



International Visitors in Australia

JUNE 2011

**QUARTERLY RESULTS OF THE
INTERNATIONAL VISITOR SURVEY**



Australian Government
Department of Resources, Energy and Tourism
Tourism Research Australia



TRA TOURISM
RESEARCH
AUSTRALIA

International Visitors in Australia

June 2011

**Quarterly Results of the
International Visitor Survey**

Image: Blue Mountains, New South Wales
Courtesy of Tourism Australia

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Main Findings

Year ended 30 June 2011

All visitors

Total visitors

During the year ended 30 June 2011, there were 5,461,437 visitors to Australia aged 15 years and over. This was an increase of 3% from the year ended 30 June 2010.

Reason

The main reasons for visitors coming to Australia were:

Holiday	2,449,855	45%
Visiting friends & relatives	1,338,892	25%
Business	891,179	16%
Education	430,366	8%
Employment	131,581	2%
Other	219,566	4%

Source

New Zealand was the largest source of visitors during the period (1,072,955), followed by the United Kingdom (595,554), China (474,607) and USA (434,600).

Expenditure

The average trip expenditure in Australia per international visitor was \$3,344, while the average nightly expenditure was \$96. Total expenditure in Australia for the year ended 30 June 2011 (\$18 billion) increased 5% from the year ended 30 June 2010.

Nights

A total of 190 million visitor nights were spent in Australia, an increase of 4% compared with the year ended 30 June 2010.

Return visits

Of all visitors to Australia, 63% had visited before.

Tours

Inclusive package travellers accounted for 16% of all visitors to Australia, while those arriving on group tours accounted for 8% of all visitor arrivals.

States

Of all visitors to Australia during the period, 51% visited New South Wales, 36% visited Queensland and 32% visited Victoria.

New South Wales recorded the largest share of visitor nights with 36%, followed by Victoria (22%) and Queensland (21%).

Holiday visitors

Share	Of all international visitors to Australia, 45% stated 'holiday' as their main purpose of visit.
Expenditure	The average trip expenditure of holiday visitors in Australia was \$2,371, with the largest component being food, drink and accommodation (\$1,134). Their average expenditure per night was \$94.
Nights	Holiday visitors spent a total of 62 million nights in Australia, with 26% spent in the home of a friend or relative; 26% spent in a rented house, apartment, flat or unit; and 19% spent in a hotel, resort, motel or motor inn.
Return visits	Of all holiday visitors, 52% had visited Australia before.
Tours	Inclusive package travellers accounted for 29% of all holiday visitors, while those arriving on a group tour accounted for 14%.
States	Of all holiday visitors, 57% visited New South Wales, 48% visited Queensland and 32% visited Victoria.
Duration of stay	The average duration of stay in Australia for holiday visitors was 25 nights.

Visiting friends and relatives (VFR) visitors

Share	International visitors with a main purpose of VFR accounted for 25% of all international visitors.
Expenditure	The average trip expenditure in Australia by VFR visitors was \$1,617, with the largest component being food, drink and accommodation (\$688). Their average expenditure per night was \$60.
Nights	These visitors spent a total of 36 million nights in Australia and spent 84% of their nights in the home of a friend or relative.
Return visits	Of all VFR visitors, 76% had been to Australia before.
States	Of all VFR visitors, 45% visited New South Wales, 31% visited Victoria and 29% visited Queensland.
Duration of stay	The average duration of stay in Australia for VFR visitors was 27 nights.

Business visitors

Share	Of all international visitors to Australia, 16% stated 'business' as their main purpose of visit and these visitors spent a total of 12 million nights in Australia.
Expenditure	The average trip expenditure in Australia by business visitors was \$2,502, with the largest component being food, drink and accommodation (\$1,450). Their average expenditure per night was \$184.
Nights	Business visitors spent 32% of their nights in Sydney and 22% in Melbourne, while 51% of their nights in Australia were spent in a hotel, resort, motel, or motor inn.
Return visits	Of all business visitors, 70% had visited Australia before.
States	Of all business visitors, 50% visited New South Wales, 33% visited Victoria and 24% visited Queensland.
Duration of stay	The average duration of stay in Australia for business visitors was 14 nights.

Education visitors

Share	Of all international visitors to Australia, 8% stated 'education' as their main purpose of visit and these visitors spent a total of 60 million nights in Australia, representing 31% of all international visitor nights.
Expenditure	The average trip expenditure in Australia by education visitors was \$15,213, with the largest component being education fees (\$6,947). Their average expenditure per night was \$110.
Nights	While in Australia, education visitors spent 67% of their nights in a rented house, apartment, flat or unit.
Return visits	Of all education visitors, 67% had visited Australia before.
States	Of all education visitors, 50% visited New South Wales, 35% visited Victoria and 27% visited Queensland.
Duration of stay	The average duration of stay in Australia for education visitors was 138 nights.

Employment visitors

Share	Of all international visitors to Australia, 2% stated 'employment' as their main purpose of visit and these visitors spent a total of 14 million nights in Australia.
Expenditure	The average trip expenditure in Australia by employment visitors was \$8,232, with the largest component being food, drink and accommodation (\$4,583). Their average expenditure per night was \$77.
Nights	Employment visitors spent 23% of their nights in Sydney and 21% in Melbourne, while 63% of their nights in Australia were spent in a rented house, apartment, flat or unit.
Return visits	Of all employment visitors, 73% had visited Australia before.
States	Of all employment visitors, 46% visited New South Wales, 30% visited Victoria and 28% visited Queensland.
Duration of stay	The average duration of stay in Australia for employment visitors was 107 nights.

Backpacker visitors

Share	Of all international visitors to Australia, 583,000 (11%) were classified as backpackers and they spent 41 million nights in Australia. Holiday was the main purpose of visit for 72% of backpackers.
Expenditure	Backpackers' average trip expenditure in Australia was \$5,242, with \$2,542 being spent on food, drink and accommodation and \$642 on education fees. Their average expenditure per night was \$75.
Nights	While in Australia, backpackers spent 36% of their nights in a rented house, apartment, flat or unit and 33% in backpacker or hostel accommodation.
Return visits	Of all backpackers, 36% had visited Australia before.
States	Of all backpackers, 76% visited New South Wales, 57% visited Queensland and 45% visited Victoria.
Duration of stay	The average duration of stay in Australia for backpackers was 70 nights.

