004		2005		2006		2007		2008	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	838	18	976	20	980	19	1,002	19	1,014	20
Japan	646	14	651	13	624	12	565	11	484	9
Hong Kong	120	3	135	3	142	3	138	3	133	3
Singapore	219	5	229	5	218	4	229	4	231	4
Malaysia	154	3	149	3	136	3	142	3	150	3
Indonesia	81	2	74	1	74	1	77	1	85	2
Taiwan	96	2	95	2	93	2	84	2	79	2
Thailand	72	2	73	1	69	1	71	1	78	2
Korea	197	4	217	4	221	4	247	5	217	4
China	208	4	263	5	279	6	323	6	357	7
India	na	-	54	1	74	1	83	2	101	2
Other Asia	118	3	74	1	80	2	100	2	113	2
USA	403	9	415	8	419	8	427	8	427	8
Canada	89	2	97	2	101	2	105	2	115	2
United Kingdom	644	14	652	13	661	13	685	13	643	12
Germany	137	3	138	3	145	3	144	3	150	3
Scandinavia	na	-	79	2	79	2	79	2	81	2
France	na	-	52	1	61	1	66	1	73	1
Italy	na	-	39	1	49	1	51	1	51	1
Netherlands	na	-	61	1	48	1	48	1	50	1
Switzerland	na	-	37	1	39	1	41	1	40	1
Other Europe	400	9	149	3	159	3	171	3	183	4
Other countries	252	5	264	5	285	6	317	6	343	7
<b>Main purpose of journey</b> (including backpackers)										
Holiday	2,488	53	2,695	54	2,640	52	2,642	51	2,520	49
Visiting friends & relatives	951	20	1,043	21	1,026	20	1,071	21	1,122	22
Business	692	15	735	15	798	16	856	16	886	17
Education	286	6	267	5	310	6	336	6	372	7
Employment	79	2	64	1	89	2	118	2	109	2
Other	178	4	167	3	175	3	171	3	185	4
<b>Main purpose of journey</b> (excluding backpackers)										
Holiday	2,142	46	2,331	47	2,259	45	2,250	43	2,122	41
Visiting friends & relatives	912	20	1,002	20	984	20	1,028	20	1,069	21
Business	683	15	725	15	782	16	838	16	871	17
Education	228	5	218	4	259	5	276	5	304	6
Employment	66	1	52	1	71	1	88	2	94	2
Other	157	3	154	3	166	3	158	3	171	3
Backpackers	486	10	488	10	517	10	556	11	564	11
<b>Total</b>	<b>4,675</b>	<b>100</b>	<b>4,971</b>	<b>100</b>	<b>5,037</b>	<b>100</b>	<b>5,194</b>	<b>100</b>	<b>5,196</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.  
na - Not applicable

Table 4

Visitors by country of residence and main purpose of journey,  
quarter ended 30 June 2004 - 2008

Country of residence	Quarter ended 30 June									
	2004		2005		2006		2007		2008	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	228	22	244	23	246	23	272	24	256	23
Japan	146	14	129	12	123	11	106	10	85	8
Hong Kong	28	3	31	3	32	3	32	3	30	3
Singapore	53	5	61	6	55	5	60	5	59	5
Malaysia	35	3	37	3	30	3	34	3	36	3
Indonesia	17	2	16	2	15	1	17	2	18	2
Taiwan	25	2	26	2	19	2	20	2	18	2
Thailand	20	2	20	2	19	2	21	2	22	2
Korea	43	4	53	5	51	5	55	5	48	4
China	47	5	48	5	60	6	64	6	75	7
India	na	-	16	1	22	2	24	2	30	3
Other Asia	31	3	18	2	21	2	25	2	28	3
USA	93	9	96	9	101	9	99	9	93	8
Canada	16	2	17	2	18	2	20	2	22	2
United Kingdom	105	10	101	10	108	10	102	9	102	9
Germany	21	2	21	2	23	2	23	2	24	2
Scandinavia	na	-	10	1	12	1	11	1	11	1
France	na	-	11	1	11	1	12	1	14	1
Italy	na	-	8	1	7	1	8	1	8	1
Netherlands	na	-	7	1	7	1	7	1	8	1
Switzerland	na	-	6	1	6	1	6	1	6	1
Other Europe	65	6	26	2	27	3	28	3	32	3
Other countries	53	5	56	5	63	6	70	6	78	7
<b>Main purpose of journey</b> (including backpackers)										
Holiday	535	52	562	53	540	50	543	49	506	46
Visiting friends & relatives	213	21	216	20	226	21	234	21	246	22
Business	166	16	185	18	197	18	208	19	219	20
Education	54	5	39	4	58	5	64	6	64	6
Employment	15	1	16	1	20	2	21	2	24	2
Other	43	4	40	4	36	3	43	4	44	4
<b>Main purpose of journey</b> (excluding backpackers)										
Holiday	463	45	491	46	462	43	467	42	422	38
Visiting friends & relatives	207	20	207	20	216	20	226	20	234	21
Business	164	16	183	17	193	18	205	18	216	20
Education	42	4	32	3	49	5	50	5	53	5
Employment	12	1	13	1	16	2	17	2	20	2
Other	39	4	36	3	35	3	39	3	41	4
Backpackers	100	10	96	9	105	10	110	10	117	11
<b>Total</b>	<b>1,025</b>	<b>100</b>	<b>1,057</b>	<b>100</b>	<b>1,076</b>	<b>100</b>	<b>1,114</b>	<b>100</b>	<b>1,103</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.  
na - Not applicable

Table 5

Visitor nights<sup>(a)</sup> by country of residence and main purpose of journey,  
year ended 30 June 2004 - 2008

Country of residence	Year ended 30 June									
	2004		2005		2006		2007		2008	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	11,261	9	12,763	10	14,262	10	14,085	9	13,971	9
Japan	10,830	8	10,050	8	10,901	8	10,991	7	9,719	6
Hong Kong	3,587	3	2,906	2	4,182	3	4,244	3	4,105	3
Singapore	4,396	3	3,966	3	4,901	3	5,656	4	5,125	3
Malaysia	4,318	3	4,403	3	4,969	3	5,261	3	5,684	4
Indonesia	3,684	3	2,815	2	2,987	2	3,484	2	3,479	2
Taiwan	2,030	2	1,918	1	2,347	2	2,497	2	2,861	2
Thailand	2,417	2	2,956	2	2,842	2	3,065	2	3,268	2
Korea	5,733	4	6,453	5	8,894	6	11,369	7	10,533	7
China	8,551	6	11,532	9	12,147	8	15,435	10	15,889	10
India	na	-	2,174	2	3,501	2	4,416	3	5,842	4
Other Asia	4,430	3	3,330	3	3,897	3	4,692	3	6,309	4
USA	10,164	8	9,058	7	9,941	7	9,704	6	9,563	6
Canada	3,061	2	3,785	3	4,234	3	4,123	3	4,472	3
United Kingdom	26,602	20	21,556	17	21,950	15	22,826	14	20,681	13
Germany	6,320	5	5,517	4	6,490	4	6,672	4	6,770	4
Scandinavia	na	-	2,943	2	3,253	2	3,476	2	3,030	2
France	na	-	1,676	1	2,273	2	3,627	2	3,431	2
Italy	na	-	861	1	2,076	1	1,920	1	2,000	1
Netherlands	na	-	2,248	2	1,755	1	2,059	1	2,261	1
Switzerland	na	-	1,602	1	1,567	1	1,755	1	1,707	1
Other Europe	16,943	13	7,039	5	7,115	5	7,887	5	8,382	5
Other countries	7,742	6	7,691	6	8,731	6	10,298	6	12,149	8
<b>Main purpose of journey</b> (including backpackers)										
Holiday	49,112	37	53,316	41	55,002	38	59,074	37	58,329	36
Visiting friends & relatives	23,554	18	24,984	19	25,274	17	28,496	18	27,293	17
Business	6,904	5	7,953	6	10,287	7	11,100	7	10,489	7
Education	37,861	29	34,531	27	41,371	28	45,126	28	51,447	32
Employment	10,256	8	5,861	5	10,151	7	12,090	8	10,309	6
Other	4,382	3	2,595	2	3,131	2	3,657	2	3,365	2
<b>Main purpose of journey</b> (excluding backpackers)										
Holiday	28,661	22	32,112	25	32,670	22	34,335	22	33,437	21
Visiting friends & relatives	21,970	17	23,334	18	23,788	16	27,032	17	25,503	16
Business	6,680	5	7,598	6	9,664	7	10,552	7	10,057	6
Education	29,737	23	27,685	21	34,176	24	36,792	23	41,398	26
Employment	8,169	6	4,536	4	7,135	5	7,842	5	8,463	5
Other	2,862	2	2,182	2	2,619	2	2,824	2	2,667	2
Backpackers	33,992	26	31,793	25	35,165	24	40,166	25	39,706	25
<b>Total</b>	<b>132,070</b>	<b>100</b>	<b>129,241</b>	<b>100</b>	<b>145,216</b>	<b>100</b>	<b>159,542</b>	<b>100</b>	<b>161,232</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

na- Not applicable

(a) Total nights in Australia are greater than the sum of nights in the States/Territories (Tables 11 & 21) because nights spent in transit are included.

Table 6

Visitor nights by country of residence and main purpose of journey,  
quarter ended 30 June 2004 - 2008

Country of residence	Quarter ended 30 June									
	2004		2005		2006		2007		2008	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	2,865	11	3,139	13	3,200	11	3,436	11	3,566	11
Japan	2,380	9	1,870	8	2,241	8	2,300	7	1,522	5
Hong Kong	518	2	539	2	736	3	744	2	633	2
Singapore	849	3	917	4	969	3	1,142	4	1,061	3
Malaysia	708	3	719	3	625	2	852	3	767	2
Indonesia	419	2	424	2	534	2	585	2	548	2
Taiwan	352	1	323	1	607	2	543	2	672	2
Thailand	596	2	564	2	555	2	786	3	691	2
Korea	1,304	5	1,373	6	2,077	7	2,324	7	2,059	6
China	1,531	6	1,595	7	1,711	6	1,993	6	2,249	7
India	na	-	595	2	931	3	1,220	4	1,940	6
Other Asia	1,002	4	499	2	910	3	1,163	4	1,428	4
USA	2,868	11	1,997	8	2,506	9	2,471	8	2,270	7
Canada	509	2	744	3	826	3	761	2	1,005	3
United Kingdom	4,902	18	3,445	14	4,223	14	3,822	12	3,582	11
Germany	1,128	4	881	4	1,396	5	1,088	3	1,176	4
Scandinavia	na	-	436	2	521	2	538	2	499	2
France	na	-	418	2	564	2	779	2	813	3
Italy	na	-	218	1	345	1	402	1	367	1
Netherlands	na	-	342	1	293	1	383	1	384	1
Switzerland	na	-	245	1	230	1	272	1	245	1
Other Europe	3,191	12	1,309	5	1,533	5	1,612	5	1,848	6
Other countries	1,535	6	1,452	6	1,813	6	1,964	6	2,564	8
<b>Main purpose of journey</b> (including backpackers)										
Holiday	10,666	40	10,197	42	11,889	41	12,404	40	11,714	37
Visiting friends & relatives	5,108	19	4,682	19	5,674	19	6,162	20	6,193	19
Business	1,673	6	2,213	9	2,314	8	2,462	8	2,613	8
Education	6,550	25	4,583	19	7,008	24	7,587	24	7,865	25
Employment	1,755	7	1,403	6	2,083	7	1,790	6	2,594	8
Other	904	3	964	4	377	1	775	2	909	3
<b>Main purpose of journey</b> (excluding backpackers)										
Holiday	5,646	21	6,146	26	6,540	22	6,838	22	6,341	20
Visiting friends & relatives	4,918	18	4,483	19	5,303	18	5,856	19	5,823	18
Business	1,621	6	2,047	9	2,155	7	2,375	8	2,547	8
Education	4,896	18	3,648	15	5,818	20	5,983	19	6,309	20
Employment	1,559	6	1,082	5	1,411	5	1,327	4	2,132	7
Other	694	3	833	3	321	1	457	1	814	3
Backpackers	7,321	27	5,803	24	7,800	27	8,343	27	7,922	25
<b>Total</b>	<b>26,656</b>	<b>100</b>	<b>24,042</b>	<b>100</b>	<b>29,346</b>	<b>100</b>	<b>31,180</b>	<b>100</b>	<b>31,887</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.  
na - Not applicable

Table 7

### Visitors by country of residence and main purpose of journey by first or return visit

Country of residence	Year ended 30 June 2008				
	First visit		Return visit		Total Visitors
	'000	%	'000	%	'000
New Zealand	75	7	939	93	1,014
Japan	298	62	186	38	484
Hong Kong	45	34	88	66	133
Singapore	40	17	191	83	231
Malaysia	46	30	104	70	150
Indonesia	23	27	62	73	85
Taiwan	46	59	32	41	79
Thailand	31	40	47	60	78
Korea	148	68	69	32	217
China	198	55	159	45	357
India	60	60	41	40	101
Other Asia	49	43	64	57	113
USA	254	60	173	40	427
Canada	63	55	51	45	115
United Kingdom	289	45	354	55	643
Germany	90	60	60	40	150
Scandinavia	49	60	33	40	81
France	46	63	27	37	73
Italy	32	64	18	36	51
Netherlands	27	54	23	46	50
Switzerland	21	53	19	47	40
Other Europe	110	60	73	40	183
Other countries	137	40	206	60	343
<b>Main purpose of journey</b> (including backpackers)					
Holiday	1,332	53	1,189	47	2,520
Visiting friends & relatives	305	27	817	73	1,122
Business	277	31	610	69	886
Education	164	44	209	56	372
Employment	37	34	72	66	109
Other	63	34	122	66	185
<b>Main purpose of journey</b> (excluding backpackers)					
Holiday	1,055	50	1,066	50	2,122
Visiting friends & relatives	275	26	794	74	1,069
Business	267	31	604	69	871
Education	115	38	189	62	304
Employment	30	32	65	68	94
Other	55	32	116	68	171
Backpackers	379	67	185	33	564
<b>Total</b>	<b>2,177</b>	<b>42</b>	<b>3,019</b>	<b>58</b>	<b>5,196</b>

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Total visitors includes "not stated" responses.

Table 8

### Visitors by country of residence and main purpose of journey by type of travel arrangements

Year ended 30 June 2008							
Country of residence	Package tour visitors			Non Package tour visitors			Total visitors '000
	Group tour '000	Non-group '000	Total '000	Group tour '000	Non-group '000	Total '000	
New Zealand	14	94	108	6	900	906	1,014
Japan	112	192	305	7	172	179	484
Hong Kong	5	12	17	1	115	116	133
Singapore	8	20	28	1	202	203	231
Malaysia	7	10	17	3	130	133	150
Indonesia	5	4	10	1	74	75	85
Taiwan	25	7	32	1	45	47	79
Thailand	6	2	8	1	69	70	78
Korea	62	24	86	4	127	131	217
China	129	21	150	7	200	207	357
India	5	11	16	1	84	85	101
Other Asia	2	6	8	1	105	105	113
USA	23	52	75	9	342	352	427
Canada	2	11	12	1	102	102	115
United Kingdom	8	74	83	3	557	560	643
Germany	5	21	26	1	122	124	150
Scandinavia	3	8	11	0	70	70	81
France	1	11	11	1	61	62	73
Italy	1	8	9	0	42	42	51
Netherlands	1	8	9	1	41	42	50
Switzerland	0	8	9	0	31	31	40
Other Europe	3	25	28	3	152	155	183
Other countries	2	31	33	5	305	310	343
<b>Main purpose of journey</b> (including backpackers)							
Holiday	369	532	901	20	1,600	1,620	2,520
Visiting friends & relatives	3	35	37	1	1,084	1,085	1,122
Business	34	52	85	23	778	801	886
Education	11	22	33	7	332	339	372
Employment	2	7	8	0	101	101	109
Other	11	13	25	6	155	161	185
<b>Main purpose of journey</b> (excluding backpackers)							
Holiday	364	503	867	17	1,238	1,255	2,122
Visiting friends & relatives	2	33	35	1	1,033	1,033	1,069
Business	33	51	85	23	763	786	871
Education	9	16	25	5	274	279	304
Employment	2	6	8	0	86	87	94
Other	11	13	24	6	141	147	171
Backpackers	7	38	46	5	513	519	564
<b>Total</b>	<b>429</b>	<b>661</b>	<b>1,090</b>	<b>57</b>	<b>4,049</b>	<b>4,106</b>	<b>5,196</b>

Base: All visitors aged 15 years and over.

