



International Visitors in Australia

MARCH 2008

**QUARTERLY RESULTS OF THE
INTERNATIONAL VISITOR SURVEY**

Tourism Australia 
Tourism Research Australia

International Visitors in Australia

March 2008
Quarterly Results of the
International Visitor Survey



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ISSN: 1443 3311

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

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Acknowledgements: NWC Research

Publication Date: 6 June 2008 (Revised 30 June 2008)
ABN 99 657 548 712

www.tra.australia.com

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Main Findings

All visitors

Total visitors During the year ended 31 March 2008 there were 5,206,349 visitors to Australia aged 15 years and over. This was a slight increase (1%) from the year ended 31 March 2007.

Reason The main reasons for visitors coming to Australia were:

Holiday	2,557,833	49%
Visiting friends & relatives	1,110,309	21%
Business	875,107	17%
Education	372,232	7%
Employment	106,295	2%
Other	184,572	4%

Source New Zealand was the largest source of visitors during the period (1,030,142), followed by the United Kingdom (643,034), Japan (504,890) and USA (432,394).

Expenditure The average trip expenditure in Australia per international visitor was \$3,072 while the average nightly expenditure was \$100. Total expenditure for the year ended 31 March 2008 increased 12% from the year ended 31 March 2007.

Nights A total of 160.5 million visitor nights were spent in Australia, an increase of 2% compared to the year ended 31 March 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 10% 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 36%, followed by Queensland (24%) and Victoria (19%).

Holiday visitors

Share	Of all international visitors to Australia, 49% stated 'holiday' as their main purpose of visit.
Expenditure	The average trip expenditure of holiday visitors in Australia was \$2,350, with the largest component being food, drink and accommodation (\$1,122). The average expenditure per night was \$102.
Nights	Holiday visitors spent a total of 59 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.
Return visits	Of all holiday visitors, 47% had visited Australia before.
Tours	Inclusive package travellers accounted for 36% of all holiday visitors while those arriving on a group tours accounted for 16%.
States	Of all holiday visitors 58% visited New South Wales, 55% visited Queensland and 28% visited Victoria.
Duration of stay	Their average duration of stay in Australia was 23 nights.

Visiting friends and relatives (VFR)

Share	International visitors arriving to visit friends and relatives accounted for 21% of all international visitors.
Expenditure	The average trip expenditure in Australia by VFR visitors was \$1,875 with the largest component being food, drink and accommodation (\$801). The average expenditure per night was \$76.
Nights	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.
Return visits	Of all VFR visitors, 73% had been to Australia before.
States	Of all VFR visitors, 49% visited New South Wales, 31% visited Queensland and 27% visited Victoria.
Duration of stay	Their average duration of stay in Australia was 25 nights.

Business visitors

Share	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.
Expenditure	The average trip expenditure in Australia by business visitors was \$2,008 with the largest component being food, drink and accommodation (\$1,214). Their average expenditure per night was \$170.
Nights	Business visitors spent 37% of their nights in Sydney and 21% in Melbourne, while 58% of their nights in Australia were spent in a hotel, resort, motel, or motor inn.
Return visits	Of all business visitors, 69% had visited Australia before.
States	Of all business visitors, 54% visited New South Wales, 31% visited Victoria and 24% visited Queensland.
Duration of stay	Their average duration of stay in Australia was 12 nights.

Education

Share	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.
Expenditure	The average trip expenditure in Australia by education visitors was \$13,800 with the largest component being education fees (\$6,388). Their average expenditure per night was \$100.
Nights	While in Australia education visitors spent 60% of their nights in a rented house, apartment, flat, or unit.
Return visits	Of all education visitors, 55% had visited Australia before.
States	Of all education visitors, 53% visited New South Wales, 35% visited Queensland and 32% visited Victoria.
Duration of stay	Their average duration of stay in Australia was 137 nights.

Employment

Share	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.
Expenditure	The average trip expenditure in Australia by employment visitors was \$6,697 with the largest component being food, drink and accommodation (\$3,664). Their average expenditure per night was \$75.
Nights	Employment visitors spent 25% of their nights in Sydney and 18% in Melbourne, while 56% of their nights in Australia were spent in a rented house, apartment, flat, or unit.
Return visits	Of all employment visitors, 66% had visited Australia before.
States	Of all employment visitors, 48% visited New South Wales, 26% visited Victoria and 25% visited Queensland.
Duration of stay	Their average duration of stay in Australia was 89 nights.

Backpacker visitors

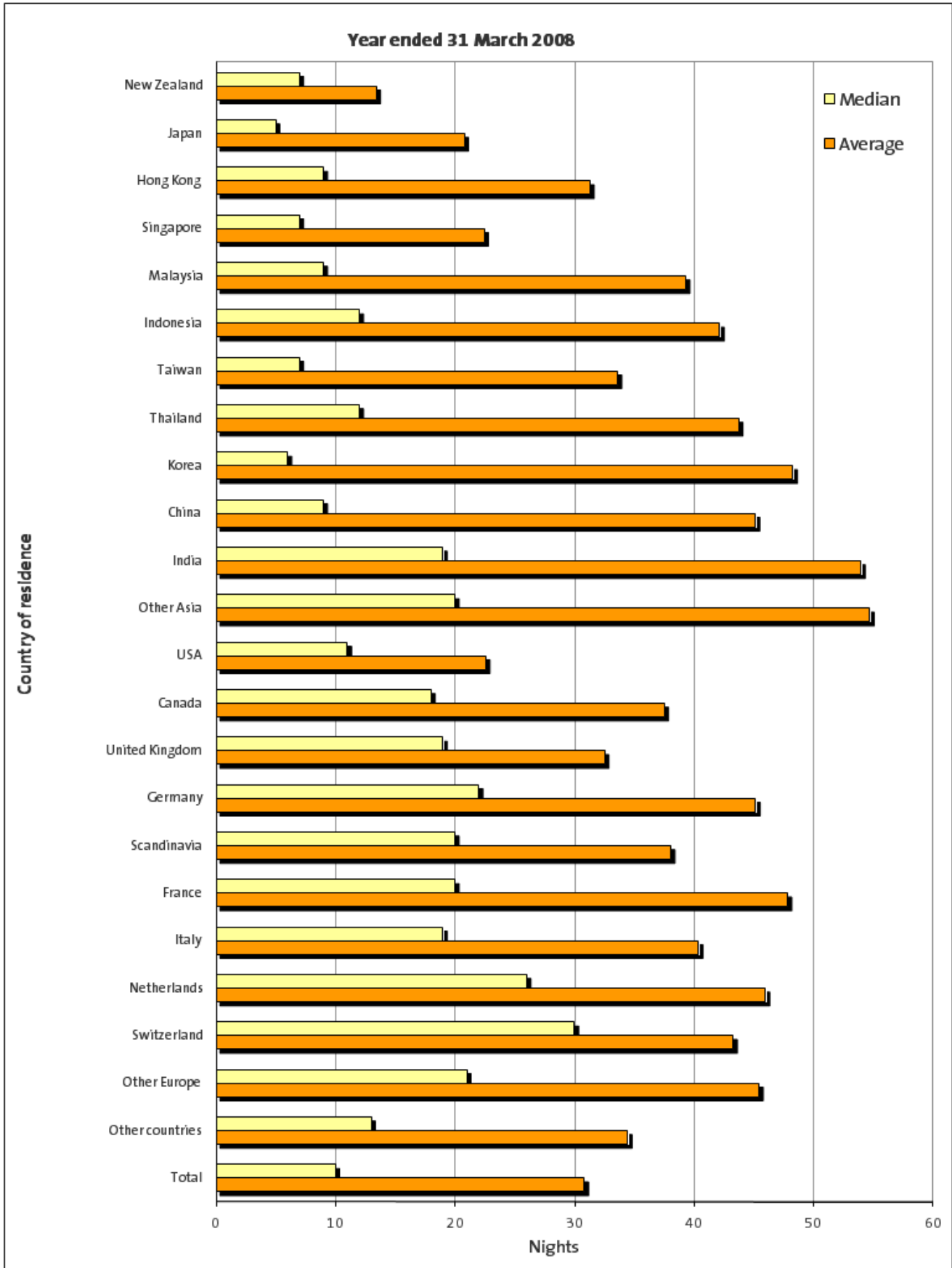
Share	Of all international visitors to Australia, 11% were classified as backpackers and they spent 40 million nights in Australia. Holiday was the main purpose of visit for 70% of backpackers.
Expenditure	Backpackers' average trip expenditure in Australia was \$5,555 with \$2,645 being spent on food, drink and accommodation and \$708 on education fees. Their average expenditure per night was \$77.
Nights	While in Australia backpackers spent 36% of their nights in backpacker or hostel accommodation.
Return visits	Of all backpackers, 33% had visited Australia before.
States	Of all backpackers, 79% visited New South Wales, 63% visited Queensland and 45% visited Victoria.
Duration of stay	Their average duration of stay in Australia was 72 nights.

Expenditure

Spend in Australia	In the year ending 31 March 2008, international visitors spent a total of \$16 billion within Australia, while on their trip.
Total Trip Expenditure	For the same period, international visitors had a total trip expenditure of \$25.7 billion dollars.
Total Inbound Economic Value	During the twelve months to 31 March 2008, international visitors consumed around \$23.9 billion of Australian goods and services. This was an increase of around 8% compared to the previous 12 month period.
Major market by economic value	The UK remains Australia's largest source market in terms of economic value, worth \$3.5 billion, followed by New Zealand (\$2.3 billion), the US and China (\$2.1 billion each).
Regional expenditure	For the year ended 31 March 2008, international visitors spent approximately 80% of their expenditure in the capital cities and the Gold Coast. The remaining 20% was spent in regional areas.
Top States/Territories	NSW received the most expenditure (\$6 billion), followed by Queensland (\$3.9 billion) and Victoria (\$3.2 billion).
Top tourism regions	<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 (\$202 million).</p>
Expenditure per visitor	The highest expenditure per visitor was in Experience Perth (\$2 273), followed by Melbourne (\$2 126) and Sydney (\$2 008).
Expenditure per night	The highest expenditure per night was in Petermann (\$326), followed by Tropical North Queensland (\$159) and Australia's Coral Coast (\$125).
Country of origin	<p>Visitors from Asia had the highest expenditure in Australia (\$7.4 billion - \$1.6 billion by Chinese visitors, \$1.1 billion by Japanese visitors and \$4.7 billion by visitors from other Asian countries). Visitors from Europe spent \$4.5 billion (\$2 billion by UK visitors, \$583 million by German visitors and \$1.9 billion by visitors from other European countries).</p> <p>Visitors from New Zealand spent \$1.5 billion in Australia and visitors from the US spent \$1.4 billion.</p> <p>Expenditure by Chinese, UK, US, and Korean visitors was highest in NSW (\$869 million, \$719 million, \$597 million, \$495 million respectively). In contrast, New Zealand and Japanese visitors spent more in QLD than in any other states (\$566 million, \$479 million respectively).</p>
Purpose of visit	Visitors who travelled for holiday/leisure purposes had the highest expenditure in Australia (\$6.8 billion). NSW received the highest share of this expenditure (\$2.4 billion), followed by QLD (\$2.3 billion), VIC (\$874 million), WA (\$637 million), the NT (\$314 million) and SA (\$174 million).