Expenditure

Spend in Australia	In the year ending 30 June 2011, international visitors spent a total of \$18 billion within Australia.
Total trip expenditure	For the same period, international visitors had a total trip expenditure of \$27 billion.

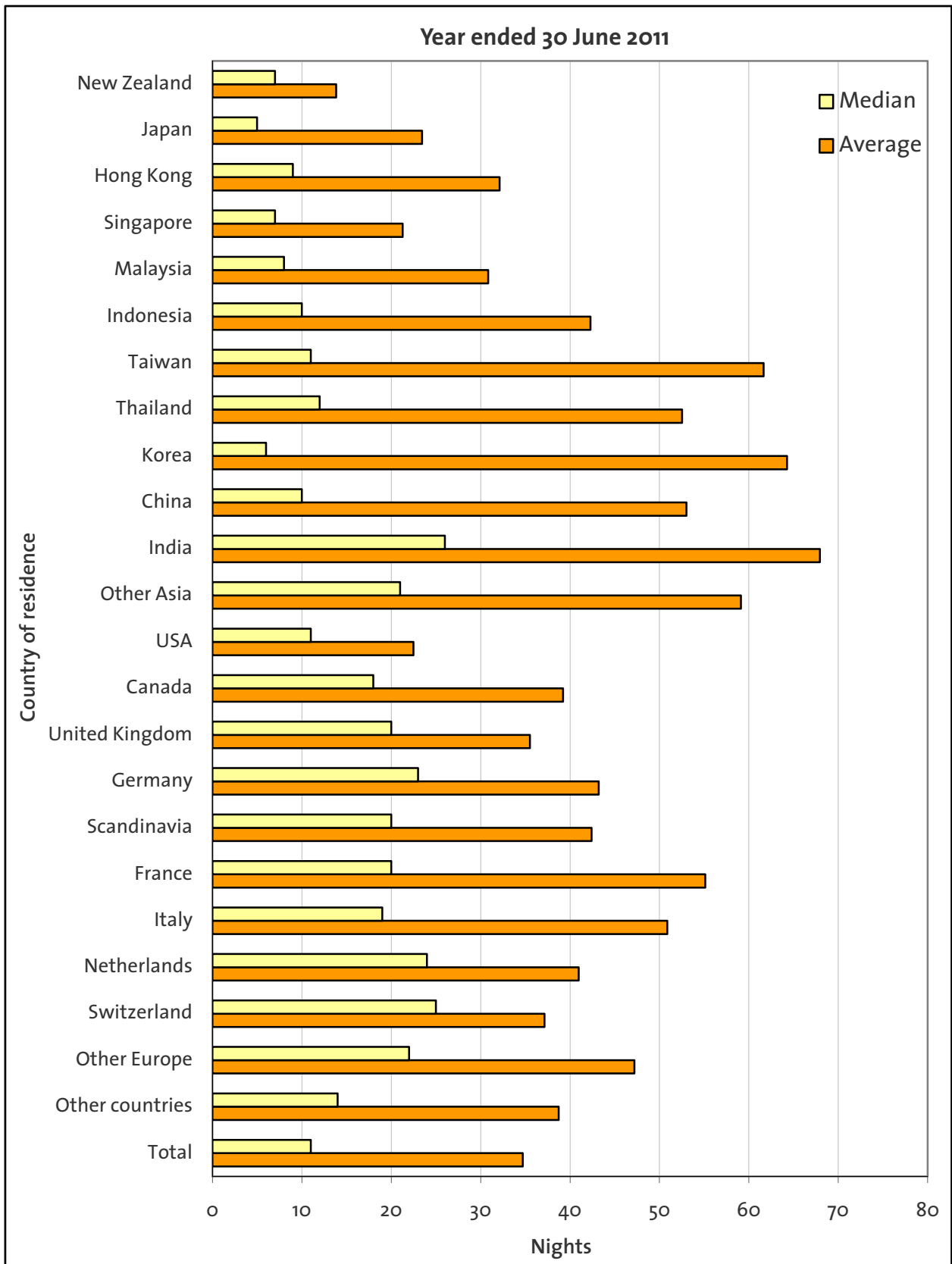
Total Inbound Economic Value (TIEV)

Total Inbound Economic Value	During the 12 months to June 2011, international visitors consumed around \$24 billion of Australian goods and services. This was a increase of 5.3% (in nominal terms), compared with the previous 12 month period.
Source	China is now Australia's largest source market in terms of economic value, worth \$3.4 billion, followed by United Kingdom (\$2.8 billion), New Zealand (\$2.0 billion), and other countries (\$1.8 billion).