Table 9

### Visitors by country of residence and main purpose of journey by State/Territory visited

Country of residence	Year ended 30 June 2008							
	New South Wales		Victoria		Queensland		South Australia	
	'000	%	'000	%	'000	%	'000	%
New Zealand	370	13	234	16	424	20	39	11
Japan	196	7	55	4	312	15	11	3
Hong Kong	80	3	33	2	42	2	4	1
Singapore	75	3	64	4	45	2	8	2
Malaysia	38	1	49	3	37	2	9	2
Indonesia	36	1	29	2	15	1	2	1
Taiwan	44	2	20	1	45	2	2	1
Thailand	44	2	23	2	11	1	2	1
Korea	179	6	41	3	74	3	7	2
China	264	9	162	11	160	8	12	3
India	56	2	36	2	32	1	4	1
Other Asia	52	2	34	2	23	1	5	1
USA	293	10	137	9	167	8	34	9
Canada	82	3	40	3	57	3	16	4
United Kingdom	394	14	210	14	256	12	79	22
Germany	106	4	63	4	74	3	34	10
Scandinavia	52	2	27	2	41	2	10	3
France	49	2	27	2	33	2	12	3
Italy	34	1	21	1	23	1	10	3
Netherlands	31	1	18	1	24	1	10	3
Switzerland	27	1	18	1	19	1	10	3
Other Europe	127	5	64	4	83	4	22	6
Other countries	178	6	80	5	132	6	19	5
<b>Main purpose of journey</b> (including backpackers)								
Holiday	1,457	52	712	48	1,377	65	208	58
Visiting friends & relatives	539	19	308	21	351	17	68	19
Business	476	17	273	18	202	9	43	12
Education	196	7	121	8	126	6	25	7
Employment	52	2	28	2	29	1	8	2
Other	87	3	38	3	43	2	9	3
<b>Main purpose of journey</b> (excluding backpackers)								
Holiday	1,132	40	525	35	1,112	52	137	38
Visiting friends & relatives	499	18	289	19	323	15	61	17
Business	468	17	269	18	195	9	42	12
Education	143	5	90	6	80	4	16	4
Employment	43	2	22	1	21	1	7	2
Other	77	3	33	2	39	2	7	2
Backpackers	445	16	253	17	360	17	91	25
<b>Total</b>	<b>2,806</b>	<b>100</b>	<b>1,481</b>	<b>100</b>	<b>2,129</b>	<b>100</b>	<b>361</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Continued...

Note: Rounded shares may sum to more than 100.

Visitors by State or Territory sum to more than total visitors because some visitors stop over in more than one State or Territory.

Table 9 (Continued)

Visitors by country of residence and main purpose of journey  
by State/Territory visited

Country of residence	Year ended 30 June 2008							
	Western Australia		Tasmania		Northern Territory		Australian Capital Territory	
	'000	%	'000	%	'000	%	'000	%
New Zealand	59	9	15	9	14	4	13	8
Japan	37	6	9	6	37	11	6	4
Hong Kong	9	1	4	3	1	0	5	3
Singapore	63	9	5	3	4	1	4	3
Malaysia	40	6	4	3	1	0	2	2
Indonesia	19	3	0	0	2	1	3	2
Taiwan	3	1	2	1	1	0	2	2
Thailand	13	2	2	1	1	0	2	1
Korea	6	1	6	4	4	1	5	3
China	14	2	8	5	3	1	15	9
India	10	2	2	1	1	0	3	2
Other Asia	14	2	1	1	4	1	5	3
USA	43	6	21	13	36	11	20	13
Canada	15	2	10	6	15	4	5	3
United Kingdom	165	25	27	17	62	19	24	15
Germany	28	4	9	6	40	12	12	8
Scandinavia	13	2	3	2	13	4	4	2
France	11	2	5	3	18	5	4	3
Italy	7	1	1	1	14	4	2	1
Netherlands	11	2	4	2	11	3	4	3
Switzerland	11	2	4	2	11	3	2	1
Other Europe	34	5	7	5	29	9	6	4
Other countries	44	7	8	5	9	3	10	6
<b>Main purpose of journey</b> (including backpackers)								
Holiday	320	48	81	52	259	78	72	45
Visiting friends & relatives	170	25	35	23	27	8	35	22
Business	98	15	19	12	17	5	27	17
Education	41	6	15	10	13	4	17	11
Employment	25	4	2	1	7	2	4	3
Other	16	2	3	2	9	3	5	3
<b>Main purpose of journey</b> (excluding backpackers)								
Holiday	247	37	51	32	170	51	47	29
Visiting friends & relatives	160	24	31	20	21	6	31	19
Business	95	14	18	12	16	5	26	16
Education	30	4	8	5	3	1	13	8
Employment	21	3	2	1	4	1	3	2
Other	14	2	2	1	6	2	5	3
Backpackers	103	15	44	28	112	34	36	22
<b>Total</b>	<b>671</b>	<b>100</b>	<b>156</b>	<b>100</b>	<b>332</b>	<b>100</b>	<b>161</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Note: Rounded shares may sum to more than 100.

Visitors by State or Territory sum to more than total visitors because some visitors stop over in more than one State or Territory.

Table 10

Visitors by country of residence and main purpose of journey  
for selected regions<sup>(a)</sup>

	Year ended 30 June 2008				
	Sydney '000	Melbourne '000	Brisbane '000	Gold Coast '000	Tropical North Queensland '000
<b>Country of residence</b>					
New Zealand	315	213	173	222	43
Japan	190	53	38	123	188
Hong Kong	78	32	23	16	16
Singapore	72	62	25	25	3
Malaysia	37	48	17	24	2
Indonesia	34	26	8	8	2
Taiwan	44	20	30	21	3
Thailand	42	22	6	4	2
Korea	178	40	37	41	10
China	258	160	52	116	54
India	54	35	12	17	12
Other Asia	49	33	14	7	3
USA	279	129	63	24	98
Canada	76	36	29	16	28
United Kingdom	368	189	141	69	141
Germany	101	57	42	18	47
Scandinavia	48	25	22	12	23
France	47	25	17	7	19
Italy	33	19	10	5	14
Netherlands	29	15	15	7	15
Switzerland	26	16	13	6	12
Other Europe	118	59	48	25	51
Other countries	166	75	67	36	40
<b>Main purpose of journey</b> (including backpackers)					
Holiday	1,399	676	481	616	669
Visiting friends & relatives	476	270	180	118	62
Business	454	264	121	51	37
Education	180	116	77	43	35
Employment	47	25	19	10	7
Other	84	36	22	10	14
<b>Main purpose of journey</b> (excluding backpackers)					
Holiday	1,085	496	306	514	493
Visiting friends & relatives	440	252	164	110	50
Business	447	259	116	50	34
Education	131	86	50	25	10
Employment	38	20	13	5	3
Other	74	31	20	8	12
Backpackers <sup>(b)</sup>	424	243	231	137	222
<b>Total</b>	<b>2,640</b>	<b>1,387</b>	<b>900</b>	<b>849</b>	<b>825</b>

Base: All visitors aged 15 years and over.

Continued...

Note: Numbers sum to more than total visitors because some visitors stopover in more than one region.

(a) Visitors who spent at least one night in the region.

**Table 10** (Continued)

**Visitors by country of residence and main purpose of journey for selected regions<sup>(a)</sup>**

	<b>Year ended 30 June 2008</b>				
	<b>Adelaide '000</b>	<b>Perth '000</b>	<b>Hobart '000</b>	<b>Darwin '000</b>	<b>Alice Springs '000</b>
<b>Country of residence</b>					
New Zealand	36	52	10	10	4
Japan	11	36	7	3	4
Hong Kong	4	9	3	0	0
Singapore	8	63	4	4	0
Malaysia	8	40	3	1	0
Indonesia	2	18	0	2	0
Taiwan	2	3	1	0	0
Thailand	2	13	2	1	0
Korea	7	6	5	1	2
China	12	13	7	2	1
India	4	10	0	1	0
Other Asia	4	13	0	4	0
USA	31	41	16	10	21
Canada	15	15	8	5	9
United Kingdom	72	162	21	22	36
Germany	31	26	8	23	25
Scandinavia	10	13	3	7	9
France	11	11	3	9	13
Italy	8	7	1	8	7
Netherlands	9	10	3	6	7
Switzerland	9	11	3	7	8
Other Europe	20	30	6	15	16
Other countries	18	42	6	6	5
<b>Main purpose of journey</b> (including backpackers)					
Holiday	192	311	65	108	140
Visiting friends & relatives	60	162	25	12	12
Business	40	93	16	10	4
Education	23	40	12	5	8
Employment	7	22	2	5	2
Other	9	16	2	6	3
<b>Main purpose of journey</b> (excluding backpackers)					
Holiday	124	240	38	62	79
Visiting friends & relatives	53	152	22	9	8
Business	39	91	15	10	3
Education	15	30	6	2	2
Employment	6	18	1	3	0
Other	6	14	1	4	1
Backpackers	87	99	38	56	75
<b>Total</b>	<b>331</b>	<b>644</b>	<b>121</b>	<b>146</b>	<b>169</b>

*Base: All visitors aged 15 years and over.*

*Note: Numbers sum to more than total visitors because some visitors stopover in more than one region.*

*(a) Visitors who spent at least one night in the region.*

Table 11

Visitor nights by country of residence and main purpose of journey  
by State/Territory visited

Country of residence	Year ended 30 June 2008									
	New South Wales		Victoria		Queensland		South Australia		Western Australia	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	3,640	6	2,383	8	5,574	14	487	7	1,331	7
Japan	3,042	5	1,355	4	3,454	9	285	4	986	5
Hong Kong	1,696	3	748	2	1,172	3	122	2	218	1
Singapore	1,132	2	1,572	5	587	2	147	2	1,346	7
Malaysia	1,010	2	1,504	5	886	2	409	6	1,420	8
Indonesia	1,252	2	1,252	4	350	1	72	1	462	3
Taiwan	816	1	494	2	1,227	3	81	1	165	1
Thailand	1,325	2	998	3	319	1	34	1	411	2
Korea	5,012	9	1,284	4	2,728	7	316	5	647	4
China	8,817	16	3,970	13	1,769	5	494	8	314	2
India	2,232	4	1,877	6	901	2	187	3	493	3
Other Asia	1,891	3	1,305	4	1,380	4	355	5	983	5
USA	3,932	7	1,813	6	1,825	5	345	5	921	5
Canada	1,550	3	672	2	1,170	3	255	4	499	3
United Kingdom	6,673	12	3,539	11	4,783	12	1,095	17	3,476	19
Germany	1,993	4	902	3	1,839	5	457	7	922	5
Scandinavia	976	2	485	2	933	2	108	2	330	2
France	1,044	2	672	2	860	2	137	2	395	2
Italy	731	1	405	1	500	1	64	1	145	1
Netherlands	575	1	259	1	753	2	121	2	360	2
Switzerland	544	1	196	1	487	1	74	1	263	1
Other Europe	3,227	6	1,356	4	1,910	5	343	5	1,125	6
Other countries	3,756	7	2,617	8	3,530	9	531	8	1,158	6
<b>Main purpose of journey</b> (including backpackers)										
Holiday	19,015	33	8,701	27	18,233	47	2,275	35	6,607	36
Visiting friends & relatives	9,676	17	5,674	18	5,594	14	1,141	18	3,931	21
Business	3,993	7	2,492	8	1,684	4	384	6	1,306	7
Education	20,091	35	11,706	37	10,556	27	2,115	32	4,423	24
Employment	2,997	5	2,149	7	2,297	6	467	7	1,776	10
Other	1,092	2	935	3	571	1	139	2	328	2
<b>Main purpose of journey</b> (excluding backpackers)										
Holiday	11,171	20	5,072	16	10,099	26	1,408	22	3,897	21
Visiting friends & relatives	9,102	16	5,399	17	5,173	13	1,028	16	3,691	20
Business	3,839	7	2,421	8	1,604	4	376	6	1,228	7
Education	16,967	30	10,133	32	7,284	19	1,597	24	3,436	19
Employment	2,587	5	1,786	6	1,770	5	389	6	1,450	8
Other	844	1	827	3	431	1	113	2	220	1
Backpackers	12,355	22	6,019	19	12,573	32	1,610	25	4,449	24
<b>Total</b>	<b>56,864</b>	<b>100</b>	<b>31,656</b>	<b>100</b>	<b>38,934</b>	<b>100</b>	<b>6,521</b>	<b>100</b>	<b>18,371</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Continued...

Note: Rounded percentages may not sum to 100.

Table 11 (Continued)

### Visitor nights by country of residence and main purpose of journey by State/Territory visited

Country of residence	Year ended 30 June 2008							
	Tasmania		Northern Territory		Australian Capital Territory		Total nights <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%
New Zealand	147	5	234	8	143	6	13,938	9
Japan	303	10	112	4	156	6	9,692	6
Hong Kong	82	3	19	1	46	2	4,103	3
Singapore	172	6	36	1	132	5	5,124	3
Malaysia	378	12	16	1	59	2	5,682	4
Indonesia	4	0	18	1	67	3	3,478	2
Taiwan	37	1	3	0	34	1	2,857	2
Thailand	74	2	16	1	88	3	3,265	2
Korea	151	5	144	5	245	10	10,527	7
China	88	3	27	1	403	16	15,883	10
India	100	3	24	1	27	1	5,840	4
Other Asia	91	3	70	2	233	9	6,308	4
USA	180	6	241	9	239	9	9,498	6
Canada	129	4	125	4	50	2	4,448	3
United Kingdom	363	12	451	16	196	8	20,576	13
Germany	168	5	359	13	80	3	6,721	4
Scandinavia	26	1	113	4	40	2	3,012	2
France	103	3	162	6	43	2	3,417	2
Italy	47	2	83	3	17	1	1,992	1
Netherlands	63	2	91	3	22	1	2,243	1
Switzerland	32	1	95	3	4	0	1,696	1
Other Europe	89	3	248	9	52	2	8,350	5
Other countries	230	8	142	5	161	6	12,125	8
<b>Main purpose of journey</b> (including backpackers)								
Holiday	861	28	1,815	64	479	19	57,989	36
Visiting friends & relatives	581	19	276	10	377	15	27,251	17
Business	161	5	189	7	255	10	10,464	7
Education	1,230	40	149	5	1,152	45	51,422	32
Employment	111	4	314	11	183	7	10,293	6
Other	112	4	86	3	92	4	3,355	2
<b>Main purpose of journey</b> (excluding backpackers)								
Holiday	441	14	890	31	327	13	33,308	21
Visiting friends & relatives	531	17	223	8	329	13	25,475	16
Business	132	4	183	6	252	10	10,034	6
Education	934	31	64	2	976	38	41,392	26
Employment	101	3	221	8	150	6	8,453	5
Other	98	3	39	1	91	4	2,663	2
Backpackers	819	27	1,209	43	414	16	39,449	25
<b>Total</b>	<b>3,057</b>	<b>100</b>	<b>2,829</b>	<b>100</b>	<b>2,539</b>	<b>100</b>	<b>160,774</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Note: Rounded shares may sum to more than 100.