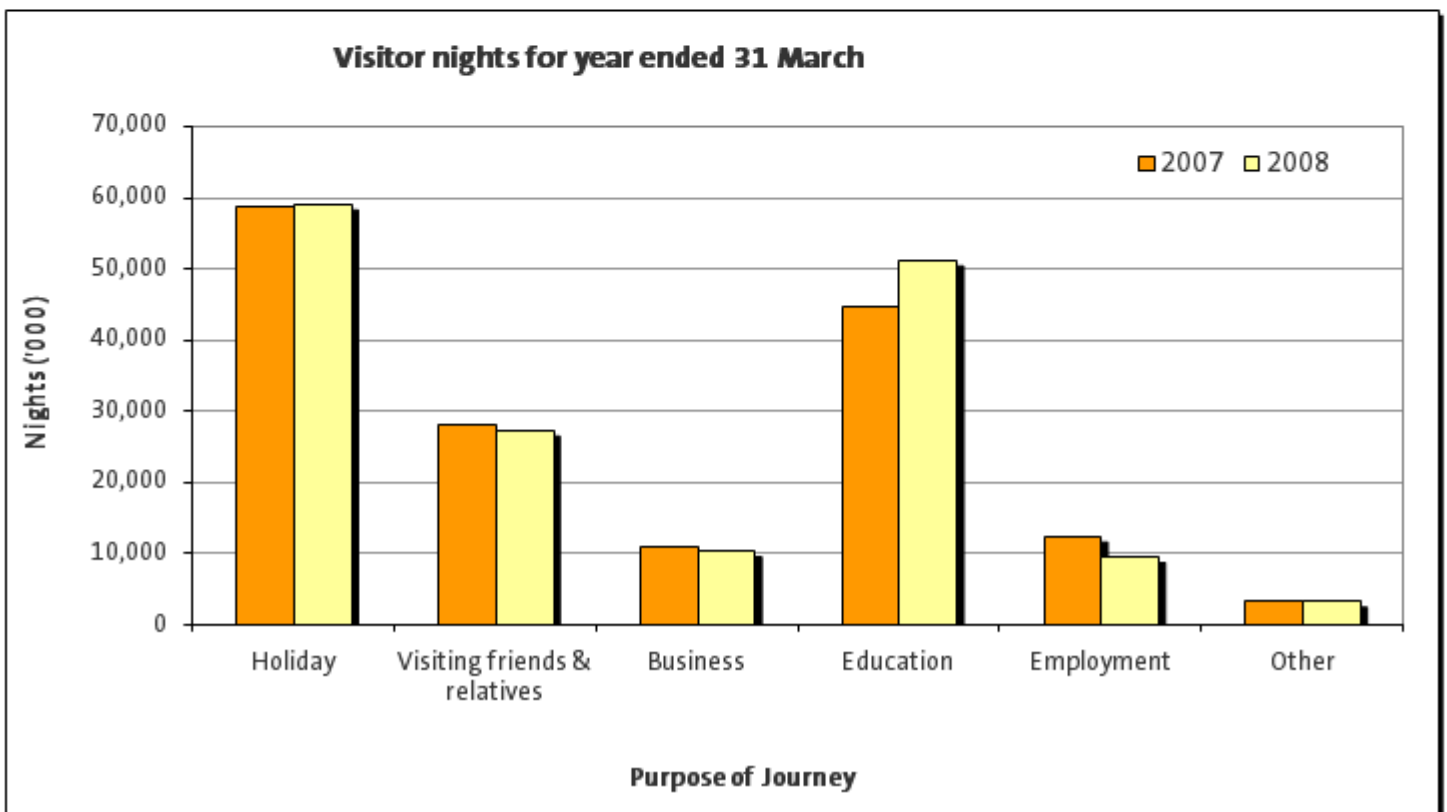
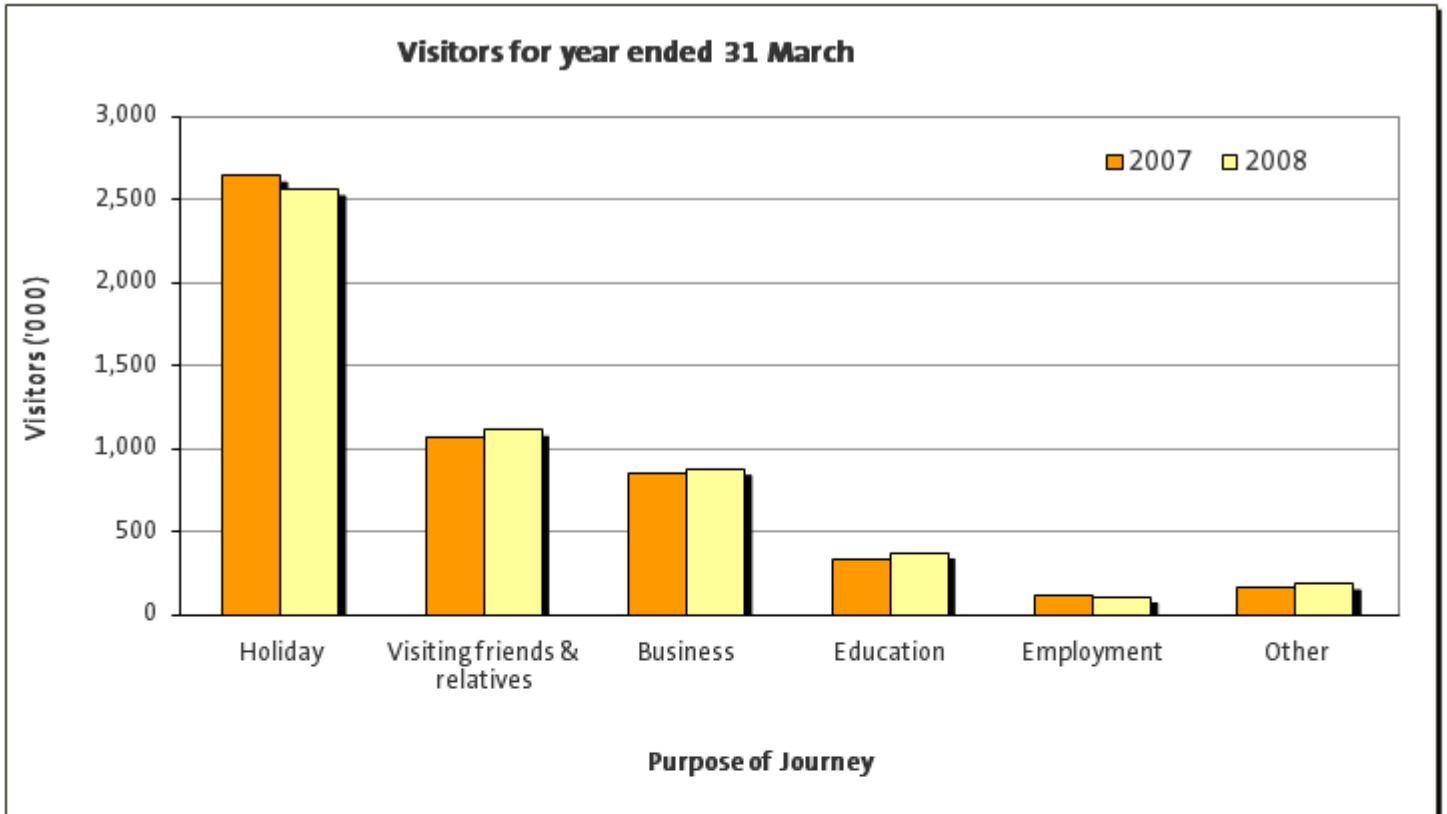
Tables and Figures

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



Base: All visitors aged 15 years and over.

Figure 2 Visitors and 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 31 March 2007 and 2008

Country of residence	Year ended 31 March 2007					Year ended 31 March 2008				
	Visitors '000	Nights in Australia			Expenditure in Australia \$ million	Visitors '000	Nights in Australia			Expenditure in Australia \$ million
		Total ^(a) '000	Average	Median			Total ^(a) '000	Average	Median	
New Zealand	976	13,849	14	7	1,436	1,030	13,841	13	7	1,561
Japan	582	10,932	19	5	1,017	505	10,497	21	5	911
Hong Kong	139	4,236	31	9	480	135	4,217	31	9	499
Singapore	224	5,483	24	7	722	232	5,207	22	7	832
Malaysia	138	5,034	37	9	514	147	5,769	39	9	724
Indonesia	75	3,434	46	14	336	83	3,515	42	12	407
Taiwan	83	2,561	31	7	219	81	2,732	34	7	243
Thailand	69	2,834	41	10	227	77	3,363	44	12	311
Korea	244	11,122	46	6	958	224	10,798	48	6	925
China	319	15,153	48	8	1,178	346	15,634	45	9	1,558
India	81	4,128	51	16	283	95	5,122	54	19	457
Other Asia	95	4,439	47	15	277	110	6,045	55	20	415
USA	429	9,739	23	11	1,203	432	9,764	23	11	1,236
Canada	104	4,187	40	20	394	113	4,229	38	18	419
United Kingdom	691	23,228	34	20	2,075	643	20,920	33	19	1,956
Germany	144	6,980	48	24	518	148	6,683	45	22	561
Scandinavia	80	3,460	43	20	288	81	3,069	38	20	309
France	65	3,412	53	21	235	71	3,397	48	20	259
Italy	51	1,863	36	19	154	50	2,035	40	19	178
Netherlands	48	1,969	41	25	162	49	2,261	46	26	174
Switzerland	40	1,713	42	27	183	40	1,734	43	30	192
Other Europe	170	7,808	46	21	671	179	8,146	45	21	735
Other countries	309	10,146	33	12	812	335	11,549	34	13	1,135
Main purpose of journey (including backpackers)										
Holiday	2,639	58,560	22	9	5,917	2,558	59,019	23	9	6,010
Visiting friends & relatives	1,063	28,008	26	15	1,808	1,110	27,262	25	15	2,082
Business	845	10,951	13	6	1,615	875	10,338	12	6	1,757
Education	330	44,546	135	121	3,986	372	51,170	137	126	5,137
Employment	116	12,383	107	75	736	106	9,505	89	55	712
Other	163	3,260	20	2	278	185	3,231	18	4	298
Main purpose of journey (excluding backpackers)										
Holiday	2,246	34,037	15	7	4,100	2,166	33,935	16	8	4,148
Visiting friends & relatives	1,018	26,478	26	14	1,693	1,060	25,536	24	14	1,924
Business	826	10,332	13	6	1,562	860	9,885	11	6	1,708
Education	275	36,626	133	117	3,342	302	41,072	136	123	4,272
Employment	87	7,926	91	60	502	91	7,658	84	46	604
Other	154	2,687	17	2	245	169	2,311	14	3	241
Backpackers	551	39,623	72	31	2,897	558	40,128	72	32	3,098
Total	5,157	157,708	31	10	14,341	5,206	160,525	31	10	15,996

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 31 March 2007 and 2008

Country of residence	Quarter ended 31 March 2007					Quarter ended 31 March 2008				
	Visitors '000	Nights in Australia			Expenditure in Australia \$ million	Visitors '000	Nights in Australia			Expenditure in Australia \$ million
		Total '000	Average	Median			Total '000	Average	Median	
New Zealand	200	2,918	15	7	307	205	2,970	15	7	314
Japan	155	3,373	22	5	303	128	2,657	21	5	222
Hong Kong	36	1,751	48	10	188	38	1,739	45	9	216
Singapore	52	1,385	27	7	213	55	1,436	26	7	231
Malaysia	36	2,109	59	11	229	39	2,602	67	10	324
Indonesia	18	1,046	57	17	101	21	1,188	57	12	141
Taiwan	23	956	42	7	74	19	1,006	53	9	79
Thailand	18	935	53	13	74	18	1,037	58	13	88
Korea	68	3,694	54	8	303	60	3,668	61	10	283
China	107	6,449	60	9	546	114	7,189	63	9	712
India	21	1,275	61	35	84	26	1,571	59	20	160
Other Asia	28	1,574	56	20	116	31	2,306	76	28	176
USA	120	2,601	22	12	308	124	2,446	20	11	315
Canada	35	1,261	36	20	123	40	1,175	30	16	110
United Kingdom	219	6,840	31	20	629	218	6,442	29	20	638
Germany	44	2,080	47	21	156	46	2,012	44	21	181
Scandinavia	28	1,214	44	23	103	29	1,147	40	22	117
France	18	816	47	18	62	20	706	36	16	53
Italy	13	335	27	17	34	11	400	35	19	39
Netherlands	14	546	39	25	42	15	559	38	27	53
Switzerland	12	468	40	26	53	12	514	42	28	52
Other Europe	52	2,055	40	21	186	52	2,640	51	24	244
Other countries	84	3,219	38	14	243	89	3,796	43	17	340
Main purpose of journey (including backpackers)										
Holiday	699	16,053	23	10	1,667	677	15,635	23	10	1,624
Visiting friends & relatives	271	7,877	29	18	500	285	7,752	27	17	595
Business	220	2,526	11	6	423	222	2,457	11	6	436
Education	115	16,281	142	117	1,477	138	21,187	153	152	2,066
Employment	46	4,789	105	68	291	37	3,216	87	44	251
Other	48	1,376	29	3	118	49	960	20	4	116
Main purpose of journey (excluding backpackers)										
Holiday	586	9,627	16	8	1,156	568	9,013	16	8	1,134
Visiting friends & relatives	261	7,504	29	18	473	273	7,357	27	17	547
Business	216	2,385	11	6	409	220	2,394	11	6	428
Education	96	13,399	139	106	1,249	113	17,037	151	143	1,742
Employment	32	2,897	90	47	179	33	2,762	84	42	222
Other	44	967	22	3	98	46	787	17	4	106
Backpackers	163	12,123	74	31	910	155	11,856	77	34	907
Total	1,398	48,902	35	12	4,475	1,408	51,207	36	12	5,086

Base: All visitors aged 15 years and over.