Regional Expenditure

Total expenditure	For the year ended 30 June 2011, modelled international visitor expenditure increased by 4% to \$18 billion, compared with the year ended 30 June 2010.
States/territories	New South Wales received the largest share of expenditure (\$6.5 billion, up 7%), followed by Victoria (\$4.2 billion, up 7%) and Queensland (\$3.6 billion, down 6%).
Regional expenditure	International visitors spent approximately 83% of their expenditure in the capital cities and the Gold Coast (\$14.9 billion). The Northern Territory was the most reliant on expenditure in regional areas (64%), followed by Tasmania (46%) and Queensland (38%).
Tourism regions	<p>Among the capital cities and the Gold Coast, the highest expenditure was received by Sydney (\$5.8 billion), followed by Melbourne (\$3.9 billion), Experience Perth (\$1.7 billion) and Brisbane (\$1.4 billion).</p> <p>Among regional areas, Tropical North Queensland received the highest expenditure (\$762 million), followed by the Sunshine Coast (\$237 million) and South Coast (\$182 million).</p>
Expenditure per visitor	Expenditure per visitor was highest in Experience Perth (\$2 503), followed by Melbourne (\$2 373) and Sydney (\$2 183).
Expenditure per night	Expenditure per night was highest in Petermann (\$286), followed by Tropical North Queensland (\$133), Gold Coast and Sydney (both \$106).
Country of origin	<p>Visitors from Asia had the highest expenditure (\$9.5 billion, up 12%) – including \$2.7 billion by Chinese visitors, \$987 million by Korean visitors and \$960 million by visitors from Singapore. Visitors from Europe spent \$4.2 billion (down 6%) – including \$1.7 billion by United Kingdom visitors and \$533 million by German visitors.</p> <p>Visitors from New Zealand spent \$1.5 billion (up 7%) and visitors from the USA spent \$1.2 billion (down 4%).</p> <p>Expenditure by visitors from China, the United Kingdom, Korea and the USA was highest in New South Wales (\$1.2 billion, \$593 million, \$574 million and \$516 million respectively). In contrast, New Zealand and Japanese visitors spent more in Queensland than in any other state or territory (\$497 million and \$336 million respectively).</p>
Purpose of visit	<p>Holiday visitors contributed the most expenditure in Australia (\$6.1 billion, down 3%), followed by visitors who travelled for education purposes (\$6.1 billion, up 3%).</p> <p>New South Wales received the most expenditure for all purposes of visit: education (\$2.4 billion), holiday (\$2.1 billion), business (\$789 million) and visiting friends and relatives (\$782 million). Queensland received the second highest expenditure from holiday visitors (\$1.9 billion) and Victoria received the second highest expenditure for all other purposes of visit: education (\$1.7 billion), visiting friends and relatives (\$771 million) and business (\$554 million).</p>

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



Base: All visitors aged 15 years and over.

Figure 2 Visitors to Australia by main purpose of journey

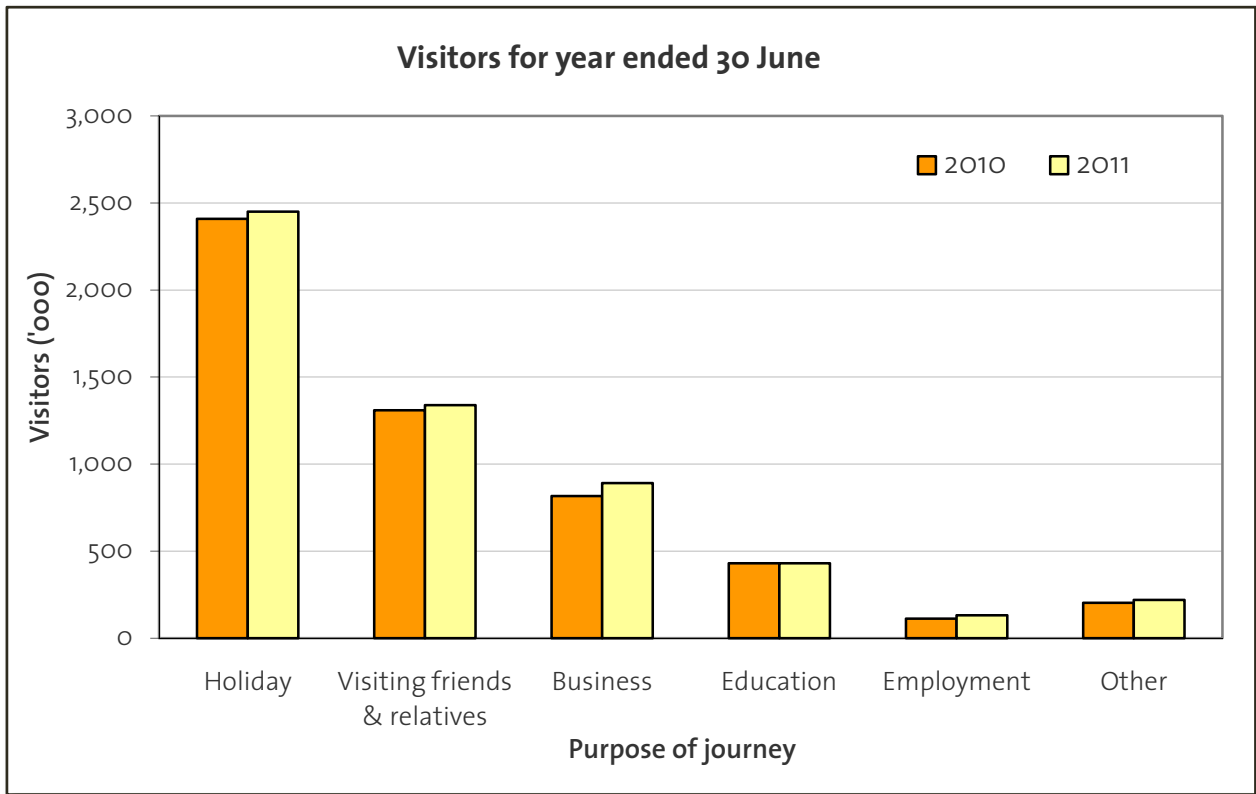
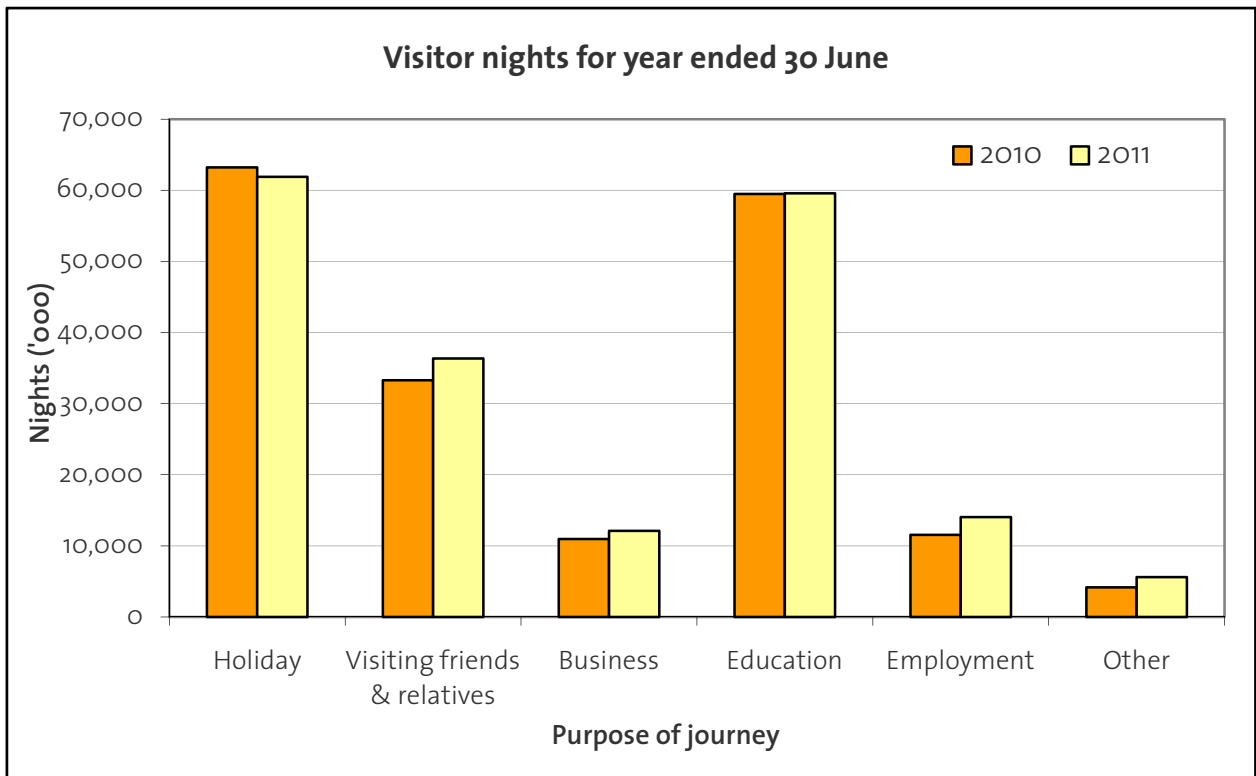