(a) Total nights are less than visitor nights in Australia (Table 1) because nights spent in transit are excluded.

Table 12

Visitor nights by country of residence and main purpose of journey  
for selected regions

	Year ended 30 June 2008				
	Sydney '000	Melbourne '000	Brisbane '000	Gold Coast '000	Tropical North Queensland '000
<b>Country of residence</b>					
New Zealand	2,834	1,808	1,621	2,129	414
Japan	2,800	1,222	761	1,168	993
Hong Kong	1,623	707	788	239	83
Singapore	1,071	1,527	358	124	20
Malaysia	942	1,436	701	130	15
Indonesia	1,104	1,112	174	38	36
Taiwan	744	454	997	172	17
Thailand	1,182	943	124	98	54
Korea	4,813	1,239	1,523	466	314
China	7,941	3,848	1,074	452	131
India	1,939	1,821	462	141	40
Other Asia	1,637	1,230	735	306	84
USA	3,095	1,491	582	215	538
Canada	1,035	542	276	203	252
United Kingdom	5,188	2,759	1,336	513	1,352
Germany	1,520	689	637	102	417
Scandinavia	650	321	348	111	190
France	858	532	301	103	190
Italy	627	366	115	92	129
Netherlands	411	148	310	45	174
Switzerland	400	148	148	45	123
Other Europe	2,752	1,180	782	289	425
Other countries	2,988	2,347	1,677	890	405
<b>Main purpose of journey</b> (including backpackers)					
Holiday	15,899	7,284	4,569	4,086	4,761
Visiting friends & relatives	7,862	4,553	2,296	1,213	567
Business	3,618	2,250	854	283	228
Education	17,284	11,227	6,876	1,953	550
Employment	2,481	1,715	1,095	377	203
Other	1,008	843	139	159	85
<b>Main purpose of journey</b> (excluding backpackers)					
Holiday	9,784	4,174	2,341	3,175	2,707
Visiting friends & relatives	7,397	4,315	2,183	1,131	489
Business	3,486	2,194	823	280	206
Education	14,952	9,736	5,139	1,381	288
Employment	2,137	1,410	882	343	116
Other	789	772	127	124	50
Backpackers	9,608	5,271	4,336	1,638	2,539
<b>Total</b>	<b>48,152</b>	<b>27,872</b>	<b>15,830</b>	<b>8,072</b>	<b>6,394</b>

Base: All visitors aged 15 years and over.

Continued...

**Table 12** (Continued)

**Visitor nights by country of residence and main purpose of journey for selected regions**

	<b>Year ended 30 June 2008</b>				
	<b>Adelaide</b> <b>'000</b>	<b>Perth</b> <b>'000</b>	<b>Hobart</b> <b>'000</b>	<b>Darwin</b> <b>'000</b>	<b>Alice Springs</b> <b>'000</b>
<b>Country of residence</b>					
New Zealand	300	757	54	59	36
Japan	246	772	228	37	13
Hong Kong	117	209	41	13	2
Singapore	140	1,297	98	24	7
Malaysia	401	1,362	309	11	4
Indonesia	66	401	4	8	0
Taiwan	48	108	27	0	1
Thailand	32	379	51	14	0
Korea	289	600	81	59	38
China	492	282	52	16	7
India	171	463	9	9	0
Other Asia	288	782	37	35	3
USA	252	649	93	67	93
Canada	217	407	79	44	30
United Kingdom	885	2,790	167	190	107
Germany	286	612	64	138	75
Scandinavia	86	247	17	47	24
France	96	266	24	81	34
Italy	31	80	40	26	14
Netherlands	82	198	42	30	24
Switzerland	41	181	14	27	25
Other Europe	291	903	53	97	49
Other countries	453	997	185	91	18
<b>Main purpose of journey</b> (including backpackers)					
Holiday	1,647	4,743	338	651	402
Visiting friends & relatives	895	3,235	278	155	73
Business	314	997	93	93	12
Education	2,070	4,285	882	69	28
Employment	305	1,201	70	96	81
Other	79	281	107	61	10
<b>Main purpose of journey</b> (excluding backpackers)					
Holiday	1,050	3,000	163	274	173
Visiting friends & relatives	801	3,065	266	137	51
Business	311	958	88	90	10
Education	1,572	3,407	609	46	3
Employment	265	961	68	88	48
Other	55	197	95	27	2
Backpackers	1,256	3,153	478	463	318
<b>Total</b>	<b>5,310</b>	<b>14,742</b>	<b>1,767</b>	<b>1,124</b>	<b>605</b>

Base: All visitors aged 15 years and over.

Table 13

Visitor nights by country of residence and main purpose of journey  
by type of accommodation used

Year ended 30 June 2008

Country of residence	Hotel, resort, motel, motor inn	Backpacker hotel/ hostel	Rented house/ apartment/ flat/ unit	Home of friend or relative	Caravan park/ commercial camping ground	Caravan/ camping by the side of the road
	'000	'000	'000	'000	'000	'000
New Zealand	3,384	377	2,792	5,439	313	75
Japan	1,812	1,056	3,761	735	70	5
Hong Kong	474	174	1,640	783	4	6
Singapore	1,000	95	1,994	922	23	1
Malaysia	530	135	2,754	1,285	12	1
Indonesia	297	36	1,656	838	3	0
Taiwan	289	241	1,169	509	52	1
Thailand	334	20	1,569	898	17	1
Korea	805	667	5,389	1,194	113	26
China	2,078	57	9,415	2,532	23	1
India	1,073	43	2,538	1,714	0	1
Other Asia	348	16	1,863	2,889	3	23
USA	2,935	498	1,927	2,137	113	100
Canada	737	796	1,165	1,260	131	70
United Kingdom	3,599	3,525	3,674	7,879	576	163
Germany	900	1,827	1,209	1,206	576	133
Scandinavia	457	742	691	675	114	34
France	424	699	1,047	674	188	68
Italy	401	266	550	442	69	29
Netherlands	290	472	274	644	279	60
Switzerland	279	332	178	303	184	25
Other Europe	1,168	1,339	2,570	2,062	318	133
Other countries	1,313	663	3,884	3,919	139	50
<b>Main purpose of journey</b> (including backpackers)						
Holiday	13,662	11,345	11,658	12,894	2,712	748
Visiting friends & relatives	2,271	520	1,605	21,610	300	66
Business	6,260	107	1,936	1,003	45	35
Education	918	1,455	31,699	3,506	125	50
Employment	1,232	394	5,537	1,346	109	92
Other	582	254	1,273	578	27	16
<b>Main purpose of journey</b> (excluding backpackers)						
Holiday	12,719	na	6,290	9,873	1,382	256
Visiting friends & relatives	2,188	na	1,409	20,778	237	46
Business	6,189	na	1,777	956	42	31
Education	734	na	26,506	3,166	29	8
Employment	1,192	na	4,765	1,101	70	65
Other	569	na	1,036	492	15	3
Backpackers	1,334	14,075	11,927	4,572	1,542	597
<b>Total</b>	<b>24,925</b>	<b>14,075</b>	<b>53,710</b>	<b>40,938</b>	<b>3,318</b>	<b>1,006</b>

Base: All visitors aged 15 years and over.

Continued...

Table 13 (Continued)

**Visitor nights by country of residence and main purpose of journey  
by type of accommodation used**

Country of residence	Year ended 30 June 2008					Total nights <sup>(a)</sup> '000
	Guest house, bed and breakfast '000	Boat, houseboat, cabin cruiser or cruise ship '000	Educational institution '000	Homestay '000	Other '000	
New Zealand	170	74	114	91	715	13,938
Japan	73	20	256	1,686	127	9,692
Hong Kong	22	0	406	489	12	4,103
Singapore	16	10	682	161	48	5,124
Malaysia	14	4	734	86	32	5,682
Indonesia	3	42	151	283	32	3,478
Taiwan	1	2	44	475	43	2,857
Thailand	5	2	224	145	18	3,265
Korea	255	0	250	1,596	183	10,527
China	14	0	259	1,114	200	15,883
India	20	11	241	26	152	5,840
Other Asia	4	49	360	409	144	6,308
USA	94	84	1,186	101	152	9,498
Canada	39	31	116	41	59	4,448
United Kingdom	148	127	233	129	334	20,576
Germany	91	72	131	435	141	6,721
Scandinavia	12	25	119	91	38	3,012
France	20	16	30	184	33	3,417
Italy	10	10	95	93	26	1,992
Netherlands	22	66	37	56	43	2,243
Switzerland	8	9	19	298	55	1,696
Other Europe	37	63	82	477	73	8,350
Other countries	99	39	667	986	140	12,125
<b>Main purpose of journey</b> (including backpackers)						
Holiday	553	418	178	2,206	882	57,989
Visiting friends & relatives	103	27	32	132	80	27,251
Business	97	149	149	84	402	10,464
Education	327	25	5,846	6,652	393	51,422
Employment	83	107	86	198	855	10,293
Other	13	31	144	180	188	3,355
<b>Main purpose of journey</b> (excluding backpackers)						
Holiday	357	166	113	1,082	348	33,308
Visiting friends & relatives	97	15	31	110	62	25,475
Business	88	144	138	72	401	10,034
Education	295	4	4,221	5,680	323	41,392
Employment	30	67	60	141	707	8,453
Other	11	29	134	122	184	2,663
Backpackers	298	332	1,738	2,245	775	39,449
<b>Total</b>	<b>1,176</b>	<b>756</b>	<b>6,435</b>	<b>9,452</b>	<b>2,800</b>	<b>160,774</b>

Base: All visitors aged 15 years and over.

(a) Total nights in accommodation are less than visitor nights in Australia (Table 1) because nights spent in transit are excluded.

Table 14

Visitors by country of residence and main purpose of journey  
by type of transport used between stopovers

Country of residence	Year ended 30 June 2008					
	Private or company car '000	Rental car '000	Self-drive van, motor- home or campervan '000	Taxi or chauffeur driven hire car '000	Aircraft '000	Long distance train '000
New Zealand	100	116	6	11	110	31
Japan	16	6	0	3	156	7
Hong Kong	9	6	0	0	30	3
Singapore	12	20	1	2	29	3
Malaysia	14	10	0	1	23	2
Indonesia	3	2	0	1	17	1
Taiwan	3	3	0	0	25	3
Thailand	6	4	0	0	13	1
Korea	15	6	0	2	67	7
China	23	15	1	1	169	4
India	7	2	0	3	28	1
Other Asia	15	2	0	1	20	1
USA	48	45	2	8	174	18
Canada	21	21	3	2	56	9
United Kingdom	123	104	20	10	277	37
Germany	21	35	17	2	71	9
Scandinavia	12	12	2	1	38	7
France	11	14	4	0	34	5
Italy	7	12	1	1	24	2
Netherlands	11	13	8	1	19	5
Switzerland	6	11	5	1	20	3
Other Europe	27	26	10	4	82	12
Other countries	46	21	2	5	90	9
<b>Main purpose of journey</b> (including backpackers)						
Holiday	211	333	70	31	959	106
Visiting friends & relatives	227	98	7	6	257	42
Business	44	43	1	14	200	6
Education	49	18	3	7	98	18
Employment	18	7	1	3	33	6
Other	9	5	1	2	24	3
<b>Main purpose of journey</b> (excluding backpackers)						
Holiday	140	261	42	21	723	48
Visiting friends & relatives	213	87	6	5	223	35
Business	41	41	1	13	193	5
Education	34	8	0	4	49	7
Employment	13	5	0	3	26	3
Other	8	4	1	1	19	2
Backpackers	108	99	32	16	337	83
<b>Total</b>	<b>557</b>	<b>505</b>	<b>82</b>	<b>63</b>	<b>1,571</b>	<b>181</b>

Base: All visitors aged 15 years and over.

Continued...

Table 14 (Continued)

Visitors by country of residence and main purpose of journey  
by type of transport used between stopovers

	Year ended 30 June 2008						
	Long distance coach or bus '000	Ship, boat or ferry '000	Local public transport '000	Hotel or motel shuttle/ courtesy bus '000	Charter/ tour bus '000	Four wheel drive '000	Other '000
<b>Country of residence</b>							
New Zealand	19	10	18	5	12	1	4
Japan	11	8	7	1	13	0	1
Hong Kong	5	2	3	0	1	0	1
Singapore	4	2	2	1	5	0	0
Malaysia	2	1	3	1	4	0	0
Indonesia	2	0	1	0	2	0	0
Taiwan	4	1	2	1	11	0	0
Thailand	2	1	1	0	1	0	0
Korea	14	4	9	0	5	0	1
China	6	1	3	2	33	0	0
India	2	1	1	0	1	0	0
Other Asia	2	1	2	0	1	0	0
USA	21	19	10	3	25	2	4
Canada	16	11	5	1	11	1	2
United Kingdom	65	52	30	5	42	6	7
Germany	26	21	7	1	20	2	2
Scandinavia	17	11	6	1	10	1	1
France	11	7	3	0	6	1	1
Italy	4	5	1	0	6	0	0
Netherlands	8	8	3	1	6	1	1
Switzerland	7	7	2	0	6	1	0
Other Europe	23	19	6	1	15	2	2
Other countries	12	9	8	2	5	0	1
<b>Main purpose of journey</b> (including backpackers)							
Holiday	201	156	76	20	193	15	21
Visiting friends & relatives	28	19	21	2	13	2	3
Business	9	5	8	2	13	0	2
Education	30	15	19	1	18	1	2
Employment	8	4	5	0	2	0	0
Other	4	2	1	1	4	1	1
<b>Main purpose of journey</b> (excluding backpackers)							
Holiday	43	63	27	14	124	8	6
Visiting friends & relatives	17	13	16	2	9	1	2
Business	6	5	6	2	12	0	1
Education	10	3	11	0	8	0	0
Employment	2	1	2	0	0	0	0
Other	2	1	1	0	2	1	0
Backpackers	200	115	67	8	87	9	18
<b>Total</b>	<b>281</b>	<b>202</b>	<b>131</b>	<b>26</b>	<b>242</b>	<b>19</b>	<b>28</b>

Base: All visitors aged 15 years and over.

Table 15

**Expenditure for package tour visitors by country of residence  
and main purpose of journey by expenditure category**

Country of residence	Year ended 30 June 2008								Number of package tour visitors '000
	Package tour <sup>(a)</sup>		Other pre-payments		Expenditure within Australia		Total	Average	
	Total \$million	Average \$	Total \$million	Average \$	Total \$million	Average \$			
New Zealand	153	1,414	11	104	100	922	264	2,440	108
Japan	688	2,258	14	46	244	802	946	3,106	305
Hong Kong	33	1,900	11	635	27	1,563	70	4,098	17
Singapore	45	1,634	3	125	22	811	71	2,570	28
Malaysia	31	1,824	3	198	14	831	48	2,853	17
Indonesia	21	2,204	2	191	9	993	32	3,388	10
Taiwan	55	1,715	1	42	24	765	81	2,522	32
Thailand	17	2,106	1	122	6	725	24	2,953	8
Korea	266	3,081	1	10	64	735	331	3,826	86
China	434	2,892	2	16	147	978	584	3,886	150
India	61	3,833	0	27	22	1,380	84	5,241	16
Other Asia	15	2,026	1	179	13	1,670	29	3,875	8
USA	484	6,458	14	183	109	1,456	607	8,097	75
Canada	80	6,508	1	47	24	1,920	105	8,475	12
United Kingdom	492	5,954	19	227	145	1,759	656	7,940	83
Germany	142	5,436	12	459	66	2,522	220	8,417	26
Scandinavia	66	5,961	1	100	27	2,417	94	8,478	11
France	74	6,540	3	246	21	1,884	98	8,670	11
Italy	70	8,023	0	57	17	1,972	87	10,053	9
Netherlands	52	6,061	1	155	25	2,931	79	9,146	9
Switzerland	50	5,748	6	647	22	2,552	78	8,946	9
Other Europe	154	5,516	7	266	82	2,930	243	8,712	28
Other countries	122	3,702	4	119	54	1,620	180	5,442	33
<b>Main purpose of journey</b> (including backpackers)									
Holiday	2,954	3,279	64	71	957	1,063	3,975	4,413	901
Visiting friends & relatives	124	3,332	9	233	58	1,548	190	5,113	37
Business	241	2,822	12	141	93	1,090	346	4,053	85
Education	192	5,758	29	872	126	3,761	347	10,392	33
Employment	18	2,214	2	195	26	3,113	46	5,522	8
Other	77	3,135	5	191	24	999	106	4,324	25
<b>Main purpose of journey</b> (excluding backpackers)									
Holiday	2,827	3,262	56	64	843	972	3,726	4,299	867
Visiting friends & relatives	118	3,325	8	233	51	1,433	177	4,991	35
Business	239	2,825	11	133	92	1,081	342	4,039	85
Education	114	4,519	25	986	82	3,272	221	8,777	25
Employment	18	2,224	2	200	23	2,959	42	5,383	8
Other	75	3,129	5	196	23	970	102	4,295	24
Backpackers	216	4,710	14	297	170	3,709	400	8,716	46
<b>Total</b>	<b>3,606</b>	<b>3,310</b>	<b>120</b>	<b>110</b>	<b>1,284</b>	<b>1,178</b>	<b>5,010</b>	<b>4,598</b>	<b>1,090</b>

Base: All visitors aged 15 years and over.