Table 3

**Visitors by country of residence and main purpose of journey,
year ended 31 March 2004 - 2008**

Country of residence	Year ended 31 March									
	2004		2005		2006		2007		2008	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	797	18	959	19	979	20	976	19	1,030	20
Japan	599	13	668	14	631	13	582	11	505	10
Hong Kong	119	3	131	3	141	3	139	3	135	3
Singapore	214	5	221	4	224	4	224	4	232	4
Malaysia	143	3	147	3	143	3	138	3	147	3
Indonesia	81	2	75	2	75	1	75	1	83	2
Taiwan	80	2	94	2	101	2	83	2	81	2
Thailand	67	2	73	1	70	1	69	1	77	1
Korea	188	4	206	4	223	4	244	5	224	4
China	178	4	262	5	267	5	319	6	346	7
India	na	-	51	1	67	1	81	2	95	2
Other Asia	112	3	75	2	77	2	95	2	110	2
USA	397	9	412	8	414	8	429	8	432	8
Canada	86	2	96	2	99	2	104	2	113	2
United Kingdom	639	14	657	13	653	13	691	13	643	12
Germany	136	3	137	3	143	3	144	3	148	3
Scandinavia	na	-	80	2	78	2	80	2	81	2
France	na	-	47	1	61	1	65	1	71	1
Italy	na	-	38	1	49	1	51	1	50	1
Netherlands	na	-	64	1	48	1	48	1	49	1
Switzerland	na	-	43	1	39	1	40	1	40	1
Other Europe	390	9	143	3	157	3	170	3	179	3
Other countries	245	5	261	5	279	6	309	6	335	6
Main purpose of journey (including backpackers)										
Holiday	2,374	53	2,668	54	2,661	53	2,639	51	2,558	49
Visiting friends & relatives	922	21	1,040	21	1,015	20	1,063	21	1,110	21
Business	664	15	715	14	786	16	845	16	875	17
Education	270	6	281	6	291	6	330	6	372	7
Employment	71	2	64	1	85	2	116	2	106	2
Other	170	4	170	3	180	4	163	3	185	4
Main purpose of journey (excluding backpackers)										
Holiday	2,032	45	2,302	47	2,288	46	2,246	44	2,166	42
Visiting friends & relatives	882	20	1,001	20	976	19	1,018	20	1,060	20
Business	655	15	706	14	772	15	826	16	860	17
Education	217	5	228	5	242	5	275	5	302	6
Employment	59	1	52	1	67	1	87	2	91	2
Other	151	3	157	3	168	3	154	3	169	3
Backpackers	474	11	492	10	507	10	551	11	558	11
Total	4,471	100	4,939	100	5,019	100	5,157	100	5,206	100

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 31 March 2004 - 2008**

Country of residence	Quarter ended 31 March									
	2004		2005		2006		2007		2008	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	173	14	201	15	194	14	200	14	205	15
Japan	175	14	181	13	176	13	155	11	128	9
Hong Kong	32	3	39	3	37	3	36	3	38	3
Singapore	47	4	53	4	48	4	52	4	55	4
Malaysia	36	3	37	3	33	2	36	3	39	3
Indonesia	20	2	20	1	19	1	18	1	21	1
Taiwan	23	2	26	2	26	2	23	2	19	1
Thailand	18	1	17	1	16	1	18	1	18	1
Korea	53	4	67	5	62	5	68	5	60	4
China	67	5	89	6	84	6	107	8	114	8
India	na	-	15	1	19	1	21	1	26	2
Other Asia	30	2	19	1	20	2	28	2	31	2
USA	110	9	118	9	119	9	120	9	124	9
Canada	30	2	33	2	35	3	35	3	40	3
United Kingdom	196	16	221	16	214	16	219	16	218	16
Germany	40	3	41	3	43	3	44	3	46	3
Scandinavia	na	-	27	2	26	2	28	2	29	2
France	na	-	15	1	16	1	18	1	20	1
Italy	na	-	11	1	11	1	13	1	11	1
Netherlands	na	-	14	1	14	1	14	1	15	1
Switzerland	na	-	12	1	12	1	12	1	12	1
Other Europe	112	9	42	3	42	3	52	4	52	4
Other countries	63	5	70	5	74	5	84	6	89	6
Main purpose of journey (including backpackers)										
Holiday	634	52	743	54	699	52	699	50	677	48
Visiting friends & relatives	233	19	274	20	252	19	271	19	285	20
Business	172	14	183	13	198	15	220	16	222	16
Education	104	8	107	8	113	8	115	8	138	10
Employment	32	3	20	1	31	2	46	3	37	3
Other	52	4	42	3	48	4	48	3	49	3
Main purpose of journey (excluding backpackers)										
Holiday	536	44	630	46	587	44	586	42	568	40
Visiting friends & relatives	222	18	265	19	241	18	261	19	273	19
Business	171	14	181	13	193	14	216	15	220	16
Education	88	7	88	6	94	7	96	7	113	8
Employment	26	2	16	1	22	2	32	2	33	2
Other	44	4	39	3	46	3	44	3	46	3
Backpackers	139	11	149	11	157	12	163	12	155	11
Total	1,226	100	1,368	100	1,341	100	1,398	100	1,408	100

Base: All visitors aged 15 years and over.

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

Table 5

Visitor nights^(a) by country of residence and main purpose of journey, year ended 31 March 2004 - 2008

Country of residence	Year ended 31 March									
	2004		2005		2006		2007		2008	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	10,876	9	12,490	9	14,200	10	13,849	9	13,841	9
Japan	9,834	8	10,560	8	10,530	8	10,932	7	10,497	7
Hong Kong	3,483	3	2,885	2	3,986	3	4,236	3	4,217	3
Singapore	4,193	3	3,898	3	4,848	3	5,483	3	5,207	3
Malaysia	4,016	3	4,393	3	5,063	4	5,034	3	5,769	4
Indonesia	3,685	3	2,810	2	2,877	2	3,434	2	3,515	2
Taiwan	1,890	2	1,946	1	2,064	1	2,561	2	2,732	2
Thailand	2,256	2	2,987	2	2,851	2	2,834	2	3,363	2
Korea	5,514	4	6,384	5	8,191	6	11,122	7	10,798	7
China	7,447	6	11,468	9	12,031	9	15,153	10	15,634	10
India	na	-	1,868	1	3,165	2	4,128	3	5,122	3
Other Asia	4,317	3	3,545	3	3,485	2	4,439	3	6,045	4
USA	9,487	8	9,929	8	9,433	7	9,739	6	9,764	6
Canada	3,075	2	3,550	3	4,152	3	4,187	3	4,229	3
United Kingdom	25,482	20	23,013	17	21,171	15	23,228	15	20,920	13
Germany	5,866	5	5,764	4	5,975	4	6,980	4	6,683	4
Scandinavia	na	-	3,076	2	3,167	2	3,460	2	3,069	2
France	na	-	1,515	1	2,127	2	3,412	2	3,397	2
Italy	na	-	814	1	1,949	1	1,863	1	2,035	1
Netherlands	na	-	2,295	2	1,804	1	1,969	1	2,261	1
Switzerland	na	-	1,915	1	1,582	1	1,713	1	1,734	1
Other Europe	16,168	13	6,976	5	6,890	5	7,808	5	8,146	5
Other countries	7,601	6	7,774	6	8,370	6	10,146	6	11,549	7
Main purpose of journey (including backpackers)										
Holiday	47,020	38	53,786	41	53,309	38	58,560	37	59,019	37
Visiting friends & relatives	22,722	18	25,410	19	24,282	17	28,008	18	27,262	17
Business	6,686	5	7,412	6	10,187	7	10,951	7	10,338	6
Education	35,502	28	36,498	28	38,946	28	44,546	28	51,170	32
Employment	9,154	7	6,213	5	9,471	7	12,383	8	9,505	6
Other	4,104	3	2,535	2	3,717	3	3,260	2	3,231	2
Main purpose of journey (excluding backpackers)										
Holiday	27,828	22	31,612	24	32,276	23	34,037	22	33,935	21
Visiting friends & relatives	21,044	17	23,769	18	22,969	16	26,478	17	25,536	16
Business	6,498	5	7,173	5	9,556	7	10,332	7	9,885	6
Education	28,197	23	28,933	22	32,007	23	36,626	23	41,072	26
Employment	7,053	6	5,013	4	6,806	5	7,926	5	7,658	5
Other	2,711	2	2,043	2	3,131	2	2,687	2	2,311	1
Backpackers	31,857	25	33,311	25	33,168	24	39,623	25	40,128	25
Total	125,189	100	131,855	100	139,912	100	157,708	100	160,525	100

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 31 March 2004 - 2008

Country of residence	Quarter ended 31 March									
	2004		2005		2006		2007		2008	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	2,764	7	3,010	7	2,783	6	2,918	6	2,970	6
Japan	3,470	8	3,079	7	3,320	7	3,373	7	2,657	5
Hong Kong	1,789	4	952	2	1,621	4	1,751	4	1,739	3
Singapore	1,021	2	1,218	3	1,130	2	1,385	3	1,436	3
Malaysia	2,069	5	1,814	4	2,120	5	2,109	4	2,602	5
Indonesia	1,574	4	1,112	3	1,032	2	1,046	2	1,188	2
Taiwan	682	2	683	2	743	2	956	2	1,006	2
Thailand	782	2	965	2	1,013	2	935	2	1,037	2
Korea	1,825	4	2,755	7	3,150	7	3,694	8	3,668	7
China	3,744	9	4,650	11	5,443	12	6,449	13	7,189	14
India	na	-	834	2	1,075	2	1,275	3	1,571	3
Other Asia	1,285	3	1,302	3	1,269	3	1,574	3	2,306	5
USA	2,169	5	2,656	6	3,219	7	2,601	5	2,446	5
Canada	1,054	3	987	2	1,466	3	1,261	3	1,175	2
United Kingdom	8,323	20	7,413	18	6,982	15	6,840	14	6,442	13
Germany	1,753	4	1,600	4	2,132	5	2,080	4	2,012	4
Scandinavia	na	-	982	2	1,154	2	1,214	2	1,147	2
France	na	-	593	1	603	1	816	2	706	1
Italy	na	-	264	1	576	1	335	1	400	1
Netherlands	na	-	462	1	524	1	546	1	559	1
Switzerland	na	-	530	1	500	1	468	1	514	1
Other Europe	4,644	11	1,682	4	1,943	4	2,055	4	2,640	5
Other countries	2,328	6	2,188	5	2,414	5	3,219	7	3,796	7
Main purpose of journey (including backpackers)										
Holiday	13,637	33	15,809	38	16,016	35	16,053	33	15,635	31
Visiting friends & relatives	6,600	16	6,662	16	6,582	14	7,877	16	7,752	15
Business	1,702	4	2,232	5	2,885	6	2,526	5	2,457	5
Education	14,129	34	14,556	35	16,570	36	16,281	33	21,187	41
Employment	3,811	9	2,003	5	3,423	7	4,789	10	3,216	6
Other	1,394	3	466	1	737	2	1,376	3	960	2
Main purpose of journey (excluding backpackers)										
Holiday	7,980	19	9,250	22	9,054	20	9,627	20	9,013	18
Visiting friends & relatives	6,164	15	6,361	15	6,184	13	7,504	15	7,357	14
Business	1,681	4	2,105	5	2,684	6	2,385	5	2,394	5
Education	11,622	28	11,668	28	13,770	30	13,399	27	17,037	33
Employment	2,994	7	1,359	3	2,045	4	2,897	6	2,762	5
Other	788	2	433	1	692	1	967	2	787	2
Backpackers	10,045	24	10,553	25	11,785	26	12,123	25	11,856	23
Total	41,274	100	41,728	100	46,213	100	48,902	100	51,207	100

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 31 March 2008				
	First visit		Return visit		Total Visitors
	'000	%	'000	%	'000
New Zealand	77	7	953	93	1,030
Japan	311	62	194	38	505
Hong Kong	46	34	89	66	135
Singapore	40	17	192	83	232
Malaysia	42	28	105	72	147
Indonesia	22	26	62	74	83
Taiwan	49	60	32	40	81
Thailand	30	39	47	61	77
Korea	157	70	66	30	224
China	193	56	153	44	346
India	58	61	37	39	95
Other Asia	51	46	59	54	110
USA	263	61	170	39	432
Canada	62	55	50	45	113
United Kingdom	290	45	353	55	643
Germany	88	59	60	41	148
Scandinavia	49	61	32	39	81
France	46	64	25	36	71
Italy	32	63	18	37	50
Netherlands	26	54	23	46	49
Switzerland	21	53	19	47	40
Other Europe	107	60	73	40	179
Other countries	134	40	201	60	335
Main purpose of journey (including backpackers)					
Holiday	1,357	53	1,201	47	2,558
Visiting friends & relatives	300	27	810	73	1,110
Business	268	31	607	69	875
Education	168	45	205	55	372
Employment	37	34	70	66	106
Other	65	35	119	65	185
Main purpose of journey (excluding backpackers)					
Holiday	1,083	50	1,083	50	2,166
Visiting friends & relatives	272	26	788	74	1,060
Business	259	30	601	70	860
Education	118	39	184	61	302
Employment	29	32	62	68	91
Other	57	34	112	66	169
Backpackers	375	67	182	33	558
Total	2,194	42	3,012	58	5,206

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 31 March 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	12	95	108	6	917	922	1,030
Japan	124	192	316	6	182	189	505
Hong Kong	6	14	19	1	114	115	135
Singapore	9	23	31	1	199	201	232
Malaysia	7	11	19	3	125	128	147
Indonesia	5	4	9	1	74	75	83
Taiwan	29	7	36	1	44	45	81
Thailand	5	2	8	1	68	69	77
Korea	67	26	93	2	128	131	224
China	117	20	137	8	201	209	346
India	5	9	15	0	80	80	95
Other Asia	3	6	9	1	101	102	110
USA	25	53	78	10	345	355	432
Canada	2	10	12	1	99	100	113
United Kingdom	7	74	81	3	559	562	643
Germany	6	22	27	2	119	120	148
Scandinavia	3	8	11	0	70	70	81
France	1	10	11	1	60	60	71
Italy	1	9	10	0	40	41	50
Netherlands	1	8	8	1	40	41	49
Switzerland	0	8	9	0	31	31	40
Other Europe	3	24	27	3	149	152	179
Other countries	3	29	32	5	298	303	335
Main purpose of journey (including backpackers)							
Holiday	381	540	921	19	1,618	1,637	2,558
Visiting friends & relatives	2	36	39	1	1,071	1,072	1,110
Business	31	51	82	24	769	793	875
Education	11	21	32	7	333	340	372
Employment	2	6	7	0	99	99	106
Other	14	11	25	6	154	160	185
Main purpose of journey (excluding backpackers)							
Holiday	376	511	887	16	1,263	1,280	2,166
Visiting friends & relatives	2	35	37	1	1,023	1,023	1,060
Business	31	50	81	24	755	779	860
Education	9	15	24	5	272	277	302
Employment	2	5	7	0	84	85	91
Other	13	11	24	5	140	145	169
Backpackers	8	37	45	6	507	513	558
Total	441	664	1,105	57	4,044	4,101	5,206