Figure 3 Visitor nights in Australia by main purpose of journey



Base: All visitors aged 15 years and over.

Table 1

Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, year ended 30 June 2010 and 2011

Country of residence	Year ended 30 June 2010					Year ended 30 June 2011				
	Visitors	Nights in Australia			Expenditure in Australia	Visitors	Nights in Australia			Expenditure in Australia
		Total ^(a)	Average	Median			Total ^(a)	Average	Median	
'000	'000			\$million	'000	'000			\$million	
New Zealand	1 021	13 104	13	7	1 432	1 073	14 855	14	7	1 572
Japan	340	7 661	23	5	730	335	7 854	23	5	704
Hong Kong	141	5 247	37	10	563	155	4 970	32	9	628
Singapore	253	5 766	23	7	878	278	5 910	21	7	995
Malaysia	194	6 607	34	8	814	220	6 800	31	8	882
Indonesia	106	4 447	42	11	457	120	5 078	42	10	526
Taiwan	82	4 577	56	7	316	76	4 705	62	11	324
Thailand	77	3 709	48	10	341	82	4 309	53	12	428
Korea	183	12 196	67	10	933	189	12 152	64	6	986
China	377	22 459	60	11	2 344	475	25 167	53	10	2 799
India	123	7 505	61	23	587	136	9 228	68	26	710
Other Asia	140	8 220	59	22	636	143	8 459	59	21	663
USA	459	10 125	22	10	1 218	435	9 774	22	11	1 152
Canada	119	4 450	37	18	441	113	4 416	39	18	422
United Kingdom	615	22 445	37	20	1 839	596	21 154	36	20	1 725
Germany	158	7 115	45	22	568	154	6 657	43	23	519
Scandinavia	84	3 551	42	20	347	83	3 502	42	20	317
France	93	5 043	54	20	352	89	4 928	55	20	358
Italy	54	2 259	42	19	194	54	2 747	51	19	194
Netherlands	50	2 139	43	26	182	46	1 900	41	24	161
Switzerland	42	1 525	36	24	182	42	1 560	37	25	187
Other Europe	179	8 706	49	21	765	171	8 079	47	22	719
Other countries	391	13 821	35	13	1 274	397	15 393	39	14	1 293
Main purpose of journey (including backpackers)										
Holiday	2 409	63 219	26	9	5 986	2 450	61 893	25	9	5 809
Visiting friends & relatives	1 310	33 286	25	14	2 122	1 339	36 357	27	15	2 165
Business	816	10 970	13	6	1 714	891	12 101	14	6	2 230
Education	430	59 489	138	128	6 446	430	59 581	138	126	6 547
Employment	112	11 540	103	68	784	132	14 054	107	75	1 083
Other	203	4 174	21	2	341	220	5 610	26	3	428
Main purpose of journey (excluding backpackers)										
Holiday	1 989	34 904	18	8	3 883	2 031	36 013	18	7	3 973
Visiting friends & relatives	1 258	31 541	25	14	1 986	1 290	34 925	27	15	2 041
Business	801	10 412	13	6	1 670	875	11 592	13	6	2 185
Education	368	50 570	137	125	5 592	372	51 186	138	124	5 779
Employment	98	9 393	96	56	657	112	11 072	99	63	898
Other	182	2 830	16	2	250	199	4 026	20	3	330
Backpackers	583	43 027	74	31	3 355	583	40 784	70	29	3 056
Total	5 280	182 677	35	11	17 393	5 461	189 597	35	11	18 262

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 12, 14, 19, 21, 24, 26 & 27) because nights spent in transit are included.