(a) Expenditure on package tours includes pre-paid international airfares and expenditure on accommodation and other tour components in Australia and other countries.

Table 16

## Expenditure for non package tour visitors by country of residence and main purpose of journey by expenditure category

Country of residence	Year ended 30 June 2008								Number of non package tour visitors '000
	Pre-paid international airfares <sup>(a)</sup>		Other pre-payments		Expenditure within Australia		Total		
	Total	Average	Total	Average	Total	Average	Total	Average	
	\$million	\$	\$million	\$	\$million	\$	\$million	\$	
New Zealand	534	590	156	173	1,283	1,416	1,974	2,178	906
Japan	259	1,444	91	507	511	2,850	860	4,801	179
Hong Kong	123	1,061	35	302	419	3,625	577	4,987	116
Singapore	182	895	153	752	647	3,181	981	4,828	203
Malaysia	132	994	143	1,074	549	4,136	824	6,204	133
Indonesia	78	1,038	85	1,129	314	4,184	477	6,351	75
Taiwan	54	1,152	16	343	204	4,373	274	5,868	47
Thailand	67	960	68	971	237	3,381	372	5,312	70
Korea	181	1,389	98	748	733	5,612	1,012	7,749	131
China	265	1,282	178	859	1,222	5,909	1,665	8,051	207
India	118	1,395	65	765	411	4,842	594	7,002	85
Other Asia	120	1,136	48	459	371	3,518	539	5,113	105
USA	838	2,382	191	542	895	2,546	1,924	5,470	352
Canada	258	2,525	35	341	364	3,553	657	6,419	102
United Kingdom	1,333	2,378	152	271	1,645	2,936	3,130	5,584	560
Germany	295	2,388	64	522	435	3,523	795	6,433	124
Scandinavia	198	2,817	17	237	261	3,725	475	6,779	70
France	136	2,210	13	204	234	3,796	383	6,209	62
Italy	100	2,362	13	319	149	3,534	262	6,215	42
Netherlands	105	2,505	16	387	137	3,273	258	6,166	42
Switzerland	87	2,811	24	765	134	4,326	244	7,902	31
Other Europe	379	2,443	56	361	628	4,049	1,063	6,853	155
Other countries	514	1,657	139	448	964	3,112	1,617	5,218	310
<b>Main purpose of journey</b> (including backpackers)									
Holiday	2,641	1,631	471	291	4,474	2,763	7,586	4,684	1,620
Visiting friends & relatives	1,591	1,466	113	104	1,838	1,694	3,541	3,265	1,085
Business	1,323	1,653	181	226	1,475	1,842	2,980	3,721	801
Education	422	1,244	1,041	3,071	3,971	11,711	5,435	16,026	339
Employment	128	1,267	9	93	723	7,156	860	8,516	101
Other	250	1,555	38	234	266	1,655	554	3,444	161
<b>Main purpose of journey</b> (excluding backpackers)									
Holiday	1,918	1,529	395	315	2,799	2,230	5,113	4,074	1,255
Visiting friends & relatives	1,491	1,443	106	103	1,690	1,635	3,287	3,181	1,033
Business	1,301	1,655	175	223	1,438	1,828	2,914	3,706	786
Education	317	1,136	856	3,067	3,352	12,006	4,525	16,209	279
Employment	108	1,246	6	68	611	7,056	724	8,369	87
Other	225	1,525	36	246	225	1,531	486	3,302	147
Backpackers	994	1,917	279	537	2,634	5,078	3,906	7,533	519
<b>Total</b>	<b>6,355</b>	<b>1,548</b>	<b>1,854</b>	<b>451</b>	<b>12,747</b>	<b>3,104</b>	<b>20,956</b>	<b>5,103</b>	<b>4,106</b>

Base: All visitors aged 15 years and over.

Note: Non package tour visitors are visitors who did not arrive on an inclusive, pre-paid package tour.

(a) Excludes international airfares purchased in Australia.

Table 17

Average expenditure for all visitors<sup>(a)</sup> by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 30 June 2008						
	Package tour \$	Pre-paid international airfares \$	Organised tours \$	International airfares bought in Australia \$	Domestic airfares \$	Other transport fares \$	Self-drive cars, rent-a-cars, campervans \$
New Zealand	151	527	28	25	17	58	62
Japan	1,422	535	173	34	23	61	15
Hong Kong	245	924	90	50	31	121	42
Singapore	196	787	36	27	24	96	76
Malaysia	205	882	51	45	49	98	40
Indonesia	248	921	41	45	32	147	42
Taiwan	698	684	63	50	27	110	15
Thailand	217	861	33	38	33	127	30
Korea	1,228	836	105	84	49	165	23
China	1,217	743	47	156	39	123	16
India	609	1,174	38	99	47	198	55
Other Asia	135	1,061	13	119	34	126	16
USA	1,135	1,963	172	55	89	106	86
Canada	701	2,253	205	79	148	156	139
United Kingdom	765	2,072	199	63	106	124	119
Germany	947	1,972	304	43	119	156	256
Scandinavia	813	2,433	251	75	108	161	87
France	1,014	1,867	204	67	169	156	168
Italy	1,371	1,959	254	38	116	166	145
Netherlands	1,037	2,076	326	88	95	130	314
Switzerland	1,268	2,191	385	29	198	195	432
Other Europe	840	2,071	228	101	112	172	178
Other countries	357	1,498	72	59	62	124	58
<b>Main purpose of journey</b> (including backpackers)							
Holiday	1,172	1,048	179	29	63	96	98
Visiting friends & relatives	111	1,418	58	36	58	61	56
Business	272	1,493	22	20	36	106	57
Education	516	1,132	156	369	94	347	65
Employment	168	1,171	70	260	114	234	114
Other	414	1,350	48	50	27	80	44
<b>Main purpose of journey</b> (excluding backpackers)							
Holiday	1,333	904	123	20	39	65	89
Visiting friends & relatives	110	1,395	48	36	50	56	54
Business	275	1,494	20	20	34	106	57
Education	373	1,042	79	404	48	348	44
Employment	186	1,142	44	250	89	213	118
Other	436	1,312	34	46	20	61	44
Backpackers	383	1,761	438	96	206	261	134
<b>Total</b>	<b>694</b>	<b>1,223</b>	<b>118</b>	<b>59</b>	<b>59</b>	<b>110</b>	<b>78</b>

Base: All visitors aged 15 years and over.

Continued...

(a) Average expenditure data in this table are different from those presented in table 18 as, in this table, average expenditure per international visitor is calculated by dividing expenditure by all international visitors, rather than dividing it only by the number of international visitors who had expenditure on that item.

Table 17 (Continued)

Average expenditure for all visitors<sup>(a)</sup> by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 30 June 2008						
	Petrol and oil for self-drive cars or other vehicles	Shopping - items for use in Australia	Shopping - items to take home	Total shopping	Food, drink and accommodation	Horse racing and gambling	Entertainment
	\$	\$	\$	\$	\$	\$	\$
New Zealand	39	68	273	341	707	18	51
Japan	11	55	312	366	697	13	26
Hong Kong	39	138	297	435	1,489	27	81
Singapore	39	132	288	420	1,342	45	58
Malaysia	47	177	355	533	1,610	44	71
Indonesia	33	174	336	510	1,687	32	93
Taiwan	39	99	414	513	1,181	48	68
Thailand	44	134	292	426	1,698	23	70
Korea	53	161	365	526	1,702	61	60
China	35	156	536	692	1,492	45	66
India	64	164	267	430	2,111	28	74
Other Asia	48	197	361	558	1,433	24	57
USA	39	62	241	302	1,445	21	70
Canada	81	108	253	361	1,860	13	107
United Kingdom	71	124	229	353	1,679	17	97
Germany	173	144	171	315	1,867	4	95
Scandinavia	80	130	300	429	1,781	16	99
France	135	161	308	469	1,821	6	104
Italy	114	103	339	442	1,815	21	91
Netherlands	232	116	184	300	1,652	15	84
Switzerland	220	105	242	348	2,134	13	125
Other Europe	106	185	291	476	2,206	17	142
Other countries	52	170	375	544	1,387	20	76
<b>Main purpose of journey</b> (including backpackers)							
Holiday	60	75	340	415	1,126	24	78
Visiting friends & relatives	44	107	311	418	779	23	49
Business	22	40	219	258	1,219	17	22
Education	114	501	309	811	4,555	44	197
Employment	194	557	279	836	3,799	35	185
Other	28	54	174	228	804	13	26
<b>Main purpose of journey</b> (excluding backpackers)							
Holiday	46	53	361	414	879	25	64
Visiting friends & relatives	42	106	312	419	742	22	46
Business	22	39	219	258	1,210	18	21
Education	108	517	310	827	4,519	45	189
Employment	195	557	268	825	3,712	29	173
Other	27	50	172	221	734	13	24
Backpackers	127	220	244	465	2,642	23	156
<b>Total</b>	<b>55</b>	<b>116</b>	<b>304</b>	<b>420</b>	<b>1,358</b>	<b>24</b>	<b>71</b>

Base: All visitors aged 15 years and over.

Continued...

(a) Average expenditure data in this table are different from those presented in table 18 as, in this table, average expenditure per international visitor is calculated by dividing expenditure by all international visitors, rather than dividing it only by the number of international visitors who had expenditure on that item.

Table 17 (Continued)

Average expenditure for all visitors<sup>(a)</sup> by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 30 June 2008					Total excluding package tours and pre-paid international airfares	Total visitors '000
	Motor vehicles	Education fees	Phone, internet, fax and/or postage	Other <sup>(b)</sup>	Total		
	\$	\$	\$	\$	\$	\$	
New Zealand	66	42	19	55	2,206	1,528	1,014
Japan	40	273	26	18	3,733	1,777	484
Hong Kong	101	1,077	67	53	4,873	3,703	133
Singapore	165	1,147	44	55	4,557	3,573	231
Malaysia	208	1,797	71	76	5,827	4,740	150
Indonesia	74	1,955	83	74	6,017	4,848	85
Taiwan	154	779	48	30	4,507	3,125	79
Thailand	98	1,191	84	97	5,069	3,990	78
Korea	205	965	85	41	6,186	4,123	217
China	93	1,383	78	73	6,298	4,339	357
India	236	1,398	101	61	6,722	4,939	101
Other Asia	111	1,140	101	54	5,030	3,835	113
USA	13	327	46	63	5,932	2,834	427
Canada	32	349	66	90	6,641	3,686	115
United Kingdom	82	32	49	60	5,887	3,049	643
Germany	94	309	62	63	6,779	3,859	150
Scandinavia	59	437	61	120	7,011	3,764	81
France	114	180	62	55	6,591	3,710	73
Italy	16	234	60	31	6,871	3,542	51
Netherlands	103	78	67	78	6,676	3,562	50
Switzerland	130	362	72	30	8,132	4,674	40
Other Europe	56	276	83	73	7,136	4,225	183
Other countries	129	644	75	84	5,240	3,385	343
<b>Main purpose of journey</b> (including backpackers)							
Holiday	54	81	34	30	4,587	2,367	2,520
Visiting friends & relatives	51	106	23	35	3,326	1,798	1,122
Business	34	16	41	115	3,753	1,988	886
Education	372	6,345	263	141	15,521	13,873	372
Employment	578	117	211	204	8,289	6,950	109
Other	198	145	33	72	3,560	1,796	185
<b>Main purpose of journey</b> (excluding backpackers)							
Holiday	46	75	20	25	4,166	1,929	2,122
Visiting friends & relatives	52	111	22	35	3,241	1,736	1,069
Business	35	16	40	114	3,739	1,970	871
Education	426	6,714	273	155	15,595	14,179	304
Employment	623	94	214	213	8,120	6,792	94
Other	215	151	28	74	3,441	1,692	171
Backpackers	96	658	116	65	7,629	5,485	564
<b>Total</b>	<b>89</b>	<b>528</b>	<b>53</b>	<b>59</b>	<b>4,998</b>	<b>3,080</b>	<b>5,196</b>

Base: All visitors aged 15 years and over.

- (a) Average expenditure data in this table are different from those presented in table 18 as, in this table, average expenditure per international visitor is calculated by dividing expenditure by all international visitors, rather than dividing it only by the number of international visitors who had expenditure on that item.
- (b) Includes convention registration fees, medical expenses and other expenses not specified elsewhere.

Table 18

**Average expenditure by visitors with expenditure on item<sup>(a)</sup>  
by country of residence and main purpose of journey by expenditure item**

Country of residence	Year ended 30 June 2008					
	Package tour \$	Pre-paid international airfares \$	Organised tours \$	International airfares bought in Australia \$	Domestic airfares \$	Other transport fares \$
New Zealand	1,414	590	244	497	286	81
Japan	2,258	1,444	344	939	448	124
Hong Kong	1,900	1,061	467	1,080	308	161
Singapore	1,634	895	235	909	377	134
Malaysia	1,824	994	314	894	463	139
Indonesia	2,204	1,038	394	1,021	352	201
Taiwan	1,715	1,152	335	1,161	303	199
Thailand	2,106	960	293	908	327	179
Korea	3,081	1,389	375	1,208	386	286
China	2,892	1,282	359	1,253	378	248
India	3,833	1,395	305	1,455	517	278
Other Asia	2,026	1,136	200	1,429	333	196
USA	6,458	2,382	551	1,352	512	134
Canada	6,508	2,525	552	1,107	438	189
United Kingdom	5,954	2,378	552	1,083	400	149
Germany	5,436	2,388	795	960	440	193
Scandinavia	5,961	2,817	659	1,099	406	186
France	6,540	2,210	631	1,038	559	186
Italy	8,023	2,362	707	927	426	212
Netherlands	6,061	2,505	774	1,249	412	171
Switzerland	5,748	2,811	880	1,179	609	227
Other Europe	5,516	2,443	615	1,328	411	209
Other countries	3,702	1,657	514	1,303	397	167
<b>Main purpose of journey</b> (including backpackers)						
Holiday	3,279	1,631	485	852	406	140
Visiting friends & relatives	3,332	1,466	400	882	379	92
Business	2,822	1,653	261	1,135	441	140
Education	5,758	1,244	660	1,273	442	388
Employment	2,214	1,267	530	1,024	615	294
Other	3,135	1,555	435	1,103	428	121
<b>Main purpose of journey</b> (excluding backpackers)						
Holiday	3,262	1,529	375	883	408	103
Visiting friends & relatives	3,325	1,443	374	879	366	86
Business	2,825	1,655	249	1,130	437	140
Education	4,519	1,136	500	1,309	379	396
Employment	2,224	1,246	453	1,063	615	276
Other	3,129	1,525	333	1,155	403	94
Backpackers	4,710	1,917	787	878	431	277
<b>Total</b>	<b>3,310</b>	<b>1,548</b>	<b>473</b>	<b>1,052</b>	<b>413</b>	<b>156</b>

Base: All visitors aged 15 years and over.