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 31 March 2008							
	New South Wales		Victoria		Queensland		South Australia	
	'000	%	'000	%	'000	%	'000	%
New Zealand	378	13	241	16	433	20	40	11
Japan	206	7	58	4	328	15	13	4
Hong Kong	79	3	33	2	46	2	5	1
Singapore	76	3	62	4	47	2	7	2
Malaysia	40	1	49	3	32	1	8	2
Indonesia	35	1	28	2	15	1	2	1
Taiwan	46	2	20	1	47	2	2	1
Thailand	42	1	22	2	11	1	3	1
Korea	191	7	40	3	75	3	6	2
China	260	9	148	10	165	8	14	4
India	53	2	34	2	28	1	5	1
Other Asia	52	2	32	2	23	1	6	2
USA	295	10	136	9	172	8	37	10
Canada	80	3	39	3	55	3	16	4
United Kingdom	395	14	207	14	258	12	76	21
Germany	104	4	62	4	73	3	35	9
Scandinavia	53	2	27	2	41	2	10	3
France	48	2	28	2	32	1	12	3
Italy	34	1	20	1	23	1	11	3
Netherlands	32	1	18	1	23	1	9	3
Switzerland	26	1	18	1	19	1	11	3
Other Europe	124	4	64	4	83	4	20	6
Other countries	175	6	79	5	132	6	18	5
Main purpose of journey (including backpackers)								
Holiday	1,475	52	712	49	1,400	65	212	58
Visiting friends & relatives	541	19	303	21	346	16	67	18
Business	475	17	268	18	213	10	44	12
Education	196	7	119	8	131	6	25	7
Employment	51	2	28	2	27	1	8	2
Other	86	3	38	3	42	2	7	2
Main purpose of journey (excluding backpackers)								
Holiday	1,152	41	527	36	1,141	53	141	39
Visiting friends & relatives	505	18	283	19	320	15	61	17
Business	466	16	263	18	206	10	42	12
Education	142	5	87	6	84	4	16	4
Employment	43	2	21	1	18	1	6	2
Other	75	3	32	2	37	2	5	1
Backpackers	440	16	253	17	354	16	92	25
Total	2,824	100	1,467	100	2,159	100	364	100

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 31 March 2008							
	Western Australia		Tasmania		Northern Territory		Australian Capital Territory	
	'000	%	'000	%	'000	%	'000	%
New Zealand	54	8	15	9	12	3	16	10
Japan	41	6	10	6	40	12	6	3
Hong Kong	10	2	4	2	1	0	4	3
Singapore	66	10	4	3	4	1	5	3
Malaysia	41	6	5	3	1	0	2	1
Indonesia	19	3	0	0	2	1	3	2
Taiwan	3	0	2	1	1	0	3	2
Thailand	14	2	2	1	1	0	3	2
Korea	7	1	6	4	5	1	6	3
China	14	2	9	6	4	1	13	8
India	9	1	1	1	1	0	4	2
Other Asia	14	2	1	1	5	1	5	3
USA	43	6	20	13	40	12	22	13
Canada	14	2	9	6	14	4	5	3
United Kingdom	166	25	27	17	63	19	24	15
Germany	28	4	9	6	40	12	12	7
Scandinavia	12	2	3	2	14	4	4	2
France	11	2	4	3	17	5	4	3
Italy	7	1	1	1	15	4	1	1
Netherlands	11	2	4	2	10	3	4	3
Switzerland	12	2	4	3	12	4	2	1
Other Europe	32	5	7	4	28	8	7	4
Other countries	41	6	8	5	10	3	11	7
Main purpose of journey (including backpackers)								
Holiday	325	49	80	52	265	78	73	44
Visiting friends & relatives	168	25	35	22	26	8	37	22
Business	94	14	21	13	17	5	28	17
Education	40	6	14	9	14	4	18	11
Employment	25	4	2	1	7	2	5	3
Other	17	3	3	2	10	3	5	3
Main purpose of journey (excluding backpackers)								
Holiday	252	38	50	32	178	52	48	29
Visiting friends & relatives	159	24	30	20	20	6	32	19
Business	92	14	19	13	16	5	27	17
Education	28	4	8	5	4	1	13	8
Employment	21	3	1	1	4	1	4	2
Other	15	2	2	1	6	2	5	3
Backpackers	103	15	44	29	111	33	37	22
Total	669	100	155	100	339	100	165	100

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^(a)**

Country of residence	Year ended 31 March 2008				
	Sydney	Melbourne	Brisbane	Gold Coast	Tropical North Queensland
	'000	'000	'000	'000	'000
New Zealand	322	221	177	225	39
Japan	200	56	41	133	195
Hong Kong	76	31	26	17	18
Singapore	73	61	25	25	3
Malaysia	38	48	16	18	2
Indonesia	33	26	8	8	2
Taiwan	46	20	30	22	3
Thailand	40	21	5	4	2
Korea	189	39	37	41	10
China	254	147	57	119	58
India	51	34	12	15	10
Other Asia	49	31	13	8	4
USA	280	129	63	25	102
Canada	73	35	28	15	27
United Kingdom	369	188	143	68	139
Germany	100	57	41	17	47
Scandinavia	49	26	23	12	23
France	46	26	17	6	17
Italy	32	20	10	4	14
Netherlands	29	15	14	7	15
Switzerland	25	17	13	5	12
Other Europe	114	59	45	27	51
Other countries	164	74	68	36	40
Main purpose of journey (including backpackers)					
Holiday	1,418	679	491	625	676
Visiting friends & relatives	478	266	183	111	58
Business	451	258	122	57	42
Education	179	114	77	46	36
Employment	45	26	17	9	7
Other	82	36	21	10	14
Main purpose of journey (excluding backpackers)					
Holiday	1,106	501	318	524	501
Visiting friends & relatives	445	247	168	103	48
Business	443	254	117	56	39
Education	130	84	51	27	10
Employment	38	20	12	5	2
Other	72	31	18	8	12
Backpackers ^(b)	420	244	226	134	221
Total	2,653	1,379	911	857	833

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^(a)**
Year ended 31 March 2008

	Adelaide	Perth	Hobart	Darwin	Alice Springs
	'000	'000	'000	'000	'000
Country of residence					
New Zealand	36	48	10	9	4
Japan	13	39	8	4	5
Hong Kong	5	10	3	1	0
Singapore	7	66	4	4	0
Malaysia	8	41	4	1	0
Indonesia	2	18	0	2	0
Taiwan	2	3	1	0	0
Thailand	2	13	2	1	0
Korea	6	7	5	2	2
China	14	14	8	2	1
India	5	8	1	1	0
Other Asia	5	13	0	4	0
USA	33	41	15	11	22
Canada	15	14	8	5	8
United Kingdom	70	162	21	22	36
Germany	31	26	8	23	25
Scandinavia	10	11	3	7	9
France	10	10	3	9	12
Italy	9	7	1	8	8
Netherlands	8	10	3	6	7
Switzerland	10	11	3	7	9
Other Europe	18	29	6	14	16
Other countries	17	39	6	6	4
Main purpose of journey (including backpackers)					
Holiday	196	315	65	111	140
Visiting friends & relatives	59	159	26	11	11
Business	42	91	17	9	4
Education	24	39	11	6	9
Employment	7	23	1	5	2
Other	7	16	2	7	3
Main purpose of journey (excluding backpackers)					
Holiday	128	245	39	65	80
Visiting friends & relatives	53	150	22	8	8
Business	40	89	16	8	4
Education	16	28	6	2	2
Employment	6	19	1	4	1
Other	5	14	1	5	1
Backpackers	87	98	38	57	75
Total	335	643	123	149	169

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 31 March 2008									
	New South Wales		Victoria		Queensland		South Australia		Western Australia	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	3,752	7	2,400	8	5,427	14	463	7	1,236	7
Japan	3,470	6	1,401	5	3,562	9	344	5	1,114	6
Hong Kong	1,744	3	685	2	1,288	3	134	2	259	1
Singapore	1,120	2	1,654	5	584	2	185	3	1,368	8
Malaysia	1,122	2	1,533	5	883	2	398	6	1,395	8
Indonesia	1,330	2	1,181	4	370	1	72	1	456	3
Taiwan	755	1	514	2	1,205	3	80	1	104	1
Thailand	1,392	2	972	3	358	1	48	1	406	2
Korea	5,067	9	1,404	5	2,935	8	230	3	616	3
China	8,911	15	3,565	12	1,730	4	504	8	347	2
India	1,992	3	1,762	6	571	1	267	4	456	3
Other Asia	1,947	3	1,116	4	1,248	3	366	6	951	5
USA	3,926	7	1,733	6	2,002	5	344	5	951	5
Canada	1,444	3	709	2	1,075	3	239	4	465	3
United Kingdom	6,816	12	3,527	11	4,875	13	1,036	16	3,557	20
Germany	1,957	3	930	3	1,802	5	424	6	901	5
Scandinavia	984	2	494	2	923	2	138	2	290	2
France	1,007	2	695	2	823	2	146	2	388	2
Italy	759	1	401	1	500	1	77	1	140	1
Netherlands	606	1	259	1	722	2	103	2	359	2
Switzerland	541	1	199	1	476	1	76	1	274	2
Other Europe	3,178	6	1,295	4	1,938	5	332	5	997	6
Other countries	3,767	7	2,431	8	3,235	8	557	8	1,012	6
Main purpose of journey (including backpackers)										
Holiday	19,333	34	8,857	29	18,275	47	2,281	35	6,747	37
Visiting friends & relatives	10,111	18	5,478	18	5,369	14	1,128	17	3,959	22
Business	4,229	7	2,412	8	1,590	4	318	5	1,170	6
Education	19,969	35	11,231	36	10,941	28	2,218	34	4,169	23
Employment	2,938	5	2,007	7	1,799	5	439	7	1,718	10
Other	1,006	2	873	3	560	1	179	3	282	2
Main purpose of journey (excluding backpackers)										
Holiday	11,377	20	5,098	17	10,244	27	1,435	22	3,946	22
Visiting friends & relatives	9,519	17	5,186	17	5,011	13	1,023	16	3,744	21
Business	4,043	7	2,335	8	1,518	4	309	5	1,105	6
Education	16,883	29	9,690	31	7,495	19	1,707	26	3,191	18
Employment	2,511	4	1,604	5	1,303	3	352	5	1,408	8
Other	653	1	738	2	388	1	121	2	197	1
Backpackers	12,600	22	6,206	20	12,575	33	1,616	25	4,455	25
Total	57,587	100	30,859	100	38,532	100	6,563	100	18,045	100

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 31 March 2008							
	Tasmania		Northern Territory		Australian Capital Territory		Total nights ^(a)	
	'000	%	'000	%	'000	%	'000	%
New Zealand	157	5	191	6	188	7	13,813	9
Japan	301	10	124	4	151	6	10,467	7
Hong Kong	57	2	19	1	28	1	4,215	3
Singapore	125	4	26	1	143	6	5,205	3
Malaysia	370	12	16	1	50	2	5,768	4
Indonesia	6	0	21	1	78	3	3,514	2
Taiwan	37	1	2	0	31	1	2,728	2
Thailand	93	3	17	1	74	3	3,360	2
Korea	138	5	145	5	257	10	10,792	7
China	168	6	48	2	354	14	15,626	10
India ^(b)	11	0	23	1	35	1	5,118	3
Other Asia	80	3	75	3	260	10	6,043	4
USA	188	6	349	12	211	8	9,707	6
Canada	109	4	121	4	44	2	4,206	3
United Kingdom	338	11	481	16	189	7	20,821	13
Germany	182	6	359	12	83	3	6,638	4
Scandinavia	59	2	116	4	47	2	3,051	2
France	95	3	170	6	56	2	3,381	2
Italy	49	2	86	3	17	1	2,029	1
Netherlands	84	3	90	3	21	1	2,243	1
Switzerland	39	1	112	4	5	0	1,722	1
Other Europe	81	3	231	8	63	2	8,115	5
Other countries	210	7	138	5	175	7	11,527	7
Main purpose of journey (including backpackers)								
Holiday	854	29	1,873	63	473	18	58,697	37
Visiting friends & relatives	502	17	279	9	396	15	27,221	17
Business	159	5	171	6	265	10	10,315	6
Education	1,228	41	228	8	1,160	45	51,145	32
Employment	74	2	309	10	206	8	9,491	6
Other	161	5	102	3	60	2	3,222	2
Main purpose of journey (excluding backpackers)								
Holiday	440	15	935	32	334	13	33,812	21
Visiting friends & relatives	460	15	220	7	344	13	25,507	16
Business	129	4	165	6	260	10	9,864	6
Education	950	32	144	5	1,004	39	41,065	26
Employment	65	2	249	8	157	6	7,649	5
Other	118	4	34	1	59	2	2,308	1
Backpackers	815	27	1,215	41	402	16	39,884	25
Total	2,978	100	2,962	100	2,560	100	160,090	100