Table 2

Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, quarter ended 30 June 2010 and 2011

Country of residence	Quarter ended 30 June 2010					Quarter ended 30 June 2011				
	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	259	3 178	12	7	359	267	3 239	12	7	372
Japan	68	1 343	20	5	132	51	1 582	31	5	142
Hong Kong	31	870	28	9	105	37	678	19	8	82
Singapore	64	1 136	18	7	196	69	1 216	18	7	217
Malaysia	49	1 141	23	8	178	53	1 076	20	8	137
Indonesia	24	1 098	45	9	100	30	1 058	36	8	122
Taiwan	18	926	52	6	63	18	1 256	68	8	68
Thailand	19	749	39	11	72	24	917	39	11	96
Korea	45	2 573	57	6	190	38	2 822	75	9	218
China	80	3 788	48	10	336	91	3 476	38	8	357
India	34	1 660	49	21	134	35	2 185	62	25	148
Other Asia	34	1 620	48	19	115	34	1 752	51	21	120
USA	98	2 474	25	11	299	94	2 297	24	11	289
Canada	22	984	46	20	87	20	909	45	18	80
United Kingdom	94	3 840	41	20	298	102	4 392	43	20	329
Germany	23	1 137	49	22	90	23	1 282	55	25	99
Scandinavia	11	443	41	24	36	12	619	53	31	51
France	16	1 159	73	24	74	15	1 114	74	22	80
Italy	8	441	54	21	32	8	585	74	18	45
Netherlands	7	318	46	25	26	7	373	55	26	26
Switzerland	6	232	38	19	27	6	262	45	28	27
Other Europe	29	1 369	48	18	122	30	1 786	60	27	171
Other countries	86	2 712	32	11	240	82	2 847	35	12	268
Main purpose of journey (including backpackers)										
Holiday	493	13 193	27	8	1 173	486	13 471	28	8	1 157
Visiting friends & relatives	277	7 316	26	14	464	295	8 110	27	14	457
Business	212	2 785	13	6	451	212	2 759	13	6	544
Education	71	8 843	124	117	1 001	71	8 465	119	111	1 003
Employment	25	2 324	95	66	162	29	2 996	104	81	252
Other	45	731	16	2	61	52	1 921	37	4	131
Main purpose of journey (excluding backpackers)										
Holiday	417	7 399	18	7	782	404	7 629	19	7	761
Visiting friends & relatives	267	6 906	26	13	434	284	7 785	27	14	426
Business	208	2 585	12	6	434	209	2 617	13	5	532
Education	60	7 383	122	116	846	62	7 250	117	110	883
Employment	21	1 878	89	61	137	25	2 393	96	68	215
Other	40	535	13	2	46	48	1 398	29	3	99
Backpackers	111	8 505	77	35	632	114	8 650	76	31	627
Total	1 124	35 192	31	10	3 312	1 146	37 722	33	10	3 543

Base: All visitors aged 15 years and over.

Table 3

Visitors by country of residence and main purpose of journey,
year ended 30 June 2007 – 2011

Country of residence	Year ended 30 June									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	1 002	19	1 014	20	999	20	1 021	19	1 073	20
Japan	565	11	484	9	374	7	340	6	335	6
Hong Kong	138	3	133	3	136	3	141	3	155	3
Singapore	229	4	231	4	243	5	253	5	278	5
Malaysia	142	3	150	3	175	3	194	4	220	4
Indonesia	77	1	85	2	86	2	106	2	120	2
Taiwan	84	2	79	2	87	2	82	2	76	1
Thailand	71	1	78	2	72	1	77	1	82	2
Korea	247	5	217	4	179	3	183	3	189	3
China	323	6	357	7	340	7	377	7	475	9
India	83	2	101	2	113	2	123	2	136	2
Other Asia	100	2	113	2	128	2	140	3	143	3
USA	427	8	427	8	425	8	459	9	435	8
Canada	105	2	115	2	115	2	119	2	113	2
United Kingdom	685	13	643	12	619	12	615	12	596	11
Germany	144	3	150	3	153	3	158	3	154	3
Scandinavia	79	2	81	2	77	2	84	2	83	2
France	66	1	73	1	85	2	93	2	89	2
Italy	51	1	51	1	57	1	54	1	54	1
Netherlands	48	1	50	1	50	1	50	1	46	1
Switzerland	41	1	40	1	38	1	42	1	42	1
Other Europe	171	3	183	4	188	4	179	3	171	3
Other countries	317	6	343	7	382	7	391	7	397	7
Main purpose of journey (including backpackers)										
Holiday	2 642	51	2 520	49	2 392	47	2 409	46	2 450	45
Visiting friends & relatives	1 071	21	1 122	22	1 200	23	1 310	25	1 339	25
Business	856	16	886	17	798	16	816	15	891	16
Education	336	6	372	7	389	8	430	8	430	8
Employment	118	2	109	2	124	2	112	2	132	2
Other	171	3	185	4	216	4	203	4	220	4
Main purpose of journey (excluding backpackers)										
Holiday	2 250	43	2 122	41	1 992	39	1 989	38	2 031	37
Visiting friends & relatives	1 028	20	1 069	21	1 158	23	1 258	24	1 290	24
Business	838	16	871	17	786	15	801	15	875	16
Education	276	5	304	6	324	6	368	7	372	7
Employment	88	2	94	2	104	2	98	2	112	2
Other	158	3	171	3	196	4	182	3	199	4
Backpackers	556	11	564	11	560	11	583	11	583	11
Total	5 194	100	5 196	100	5 121	100	5 280	100	5 461	100

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Table 4

Visitors by country of residence and main purpose of journey,
quarter ended 30 June 2007 – 2011