Continued...

(a) Average expenditure data in this table are different from those presented in table 17 as, in this table, average expenditure per international visitor is calculated by dividing expenditure only by the number of international visitors who had expenditure on that item, rather than by all international visitors.

Table 18 (Continued)

**Average expenditure by visitors with expenditure on item<sup>(a)</sup>  
by country of residence and main purpose of journey by expenditure item**

<b>Year ended 30 June 2008</b>						
<b>Country of residence</b>	<b>Self-drive cars, rent-a-cars, campervans \$</b>	<b>Petrol and oil for self-drive cars or other vehicles \$</b>	<b>Shopping - items for use in Australia \$</b>	<b>Shopping - items to take home \$</b>	<b>Total shopping \$</b>	<b>Food, drink and accommodation \$</b>
New Zealand	308	117	163	352	398	733
Japan	295	180	213	339	391	750
Hong Kong	337	206	420	380	509	1,570
Singapore	390	147	374	350	477	1,390
Malaysia	246	187	464	419	592	1,700
Indonesia	390	184	457	406	584	1,886
Taiwan	267	398	382	462	549	1,252
Thailand	370	287	400	344	474	1,869
Korea	396	513	500	439	594	1,922
China	289	387	661	627	779	1,905
India	693	573	431	352	512	2,581
Other Asia	453	350	552	472	674	1,690
USA	494	157	153	296	345	1,504
Canada	597	227	199	304	400	1,904
United Kingdom	492	173	231	284	393	1,715
Germany	800	392	294	213	359	1,929
Scandinavia	494	254	247	371	477	1,834
France	653	362	332	385	528	1,863
Italy	602	343	251	404	500	1,926
Netherlands	962	447	233	229	334	1,714
Switzerland	1,312	480	215	313	408	2,233
Other Europe	696	293	337	372	537	2,282
Other countries	473	224	403	480	629	1,498
<b>Main purpose of journey</b> (including backpackers)						
Holiday	476	213	196	390	450	1,193
Visiting friends & relatives	399	132	242	374	465	844
Business	509	169	152	312	337	1,329
Education	537	478	705	398	867	4,658
Employment	731	536	901	404	969	4,040
Other	614	242	189	273	326	876
<b>Main purpose of journey</b> (excluding backpackers)						
Holiday	462	174	157	409	449	940
Visiting friends & relatives	406	129	245	376	467	806
Business	511	168	150	313	338	1,321
Education	522	516	749	408	892	4,636
Employment	876	573	957	393	973	3,981
Other	623	235	178	269	316	805
Backpackers	506	340	338	300	500	2,666
<b>Total</b>	<b>476</b>	<b>214</b>	<b>289</b>	<b>373</b>	<b>476</b>	<b>1,450</b>

Base: All visitors aged 15 years and over.

Continued...

(a) Average expenditure data in this table are different from those presented in table 17 as, in this table, average expenditure per international visitor is calculated by dividing expenditure only by the number of international visitors who had expenditure on that item, rather than by all international visitors.

Table 18 (Continued)

**Average expenditure by visitors with expenditure on item<sup>(a)</sup>  
by country of residence and main purpose of journey by expenditure item**

Country of residence	Year ended 30 June 2008					
	Horse racing and gambling \$	Entertainment \$	Motor vehicles \$	Education fees \$	Phone, internet, fax and/or postage \$	Other <sup>(b)</sup> \$
New Zealand	101	121	7,791	2,763	53	354
Japan	137	86	8,447	4,902	96	222
Hong Kong	238	189	20,460	9,477	141	449
Singapore	342	159	10,761	11,473	109	390
Malaysia	360	166	12,841	11,737	163	494
Indonesia	342	246	7,932	12,569	194	432
Taiwan	269	140	13,051	6,446	109	306
Thailand	229	166	16,301	8,754	160	673
Korea	327	181	9,241	6,404	202	259
China	350	185	9,571	11,086	173	612
India	423	186	7,431	12,840	215	393
Other Asia	318	158	7,268	10,347	215	321
USA	193	137	2,674	9,201	76	251
Canada	95	181	2,556	9,451	99	269
United Kingdom	134	156	6,372	3,843	84	199
Germany	63	155	3,295	5,281	92	206
Scandinavia	178	151	2,236	10,496	93	357
France	111	174	3,207	5,789	101	190
Italy	198	165	1,595	5,048	101	152
Netherlands	220	148	4,125	3,853	102	218
Switzerland	156	190	8,887	2,981	107	94
Other Europe	146	221	2,549	5,569	129	219
Other countries	220	174	5,399	7,157	141	386
<b>Main purpose of journey</b> (including backpackers)						
Holiday	170	150	4,735	3,855	70	165
Visiting friends & relatives	157	110	11,389	6,977	65	220
Business	277	99	11,592	2,180	91	627
Education	373	264	7,350	9,936	321	355
Employment	243	311	5,924	2,934	304	528
Other	162	105	17,244	4,524	79	535
<b>Main purpose of journey</b> (excluding backpackers)						
Holiday	175	136	8,596	4,673	47	188
Visiting friends & relatives	155	107	12,283	7,155	64	230
Business	281	97	12,220	2,266	91	631
Education	433	265	8,363	10,326	338	406
Employment	205	310	6,897	2,426	318	587
Other	184	103	17,547	4,718	72	572
Backpackers	162	200	2,295	6,080	143	148
<b>Total</b>	<b>191</b>	<b>154</b>	<b>6,791</b>	<b>8,440</b>	<b>111</b>	<b>300</b>

Base: All visitors aged 15 years and over.

(a) Average expenditure data in this table are different from those presented in table 17 as, in this table, average expenditure per international visitor is calculated by dividing expenditure only by the number of international visitors who had expenditure on that item, rather than by all international visitors.

(b) Includes convention registration fees, medical expenses and other expenses not specified elsewhere.

Table 19

**Backpacker visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey**

Country of residence	Year ended 30 June 2008						
	Visitors '000	Nights in Australia <sup>(a)</sup> '000	Average duration of stay in Australia <sup>(b)</sup> Nights	Expenditure in Australia <sup>(b)</sup> \$million	Average Expenditure in Australia <sup>(c)</sup>		
					Shopping \$	Food, drink and accommodation \$	All items \$
New Zealand	42	1,096	26	90	383	1,054	2,134
Japan	32	2,832	89	161	404	2,384	5,082
Hong Kong	6	493	84	35	751	2,941	5,959
Singapore	9	505	57	72	432	2,322	8,128
Malaysia	8	501	66	41	321	2,365	5,481
Indonesia	2	116	58	6	335	947	2,922
Taiwan	9	862	97	50	601	2,754	5,563
Thailand	3	138	50	20	452	2,267	7,112
Korea	30	3,771	125	225	704	3,414	7,452
China	7	296	44	29	436	1,595	4,245
India	2	212	100	20	721	4,109	9,278
Other Asia	3	210	64	17	726	1,568	5,258
USA	48	2,561	53	261	329	2,213	5,442
Canada	24	2,034	83	165	485	3,422	6,784
United Kingdom	124	7,319	59	620	435	2,749	5,018
Germany	52	4,019	77	292	385	2,669	5,638
Scandinavia	28	1,690	61	145	486	2,441	5,263
France	22	1,995	89	127	541	2,734	5,663
Italy	11	831	78	67	503	3,300	6,312
Netherlands	15	1,070	72	82	373	2,376	5,517
Switzerland	14	875	62	82	440	2,388	5,784
Other Europe	47	3,874	82	330	620	3,779	6,950
Other countries	27	2,149	79	158	508	2,753	5,832
<b>Main purpose of journey</b>							
Holiday	399	24,680	62	1,874	423	2,440	4,700
Visiting friends & relatives	53	1,776	33	162	398	1,538	3,042
Business	15	430	28	46	284	1,762	3,022
Education	68	10,030	147	853	737	4,718	12,506
Employment	15	1,840	124	118	905	4,354	7,956
Other	14	692	48	44	310	1,639	3,041
<b>Total</b>	<b>564</b>	<b>39,449</b>	<b>70</b>	<b>3,096</b>	<b>465</b>	<b>2,642</b>	<b>5,485</b>

Base: Visitors aged 15 years and over.

(a) Total nights are less than backpacker visitor nights in Australia (Table 1) because nights spent in transit are excluded.

(b) Expenditure in Australia excludes pre-paid Inclusive package tours and pre-paid international airfares.

(c) Average per person expenditure in Australia and pre-paid expenditure on goods and services in Australia - excludes pre-paid Inclusive package tours and pre-paid international airfares.

Table 20

**Backpacker visitors by State/Territory visited,  
year ended 30 June 2004 - 2008**

State/Territory visited	Year ended 30 June									
	2004		2005		2006		2007		2008	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	380	78	374	77	408	79	429	77	445	79
Victoria	214	44	210	43	234	45	259	47	253	45
Queensland	285	59	306	63	344	67	352	63	360	64
South Australia	93	19	91	19	91	18	103	19	91	16
Western Australia	101	21	103	21	93	18	104	19	103	18
Tasmania	29	6	28	6	39	8	40	7	44	8
Northern Territory	122	25	109	22	121	23	124	22	112	20
Australian Capital Territory	48	10	34	7	36	7	37	7	36	6
<b>Total<sup>(a)</sup></b>	<b>486</b>	<b>100</b>	<b>488</b>	<b>100</b>	<b>517</b>	<b>100</b>	<b>556</b>	<b>100</b>	<b>564</b>	<b>100</b>

Base: Visitors aged 15 years and over.

(a) Numbers sum to more than total backpacker visitors and shares sum to more than 100% because some visitors stop over in more than one state or territory.

Table 21

**Backpacker visitor nights<sup>(a)</sup> by State/Territory visited,  
year ended 30 June 2004 - 2008**

State/Territory visited	Year ended 30 June									
	2004		2005		2006		2007		2008	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	11,014	33	9,996	32	11,483	33	12,569	31	12,355	31
Victoria	7,071	21	4,952	16	5,747	16	6,137	15	6,019	15
Queensland	8,127	24	9,033	29	10,207	29	12,570	31	12,573	32
South Australia	1,324	4	1,396	4	1,523	4	1,553	4	1,610	4
Western Australia	3,862	11	4,282	14	3,736	11	4,519	11	4,449	11
Tasmania	390	1	472	1	610	2	788	2	819	2
Northern Territory	1,384	4	1,125	4	1,238	4	1,315	3	1,209	3
Australian Capital Territory	516	2	268	1	349	1	471	1	414	1
<b>Total<sup>(a)</sup></b>	<b>33,688</b>	<b>100</b>	<b>31,523</b>	<b>100</b>	<b>34,893</b>	<b>100</b>	<b>39,922</b>	<b>100</b>	<b>39,449</b>	<b>100</b>

Base: Visitors aged 15 years and over.

(a) Total nights are less than backpacker visitor nights in Australia (Table 1) because nights spent in transit are excluded.

Table 22

**Total Inbound Economic Value (TIEV)<sup>(a)</sup> by country of residence,  
year ended 30 June 2008**

<b>Country of residence</b>	<b>Spend in Australia \$ million</b>	<b>Total trip expenditure \$ million</b>	<b>Total Inbound Economic Value \$ million</b>
New Zealand	1,551	2,238	2,256
Japan	859	1,806	1,499
Hong Kong	492	647	621
Singapore	825	1,053	979
Malaysia	709	872	848
Indonesia	410	509	497
Taiwan	246	354	337
Thailand	311	396	391
Korea, South	895	1,343	1,225
China	1,549	2,248	2,149
India	498	678	709
Other Asia	433	568	690
USA	1,209	2,530	2,098
Canada	423	762	683
United Kingdom	1,961	3,786	3,534
Germany	578	1,015	882
Scandinavia	306	569	488
France	271	482	430
Italy	180	349	308
Netherlands	180	336	299
Switzerland	186	323	278
Other Europe	772	1,304	1,202
Other Countries	1,162	1,799	1,716
<b>Total</b>	<b>16,005</b>	<b>25,966</b>	<b>24,119</b>

Source: Tourism Forecasting Committee, Canberra (unpublished data).

(a) Modelled estimate based on data from the IVS, Australian Bureau of Statistics, TSA data (ABS Catalogue no. 5249.0) and Tourism Forecasting Committee, Forecasts.

Table 23

**Total Inbound Economic Value (TIEV)<sup>(a)</sup> by country of residence,  
year ended 30 June 2004 - 2008**

Country of residence	Year ended 30 June									
	2004		2005		2006		2007		2008	
	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change
New Zealand	1,697	13	1,960	15	2,030	4	2,139	5	2,256	5
Japan	2,034	6	1,983	-2	2,064	4	1,696	-18	1,499	-12
Hong Kong	539	-2	485	-10	578	19	613	6	621	1
Singapore	721	-15	679	-6	772	14	914	18	979	7
Malaysia	629	24	599	-5	600	0	697	16	848	22
Indonesia	429	13	359	-16	395	10	410	4	497	21
Taiwan	337	6	305	-10	317	4	315	-1	337	7
Thailand	325	0	347	7	310	-11	335	8	391	17
Korea, South	842	10	880	4	1,022	16	1,300	27	1,225	-6
China	1,176	24	1,552	32	1,470	-5	1,809	23	2,149	19
India	169	-25	262	55	371	42	463	25	709	53
Other Asia	351	36	338	-4	387	14	502	30	690	37
USA	1,975	-5	1,886	-5	1,924	2	1,958	2	2,098	7
Canada	432	0	508	18	567	12	620	9	683	10
United Kingdom	3,588	7	3,301	-8	3,243	-2	3,708	14	3,534	-5
Germany	810	15	750	-7	740	-1	802	8	882	10
Scandinavia	498	4	429	-14	443	3	452	2	488	8
France	240	11	217	-9	257	18	385	50	430	12
Italy	147	9	211	44	251	19	299	19	308	3
Netherlands	401	-3	306	-24	241	-21	263	9	299	14
Switzerland	320	-13	240	-25	246	2	274	12	278	1
Other Europe	771	31	863	12	934	8	1,010	8	1,202	19
Other countries	1,160	26	1,103	-5	1,190	8	1,385	16	1,716	24
<b>Total</b>	<b>19,592</b>	<b>7</b>	<b>19,560</b>	<b>0</b>	<b>20,349</b>	<b>4</b>	<b>22,350</b>	<b>10</b>	<b>24,119</b>	<b>8</b>

Source: Tourism Forecasting Committee: Canberra (unpublished data).

(a) Modelled estimate based on data from the IVS, Australian Bureau of Statistics, TSA data (ABS Catalogue no. 5249.0) and Tourism Forecasting Committee, Forecasts.