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

Country of residence	Year ended 31 March 2008				
	Sydney	Melbourne	Brisbane	Gold Coast	Tropical North Queensland
	'000	'000	'000	'000	'000
New Zealand	2,886	1,934	1,496	2,110	359
Japan	3,162	1,267	768	1,228	1,062
Hong Kong	1,671	607	869	261	90
Singapore	1,065	1,587	333	131	21
Malaysia	1,056	1,475	709	113	16
Indonesia	1,177	1,115	203	30	35
Taiwan	651	486	945	164	18
Thailand	1,230	916	103	125	58
Korea	4,881	1,324	1,591	573	333
China	8,050	3,436	1,042	427	154
India	1,744	1,734	227	173	30
Other Asia	1,680	1,082	631	307	159
USA	3,044	1,431	655	235	599
Canada	961	570	279	182	248
United Kingdom	5,367	2,707	1,316	610	1,327
Germany	1,536	718	605	118	392
Scandinavia	673	319	342	93	201
France	823	543	279	84	192
Italy	627	360	110	84	126
Netherlands	445	159	257	41	204
Switzerland	405	150	161	34	106
Other Europe	2,701	1,091	758	293	410
Other countries	3,005	2,168	1,513	780	358
Main purpose of journey (including backpackers)					
Holiday	16,124	7,384	4,402	4,145	4,892
Visiting friends & relatives	8,297	4,347	2,172	1,157	531
Business	3,823	2,199	766	275	249
Education	17,273	10,739	6,936	2,142	565
Employment	2,423	1,697	775	339	175
Other	897	812	140	138	88
Main purpose of journey (excluding backpackers)					
Holiday	9,948	4,229	2,336	3,244	2,789
Visiting friends & relatives	7,830	4,100	2,072	1,102	459
Business	3,680	2,131	742	273	224
Education	14,939	9,287	5,125	1,530	287
Employment	2,065	1,358	603	313	75
Other	598	716	103	103	49
Backpackers	9,776	5,357	4,210	1,632	2,616
Total	48,837	27,179	15,190	8,196	6,499

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

	Year ended 31 March 2008				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
Country of residence					
New Zealand	304	653	58	43	11
Japan	320	899	222	42	17
Hong Kong	130	242	33	13	1
Singapore	178	1,318	61	23	0
Malaysia	393	1,330	308	11	3
Indonesia	67	400	5	8	0
Taiwan	53	89	30	1	1
Thailand	46	371	65	14	0
Korea	209	581	74	53	43
China	500	335	130	36	8
India	246	416	10	8	0
Other Asia	291	772	38	32	3
USA	248	693	91	119	141
Canada	222	392	56	43	28
United Kingdom	841	2,852	161	216	111
Germany	259	588	76	145	74
Scandinavia	116	229	23	45	23
France	98	255	22	91	36
Italy	32	60	41	28	16
Netherlands	68	196	71	34	24
Switzerland	42	189	16	34	28
Other Europe	282	774	28	94	46
Other countries	488	863	142	96	17
Main purpose of journey (including backpackers)					
Holiday	1,707	4,847	364	699	412
Visiting friends & relatives	883	3,267	304	162	66
Business	274	926	87	80	18
Education	2,173	4,057	858	113	60
Employment	277	1,146	41	99	64
Other	118	255	107	77	10
Main purpose of journey (excluding backpackers)					
Holiday	1,086	3,107	179	305	168
Visiting friends & relatives	797	3,119	290	137	45
Business	270	893	83	78	17
Education	1,685	3,175	604	91	36
Employment	231	921	39	90	59
Other	61	180	95	24	1
Backpackers	1,301	3,102	472	505	303
Total	5,431	14,498	1,761	1,230	631

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

Country of residence	Year ended 31 March 2008					
	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	3,430	387	2,707	5,489	284	65
Japan	1,835	1,200	4,105	826	67	6
Hong Kong	488	182	1,657	776	6	6
Singapore	1,027	109	2,107	916	24	1
Malaysia	508	203	2,814	1,236	10	2
Indonesia	307	36	1,721	764	13	0
Taiwan	305	250	1,016	497	34	3
Thailand	342	20	1,604	957	13	0
Korea	780	638	5,351	1,197	172	26
China	1,944	62	9,199	2,491	24	0
India	995	43	2,238	1,429	1	1
Other Asia	345	16	1,729	2,736	4	23
USA	2,979	616	1,918	2,126	117	109
Canada	746	762	1,124	1,161	110	46
United Kingdom	3,648	3,517	3,806	8,006	608	159
Germany	944	1,761	1,217	1,198	575	122
Scandinavia	465	697	731	706	110	32
France	412	685	966	680	206	85
Italy	388	325	541	453	71	24
Netherlands	286	487	270	642	275	51
Switzerland	294	339	144	325	200	29
Other Europe	1,185	1,237	2,437	2,101	321	126
Other countries	1,285	641	3,613	3,665	191	52
Main purpose of journey (including backpackers)						
Holiday	13,917	11,428	11,674	12,898	2,836	760
Visiting friends & relatives	2,302	458	1,858	21,425	287	61
Business	6,031	100	2,100	994	35	19
Education	1,006	1,486	30,866	3,421	133	51
Employment	1,111	433	5,324	1,098	118	70
Other	572	308	1,195	542	25	8
Main purpose of journey (excluding backpackers)						
Holiday	13,005	na	6,228	9,927	1,350	243
Visiting friends & relatives	2,221	na	1,657	20,578	229	42
Business	5,946	na	1,909	953	32	15
Education	807	na	25,904	3,092	46	9
Employment	1,070	na	4,539	841	82	54
Other	553	na	836	464	15	3
Backpackers	1,336	14,213	11,943	4,523	1,681	602
Total	24,939	14,213	53,016	40,378	3,434	968

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 31 March 2008					
	Guest house, bed and breakfast '000	Boat, houseboat, cabin cruiser or cruise ship '000	Educational institution '000	Homestay '000	Other '000	Total nights ^(a) '000
	New Zealand	185	138	144	94	684
Japan	48	21	242	1,905	131	10,467
Hong Kong	19	1	444	495	13	4,215
Singapore	14	7	667	126	42	5,205
Malaysia	16	5	754	76	40	5,768
Indonesia	3	50	139	283	31	3,514
Taiwan	1	3	80	480	21	2,728
Thailand	5	2	203	168	17	3,360
Korea	371	1	269	1,721	184	10,792
China	19	0	271	1,228	184	15,626
India	15	24	219	43	84	5,118
Other Asia	11	50	385	407	130	6,043
USA	80	75	1,273	128	177	9,707
Canada	25	26	97	35	66	4,206
United Kingdom	191	129	187	92	291	20,821
Germany	76	71	129	420	105	6,638
Scandinavia	9	25	112	84	68	3,051
France	25	11	40	218	38	3,381
Italy	7	10	82	92	36	2,029
Netherlands	20	66	34	66	39	2,243
Switzerland	5	10	16	303	52	1,722
Other Europe	31	73	83	450	61	8,115
Other countries	103	43	688	914	140	11,527
Main purpose of Journey (including backpackers)						
Holiday	608	468	211	2,365	869	58,697
Visiting friends & relatives	108	27	26	119	80	27,221
Business	84	169	134	107	333	10,315
Education	380	26	6,022	6,873	425	51,145
Employment	84	119	54	194	721	9,491
Other	18	30	111	172	204	3,222
Main purpose of Journey (excluding backpackers)						
Holiday	402	226	138	1,274	372	33,812
Visiting friends & relatives	100	17	25	108	59	25,507
Business	74	169	124	101	333	9,864
Education	339	5	4,363	5,701	345	41,065
Employment	29	81	35	140	615	7,649
Other	13	27	101	102	158	2,308
Backpackers	324	316	1,773	2,404	751	39,884
Total	1,282	840	6,558	9,830	2,633	160,090

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 31 March 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	103	117	5	13	112	31
Japan	16	6	0	3	170	9
Hong Kong	10	7	0	0	31	3
Singapore	12	22	1	3	29	3
Malaysia	14	10	0	2	23	3
Indonesia	3	2	0	1	16	1
Taiwan	3	3	0	0	25	2
Thailand	6	3	0	0	12	1
Korea	12	5	0	1	70	7
China	23	13	1	1	168	6
India	7	2	0	3	26	1
Other Asia	14	2	0	1	21	2
USA	48	43	3	8	178	18
Canada	19	19	2	2	53	9
United Kingdom	120	106	20	10	280	38
Germany	21	34	15	3	72	9
Scandinavia	13	12	2	2	38	7
France	12	14	4	1	33	5
Italy	7	10	1	1	24	2
Netherlands	10	13	7	1	19	5
Switzerland	6	11	5	2	20	3
Other Europe	26	29	8	3	79	12
Other countries	46	23	3	4	87	8
Main purpose of Journey (including backpackers)						
Holiday	209	341	68	33	975	109
Visiting friends & relatives	226	95	6	6	255	43
Business	43	44	1	14	203	6
Education	49	18	3	7	100	18
Employment	17	7	1	3	32	5
Other	8	5	0	2	23	3
Main purpose of Journey (excluding backpackers)						
Holiday	140	268	41	23	742	51
Visiting friends & relatives	214	84	5	5	224	36
Business	40	41	1	13	196	5
Education	34	8	1	4	50	7
Employment	12	5	0	3	24	3
Other	7	3	0	1	18	2
Backpackers	106	99	31	15	334	81
Total	553	509	79	64	1,588	184

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

Country of residence	Year ended 31 March 2008						
	Long distance coach or bus	Ship, boat or ferry	Local public transport	Hotel or motel shuttle/ courtesy bus	Charter/ tour bus	Four wheel drive	Other
	'000	'000	'000	'000	'000	'000	'000
New Zealand	21	11	16	5	14	1	4
Japan	12	9	7	1	13	0	1
Hong Kong	6	1	1	0	2	0	1
Singapore	4	2	2	2	5	0	1
Malaysia	3	1	2	1	3	0	0
Indonesia	1	0	1	0	2	0	0
Taiwan	4	1	2	1	12	0	0
Thailand	2	0	1	0	1	0	0
Korea	15	4	9	0	7	0	0
China	4	2	3	2	38	0	0
India	2	2	2	0	1	0	0
Other Asia	2	1	2	0	1	0	0
USA	22	20	10	3	26	2	5
Canada	15	10	4	1	11	1	2
United Kingdom	64	49	29	4	40	6	7
Germany	25	19	7	1	20	2	2
Scandinavia	17	11	6	1	10	1	1
France	11	6	3	0	6	1	1
Italy	5	5	1	0	6	1	0
Netherlands	8	7	2	1	5	1	1
Switzerland	7	7	2	0	6	1	0
Other Europe	22	19	5	1	14	2	2
Other countries	12	9	7	1	5	0	1
Main purpose of journey (including backpackers)							
Holiday	202	153	71	18	195	15	21
Visiting friends & relatives	29	18	20	2	15	1	2
Business	8	5	7	3	13	0	2
Education	31	17	19	1	19	1	2
Employment	9	4	5	0	2	1	0
Other	4	3	2	1	4	1	0
Main purpose of journey (excluding backpackers)							
Holiday	47	63	26	13	130	8	6
Visiting friends & relatives	17	13	15	2	10	1	2
Business	6	5	6	3	12	0	1
Education	11	4	11	0	9	0	1
Employment	2	1	3	0	1	0	0
Other	2	1	1	0	2	0	0
Backpackers	197	113	63	6	85	9	18
Total	282	199	124	24	248	20	28

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 31 March 2008								Number of package tour visitors visitors '000
	Package tour ^(a)		Other pre-payments		Expenditure within Australia		Total	Average	
	Total \$ million	Average \$	Total \$ million	Average \$	Total \$ million	Average \$			
New Zealand	144	1,341	13	120	98	914	256	2,375	108
Japan	695	2,196	14	46	255	805	964	3,047	316
Hong Kong	37	1,914	10	514	25	1,301	72	3,728	19
Singapore	51	1,633	3	102	25	801	80	2,536	31
Malaysia	33	1,740	2	118	16	855	51	2,713	19
Indonesia	18	2,087	1	138	11	1,239	30	3,464	9
Taiwan	57	1,580	1	28	25	709	83	2,316	36
Thailand	15	1,994	0	56	4	582	20	2,632	8
Korea	273	2,942	1	11	63	681	338	3,634	93
China	383	2,789	3	20	146	1,063	531	3,872	137
India	56	3,834	1	49	16	1,128	73	5,010	15
Other Asia	15	1,817	1	161	12	1,390	29	3,369	9
USA	496	6,392	16	200	111	1,425	622	8,017	78
Canada	80	6,528	0	19	21	1,732	102	8,279	12
United Kingdom	481	5,945	18	217	146	1,813	645	7,975	81
Germany	143	5,206	8	308	65	2,388	217	7,902	27
Scandinavia	65	5,930	1	115	27	2,475	93	8,521	11
France	65	5,999	3	259	20	1,889	88	8,146	11
Italy	79	8,072	1	62	18	1,873	98	10,006	10
Netherlands	53	6,235	1	141	26	3,072	80	9,448	8
Switzerland	51	5,689	6	719	23	2,593	81	9,001	9
Other Europe	150	5,503	5	195	83	3,024	238	8,721	27
Other countries	115	3,603	4	114	48	1,521	167	5,238	32
Main purpose of journey (including backpackers)									
Holiday	2,951	3,206	65	71	985	1,070	4,002	4,347	921
Visiting friends & relatives	124	3,223	9	238	59	1,533	193	4,994	39
Business	212	2,588	10	116	89	1,084	310	3,788	82
Education	177	5,504	26	798	108	3,361	311	9,663	32
Employment	15	2,065	1	158	23	3,190	39	5,412	7
Other	74	3,010	3	130	23	921	100	4,060	25
Main purpose of journey (excluding backpackers)									
Holiday	2,825	3,186	57	64	861	971	3,743	4,221	887
Visiting friends & relatives	119	3,205	9	241	53	1,435	181	4,881	37
Business	210	2,595	9	107	87	1,074	306	3,777	81
Education	107	4,389	20	802	74	3,031	200	8,223	24
Employment	14	2,051	1	165	19	2,913	34	5,128	7
Other	73	3,030	3	133	21	873	98	4,035	24
Backpackers	206	4,580	16	348	171	3,809	393	8,737	45
Total	3,554	3,216	114	103	1,287	1,165	4,956	4,484	1,105