Country of residence	Quarter ended 30 June									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	272	24	256	23	249	23	259	23	267	23
Japan	106	10	85	8	63	6	68	6	51	4
Hong Kong	32	3	30	3	34	3	31	3	37	3
Singapore	60	5	59	5	66	6	64	6	69	6
Malaysia	34	3	36	3	51	5	49	4	53	5
Indonesia	17	2	18	2	20	2	24	2	30	3
Taiwan	20	2	18	2	27	2	18	2	18	2
Thailand	21	2	22	2	21	2	19	2	24	2
Korea	55	5	48	4	38	3	45	4	38	3
China	64	6	75	7	63	6	80	7	91	8
India	24	2	30	3	31	3	34	3	35	3
Other Asia	25	2	28	3	30	3	34	3	34	3
USA	99	9	93	8	97	9	98	9	94	8
Canada	20	2	22	2	20	2	22	2	20	2
United Kingdom	102	9	102	9	107	10	94	8	102	9
Germany	23	2	24	2	24	2	23	2	23	2
Scandinavia	11	1	11	1	11	1	11	1	12	1
France	12	1	14	1	16	1	16	1	15	1
Italy	8	1	8	1	8	1	8	1	8	1
Netherlands	7	1	8	1	7	1	7	1	7	1
Switzerland	6	1	6	1	6	1	6	1	6	1
Other Europe	28	3	32	3	30	3	29	3	30	3
Other countries	70	6	78	7	81	7	86	8	82	7
Main purpose of journey (including backpackers)										
Holiday	543	49	506	46	500	45	493	44	486	42
Visiting friends & relatives	234	21	246	22	288	26	277	25	295	26
Business	208	19	219	20	172	16	212	19	212	18
Education	64	6	64	6	72	7	71	6	71	6
Employment	21	2	24	2	25	2	25	2	29	3
Other	43	4	44	4	44	4	45	4	52	5
Main purpose of journey (excluding backpackers)										
Holiday	467	42	422	38	411	37	417	37	404	35
Visiting friends & relatives	226	20	234	21	279	25	267	24	284	25
Business	205	18	216	20	171	15	208	18	209	18
Education	50	5	53	5	59	5	60	5	62	5
Employment	17	2	20	2	21	2	21	2	25	2
Other	39	3	41	4	42	4	40	4	48	4
Backpackers	110	10	117	11	119	11	111	10	114	10
Total	1 114	100	1 103	100	1 101	100	1 124	100	1 146	100

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Table 5

Visitor nights^(a) by country of residence and main purpose of journey,
year ended 30 June 2007 – 2011

Country of residence	Year ended 30 June									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	14 085	9	13 971	9	13 926	8	13 104	7	14 855	8
Japan	10 991	7	9 719	6	8 015	5	7 661	4	7 854	4
Hong Kong	4 244	3	4 105	3	4 577	3	5 247	3	4 970	3
Singapore	5 656	4	5 125	3	5 257	3	5 766	3	5 910	3
Malaysia	5 261	3	5 684	4	6 519	4	6 607	4	6 800	4
Indonesia	3 484	2	3 479	2	3 652	2	4 447	2	5 078	3
Taiwan	2 497	2	2 861	2	3 911	2	4 577	3	4 705	2
Thailand	3 065	2	3 268	2	3 742	2	3 709	2	4 309	2
Korea	11 369	7	10 533	7	11 482	7	12 196	7	12 152	6
China	15 435	10	15 889	10	17 306	10	22 459	12	25 167	13
India	4 416	3	5 842	4	7 137	4	7 505	4	9 228	5
Other Asia	4 692	3	6 309	4	7 465	4	8 220	4	8 459	4
USA	9 704	6	9 563	6	9 253	5	10 125	6	9 774	5
Canada	4 123	3	4 472	3	5 069	3	4 450	2	4 416	2
United Kingdom	22 826	14	20 681	13	22 104	13	22 445	12	21 154	11
Germany	6 672	4	6 770	4	7 482	4	7 115	4	6 657	4
Scandinavia	3 476	2	3 030	2	3 309	2	3 551	2	3 502	2
France	3 627	2	3 431	2	4 444	3	5 043	3	4 928	3
Italy	1 920	1	2 000	1	2 774	2	2 259	1	2 747	1
Netherlands	2 059	1	2 261	1	2 055	1	2 139	1	1 900	1
Switzerland	1 755	1	1 707	1	1 617	1	1 525	1	1 560	1
Other Europe	7 887	5	8 382	5	8 830	5	8 706	5	8 079	4
Other countries	10 298	6	12 149	8	14 236	8	13 821	8	15 393	8
Main purpose of journey (including backpackers)										
Holiday	59 074	37	58 329	36	62 734	36	63 219	35	61 893	33
Visiting friends & relatives	28 496	18	27 293	17	29 587	17	33 286	18	36 357	19
Business	11 100	7	10 489	7	9 829	6	10 970	6	12 101	6
Education	45 126	28	51 447	32	55 217	32	59 489	33	59 581	31
Employment	12 090	8	10 309	6	13 329	8	11 540	6	14 054	7
Other	3 657	2	3 365	2	3 464	2	4 174	2	5 610	3
Main purpose of journey (excluding backpackers)										
Holiday	34 335	22	33 437	21	34 396	20	34 904	19	36 013	19
Visiting friends & relatives	27 032	17	25 503	16	27 997	16	31 541	17	34 925	18
Business	10 552	7	10 057	6	9 420	5	10 412	6	11 592	6
Education	36 792	23	41 398	26	45 414	26	50 570	28	51 186	27
Employment	7 842	5	8 463	5	10 602	6	9 393	5	11 072	6
Other	2 824	2	2 667	2	2 509	1	2 830	2	4 026	2
Backpackers	40 166	25	39 706	25	43 822	25	43 027	24	40 784	22
Total	159 542	100	161 232	100	174 160	100	182 677	100	189 597	100

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

(a) Total nights in Australia are greater than the sum of nights in the states/territories (Tables 12, 14, 19, 21, 24, 26 & 27) because nights spent in transit are included.

Table 6

Visitor nights by country of residence and main purpose of journey,
quarter ended 30 June 2007 – 2011