Table 24

Modelled international visitor expenditure<sup>(a)</sup> in each State/Territory,  
year ended 30 June 2008

State/Territory	Expenditure	Share of expenditure	Visitors <sup>(b)</sup>	Visitor nights	Expenditure per visitor	Expenditure per night	Average length of stay
Excluding package expenditure	\$ million	%	'000	'000	\$	\$	Nights
New South Wales	5,608	37	2,833	56,864	1,980	99	20
Victoria	3,185	21	1,489	31,656	2,139	101	21
Queensland	3,534	23	2,129	38,934	1,660	91	18
South Australia	492	3	362	6,521	1,359	75	18
Western Australia	1,696	11	671	18,371	2,529	92	27
Tasmania	245	2	156	3,057	1,573	80	20
Northern Territory	264	2	337	2,829	785	93	8
Australian Capital Territory	209	1	161	2,539	1,300	82	16
<b>Total Australia<sup>(b)</sup></b>	<b>15,236</b>	<b>100</b>	<b>5,196</b>	<b>160,774</b>	<b>2,932</b>	<b>95</b>	<b>31</b>
Including package expenditure							
New South Wales	6,015	37	2,833	56,864	2,124	106	20
Victoria	3,265	20	1,489	31,656	2,193	103	21
Queensland	3,918	24	2,129	38,934	1,840	101	18
South Australia	520	3	362	6,521	1,436	80	18
Western Australia	1,759	11	671	18,371	2,622	96	27
Tasmania	258	2	156	3,057	1,653	84	20
Northern Territory	370	2	337	2,829	1,099	131	8
Australian Capital Territory	211	1	161	2,539	1,315	83	16
<b>Total Australia<sup>(b)</sup></b>	<b>16,318</b>	<b>100</b>	<b>5,196</b>	<b>160,774</b>	<b>3,141</b>	<b>101</b>	<b>31</b>

Base: All visitors aged 15 and over.

(a) Visitors who arrive in Australia in transit and remain at the airport are included in estimates in this table.

(b) Total Australia includes small amounts that cannot be allocated to a particular State/Territory.

Note: Figures may not sum due to rounding.

Numbers sum to more than total visitors, as some visitors stopover in more than one region.

Visitors who arrive in Australia in transit and remain at the airport are included in estimates in this table.

Source: TRA expenditure allocation method applied to 2008 International Visitor Survey data.

Table 25

**Modelled international visitor expenditure<sup>(a)</sup> in each State/Territory  
by reason for stopover, year ended 30 June 2008**

State/Territory	Holiday/leisure		VFR		Business		Education		Other purposes <sup>(c)</sup>		Total visitors	
	\$ million	% Share	\$ million	% Share	\$ million	% Share	\$ million	% Share	\$ million	% Share	\$ million	% Share
<b>Excluding package expenditure</b>												
New South Wales	2,002	35	789	35	684	41	1,886	40	238	32	5,608	37
Victoria	824	14	519	23	434	26	1,220	26	179	24	3,185	21
Queensland	1,905	33	436	19	238	14	814	17	138	18	3,534	23
South Australia	145	3	101	4	47	3	173	4	25	3	492	3
Western Australia	580	10	342	15	193	12	437	9	141	19	1,696	11
Tasmania	88	2	26	1	24	1	102	2	np	np	245	2
Northern Territory	216	4	19	1	12	1	np	np	13	2	264	2
Australian Capital Territory	30	1	38	2	21	1	104	2	np	np	209	1
<b>Total Australia<sup>(b)</sup></b>	<b>5,792</b>	<b>100</b>	<b>2,269</b>	<b>100</b>	<b>1,652</b>	<b>100</b>	<b>4,740</b>	<b>100</b>	<b>756</b>	<b>100</b>	<b>15,236</b>	<b>100</b>
<b>Including package expenditure</b>												
New South Wales	2,327	35	804	35	718	42	1,913	40	243	32	6,015	37
Victoria	880	13	526	23	444	26	1,227	26	179	23	3,265	20
Queensland	2,243	34	448	19	251	15	831	17	140	18	3,918	24
South Australia	165	2	104	4	49	3	174	4	26	3	520	3
Western Australia	622	9	350	15	201	12	440	9	144	19	1,759	11
Tasmania	99	1	26	1	24	1	103	2	np	np	258	2
Northern Territory	319	5	20	1	14	1	np	np	13	2	370	2
Australian Capital Territory	31	0	38	2	21	1	105	2	np	np	211	1
<b>Total Australia<sup>(b)</sup></b>	<b>6,688</b>	<b>100</b>	<b>2,315</b>	<b>100</b>	<b>1,723</b>	<b>100</b>	<b>4,796</b>	<b>100</b>	<b>768</b>	<b>100</b>	<b>16,318</b>	<b>100</b>

Base: All visitors aged 15 and over. Figures may not add to the total due to rounding.

(a) Visitors who arrive in Australia in transit and remain at the airport are included in estimates in this table.

(b) Total Australia includes small amounts that cannot be allocated to a particular State/Territory.

(c) Other purposes include visiting a State/Territory for employment, medical reasons, transit and reason not stated.

Note: Numbers sum to more than total visitors, as some visitors stopover in more than one region.  
More information on the expenditure allocation method is at the Methodology Section of this publication.  
np - Not published due to reliability concerns

Source: TRA expenditure allocation method applied to 2008 International Visitor Survey data.

Table 26

## Modelled international visitor expenditure in capital cities and regional areas for each State/Territory, year ended 30 June 2008

State/Territory	Expenditure	Share of expenditure	Visitors <sup>(a)</sup>	Visitor nights <sup>(b)</sup>	Expenditure per visitor	Expenditure per night	Average length of stay
Excluding package expenditure	\$million	%	'000	'000	\$	\$	Nights
Sydney	4,978	89	2,666	48,152	1,867	103	18
Regional New South Wales	631	11	619	8,712	1,018	72	14
<b>Total New South Wales</b>	<b>5,608</b>	<b>100</b>	<b>2,833</b>	<b>56,864</b>	<b>1,980</b>	<b>99</b>	<b>20</b>
Melbourne	2,930	92	1,395	27,872	2,100	105	20
Regional Victoria	255	8	324	3,784	786	67	12
<b>Total Victoria</b>	<b>3,185</b>	<b>100</b>	<b>1,489</b>	<b>31,656</b>	<b>2,139</b>	<b>101</b>	<b>21</b>
Gold Coast	820	23	849	8,072	966	102	10
Brisbane	1,324	37	900	15,830	1,471	84	18
Regional Queensland	1,390	39	1,157	15,032	1,202	92	13
<b>Total Queensland</b>	<b>3,534</b>	<b>100</b>	<b>2,129</b>	<b>38,934</b>	<b>1,660</b>	<b>91</b>	<b>18</b>
Adelaide	441	90	332	5,310	1,327	83	16
Regional South Australia	51	10	146	1,211	352	42	8
<b>Total South Australia</b>	<b>492</b>	<b>100</b>	<b>362</b>	<b>6,521</b>	<b>1,359</b>	<b>75</b>	<b>18</b>
Experience Perth	1,430	84	645	14,742	2,218	97	23
Regional Western Australia	266	16	222	3,629	1,197	73	16
<b>Total Western Australia</b>	<b>1,696</b>	<b>100</b>	<b>671</b>	<b>18,371</b>	<b>2,529</b>	<b>92</b>	<b>27</b>
Hobart	155	63	121	1,767	1,277	87	15
Regional Tasmania	91	37	101	1,290	897	70	13
<b>Total Tasmania</b>	<b>245</b>	<b>100</b>	<b>156</b>	<b>3,057</b>	<b>1,573</b>	<b>80</b>	<b>20</b>
Darwin	98	37	151	1,124	648	87	7
Regional Northern Territory	167	63	285	1,705	586	98	6
<b>Total Northern Territory</b>	<b>264</b>	<b>100</b>	<b>337</b>	<b>2,829</b>	<b>785</b>	<b>93</b>	<b>8</b>
Canberra	209	100	161	2,539	1,300	82	16
<b>Total Australian Capital Territory</b>	<b>209</b>	<b>100</b>	<b>161</b>	<b>2,539</b>	<b>1,300</b>	<b>82</b>	<b>16</b>
<b>Total capital cities</b>	<b>12,384</b>	<b>81</b>	<b>4,753</b>	<b>125,409</b>	<b>2,606</b>	<b>99</b>	<b>26</b>
<b>Total regional</b>	<b>2,852</b>	<b>19</b>	<b>2,003</b>	<b>35,365</b>	<b>1,424</b>	<b>81</b>	<b>18</b>
<b>Total Australia</b>	<b>15,236</b>	<b>100</b>	<b>5,196</b>	<b>160,774</b>	<b>2,932</b>	<b>95</b>	<b>31</b>
<b>Including package expenditure</b>							
Sydney	5,366	89	2,666	48,152	2,013	111	18
Regional NSW	649	11	619	8,712	1,048	75	14
<b>Total New South Wales</b>	<b>6,015</b>	<b>100</b>	<b>2,833</b>	<b>56,864</b>	<b>2,124</b>	<b>106</b>	<b>20</b>
Melbourne	3,000	92	1,395	27,872	2,150	108	20
Regional Victoria	264	8	324	3,784	817	70	12
<b>Total Victoria</b>	<b>3,265</b>	<b>100</b>	<b>1,489</b>	<b>31,656</b>	<b>2,193</b>	<b>103</b>	<b>21</b>
Gold Coast	940	24	849	8,072	1,107	116	10
Brisbane	1,354	35	900	15,830	1,505	86	18
Regional Queensland	1,624	41	1,157	15,032	1,403	108	13
<b>Total Queensland</b>	<b>3,918</b>	<b>100</b>	<b>2,129</b>	<b>38,934</b>	<b>1,840</b>	<b>101</b>	<b>18</b>
Adelaide	456	88	332	5,310	1,374	86	16
Regional South Australia	63	12	146	1,211	435	52	8
<b>Total South Australia</b>	<b>520</b>	<b>100</b>	<b>362</b>	<b>6,521</b>	<b>1,436</b>	<b>80</b>	<b>18</b>
Experience Perth	1,481	84	645	14,742	2,297	100	23
Regional Western Australia	278	16	222	3,629	1,251	77	16
<b>Total Western Australia</b>	<b>1,759</b>	<b>100</b>	<b>671</b>	<b>18,371</b>	<b>2,622</b>	<b>96</b>	<b>27</b>
Hobart	157	61	121	1,767	1,296	89	15
Regional Tasmania	101	39	101	1,290	997	78	13
<b>Total Tasmania</b>	<b>258</b>	<b>100</b>	<b>156</b>	<b>3,057</b>	<b>1,653</b>	<b>84</b>	<b>20</b>
Darwin	105	28	151	1,124	694	93	7
Regional Northern Territory	266	72	285	1,705	934	156	6
<b>Total Northern Territory</b>	<b>370</b>	<b>100</b>	<b>337</b>	<b>2,829</b>	<b>1,099</b>	<b>131</b>	<b>8</b>
Canberra	211	100	161	2,539	1,315	83	16
<b>Total Australian Capital Territory</b>	<b>211</b>	<b>100</b>	<b>161</b>	<b>2,539</b>	<b>1,315</b>	<b>83</b>	<b>16</b>
<b>Total capital cities</b>	<b>13,071</b>	<b>80</b>	<b>4,753</b>	<b>125,409</b>	<b>2,750</b>	<b>104</b>	<b>26</b>
<b>Total regional</b>	<b>3,247</b>	<b>20</b>	<b>2,003</b>	<b>35,365</b>	<b>1,621</b>	<b>92</b>	<b>18</b>
<b>Total Australia</b>	<b>16,318</b>	<b>100</b>	<b>5,196</b>	<b>160,774</b>	<b>3,141</b>	<b>101</b>	<b>31</b>

Base: All visitors aged 15 and over.

(a) Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

(b) Visitor nights in Australia excludes nights spent in transit while in Australia.

Note: Figures may not sum due to rounding.

Numbers sum to more than total visitors, as some visitors stopover in more than one region.

Source: TRA expenditure allocation method applied to 2008 International Visitor Survey data.

Table 27

### Modelled international visitor expenditure in the top 20 regions ranked by expenditure, year ended 30 June 2008

Tourism Region	Expenditure in region				Visitors <sup>(a)</sup>	Nights in region <sup>(b)</sup>	
	Total	Share	per visitor	per night		Total	Average
Excluding package expenditure	\$million	%	\$	\$	'000	'000	Nights
Sydney NSW	4,978	33	1,867	103	2,666	48,152	18
Melbourne VIC	2,930	19	2,100	105	1,395	27,872	20
Experience Perth WA	1,430	9	2,218	97	645	14,742	23
Brisbane QLD	1,324	9	1,471	84	900	15,830	18
Gold Coast QLD	820	5	966	102	849	8,072	10
Tropical North Queensland QLD	813	5	986	127	825	6,394	8
Adelaide SA	441	3	1,327	83	332	5,310	16
Canberra ACT	209	1	1,300	82	161	2,539	16
Sunshine Coast QLD	174	1	683	79	255	2,206	9
Hobart and Surrounds TAS	155	1	1,277	87	121	1,767	15
Hunter NSW	143	1	1,311	89	109	1,606	15
South Coast NSW	133	1	1,164	73	114	1,828	16
Whitsundays QLD	124	1	546	102	228	1,221	5
Northern Rivers NSW	119	1	521	74	228	1,612	7
Australia's South West WA	103	1	798	82	129	1,259	10
Darwin NT	98	1	648	87	151	1,124	7
Petermann NT	88	1	426	182	206	484	2
Northern QLD	78	1	541	61	145	1,276	9
Australia's Coral Coast WA	73	0	1,069	125	68	586	9
Alice Springs NT	53	0	316	88	169	605	4
Top 20 regions	14,286	94	2,812	99	5,080	144,485	28
<b>Total Australia</b>	<b>15,236</b>	<b>100</b>	<b>2,932</b>	<b>95</b>	<b>5,196</b>	<b>160,774</b>	<b>31</b>
<b>Including package expenditure</b>							
Sydney NSW	5,366	33	2,013	111	2,666	48,152	18
Melbourne VIC	3,000	18	2,150	108	1,395	27,872	20
Experience Perth WA	1,481	9	2,297	100	645	14,742	23
Brisbane QLD	1,354	8	1,505	86	900	15,830	18
Tropical North Queensland QLD	1,030	6	1,249	161	825	6,394	8
Gold Coast QLD	940	6	1,107	116	849	8,072	10
Adelaide SA	456	3	1,374	86	332	5,310	16
Canberra ACT	211	1	1,315	83	161	2,539	16
Sunshine Coast QLD	180	1	707	82	255	2,206	9
Petermann NT	163	1	788	336	206	484	2
Hobart and Surrounds TAS	157	1	1,296	89	121	1,767	15
Hunter NSW	144	1	1,323	90	109	1,606	15
South Coast NSW	140	1	1,225	76	114	1,828	16
Whitsundays QLD	131	1	573	107	228	1,221	5
Northern Rivers NSW	121	1	531	75	228	1,612	7
Australia's South West WA	107	1	830	85	129	1,259	10
Darwin NT	105	1	694	93	151	1,124	7
Northern QLD	79	0	548	62	145	1,276	9
Australia's Coral Coast WA	76	0	1,114	130	68	586	9
Alice Springs NT	65	0	387	108	169	605	4
Top 20 regions	15,306	94	3,013	106	5,080	144,485	28
<b>Total Australia</b>	<b>16,318</b>	<b>100</b>	<b>3,141</b>	<b>101</b>	<b>5,196</b>	<b>160,774</b>	<b>31</b>

Base: All visitors aged 15 and over.

(a) Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

(b) Total nights in Australia excludes nights spent in transit while in Australia.

Note: Numbers sum to more than total visitors, as some visitors stopover in more than one region.

Source: TRA expenditure allocation method applied to 2008 International Visitor Survey data.