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 31 March 2008								
	Pre-paid international airfares ^(a)		Other pre-payments		Expenditure within Australia		Total		Number of non package tour visitors
	Total	Average	Total	Average	Total	Average	Total	Average	
	\$ million	\$	\$ million	\$	\$ million	\$	\$ million	\$	'000
New Zealand	522	565	161	174	1,288	1,397	1,971	2,137	922
Japan	242	1,281	96	510	546	2,893	883	4,684	189
Hong Kong	120	1,037	38	332	425	3,687	583	5,056	115
Singapore	174	868	147	735	657	3,275	978	4,878	201
Malaysia	123	963	143	1,120	563	4,398	829	6,480	128
Indonesia	68	909	78	1,044	317	4,241	463	6,194	75
Taiwan	52	1,151	16	355	201	4,427	269	5,933	45
Thailand	67	974	67	967	239	3,455	373	5,396	69
Korea	177	1,352	100	765	761	5,828	1,037	7,945	131
China	260	1,243	178	852	1,232	5,896	1,669	7,991	209
India	105	1,301	58	720	382	4,754	544	6,775	80
Other Asia	112	1,096	51	497	351	3,445	513	5,038	102
USA	822	2,317	193	545	917	2,584	1,932	5,445	355
Canada	252	2,512	35	352	362	3,606	650	6,470	100
United Kingdom	1,330	2,365	153	273	1,638	2,914	3,121	5,552	562
Germany	281	2,333	63	524	424	3,520	768	6,377	120
Scandinavia	194	2,778	19	269	262	3,751	474	6,798	70
France	130	2,163	17	287	218	3,624	366	6,074	60
Italy	91	2,253	13	331	145	3,587	250	6,170	41
Netherlands	100	2,456	15	373	131	3,231	247	6,060	41
Switzerland	87	2,797	25	789	138	4,436	249	8,022	31
Other Europe	369	2,426	51	334	597	3,927	1,016	6,687	152
Other countries	504	1,662	152	501	931	3,070	1,587	5,234	303
Main purpose of journey (including backpackers)									
Holiday	2,625	1,603	466	284	4,494	2,745	7,585	4,632	1,637
Visiting friends & relatives	1,574	1,469	125	117	1,888	1,762	3,588	3,347	1,072
Business	1,212	1,528	179	226	1,480	1,866	2,871	3,619	793
Education	418	1,229	1,062	3,123	3,941	11,591	5,421	15,944	340
Employment	120	1,215	7	71	681	6,871	808	8,157	99
Other	231	1,445	32	201	239	1,498	503	3,144	160
Main purpose of journey (excluding backpackers)									
Holiday	1,917	1,498	386	302	2,844	2,222	5,146	4,022	1,280
Visiting friends & relatives	1,482	1,448	119	116	1,744	1,704	3,344	3,268	1,023
Business	1,191	1,530	173	222	1,440	1,849	2,804	3,600	779
Education	312	1,124	876	3,159	3,303	11,911	4,490	16,194	277
Employment	101	1,190	6	76	577	6,824	684	8,089	85
Other	202	1,398	30	207	187	1,289	419	2,894	145
Backpackers	975	1,902	281	548	2,630	5,129	3,886	7,579	513
Total	6,180	1,507	1,870	456	12,724	3,103	20,775	5,066	4,101

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^(a) by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 31 March 2008						
	Package tour \$	Pre-paid international airfares \$	Organised tours \$	International	Domestic airfares \$	Other transport fares \$	Self-drive cars, rent-a-cars, campervans \$
				airfares bought in Australia \$			
New Zealand	140	506	27	23	18	59	62
Japan	1,376	478	177	35	24	64	15
Hong Kong	275	888	92	50	35	117	40
Singapore	221	750	40	29	25	91	91
Malaysia	223	839	53	52	49	102	42
Indonesia	215	815	37	49	32	149	45
Taiwan	699	642	66	47	25	101	15
Thailand	200	876	27	43	33	134	32
Korea	1,224	790	104	81	48	157	20
China	1,106	750	64	166	40	127	21
India	588	1,102	40	102	51	181	55
Other Asia	140	1,011	16	121	32	122	14
USA	1,147	1,901	176	53	90	106	82
Canada	713	2,237	214	74	152	155	138
United Kingdom	747	2,068	200	67	107	123	126
Germany	965	1,901	290	39	119	149	249
Scandinavia	801	2,403	251	74	109	157	83
France	910	1,835	195	69	172	149	165
Italy	1,572	1,814	254	48	114	151	131
Netherlands	1,074	2,033	305	103	96	128	315
Switzerland	1,273	2,171	408	29	239	198	438
Other Europe	838	2,057	235	88	111	168	174
Other countries	342	1,504	80	56	63	120	63
Main purpose of journey (including backpackers)							
Holiday	1,154	1,026	181	29	63	93	99
Visiting friends & relatives	112	1,418	60	38	61	62	56
Business	242	1,385	26	20	37	106	61
Education	477	1,123	156	363	96	338	61
Employment	141	1,133	69	263	116	234	111
Other	403	1,252	53	48	28	74	38
Main purpose of journey (excluding backpackers)							
Holiday	1,304	885	124	20	39	64	90
Visiting friends & relatives	112	1,398	51	37	53	57	55
Business	245	1,386	23	19	35	105	61
Education	355	1,033	83	402	52	339	42
Employment	150	1,103	42	250	91	212	114
Other	434	1,198	34	43	18	52	38
Backpackers	370	1,748	450	100	206	259	135
Total	683	1,187	120	59	60	109	79

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^(a) by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 31 March 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	35	65	277	343	705	15	51
Japan	12	55	313	368	715	11	25
Hong Kong	39	138	319	457	1,472	31	76
Singapore	40	123	275	398	1,393	55	55
Malaysia	46	167	368	535	1,666	48	70
Indonesia	36	180	364	545	1,717	34	89
Taiwan	30	77	435	512	1,095	42	65
Thailand	40	137	287	424	1,717	23	66
Korea	46	160	372	532	1,627	52	61
China	38	164	548	712	1,523	53	67
India	44	137	236	373	2,096	15	75
Other Asia	45	189	341	530	1,416	23	54
USA	38	63	249	313	1,447	21	69
Canada	79	126	256	381	1,822	10	106
United Kingdom	69	122	235	357	1,675	16	95
Germany	178	138	174	311	1,838	4	90
Scandinavia	79	130	308	438	1,783	19	93
France	135	165	291	456	1,740	4	97
Italy	109	121	334	455	1,829	20	90
Netherlands	230	103	185	288	1,659	17	85
Switzerland	229	105	264	369	2,173	13	131
Other Europe	105	163	281	444	2,174	13	129
Other countries	52	165	370	534	1,379	19	73
Main purpose of journey (including backpackers)							
Holiday	59	73	342	415	1,122	24	74
Visiting friends & relatives	43	109	313	422	801	20	50
Business	22	43	223	266	1,214	20	22
Education	107	483	315	799	4,490	40	194
Employment	170	500	279	779	3,664	27	178
Other	24	48	164	212	762	8	25
Main purpose of journey (excluding backpackers)							
Holiday	43	52	362	413	881	25	60
Visiting friends & relatives	41	108	313	421	764	20	47
Business	22	42	223	264	1,204	21	21
Education	102	502	316	818	4,495	44	189
Employment	171	502	272	774	3,611	28	172
Other	21	43	155	198	645	8	20
Backpackers	131	217	252	469	2,645	21	152
Total	54	113	306	419	1,349	23	69

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^(a) by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 31 March 2008						
	Motor vehicles	Education fees	Phone, internet, fax and/or postage	Other ^(b)	Total	Total excluding package tours and pre-paid international airfares	Total visitors
	\$	\$	\$	\$	\$	\$	'000
New Zealand	63	43	18	51	2,162	1,515	1,030
Japan	39	276	24	17	3,658	1,804	505
Hong Kong	93	1,085	67	47	4,865	3,702	135
Singapore	164	1,110	44	55	4,561	3,590	232
Malaysia	228	1,893	78	75	5,998	4,936	147
Indonesia	55	1,928	84	83	5,912	4,882	83
Taiwan	146	774	44	33	4,334	2,993	81
Thailand	125	1,191	82	105	5,119	4,042	77
Korea	288	1,005	82	34	6,152	4,139	224
China	98	1,433	83	76	6,358	4,502	346
India	288	1,351	90	53	6,504	4,814	95
Other Asia	94	1,136	96	58	4,909	3,758	110
USA	14	345	42	63	5,906	2,859	432
Canada	35	385	68	97	6,668	3,717	113
United Kingdom	72	33	48	53	5,856	3,041	643
Germany	102	304	60	61	6,660	3,794	148
Scandinavia	100	454	64	124	7,031	3,827	81
France	116	228	65	53	6,388	3,644	71
Italy	16	232	60	21	6,917	3,531	50
Netherlands	106	72	64	69	6,644	3,537	49
Switzerland	101	366	69	33	8,241	4,797	40
Other Europe	51	264	78	68	6,997	4,103	179
Other countries	124	684	70	70	5,234	3,388	335
Main purpose of journey (including backpackers)							
Holiday	52	76	33	30	4,530	2,350	2,558
Visiting friends & relatives	66	136	24	37	3,405	1,875	1,110
Business	55	17	39	104	3,635	2,008	875
Education	374	6,388	256	140	15,400	13,800	372
Employment	601	104	198	184	7,970	6,697	106
Other	120	126	28	66	3,267	1,612	185
Main purpose of journey (excluding backpackers)							
Holiday	42	68	19	25	4,103	1,915	2,166
Visiting friends & relatives	67	142	22	37	3,324	1,815	1,060
Business	55	17	38	102	3,617	1,987	860
Education	437	6,739	267	155	15,550	14,162	302
Employment	653	108	202	193	7,872	6,619	91
Other	129	128	22	68	3,058	1,425	169
Backpackers	102	708	116	63	7,673	5,555	558
Total	92	532	51	56	4,942	3,072	5,206

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^(a) by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 31 March 2008					
	Package tour \$	Pre-paid international airfares \$	Organised tours \$	International airfares bought in Australia \$	Domestic airfares \$	Other transport fares \$
New Zealand	1,341	565	248	503	281	82
Japan	2,196	1,281	350	944	451	128
Hong Kong	1,914	1,037	468	1,084	347	160
Singapore	1,633	868	267	892	374	127
Malaysia	1,740	963	332	935	442	149
Indonesia	2,087	909	382	1,017	342	199
Taiwan	1,580	1,151	306	1,193	326	190
Thailand	1,994	974	270	981	336	190
Korea	2,942	1,352	381	1,256	380	280
China	2,789	1,243	397	1,247	376	246
India	3,834	1,301	317	1,457	489	262
Other Asia	1,817	1,096	212	1,485	337	191
USA	6,392	2,317	564	1,340	507	132
Canada	6,528	2,512	578	1,139	459	192
United Kingdom	5,945	2,365	548	1,130	403	150
Germany	5,206	2,333	763	894	436	183
Scandinavia	5,930	2,778	646	1,047	407	179
France	5,999	2,163	614	1,059	576	180
Italy	8,072	2,253	728	928	443	199
Netherlands	6,235	2,456	715	1,354	414	165
Switzerland	5,689	2,797	917	1,076	726	227
Other Europe	5,503	2,426	625	1,290	419	205
Other countries	3,603	1,662	529	1,301	408	164
Main purpose of journey (including backpackers)						
Holiday	3,206	1,603	482	865	405	137
Visiting friends & relatives	3,223	1,469	422	909	389	95
Business	2,588	1,528	280	1,120	463	140
Education	5,504	1,229	659	1,279	438	380
Employment	2,065	1,215	580	1,072	655	294
Other	3,010	1,445	467	1,138	456	114
Main purpose of journey (excluding backpackers)						
Holiday	3,186	1,498	371	867	408	101
Visiting friends & relatives	3,205	1,448	398	901	379	89
Business	2,595	1,530	267	1,123	460	140
Education	4,389	1,124	518	1,317	384	388
Employment	2,051	1,190	481	1,117	702	275
Other	3,030	1,398	354	1,200	441	84
Backpackers	4,580	1,902	796	914	428	276
Total	3,216	1,507	475	1,063	418	154

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^(a) by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 31 March 2008					
	Self-drive cars, rent-a-cars, campervans \$	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 \$
New Zealand	309	107	153	359	401	733
Japan	304	188	214	342	394	772
Hong Kong	328	205	402	403	529	1,575
Singapore	434	146	345	333	452	1,448
Malaysia	259	186	441	439	599	1,776
Indonesia	398	187	458	425	606	1,915
Taiwan	287	305	289	479	543	1,180
Thailand	427	260	397	346	482	1,895
Korea	379	486	524	457	616	1,899
China	309	368	619	646	800	1,930
India	640	428	422	305	448	2,587
Other Asia	417	348	559	448	648	1,676
USA	474	156	156	305	356	1,504
Canada	557	220	235	308	425	1,879
United Kingdom	508	170	225	289	396	1,715
Germany	799	396	289	217	357	1,892
Scandinavia	477	257	249	376	483	1,831
France	641	360	322	364	512	1,793
Italy	616	327	298	399	516	1,954
Netherlands	942	442	210	229	324	1,719
Switzerland	1,338	488	206	331	421	2,278
Other Europe	686	292	288	356	497	2,241
Other countries	494	226	392	472	615	1,499
Main purpose of journey (including backpackers)						
Holiday	478	210	188	392	451	1,194
Visiting friends & relatives	400	128	243	378	470	868
Business	524	164	161	316	345	1,327
Education	516	459	681	403	855	4,595
Employment	748	502	850	402	914	3,914
Other	602	236	168	256	301	843
Main purpose of journey (excluding backpackers)						
Holiday	462	166	151	410	450	946
Visiting friends & relatives	403	125	245	379	471	831
Business	528	163	157	317	344	1,318
Education	487	494	727	412	882	4,615
Employment	853	537	901	394	928	3,895
Other	615	223	155	242	281	721
Backpackers	522	352	331	308	503	2,671
Total	478	208	279	375	475	1,445