Country of residence	Quarter ended 30 June									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	3 436	11	3 566	11	3 244	10	3 178	9	3 239	9
Japan	2 300	7	1 522	5	1 171	3	1 343	4	1 582	4
Hong Kong	744	2	633	2	714	2	870	2	678	2
Singapore	1 142	4	1 061	3	1 080	3	1 136	3	1 216	3
Malaysia	852	3	767	2	1 224	4	1 141	3	1 076	3
Indonesia	585	2	548	2	652	2	1 098	3	1 058	3
Taiwan	543	2	672	2	1 076	3	926	3	1 256	3
Thailand	786	3	691	2	848	3	749	2	917	2
Korea	2 324	7	2 059	6	2 471	7	2 573	7	2 822	7
China	1 993	6	2 249	7	2 515	7	3 788	11	3 476	9
India	1 220	4	1 940	6	1 705	5	1 660	5	2 185	6
Other Asia	1 163	4	1 428	4	1 281	4	1 620	5	1 752	5
USA	2 471	8	2 270	7	2 312	7	2 474	7	2 297	6
Canada	761	2	1 005	3	1 012	3	984	3	909	2
United Kingdom	3 822	12	3 582	11	4 245	13	3 840	11	4 392	12
Germany	1 088	3	1 176	4	1 448	4	1 137	3	1 282	3
Scandinavia	538	2	499	2	536	2	443	1	619	2
France	779	2	813	3	1 027	3	1 159	3	1 114	3
Italy	402	1	367	1	403	1	441	1	585	2
Netherlands	383	1	384	1	332	1	318	1	373	1
Switzerland	272	1	245	1	370	1	232	1	262	1
Other Europe	1 612	5	1 848	6	1 478	4	1 369	4	1 786	5
Other countries	1 964	6	2 564	8	2 708	8	2 712	8	2 847	8
Main purpose of journey (including backpackers)										
Holiday	12 404	40	11 714	37	13 378	40	13 193	37	13 471	36
Visiting friends & relatives	6 162	20	6 193	19	6 618	20	7 316	21	8 110	21
Business	2 462	8	2 613	8	1 980	6	2 785	8	2 759	7
Education	7 587	24	7 865	25	8 949	26	8 843	25	8 465	22
Employment	1 790	6	2 594	8	2 394	7	2 324	7	2 996	8
Other	775	2	909	3	533	2	731	2	1 921	5
Main purpose of journey (excluding backpackers)										
Holiday	6 838	22	6 341	20	6 848	20	7 399	21	7 629	20
Visiting friends & relatives	5 856	19	5 823	18	6 297	19	6 906	20	7 785	21
Business	2 375	8	2 547	8	1 904	6	2 585	7	2 617	7
Education	5 983	19	6 309	20	7 133	21	7 383	21	7 250	19
Employment	1 327	4	2 132	7	1 782	5	1 878	5	2 393	6
Other	457	1	814	3	418	1	535	2	1 398	4
Backpackers	8 343	27	7 922	25	9 469	28	8 505	24	8 650	23
Total	31 180	100	31 887	100	33 851	100	35 192	100	37 722	100

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Table 7

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

Country of residence	Year ended 30 June 2011				
	First visit		Return visit		Total visitors
	'000	%	'000	%	'000
New Zealand	66	6	1 007	94	1 073
Japan	189	56	146	44	335
Hong Kong	47	30	108	70	155
Singapore	47	17	231	83	278
Malaysia	57	26	163	74	220
Indonesia	30	25	90	75	120
Taiwan	40	53	36	47	76
Thailand	30	37	52	63	82
Korea	133	70	56	30	189
China	225	47	250	53	475
India	59	44	76	56	136
Other Asia	50	35	93	65	143
USA	236	54	199	46	435
Canada	58	51	55	49	113
United Kingdom	242	41	353	59	596
Germany	86	56	68	44	154
Scandinavia	47	57	35	43	83
France	52	59	37	41	89
Italy	32	59	22	41	54
Netherlands	23	49	24	51	46
Switzerland	21	50	21	50	42
Other Europe	98	57	73	43	171
Other countries	129	32	269	68	397
Main purpose of journey (including backpackers)					
Holiday	1 176	48	1 274	52	2 450
Visiting friends & relatives	318	24	1 021	76	1 339
Business	265	30	626	70	891
Education	140	33	290	67	430
Employment	36	27	96	73	132
Other	63	29	156	71	220
Main purpose of journey (excluding backpackers)					
Holiday	898	44	1 133	56	2 031
Visiting friends & relatives	293	23	998	77	1 290
Business	256	29	619	71	875
Education	102	27	270	73	372
Employment	25	23	87	77	112
Other	53	27	146	73	199
Backpackers	373	64	210	36	583
Total	1 998	37	3 463	63	5 461

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

Country of residence	Year ended 30 June 2011						Total visitors '000
	Package tour visitors			Non-package tour visitors			
	Group tour '000	Non-group '000	Total '000	Group tour '000	Non-group '000	Total '000	
New Zealand	5	78	82	10	980	990	1 073
Japan	37	133	170	4	161	165	335
Hong Kong	5	14	19	1	134	135	155
Singapore	9	16	25	4	249	253	278
Malaysia	5	12	17	2	201	203	220
Indonesia	9	4	13	3	104	107	120
Taiwan	20	4	24	1	52	52	76
Thailand	4	2	6	1	75	76	82
Korea	57	11	67	2	120	122	189
China	168	14	182	9	283	292	475
India	4	6	11	1	124	125	136
Other Asia	5	3	8	2	133	135	143
USA	19	35	54	7	374	381	435
Canada	4	6	9	1	102	103	113
United Kingdom	5	56	62	3	531	534	596
Germany	3	20	23	1	130	131	154
Scandinavia	2	12	14	1	68	69	83
France	1	7	9	0	81	81	89
Italy	1	13	14	0	39	40	54
Netherlands	1	7	7	0	39	39	46
Switzerland	1	7	8	1	33	34	42
Other Europe	3	11	14	2	155	157	171
Other countries	3	24	28	6	364	370	397
Main purpose of journey (including backpackers)							
Holiday	321	389	710	24	1 716	1 740	2 450
Visiting friends & relatives	2	28	30	2	1 308	1 309	1 339
Business	31	49	80	22	789	811	891
Education	8	18	26	5	400	405	430
Employment	0	2	3	1	128	129	132
Other	10	9	19	8	193	200	220
Main purpose of journey (excluding backpackers)							
Holiday	318	363	681	20	1 330	1 350	2 031
Visiting friends & relatives	2	27	28	2	1 260	1 262	1 290
Business	31	49	80	21	774	795	875
Education	7	13	20	4	349	352	372
Employment	0	2	2	1	109	110	112
Other	9	8	18	7	174	181	199
Backpackers	5	34	39	5	538	544	583
Total	372	496	867	61	4 533	4 594	5 461

Base: All visitors aged 15 years and over.