Table 28

**Modelled international visitor expenditure<sup>(a)</sup> in each State/Territory  
by country of origin, year ended 30 June 2008**

Country of Origin	State/Territory visited								Total Australia <sup>(b)</sup>
	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	
<b>Excluding package expenditure</b>	<b>\$ million</b>								
New Zealand	407	317	542	44	106	16	15	11	1,459
United Kingdom	659	317	434	80	292	26	47	14	1,868
Germany	177	87	141	22	81	11	33	5	557
Scandinavia	97	37	98	9	38	np	11	np	295
Switzerland	55	25	48	6	32	np	10	np	179
Netherlands	47	23	50	8	29	np	9	np	170
France	88	42	62	9	33	5	14	np	258
Italy	68	35	41	3	13	np	14	np	177
Other Europe	293	120	168	27	99	np	26	np	744
USA	527	222	231	32	101	18	26	21	1,180
Canada	151	64	111	17	38	10	15	np	410
Japan	263	89	334	31	73	14	11	9	824
China	812	354	165	40	37	np	np	37	1,460
Korea	436	108	183	23	33	np	np	27	832
Singapore	158	262	86	24	216	np	np	np	781
Malaysia	155	191	103	24	155	np	np	np	671
Hong Kong	220	80	124	np	23	np	np	np	472
Indonesia	149	148	25	np	54	np	np	np	400
Thailand	109	117	24	np	37	np	np	np	301
India	173	171	71	np	33	np	np	np	465
Taiwan	75	35	104	np	np	np	np	np	230
Other Asia	121	115	85	np	61	np	np	np	407
Other countries	368	226	303	49	106	19	13	12	1,097
<b>All Countries</b>	<b>5,608</b>	<b>3,185</b>	<b>3,534</b>	<b>492</b>	<b>1,696</b>	<b>245</b>	<b>264</b>	<b>209</b>	<b>15,236</b>
<b>Including package expenditure</b>									
New Zealand	416	322	566	46	109	17	17	11	1,505
United Kingdom	709	331	470	86	312	28	65	14	2,016
Germany	188	90	150	24	85	12	45	5	600
Scandinavia	102	39	102	9	39	np	17	np	315
Switzerland	60	25	51	7	33	np	14	np	194
Netherlands	50	25	55	8	31	np	12	np	186
France	94	43	67	10	35	5	21	np	280
Italy	77	36	44	5	13	np	19	np	198
Other Europe	307	122	182	29	102	np	35	np	790
United States of America	588	230	274	38	104	23	44	22	1,325
Canada	159	66	118	18	39	12	19	np	434
Japan	310	94	464	31	81	14	26	9	1,030
China	881	374	204	40	38	np	np	37	1,590
Korea	502	111	193	23	33	np	np	27	912
Singapore	161	264	91	25	220	np	np	np	795
Malaysia	157	192	107	24	157	np	np	np	680
Hong Kong	222	82	129	np	24	np	np	np	482
Indonesia	152	149	27	np	55	np	np	np	406
Thailand	112	117	25	np	38	np	np	np	306
India	180	172	80	np	33	np	np	np	483
Taiwan	83	37	110	np	np	np	np	np	246
Other Asia	123	115	86	np	61	np	np	np	412
Other countries	381	228	320	50	109	19	14	12	1,133
<b>All Countries</b>	<b>6,015</b>	<b>3,265</b>	<b>3,918</b>	<b>520</b>	<b>1,759</b>	<b>258</b>	<b>370</b>	<b>211</b>	<b>16,318</b>

Base: All visitors aged 15 and over.

(a) Visitors who arrive in Australia in transit and remain at the airport are included in the estimates.

(b) Total Australia includes small amounts that cannot be allocated to a particular State/Territory.

Note: Figures may not add to the total due to rounding.

np - Not published due to reliability concerns.

Source: TRA expenditure allocation method applied to 2008 International Visitor Survey data.

# Introduction to the International Visitor Survey

The International Visitor Survey represents the most comprehensive source of information on international visitors to Australia. It has been operating since the early 1970s and is jointly funded by the Commonwealth, State and Territory Governments under the guidance of the Australian Standing Committee on Tourism.

## Survey methodology

The International Visitor Survey samples 40,000 departing, short-term international travellers over the age of 15 years who have been visiting Australia. The survey is conducted by Computer Assisted Personal Interviewing (CAPI) in the departure lounges of the eight major international airports: Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and the Gold Coast.

The International Visitor Survey contains over 96 questions supported by 'show-cards' that are used to help the respondent answer particular sections including:

- Usual place of residence
- Previous visits
- Group tours
- Travel party
- Sources for obtaining information about Australia
- Purpose of visit and places visited
- Transportation and accommodation
- Activities
- Expenditure
- Demographics

The survey design and management is the responsibility of Tourism Research Australia Survey Section. The section works closely with the consultants, key stakeholders and industry to develop and maintain high data quality and relevant outputs.

Since 2004, the IVS has been surveying international visitors in four languages, including English, Japanese, Mandarin and Korean. The total number of interviews conducted with particular residents of each country or region is distributed among airports by selecting monthly samples of departing flights and visitors on those flights to achieve acceptable sample sizes in various categories.

Survey results are weighted to data on international visitor numbers over the period, provided by the Department of Immigration and Citizenship (DIAC), with the assistance of the Australian Bureau of Statistics (ABS). The variables used in weighting the data are:

- country of residence
- state of arrival
- main purpose of journey
- airport of departure
- age and sex of visitor

Overseas (visitor) arrivals and departures (OAD) data are also published by the ABS (catalogue no. 3401.0) on a monthly basis.

## Sample size

### *Increase in sample size for 2005 survey*

Between 2001 and 2004 interviews were conducted with approximately 20,000 international visitors aged 15 years and over as they were departing Australia. Since 1 January 2005, interviews have been conducted with around 40,000 international visitors on an annual basis. The sample was increased in order to enhance the estimates for smaller States, Territories and regions. Increasing the sample size of the IVS by 100% has improved the reliability of survey estimates.

### *Visitor interviews by country or region of residence*

The table below shows the number of interviews conducted in the June Quarter 2008 and for the year ended 30 June 2008.

### *Sample size by country of residence*

Country of residence	Sample (n)	
	June Quarter	Year ended 30 June 2008
New Zealand	1,535	5,629
Japan	1,355	6,168
Hong Kong	276	1,062
Singapore	554	1,855
Malaysia	419	1,393
Indonesia	203	851
Taiwan	198	767
Thailand	283	862
Korea	429	1,756
China	507	1,985
India	168	628
Other Asia	235	865
USA	856	2,991
Canada	228	912
United Kingdom	1,152	5,088
Germany	230	1,102
Scandinavia	218	749
France	161	682
Italy	77	489
Netherlands	158	598
Switzerland	115	469
Other Europe	231	955
Other countries	566	2,228
<b>All Countries</b>	<b>10,154</b>	<b>40,084</b>

## Data reliability

The results given in the IVS are based on a sample, rather than a census, of international visitors to Australia. As with all sample surveys, the results are subject to sampling variability, and therefore may differ from figures that would be obtained if all international visitors to Australia had been included in the survey.

A measure of the possible degree of difference is given by the relative standard error of the survey and its associated confidence interval, which indicates the extent to which an estimate might vary by chance from the true figure because only a sample of the population was included.

The table below provides the 95% confidence interval widths for a range of estimates available in the IVS. That is, there are approximately 19 chances in 20 that the true number is within the range identified by applying the figures in the table.

**Size of 95% Confidence Interval for Estimate** (expressed as a percentage of the estimate)

Estimate	Visits	Nights	Expenditure
2,000	64.4%	#	#
5,000	41.5%	#	#
10,000	29.8%	#	#
20,000	21.4%	#	#
50,000	13.8%	#	#
100,000	9.9%	75.7%	#
200,000	7.1%	55.4%	#
500,000	4.6%	36.7%	#
1,000,000	3.3%	26.9%	#
2,000,000	2.4%	19.7%	#
5,000,000	1.5%	13.1%	97.6%
10,000,000	1.1%	9.6%	72.8%
20,000,000		7.0%	54.3%
50,000,000		4.6%	36.8%
100,000,000		3.4%	27.4%
200,000,000		2.5%	20.5%
500,000,000		1.7%	13.9%
1,000,000,000		1.2%	10.3%
2,000,000,000		0.9%	7.7%
5,000,000,000		0.6%	5.2%
10,000,000,000		0.4%	3.9%

# - 95% Confidence Interval is greater than estimate.

The following example illustrates the use of this table to determine a range within which we are 95% confident that the true total lies. Say, the estimated number of Chinese visitors who stayed in Queensland was 100,000. Looking at the visits column (see table), an estimate of 100,000 visitors has a 95% Confidence Interval of 9.9%. Thus we are 95% confident that the true number of Chinese who stayed in Queensland was between 90,100 and 109,900 visitors.

The IVS relative standard errors were calculated using the Complex Survey Sampling module in SPSS V14.0. Estimates of variation are based on sampling with replacement principles and makes allowances for the IVS stratification. The covariance and estimates output from this program were then regressed with a log transformation using Ordinary Least Squares (OLS) regression to achieve three independent models (for visitors, nights and expenditure). The models were computed using the R statistical program and the actual relationship modelled was:

$$1n(\text{COV}) = a + b * 1n(\text{ESTIMATE}) \quad \text{Where,} \quad \begin{array}{l} a = \text{intercept} \\ b = \text{gradient (slope)} \end{array}$$

The model parameters were approximated as:	Visits	Nights	Expenditure
a	2.521841	4.218551	5.837435b
b.	-0.47831	-0.44906	-0.42362

# Expenditure

## ***Determining international visitor expenditure***

There are varying levels in which an international visitor's total trip expenditure may impact on the tourism destination of Australia and its regions. This publication presents four main types of direct tourism expenditure impacts that are the result of the collection of trip spends details from the international visitors as they depart Australia. These four direct expenditure classifications are specifically:

- Total trip expenditure
- Spend in Australia
- Total Inbound Economic Value (TIEV)
- Regional expenditure

There are subtle differences between each of these spend classifications.

### ***Total trip expenditure***

When an international visitor pays for their trip to Australia they are spending money which impacts on the world economy. Total Trip Expenditure is all monies spent so that the respondent could undertake their trip to Australia. For example, this may include airfares, package tour expenditure, food and beverages and payment for all accommodation, leisure activities, conventions and schooling while in Australia.

### ***Spend in Australia***

While international visitors may spend a lot of money on their entire trip, not all of this expenditure is spent in Australia. The international visitor is asked to separate the money they have spent in Australia from their total trip expenditure in the IVS. This is in order to determine the amount of money that is being spent in the Australian destination while the tourist is visiting. This may be on items such as food and beverages, accommodation, activities, school books, motor vehicles and shopping.

### ***Total Inbound Economic Value (TIEV)***

'Total trip expenditure' and 'Spend in Australia' both have components that measure over and under estimate total tourism value, in terms of consumption, to the Australian economy. Often, a visitor may book and pay for their trip outside of Australia, therefore only part of this expenditure will flow on to the Australian economy and its tourism industry. When a visitor spends his/her money in Australia, this expenditure fails to take into account package expenditure or airfares that eventually transfer to Australia.

Calculating the total economic value of inbound tourism to Australia is not a simple or straightforward exercise. The main difficulty is in determining exactly how much of total trip expenditure flows on to the Australian economy. The demand expenditure estimates detailed above fail to provide insight into what proportion on total trip expenditure will reach Australia and how much stays in the home country. The best way to determine how much Australia benefits from expenditure on these items is through modelling.

The World Tourism Organisation (WTO) set down the methodology for the Tourism Satellite Accounts (TSAs). TSAs integrate tourism expenditure data and a country's national accounts by applying industry ratios to determine total direct impact of the tourism industry on the economy. However, the building of these tourism input-output tables is extremely time-consuming and they are characterised by long lags in publication. The Australian TSA is currently published by the Australian Bureau of Statistics (ABS) and is released around 10 months after the reference period.

To be responsive, Tourism Research Australia has devised a methodology that attempts to estimate the economic value of the tourism industry based on the key tourism data sources and a number of practical assumptions. The data sources used include the IVS published by Tourism Research Australia, the TSA and the OAD as published by the ABS.

## ***TIEV methodology***

The TIEV methodology was developed by Tourism Research Australia on behalf of the Tourism Forecasting Committee. TIEV is calculated from total trip expenditure by inbound tourists to Australia (derived from the IVS) and benchmarked to the 'International consumption' series in the ABS Tourism Satellite Account (ABS catalogue no. 5249.0) and ABS Overseas Arrivals and Departure data (ABS catalogue no. 3401.0). Key assumptions underlying the estimates relate to the treatment of a number of expenditure items derived from the IVS. Deductions from IVS total trip expenditure include:

- 50% of international airfares. This takes account of ticket revenue associated with airlines that does not flow through to the Australian economy and airfare revenue that is spent by airlines on services in Australia (eg departure tax, airport taxes, ground handling charges, fuel costs etc)
- 20% of the value of the non-airfare component of packages and other prepaid items. This allows for commissions at the retail and wholesale levels that accrue to foreign markets
- 33% of the average international airfare component by package visitors. It is assumed that package tourists receive a discount due to bulk purchasing by the wholesaler from the airline(s) and the average class of travel for package travellers is usually lower than that of non-package travellers (a lower share of business travellers)

TIEV also includes an estimate of the value of goods and services consumed by international visitors in domestic homes. The TIEV methodology is applied and standardised across all markets. Further development of the TIEV model will be undertaken to take account of differences between source markets. TIEV estimates may therefore be revised as the model assumptions are refined. Revisions may also occur following the release of updated data from the ABS.

## ***Regional expenditure***

The IVS provides information on travel activity and expenditure by international visitors. Information on expenditure by these visitors is only collected for whole trips. In other words it is not regionally specific. In order to determine the impact that the visitor activity is having on a particular region, Tourism Research Australia uses a model based approach to allocate visitor expenditure to the various tourism regions.

The regional expenditure by international visitors is less than TIEV because TIEV includes a proportion of international airfares purchased overseas, major purchases in Australia and imputed values for package expenditure and other indirectly purchased tourism services. The allocation of package expenditure to Australia's regions is being revised to make it comparable to the TIEV methodology.

## ***Regional expenditure allocation methodology***

A very brief summary of the process by which expenditure by international visitors is allocated to regions is given below. A full explanation of expenditure allocation methods can be found in Carter and Collins (2005).

Two types of expenditure data are collected in the IVS:

- expenditure for the respondent's entire journey
- expenditure at a randomly selected location

A 'location' is a more specific spatial unit than a Statistical Local Area (SLA). For example, the location Bondi is in the Waverley SLA. A sub-sampling approach (selection of a single location for further study) is adopted as a starting point for regional expenditure estimation. This is because of the need for interviews to be done quickly and because it is unreasonable to expect an interviewee to remember expenditure at every stop. It is entirely feasible for a visitor to visit the same location more than once, but expenditure data are collected only if the randomly selected location has been visited only once.

Four major sub-components of total IVS expenditure are identified:

- expenditure on domestic airfares
- expenditure on travel packages
- expenditure on accommodation, food and beverages
- all other expenditure

### **Domestic airfares**

Wherever air travel is indicated, airfare expenditure is allocated equally between the departure region and the arrival region. In cases where there is no major airport in the departure and/or arrival region the share of airfare expenditure is allocated to the nearest region with a major airport. If air travel is specified for the first leg of the trip, the departure airport is assumed to be the airport where the visitor arrived in Australia.

### **Package expenditure**

A major part of any package for travel within Australia is taken up by airfares and other long distance travel fares. A series of studies by the Australian Bureau of Statistics (1995, 1996), Australian Tourism Export Council (2000), Bureau of Tourism Research (Bonnet et al. 1994 and Skene, 1995) and Office of Economic and Statistical Research (2001) estimated the proportion of travel packages spent on things other than long distance fares to be between 26% and 35%. Based on these results, it has been decided that total package expenditure should be split with 30% being attributed to items other than long distance fares. The remaining 70% is assumed to be spent in the visitor's home country.

The non-fare component is distributed among the regions using the iterative process.

### **Expenditure on accommodation, food and beverages, and other expenditure**

Expenditure on accommodation, food and beverages (AFB) and other expenditure is obtained by summing expenditure on the relevant items. The total expenditure for each item group is allocated to the regions by the iterative process.

During the iteration procedure, expenditure at the randomly selected location for which there is expenditure information is treated as a known value, and is held constant. The amount actually distributed among the remaining regions in the trip is known as net expenditure, which is equal to total expenditure minus random expenditure. If there is no expenditure at a randomly selected location (either by the interviewer failing to ask, or the interviewee failing to reply) net expenditure is equal to total expenditure.