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^(a) by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 31 March 2008					
	Horse racing and gambling \$	Entertainment \$	Motor vehicles \$	Education fees \$	Phone, internet, fax and/or postage \$	Other ^(b) \$
New Zealand	87	119	7,548	2,794	49	341
Japan	116	88	8,278	4,681	92	210
Hong Kong	253	177	14,348	9,306	146	409
Singapore	389	155	10,751	11,660	111	378
Malaysia	335	169	12,890	11,799	179	458
Indonesia	367	246	5,718	12,560	185	429
Taiwan	246	143	14,624	6,329	103	317
Thailand	239	163	18,263	8,883	158	679
Korea	310	188	13,136	6,636	201	242
China	369	181	9,916	10,961	166	595
India	252	196	10,606	12,697	196	352
Other Asia	257	143	8,940	11,102	212	355
USA	194	135	3,156	8,859	71	255
Canada	78	179	2,484	9,894	101	300
United Kingdom	129	155	6,085	3,739	82	181
Germany	66	150	3,154	5,203	89	210
Scandinavia	200	140	3,419	10,999	96	358
France	66	165	3,206	7,355	104	178
Italy	189	171	1,005	5,042	103	110
Netherlands	253	148	4,615	4,152	98	205
Switzerland	151	193	7,355	2,788	98	99
Other Europe	109	202	2,610	5,191	123	214
Other countries	206	173	4,931	7,833	137	348
Main purpose of Journey (including backpackers)						
Holiday	164	145	4,586	3,559	69	163
Visiting friends & relatives	142	113	11,389	8,280	65	234
Business	324	96	15,457	2,016	86	586
Education	339	263	7,774	9,929	316	351
Employment	207	304	7,048	3,124	293	492
Other	114	105	11,973	4,604	74	543
Main purpose of Journey (excluding backpackers)						
Holiday	169	131	8,470	4,188	47	189
Visiting friends & relatives	139	111	12,070	8,468	64	248
Business	329	93	16,186	2,109	85	586
Education	401	270	8,729	10,310	335	404
Employment	216	309	8,994	3,093	305	546
Other	125	96	13,160	5,095	63	626
Backpackers	145	194	2,312	6,199	143	143
Total	184	151	7,106	8,446	108	290

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 31 March 2008						
	Visitors '000	Nights in Australia ^(a) '000	Average duration of stay Nights	Expenditure in Australia ^(b) \$ million	Average Expenditure in Australia ^(c)		
					Shopping \$	Food, drink and accommodation \$	All items \$
New Zealand	42	1,009	24	85	361	952	2,038
Japan	34	3,149	93	182	380	2,522	5,415
Hong Kong	5	475	103	32	901	3,319	7,043
Singapore	9	535	58	77	444	2,490	8,341
Malaysia	7	578	82	47	501	2,885	6,710
Indonesia	2	107	59	5	394	1,027	2,965
Taiwan	8	797	96	47	636	2,693	5,660
Thailand	2	107	49	17	388	2,404	7,951
Korea	32	3,938	123	233	713	3,293	7,283
China	7	280	42	28	406	1,478	4,104
India	3	323	108	27	708	4,339	9,186
Other Asia	3	211	67	18	689	1,790	5,774
USA	50	2,659	53	267	356	2,162	5,307
Canada	23	1,858	80	157	490	3,151	6,757
United Kingdom	121	7,547	62	615	448	2,775	5,095
Germany	52	4,026	78	288	404	2,637	5,583
Scandinavia	28	1,690	61	142	477	2,419	5,096
France	22	2,056	94	125	528	2,802	5,736
Italy	10	871	91	66	585	3,561	6,841
Netherlands	14	1,070	74	78	366	2,392	5,422
Switzerland	14	862	61	85	458	2,426	6,002
Other Europe	46	3,715	81	316	533	3,783	6,866
Other countries	25	2,019	81	161	581	2,824	6,447
Main purpose of journey							
Holiday	391	24,884	64	1,863	424	2,457	4,759
Visiting friends & relatives	50	1,714	34	158	431	1,592	3,157
Business	15	451	30	49	356	1,790	3,228
Education	71	10,080	143	865	718	4,467	12,254
Employment	15	1,841	123	107	807	3,986	7,169
Other	16	914	58	57	368	2,022	3,629
Total	558	39,884	72	3,098	469	2,645	5,555

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 for
year ended 31 March 2004 - 2008**

State/Territory visited	Year ended 31 March									
	2004		2005		2006		2007		2008	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	369	78	379	77	398	78	426	77	440	79
Victoria	212	45	216	44	221	44	257	47	253	45
Queensland	273	58	307	62	336	66	354	64	354	63
South Australia	93	20	92	19	89	18	103	19	92	16
Western Australia	97	20	106	22	90	18	104	19	103	18
Tasmania	28	6	30	6	35	7	40	7	44	8
Northern Territory	118	25	115	23	115	23	127	23	111	20
Australian Capital Territory	49	10	35	7	34	7	38	7	37	7
Total^(a)	474	100	492	100	507	100	551	100	558	100

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^(a) by State/Territory visited,
year ended 31 March 2004 - 2008**

State/Territory visited	Year ended 31 March									
	2004		2005		2006		2007		2008	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	10,521	33	10,193	31	11,006	33	12,488	32	12,600	32
Victoria	6,525	21	5,740	17	5,318	16	5,994	15	6,206	16
Queensland	7,477	24	9,286	28	9,362	28	12,435	32	12,575	32
South Australia	1,367	4	1,390	4	1,430	4	1,564	4	1,616	4
Western Australia	3,667	12	4,373	13	3,690	11	4,337	11	4,455	11
Tasmania	340	1	506	2	538	2	792	2	815	2
Northern Territory	1,324	4	1,166	4	1,190	4	1,300	3	1,215	3
Australian Capital Territory	353	1	394	1	353	1	458	1	402	1
Total^(a)	31,575	100	33,047	100	32,887	100	39,368	100	39,884	100

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) by country of residence,
year ended 31 March 2008**

Country of residence	Spend in Australia \$ million	Total trip expenditure \$ million	Total Inbound Economic Value \$ million
New Zealand	1,561	2,227	2,266
Japan	911	1,847	1,545
Hong Kong	499	655	631
Singapore	832	1,058	993
Malaysia	724	880	860
Indonesia	407	493	482
Taiwan	243	352	339
Thailand	311	393	391
Korea, South	914	1,362	1,250
China	1,558	2,201	2,123
India	457	617	648
Other Asia	426	556	678
USA	1,236	2,554	2,118
Canada	419	752	670
United Kingdom	1,956	3,766	3,508
Germany	561	985	854
Scandinavia	309	567	489
France	259	454	405
Italy	178	348	309
Netherlands	174	327	291
Switzerland	192	330	285
Other Europe	734	1,252	1,152
Other Countries	1,135	1,753	1,655
Total	15,996	25,730	23,942

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

Table 23

**Total Inbound Economic Value (TIEV) by country of residence
year ended 31 March 2004 - 2008^(a)**

Country of residence	Year ended 31 March									
	2004 ^(a)		2005 ^(a)		2006 ^(b)		2007 ^(b)		2008 ^(b)	
	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change
New Zealand	1,647	10	1,910	16	2,011	5	2,052	2	2,266	10
Japan	1,881	-10	2,033	8	2,039	0	1,775	-13	1,545	-13
Hong Kong	523	-8	493	-6	559	13	618	10	631	2
Singapore	705	-20	670	-5	751	12	871	16	993	14
Malaysia	594	6	594	0	615	3	649	6	860	32
Indonesia	430	12	357	-17	386	8	409	6	482	18
Taiwan	304	-14	308	1	297	-4	329	11	339	3
Thailand	300	-15	360	20	312	-13	307	-1	391	27
Korea, South	786	1	867	10	941	8	1,268	35	1,250	-1
China	1,016	-5	1,573	55	1,413	-10	1,766	25	2,123	20
India	165	-34	241	46	331	37	432	31	648	50
Other Asia	338	18	374	10	370	-1	472	28	678	43
USA	1,912	-12	1,972	3	1,828	-7	1,988	9	2,118	7
Canada	440	4	490	11	532	9	622	17	670	8
United Kingdom	3,539	7	3,410	-4	3,155	-7	3,746	19	3,508	-6
Germany	770	6	770	0	716	-7	811	13	854	5
Scandinavia	503	-2	441	-12	428	-3	448	5	489	9
France	238	9	205	-14	251	22	359	43	405	13
Italy	145	9	200	38	240	20	295	23	309	5
Netherlands	401	-7	314	-22	242	-23	259	7	291	12
Switzerland	299	-23	268	-10	246	-8	263	7	285	8
Other Europe	733	23	840	15	896	7	1,022	14	1,152	13
Other countries	1,122	20	1,109	-1	1,155	4	1,325	15	1,655	25
Total	18,791	-1	19,799	5	19,718	0	22,086	12	23,942	8

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 in each State/Territory,
year ended 31 March 2008**

State/Territory	Expenditure \$ million	Share of expenditure %	Visitors ^(b) '000	Visitor nights '000	Expenditure per visitor \$	Expenditure per night \$	Average length of stay
							Nights
Excluding package expenditure^(a)							
New South Wales	5,642	37	2,850	57,587	1,979	98	20
Victoria	3,145	21	1,476	30,859	2,130	102	21
Queensland	3,533	23	2,159	38,532	1,636	92	18
South Australia	501	3	365	6,563	1,372	76	18
Western Australia	1,665	11	669	18,045	2,488	92	27
Tasmania	247	2	155	2,978	1,595	83	19
Northern Territory	259	2	343	2,962	755	87	9
Australian Capital Territory	215	1	165	2,560	1,298	84	15
Total Australia^(b)	15,209	100	5,206	160,090	2,921	95	31
Including package expenditure							
New South Wales	6,032	37	2,850	57,587	2,116	105	20
Victoria	3,212	20	1,476	30,859	2,176	104	21
Queensland	3,918	24	2,159	38,532	1,814	102	18
South Australia	527	3	365	6,563	1,445	80	18
Western Australia	1,734	11	669	18,045	2,591	96	27
Tasmania	260	2	155	2,978	1,675	87	19
Northern Territory	373	2	343	2,962	1,087	126	9
Australian Capital Territory	217	1	165	2,560	1,311	85	15
Total Australia^(b)	16,275	100	5,206	160,090	3,126	102	31

Base: All visitors aged 15 and over.

(a) Expenditure excludes major purchases such as motor vehicles.

(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^(a) in each State/Territory by reason for stopover, year ended 31 March 2008

State/Territory	Holiday/leisure		VFR		Business		Education		Other purposes ^(c)		Total visitors	
	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%	\$ million	%
Excluding package expenditure												
New South Wales	2,048	35	803	35	688	42	1,863	40	233	32	5,642	37
Victoria	826	14	535	23	430	26	1,175	25	172	24	3,145	21
Queensland	1,916	33	439	19	227	14	829	18	121	17	3,533	23
South Australia	154	3	101	4	47	3	173	4	25	4	501	3
Western Australia	590	10	343	15	188	11	411	9	131	18	1,665	11
Tasmania	90	2	29	1	25	1	101	2	np	np	247	2
Northern Territory	204	3	19	1	11	1	np	np	17	2	259	2
Australian Capital Territory	30	1	37	2	23	1	108	2	17	2	215	1
Total Australia^(b)	5,860	100	2,305	100	1,639	100	4,668	100	718	100	15,209	100
Including package expenditure												
New South Wales	2,362	35	818	35	718	42	1,888	40	239	33	6,032	37
Victoria	874	13	541	23	437	26	1,180	25	173	24	3,212	20
Queensland	2,258	33	451	19	240	14	845	18	122	17	3,918	24
South Australia	174	3	104	4	49	3	175	4	26	4	527	3
Western Australia	637	9	351	15	197	12	415	9	133	18	1,734	11
Tasmania	101	1	30	1	25	1	102	2	np	np	260	2
Northern Territory	314	5	19	1	13	1	np	np	18	2	373	2
Australian Capital Territory	31	0	37	2	24	1	108	2	17	2	217	1
Total Australia^(b)	6,751	100	2,351	100	1,703	100	4,722	100	731	100	16,275	100

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 31 March 2008

State/Territory	Expenditure	Share of expenditure	Visitors ^(a)	Visitor nights ^(b)	Expenditure per visitor	Expenditure per night	Average length of stay
Excluding package expenditure	\$ million	%	'000	'000	\$	\$	Nights
Sydney	5,009	89	2,680	48,837	1,869	103	18
Regional New South Wales	633	11	628	8,750	1,008	72	14
Total New South Wales	5,642	100	2,850	57,587	1,979	98	20
Melbourne	2,891	92	1,389	27,179	2,082	106	20
Regional Victoria	253	8	326	3,680	778	69	11
Total Victoria	3,145	100	1,476	30,859	2,130	102	21
Gold Coast	850	24	857	8,196	992	104	10
Brisbane	1,268	36	911	15,190	1,391	83	17
Regional Queensland	1,415	40	1,175	15,146	1,205	93	13
Total Queensland	3,533	100	2,159	38,532	1,636	92	18
Adelaide	451	90	335	5,431	1,344	83	16
Regional South Australia	50	10	145	1,132	343	44	8
Total South Australia	501	100	365	6,563	1,372	76	18
Experience Perth	1,405	84	643	14,498	2,185	97	23
Regional Western Australia	260	16	217	3,547	1,195	73	16
Total Western Australia	1,665	100	669	18,045	2,488	92	27
Hobart	154	62	123	1,761	1,255	87	14
Regional Tasmania	93	38	100	1,217	929	77	12
Total Tasmania	247	100	155	2,978	1,595	83	19
Darwin	108	42	153	1,230	703	88	8
Regional Northern Territory	151	58	290	1,731	522	87	6
Total Northern Territory	259	100	343	2,962	755	87	9
Canberra	215	100	165	2,560	1,298	84	15
Total Australian Capital Territory	215	100	165	2,560	1,298	84	15
Total capital cities	12,351	81	4,759	124,882	2,595	99	26
Total regional	2,858	19	2,028	35,207	1,409	81	17
Total Australia	15,209	100	5,206	160,090	2,921	95	31
Including package expenditure							
Sydney	5,381	89	2,680	48,837	2,008	110	18
Regional NSW	651	11	628	8,750	1,038	74	14
Total New South Wales	6,032	100	2,850	57,587	2,116	105	20
Melbourne	2,952	92	1,389	27,179	2,126	109	20
Regional Victoria	260	8	326	3,680	798	71	11
Total Victoria	3,212	100	1,476	30,859	2,176	104	21
Gold Coast	973	25	857	8,196	1,135	119	10
Brisbane	1,296	33	911	15,190	1,423	85	17
Regional Queensland	1,648	42	1,175	15,146	1,403	109	13
Total Queensland	3,918	100	2,159	38,532	1,814	102	18
Adelaide	464	88	335	5,431	1,383	85	16
Regional South Australia	63	12	145	1,132	438	56	8
Total South Australia	527	100	365	6,563	1,445	80	18
Experience Perth	1,462	84	643	14,498	2,273	101	23
Regional Western Australia	272	16	217	3,547	1,252	77	16
Total Western Australia	1,734	100	669	18,045	2,591	96	27
Hobart	157	60	123	1,761	1,275	89	14
Regional Tasmania	103	40	100	1,217	1,028	85	12
Total Tasmania	260	100	155	2,978	1,675	87	19
Darwin	114	31	153	1,230	746	93	8
Regional Northern Territory	258	69	290	1,731	893	149	6
Total Northern Territory	373	100	343	2,962	1,087	126	9
Canberra	217	100	165	2,560	1,311	85	15
Total Australian Capital Territory	217	100	165	2,560	1,311	85	15
Total capital cities	13,016	80	4,759	124,882	2,735	104	26
Total regional	3,259	20	2,028	35,207	1,607	93	17
Total Australia	16,275	100	5,206	160,090	3,126	102	31

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 31 March 2008

Tourism Region		Expenditure in region				Visitors ^(a) '000	Nights in region ^(b)	
		Total \$million	Share %	per visitor \$	per night \$		Total '000	Average Nights
Excluding package expenditure								
Sydney	NSW	5,009	33	1,869	103	2,680	48,837	18
Melbourne	VIC	2,891	19	2,082	106	1,389	27,179	20
Experience Perth	WA	1,405	9	2,185	97	643	14,498	23
Brisbane	QLD	1,268	8	1,391	83	911	15,190	17
Gold Coast	QLD	850	6	992	104	857	8,196	10
Tropical North Queensland	QLD	816	5	979	126	833	6,499	8
Adelaide	SA	451	3	1,344	83	335	5,431	16
Canberra	ACT	215	1	1,298	84	165	2,560	15
Sunshine Coast	QLD	197	1	767	84	256	2,339	9
Hobart and Surrounds	TAS	154	1	1,255	87	123	1,761	14
Hunter	NSW	141	1	1,275	87	111	1,619	15
South Coast	NSW	138	1	1,166	76	118	1,808	15
Northern Rivers	NSW	123	1	536	75	229	1,638	7
Whitsundays	QLD	120	1	539	102	223	1,178	5
Darwin	NT	108	1	703	88	153	1,230	8
Australia's South West	WA	101	1	788	81	128	1,243	10
Northern	QLD	85	1	604	67	140	1,274	9
Petermann	NT	80	1	385	162	209	496	2
Australia's Coral Coast	WA	70	0	1,042	121	67	579	9
Mid North Coast	NSW	65	0	390	68	167	963	6
Top 20 regions		14,286	94	2,801	99	5,101	144,518	28
Total Australia		15,209	100	2,921	95	5,206	160,090	31
Including package expenditure								
Sydney	NSW	5,381	33	2,008	110	2,680	48,837	18
Melbourne	VIC	2,952	18	2,126	109	1,389	27,179	20
Experience Perth	WA	1,462	9	2,273	101	643	14,498	23
Brisbane	QLD	1,296	8	1,423	85	911	15,190	17
Tropical North Queensland	QLD	1,033	6	1,239	159	833	6,499	8
Gold Coast	QLD	973	6	1,135	119	857	8,196	10
Adelaide	SA	464	3	1,383	85	335	5,431	16
Canberra	ACT	217	1	1,311	85	165	2,560	15
Sunshine Coast	QLD	202	1	788	86	256	2,339	9
Petermann	NT	162	1	776	326	209	496	2
Hobart and Surrounds	TAS	157	1	1,275	89	123	1,761	14
South Coast	NSW	145	1	1,231	80	118	1,808	15
Hunter	NSW	142	1	1,284	88	111	1,619	15
Whitsundays	QLD	126	1	566	107	223	1,178	5
Northern Rivers	NSW	124	1	545	76	229	1,638	7
Darwin	NT	114	1	746	93	153	1,230	8
Australia's South West	WA	105	1	820	84	128	1,243	10
Northern	QLD	86	1	612	67	140	1,274	9
Australia's Coral Coast	WA	72	0	1,080	125	67	579	9
Mid North Coast	NSW	69	0	410	71	167	963	6
Top 20 regions		15,283	94	2,996	106	5,101	144,518	28
Total Australia		16,275	100	3,126	102	5,206	160,090	31

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^(a) in each State/Territory
by country of origin, year ended 31 March 2008**

Country of Origin	State/Territory visited								Total Australia ^(b)
	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	
Excluding package expenditure	\$ million								
New Zealand	417	328	543	46	93	17	12	15	1,471
United Kingdom	670	308	437	73	294	24	46	14	1,866
Germany	169	87	137	21	78	15	29	4	540
Scandinavia	97	37	96	12	33	np	11	np	295
Switzerland	57	25	52	6	31	np	12	np	187
Netherlands	47	24	46	7	28	np	8	np	164
France	82	47	55	9	30	np	13	np	246
Italy	68	34	40	4	13	np	13	np	175
Other Europe	286	111	166	26	91	np	23	np	710
USA	537	215	246	37	98	20	33	20	1,207
Canada	140	71	116	17	38	9	14	np	407
Japan	282	93	348	31	86	14	11	9	874
China	810	351	162	40	43	np	np	33	1,467
Korea	428	111	203	18	33	np	np	28	843
Singapore	163	265	82	24	221	np	np	np	788
Malaysia	162	196	103	27	153	np	np	np	683
Hong Kong	227	74	128	np	26	np	np	np	479
Indonesia	152	146	24	np	57	np	np	np	398
Thailand	110	111	25	np	37	np	np	np	298
India	164	156	52	12	25	np	np	np	420
Taiwan	70	35	110	np	np	np	np	np	228
Other Asia	122	104	76	9	64	np	np	np	391
Other countries	382	218	287	56	88	19	13	12	1,074
All Countries	5,642	3,145	3,533	501	1,665	247	259	215	15,209
Including package expenditure									
New Zealand	427	332	566	47	96	18	13	15	1,515
United Kingdom	719	320	473	78	315	26	65	15	2,010
Germany	180	89	146	24	82	15	42	4	583
Scandinavia	102	39	101	13	35	np	17	np	314
Switzerland	60	25	55	7	33	np	16	np	202
Netherlands	51	25	51	8	30	np	11	np	179
France	87	47	59	10	32	np	19	np	265
Italy	77	35	44	7	13	np	20	np	198
Other Europe	300	114	179	27	94	np	32	np	756
United States of America	597	222	291	44	102	25	53	21	1,356
Canada	148	72	122	18	38	10	19	np	431
Japan	327	98	479	32	95	14	27	9	1,082
China	869	366	200	40	44	np	np	33	1,581
Korea	495	113	214	18	34	np	np	28	925
Singapore	166	267	87	24	226	np	np	np	803
Malaysia	165	197	108	27	155	np	np	np	693
Hong Kong	229	76	134	np	27	np	np	np	491
Indonesia	155	146	26	np	58	np	np	np	404
Thailand	111	111	25	np	39	np	np	np	302
India	170	156	60	12	25	np	np	np	437
Taiwan	78	36	117	np	np	np	np	np	245
Other Asia	124	104	78	9	64	np	np	np	396
Other countries	394	220	301	57	91	19	14	12	1,109
All Countries	6,032	3,212	3,918	527	1,734	260	373	217	16,275

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 March Quarter 2008 and for the year ended 31 March 2008.

Sample size by country of residence

Country of residence	March quarter 2008	Year ended 31 March 2008
New Zealand	1 205	5 534
Japan	1 556	6 063
Hong Kong	224	1 038
Singapore	363	1 838
Malaysia	275	1 342
Indonesia	205	860
Taiwan	174	767
Thailand	153	837
Korea	446	1 726
China	551	2 006
India	136	663
Other Asia	189	908
USA	752	2 919
Canada	295	955
United Kingdom	1 948	5 117
Germany	297	1 128
Scandinavia	271	750
France	163	683
Italy	90	511
Netherlands	182	594
Switzerland	142	487
Other Europe	297	935
Other countries	572	2 175
Total	10 486	39 836

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%. Therefore 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.

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Glossary of terms

Accommodation used	<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">• Hotel, resort, motel or motor inn• Backpacker hotel or hostel• Rented house, apartment, flat or unit• Home of friend or relative• Caravan park or commercial camping ground• Caravan or camping by the side of the road• Guest house or bed and breakfast• Boat, houseboat, cabin cruiser or cruise ship• Educational institution• Homestay
Australian and New Zealand Standard Industrial Classification System (ANZSIC)	<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>
Australian Tourism Satellite Account (ATSA)	<p>See Tourism Satellite Account (TSA).</p>
Average annual rate of growth	<p>Average increase/decrease in value per year. Tourism Research Australia uses the geometric growth rate formula ($r = \exp[\ln(p_n/p_1)/n]-1$). 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>
Average nights	<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>
Backpacker visitors	<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>
Business visitors	<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>
CD-MOTA (Compact Disc Monitor of Tourist Activity)	<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 Tourism Research Australia</p>

Confidence Intervals (CI)	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.
	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.
Direct effects	Economic effects created by direct tourism consumption. For example, the hotel industry providing accommodation services to tourists.
Expenditure	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.
Expenditure on capital goods	Capital goods and other major items such as a car is included in the estimates for international visitors.
Experience Perth	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.
Group tours	Involve visitors with some prior association (other than family membership) who are travelling together.
Inbound tourism	Tourism within Australia by international visitors.
Indigenous tourism	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.
Indirect effects	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.
International visitors	Overseas visitors coming to Australia for a period of less than twelve months.
International Visitor Survey (IVS)	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.
Leisure visitors	Visitors whose main purpose of visit is for a holiday or to visit friends and relatives (VFR).
Median nights	Represents the mid point length of stay for which 50% of visitors stay less time and 50% stay longer.
Other Europe	Includes all European countries excluding the United Kingdom and Germany.
Package tour	Visitors who arrived in Australia on an inclusive, pre-paid package tour.

Purpose of visit	<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"> • Holiday/leisure (leisure for domestic day trips) • Visiting friends and relatives (VFR) • Business • Education • Other - includes personal appointments, medical appointments and health-related travel
Regional Australia	Includes all tourism regions in Australia, excluding the eight State/Territory capital cities and the Gold Coast.
Regional expenditure	<p>Based on a methodology devised and implemented by Tourism Research Australia. Two types of regional expenditure estimates are published:</p> <ol style="list-style-type: none"> 1. The first form includes 30 % of pre-paid package expenditure but excludes all expenditure on international airfares 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. For more detailed information see Collins, D. & Galliano, K. (2006).
Return traveller	An international traveller who has visited Australia previously.
Scandinavia	Includes Denmark, Finland, Norway, Sweden and unspecified Scandinavia.
Total Inbound Economic Value (TIEV)	Represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.
Total spend in Australia	Excludes expenditure on goods pre-paid through inclusive package tours and services in Australia and pre-paid international airfares.
Total trip expenditure	Including expenditure in Australia, pre-paid expenditure on goods and services in Australia and pre-paid inclusive package travel and pre-paid international airfares.
Tourism regions	<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>
Tourism Satellite Account (TSA)	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).
Visiting friends and relatives (VFR)	Visitors who nominate visiting friends and 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).
Visitors	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.
Visitor nights	The number of nights spent in Australia by international visitors in association with individual visits.

Weighting

The NVS and the IVS are sample surveys so each respondent is given a 'weight' equalling how many visitors they represent. IVS respondents are weighted to ABS Overseas Arrivals and Departures (OAD) data (catalogue no. 3401.0) on international visitor numbers. NVS visitors are weighted to the Australian population aged 15 years and over.

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

If you would like to receive email alerts advising of new releases, go to 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

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

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

- ***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

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

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