### **The iterative procedure**

Steps in the iteration process are:

1. An initial regional cost indicator (average expenditure per night) is calculated for each region that has an expenditure sample. Three sources of data are used for this calculation: single region trips, random expenditure for one of the regions of two-region trips, and expenditure at a randomly selected location for multiple region (more than two regions) trips. National average expenditure is used for those regions where there is no expenditure sample.
2. For stops where there is no random expenditure, a preliminary estimate of expenditure at that stop in the trip is calculated by multiplying the cost indicator for the region at the stop by the length of stay at that stop. For stops where there is random expenditure, preliminary estimates of expenditure are left blank.
3. Non-blank preliminary estimates of expenditure are rescaled using the formula:

$$r = p * (E / R)$$

where

r = rescaled value for this stop

p = preliminary estimate for this stop

E = reported total expenditure for the trip

R = sum of preliminary estimates for the trip

4. For stops where there is random expenditure (that is, the preliminary estimate is blank), the rescaled value is set equal to the random expenditure. Rescaled values sum to the total reported expenditure for the trip.
5. New estimates of regional cost indicators are calculated by summing rescaled expenditure values for each region, and dividing this value by the total number of nights in each region.
6. If estimates of cost indicators for the current iteration differ from estimates of cost indicators from the previous iteration by less than an agreed amount the process is stopped, otherwise the procedure is repeated from step 2.

Rescaled values at the last iteration are the final estimates of expenditure at each stop.

At the end of the allocation process, expenditure on the four major expenditure components are estimated for every stop in each trip. Estimates of expenditure by State/Territory and region are obtained by summing expenditure estimates at each stop.

It should be noted that expenditure by visitors who are in transit to another country is included in the expenditure estimates presented here.

## References:

- Australian Bureau of Statistics, 1995, *ABS Survey of Inbound Tour Operators 1994 – 1995*, cat no. 6401.0, ABS, Canberra.
- Australian Bureau of Statistics, 1996, *ABS Survey of Inbound Tour Operators 1995 – 1996*, cat no. 6401.0, ABS, Canberra.
- Australian Tourism Export Council, 2000, *Survey of Inbound Tour Operators*, ATEC, unpublished.
- Bonnet, G., Phelan, K. and Jones, B., 1994, *Allocating pre-paid package tour expenditure to goods and services consumed in Australia*, in *Tourism and the Economy* Number 1 1994, Bureau of Tourism Research, Canberra, pp.47-52.
- Carter, P. and D. Collins, 2005, *Travel expenditure by domestic and international visitors in Australia's Regions*, 2004. Tourism Research Australia, Canberra.
- Office of Economic and Statistical Research, 2001, *International and Domestic Visitor Expenditure in Queensland: 1985 to 1999*, OESR, Queensland Treasury, Brisbane.
- Skene, J., 1995, *Estimating the Australian component of visitor expenditure on fully inclusive package tours: Alternative methods*, in *Tourism and the Economy* Number 1 1995, Bureau of Tourism Research, Canberra, pp.43-60.

## Glossary of terms

<b>Accommodation used</b>	<p>This indicates the type of accommodation used by an overnight visitor when visiting a particular location. The main categories of accommodation include:</p> <ul style="list-style-type: none"><li>• Hotel, resort, motel or motor inn</li><li>• Backpacker hotel or hostel</li><li>• Rented house, apartment, flat or unit</li><li>• Friend or relative's property</li><li>• Caravan park or commercial camping ground</li><li>• Caravan or camping near a road or on private property</li><li>• Guest house or bed and breakfast</li><li>• Boat, houseboat, cabin cruiser or cruise ship</li><li>• Educational institution</li><li>• Homestay</li></ul>
<b>Australian and New Zealand Standard Industrial Classification System (ANZSIC)</b>	<p>A classification developed by the Australian Bureau of Statistics and the New Zealand Department of Statistics which groups businesses that carry out similar economic activities. A business is assigned an appropriate industry category on the basis of its predominant activities. ANZSIC has a structure comprising of categories at four levels: Divisions; Subdivision; Group; and Class.</p>
<b>Australian Tourism Satellite Account (ATSA)</b>	<p>See Tourism Satellite Account (TSA).</p>
<b>Average annual rate of growth</b>	<p>Average increase/decrease in value per year. Tourism Research Australia uses the geometric growth rate formula (<math>r = \exp[\ln(p_n/p_1)/n]-1</math>). This formula assumes that a variable increases or decreases at the same rate during each year between the two time periods. It does not take into account intermediate values of the series.</p>
<b>Average nights</b>	<p>The sum of all nights divided by the sum of all visitors for a particular category. This is commonly referred to as average length of stay.</p>
<b>Backpacker visitors</b>	<p>Are distributed through the purpose of visit categories and are defined by accommodation used rather than purpose of visit. Tables in this publication show purpose of visit both inclusive and exclusive of backpacker visitors.</p>
<b>Business visitors</b>	<p>Visitors who nominate business as their primary reason for travelling. Business travel comprises business, work travel for transport crews, attendance at conferences, conventions, exhibitions, trade fairs, seminars, incentive group meetings, marketing events, and training and research related to employment.</p> <p>The analysis presented in this publication excludes visitors who travelled on business as drivers or transport crew and those who travelled to attend training or to undertake research related to employment.</p>
<b>CD-MOTA (Compact Disc Monitor of Tourist Activity)</b>	<p>A database and software package containing results from the International Visitor Survey (IVS), the National Visitor Survey (NVS) and its predecessor the Domestic Tourism Monitor (DTM). The software on the CD allows users to select and present data within the package, define and explore market segments, and/or export results to other software. For further information contact <a href="#">Tourism Research Australia</a></p>

<b>Confidence Intervals (CI)</b>	<p>The results of the IVS and the NVS are based on a sample, rather than a census, of visitors. As with all sample surveys, the results are subject to sampling variability, that is, they may differ from figures that would have been obtained if the entire population had been included in the survey.</p> <p>One measure of the likely difference is given by the confidence interval, which indicates the extent to which an estimate might have varied by chance because only a sample of the population was included. The NVS and the IVS results are published with 95% confidence interval widths given for a range of estimates. A 95% confidence interval means there are approximately 19 chances in 20 that the difference between the survey results and those that would be obtained from a census are within the range identified.</p>
<b>Direct effects</b>	Economic effects created by direct tourism consumption. For example, the hotel industry providing accommodation services to tourists.
<b>Expenditure</b>	Money spent by, and on behalf of, travellers during a trip. Expenditure items include airfares and other transport costs such as bus and train fares and amounts spent on trip-related items before and after the trip.
<b>Expenditure on capital goods</b>	Capital goods and other major items such as a car is included in the estimates for international visitors.
<b>Experience Perth</b>	This region expanded in the March quarter 2004 to include additional areas surrounding Perth and is now known as 'Experience Perth'. All data for Perth in this publication relates to the new, expanded region.
<b>Group tours</b>	Involve visitors with some prior association (other than family membership) who are travelling together.
<b>Inbound tourism</b>	Tourism within Australia by international visitors.
<b>Indigenous tourism</b>	Tourism activity that involves the life and culture of the Aboriginal people including an opportunity to experience Aboriginal art, craft, cultural display and visit Aboriginal sites/communities.
<b>Indirect effects</b>	Flow on effects created by direct tourism consumption. They are the effects on businesses that supply to the direct providers of tourism goods and services. Examples include businesses that provide inputs required in the preparation of meals a restaurant sells to tourists, for example food manufacturers, electricity companies and delivery services.
<b>International visitors</b>	Overseas visitors coming to Australia for a period of less than twelve months.
<b>International Visitor Survey (IVS)</b>	Profiles the characteristics, travel behaviour and expenditure of international visitors to Australia. Summary information from the IVS is published quarterly. Unpublished data are available on request from Tourism Research Australia. The IVS has been conducted every year since 1981, except for 1982 and 1987.
<b>Leisure visitors</b>	Visitors whose main purpose of visit is for a holiday or to visit friends and relatives (VFR).
<b>Median nights</b>	Represents the mid point length of stay for which 50% of visitors stay less time and 50% stay longer.
<b>Package tour</b>	Visitors who arrived in Australia on an inclusive, pre-paid package tour.

<b>Purpose of visit</b>	<p>The main purpose, or the major reason for visiting a particular location. The major categories of purpose of visit in the IVS are:</p> <ul style="list-style-type: none"> <li>• Holiday/leisure</li> <li>• Visiting friends and relatives (VFR)</li> <li>• Business</li> <li>• Education</li> <li>• Other - includes personal appointments, medical appointments and health-related travel</li> </ul>
<b>Regional Australia</b>	Includes all tourism regions in Australia, excluding the eight State/Territory capital cities and the Gold Coast.
<b>Regional expenditure</b>	<p>Based on a methodology devised and implemented by Tourism Research Australia. Two types of regional expenditure estimates are published, both exclude major purchases such as motor vehicles:</p> <ol style="list-style-type: none"> <li>1. The first form includes 30 % of pre-paid package expenditure but excludes all expenditure on international airfares</li> <li>2. The second form excludes all pre-paid expenditure on both packages and international airfares. A further explanation of regional expenditure is provided in the Survey methodology.</li> </ol> <p>For more detailed information see Collins, D. and Galliano, K., 2006, <i>Travel expenditure by domestic and international visitors in Australia's regions, 2005</i>, Tourism Research Australia, Canberra.</p>
<b>Return traveller</b>	An international traveller who has visited Australia previously.
<b>Scandinavia</b>	Includes Denmark, Finland, Norway, Sweden and unspecified Scandinavia.
<b>Total Inbound Economic Value (TIEV)</b>	Represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.
<b>Total spend in Australia</b>	Excludes expenditure on goods pre-paid through inclusive package tours and services in Australia and pre-paid international airfares.
<b>Total trip expenditure</b>	Including expenditure in Australia, pre-paid expenditure on goods and services in Australia and pre-paid inclusive package travel and pre-paid international airfares.
<b>Tourism regions</b>	<p>Formed predominantly through the aggregation of Statistical Local Areas (SLAs). Tourism regions are defined by the various State and Territory tourism organisations (STOs) according to their research and marketing needs.</p> <p>From 1998, the Bureau of Tourism Research (BTR – now Tourism Research Australia) and the Australian Bureau of Statistics (ABS) adopted a coordinated approach to the use of tourism regions to enable comparability of regional data from different tourism surveys.</p>
<b>Tourism Satellite Account (TSA)</b>	An extension from the core national accounts to focus on the tourism sector. It identifies tourism activities within the national accounting framework and compiles a comprehensive set of economic data on tourism. The first Australian TSA was released by the ABS in October 2000 (catalogue no. 5249.0).
<b>Visiting friends and relatives (VFR)</b>	Visitors who nominate visiting friends or relatives as their main reason for travelling. Visiting friends and relatives also includes travel to a friend's or relative's wedding or travel to attend a funeral (see Purpose of visit).

<b>Visitors</b>	The weighted number of international visitor arrivals to Australia. To fall within the scope of the IVS, the respondent must be an international visitor aged over 15 years and be departing one of the eight major Australian airports (Sydney, Melbourne, Brisbane, Cairns, Gold Coast, Darwin, Perth and Adelaide) following a visit that was not more than one year in duration.
<b>Visitor nights</b>	The number of nights spent in Australia by international visitors in association with individual visits.
<b>Weighting</b>	The IVS is a sample survey so each respondent is given a 'weight' equalling how many visitors they represent. Respondents are weighted to ABS Overseas Arrivals and Departures (OAD) data (catalogue no. 3401.0) on international visitor numbers.

## State and Territory abbreviations

NSW	New South Wales
VIC	Victoria
QLD	Queensland
SA	South Australia
WA	Western Australia
TAS	Tasmania
ACT	Australian Capital Territory
NT	Northern Territory

# About Tourism Research Australia

Tourism Research Australia is a business unit of Tourism Australia, a Federal Government statutory authority established 1 July 2004.

Tourism Research Australia provides independent, accurate, timely and strategically relevant statistics and analysis to the tourism industry, government and the community at large to enhance the contribution of tourism to the benefit of the Australian community.

Tourism Research Australia is based in Canberra and is jointly funded by the Commonwealth, State and Territory Governments.

## ***Research publications and reports***

Tourism Research Australia publications and reports are available in electronic formats for free PDF download. Selected publications are available for purchase in hardcopy formats. For further information go to [www.tra.australia.com](http://www.tra.australia.com)

If you would like to receive email alerts advising of new releases, go to [www.tra.australia.com](http://www.tra.australia.com) and register for the Tourism Research Australia Publications Advisory Service.

## ***Statistical Enquiry Service***

Tourism Research Australia Statistical Enquiry Service is available for industry operators, academics and other interested parties. This service is maintained by a Tourism Research Information Officer who plays a key role in linking the tourism industry to important tourism research data.

This service can provide Tourism Research Australia data in excel tables tailored to meet specific research needs.

Tourism Research Australia is a cost recovery organisation and charges apply for some research services. These will be dependent on the complexity of the information required. A consultancy quotation will be provided for data needs via email. All major credit cards are accepted with the exception of Diners. A tax invoice will be supplied on completion.

For further information on the Statistical Enquiry Service please contact [research@tourism.australia.com](mailto:research@tourism.australia.com)

## ***Online Data Package***

Tourism Research Australia has designed an online facility that allows paid subscribers authorised access to real time research information using Tourism Research Australia databases.

This online environment provides users with the ability to manipulate and use data to generate tables which are relevant to specific needs as well as expanded functionality including:

- immediate access to the new data each quarter on the day of release
- capability to store and update customised tables of user specified data in a password protected online database
- saved tables which can be built to update immediately when quarterly data is uploaded by Tourism Research Australia
- access from any computer with an internet service, allowing the user improved flexibility

If you would like to receive information about the Online Data Package subscription or have further enquiries please email [tra@tourism.australia.com](mailto:tra@tourism.australia.com)

## ***Tourism Research Australia Destination Visitor Surveys***

In addition to the International Visitor Survey (IVS) and the National Visitor Survey (NVS), Tourism Research Australia has developed a program of Destination Visitor Surveys (DVS). These projects are a regional initiative and are aimed at non-capital city destinations.

The Destination Visitor Surveys program allows the analysis of visitor type, trip characteristics and destination specific issues. The data from these surveys are weighted to the IVS and NVS data in order to gain accurate and cross-comparable statistics. For further information on the regional Destination Visitor Surveys program, go to [www.tra.australia.com](http://www.tra.australia.com)

- ***Visitor Profile and Satisfaction program***

In response to a number of industry requests, Tourism Research Australia has developed a Visitor Profile and Satisfaction (VPS) program. In this program the research design, questionnaires, analysis and reporting are standardised.

The standardised surveys enable regional destinations to work in partnership with Tourism Research Australia and leading market research companies to support localised marketing and business decision making. This program allows destinations to minimise the cost and time normally taken to complete such projects.

The VPS program is open to any Australian tourism destination - projects are funded by the broader Destination Visitor Survey program. Opportunities are available for destinations to fund their own VPS project. To date those participating in these projects have covered a diverse range of visitor profiles and destination types, from remote outback destinations to some of the busiest tourism destinations in Australia.

For more detailed information read the [Visitor Profile and Satisfaction Program - A Guide for Tourism Destinations 2008](#) on our website at [www.tra.australia.com](http://www.tra.australia.com)

Please note: initial contact *must* be made with the relevant [State Tourism Organisations](#).

Tourism Research Australia

Level 3 11-17 Swanson Plaza Belconnen ACT 2617

PO Box 1110 Belconnen ACT 2616

Telephone: + 61 2 6228 6100

Facsimile: + 61 2 6228 6180

Email: [tra@tourism.australia.com](mailto:tra@tourism.australia.com)

[www.tra.australia.com](http://www.tra.australia.com)



Australian Government



Tourism Australia