Table 9

Visitors by country of residence and main purpose of journey
by state/territory visited^(a)

Country of residence	Year ended 30 June 2011							
	New South Wales		Victoria		Queensland		South Australia	
	'000	%	'000	%	'000	%	'000	%
New Zealand	395	14	260	15	404	20	38	10
Japan	150	5	35	2	193	10	12	3
Hong Kong	84	3	50	3	40	2	11	3
Singapore	92	3	89	5	49	2	11	3
Malaysia	45	2	92	5	43	2	12	3
Indonesia	51	2	40	2	20	1	6	2
Taiwan	46	2	23	1	42	2	4	1
Thailand	40	1	33	2	13	1	5	1
Korea	153	5	35	2	68	3	8	2
China	286	10	236	14	198	10	17	5
India	69	2	63	4	25	1	9	2
Other Asia	64	2	54	3	27	1	8	2
USA	290	10	128	7	151	8	31	8
Canada	80	3	38	2	48	2	13	4
United Kingdom	349	12	203	12	220	11	62	17
Germany	101	4	57	3	77	4	30	8
Scandinavia	51	2	30	2	42	2	7	2
France	58	2	32	2	36	2	11	3
Italy	38	1	25	1	24	1	14	4
Netherlands	30	1	21	1	22	1	9	2
Switzerland	29	1	18	1	20	1	10	3
Other Europe	109	4	67	4	75	4	22	6
Other countries	202	7	106	6	150	8	19	5
Main purpose of journey (including backpackers)								
Holiday	1 393	50	792	46	1 181	59	189	52
Visiting friends & relatives	597	21	418	24	383	19	82	22
Business	449	16	292	17	214	11	43	12
Education	216	8	149	9	118	6	31	8
Employment	60	2	40	2	37	2	11	3
Other	97	3	42	2	57	3	10	3
Main purpose of journey (excluding backpackers)								
Holiday	1 068	38	598	34	938	47	120	33
Visiting friends & relatives	562	20	399	23	360	18	77	21
Business	440	16	285	16	207	10	41	11
Education	172	6	123	7	82	4	23	6
Employment	46	2	30	2	24	1	8	2
Other	82	3	38	2	47	2	9	2
Backpackers	443	16	262	15	331	17	88	24
Total	2 812	100	1 734	100	1 989	100	365	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 stopover in more than one state or territory.

(a) Visitors who spent at least one night in the state/territory.

Continued...

Table 9 (continued)

Visitors by country of residence and main purpose of journey
by state/territory visited^(a)

Country of residence	Year ended 30 June 2011								
	Western Australia		Tasmania		Northern Territory		Australian Capital Territory		
	'000	%	'000	%	'000	%	'000	%	
New Zealand	70	10	15	10	14	5	12	8	
Japan	27	4	6	4	26	9	4	3	
Hong Kong	11	2	11	7	2	1	3	2	
Singapore	77	11	7	4	4	1	7	4	
Malaysia	63	9	6	4	3	1	3	2	
Indonesia	30	4	3	2	3	1	4	2	
Taiwan	6	1	2	2	5	2	2	1	
Thailand	14	2	3	2	3	1	2	1	
Korea	8	1	5	3	5	2	5	3	
China	15	2	8	5	3	1	18	11	
India	12	2	2	2	1	0	5	3	
Other Asia	16	2	1	1	8	3	7	4	
USA	47	6	17	12	33	11	20	12	
Canada	15	2	7	4	12	4	6	4	
United Kingdom	150	21	22	15	47	16	20	12	
Germany	31	4	7	5	36	12	8	5	
Scandinavia	13	2	3	2	13	4	6	3	
France	15	2	4	3	18	6	4	3	
Italy	7	1	2	1	14	4	1	1	
Netherlands	9	1	3	2	9	3	3	2	
Switzerland	11	2	3	2	10	3	3	2	
Other Europe	28	4	4	3	23	8	5	3	
Other countries	45	6	9	6	12	4	13	8	
Main purpose of journey (including backpackers)									
Holiday	303	42	85	57	225	74	63	39	
Visiting friends & relatives	193	27	29	19	26	9	35	22	
Business	121	17	13	9	18	6	27	17	
Education	50	7	15	10	11	4	23	15	
Employment	33	5	6	4	9	3	5	3	
Other	20	3	1	1	13	4	8	5	
Main purpose of journey (excluding backpackers)									
Holiday	225	31	58	39	139	46	37	23	
Visiting friends & relatives	185	26	25	17	21	7	33	20	
Business	117	16	12	8	17	5	26	16	
Education	43	6	10	6	4	1	18	11	
Employment	27	4	4	3	6	2	4	3	
Other	18	3	1	1	10	3	7	4	
Backpackers	105	15	40	27	107	35	37	23	
Total	720	100	150	100	302	100	161	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 stopover in more than one state or territory.

(a) Visitors who spent at least one night in the state/territory.

Table 10

Visitors by country of residence and main purpose of journey
for selected regions^(a)

Country of residence	Year ended 30 June 2011				
	Sydney '000	Melbourne '000	Brisbane '000	Gold Coast '000	Tropical North Queensland '000
New Zealand	346	236	166	182	36
Japan	142	34	26	86	98
Hong Kong	81	47	20	19	13
Singapore	88	85	32	23	1
Malaysia	42	90	18	28	3
Indonesia	50	39	13	9	2
Taiwan	44	22	29	15	6
Thailand	37	30	6	6	2
Korea	150	34	36	33	8
China	277	233	83	118	74
India	65	61	15	11	8
Other Asia	58	51	17	8	3
USA	269	118	57	27	77
Canada	71	34	26	15	21
United Kingdom	322	180	129	63	93
Germany	96	55	47	17	48
Scandinavia	49	28	24	12	22
France	57	30	19	8	20
Italy	37	24	10	4	15
Netherlands	28	18	13	5	14
Switzerland	28	16	12	7	12
Other Europe	99	62	42	21	37
Other countries	189	97	89	38	34
Main purpose of journey (including backpackers)					
Holiday	1 337	754	456	525	508
Visiting friends & relatives	523	372	209	117	57
Business	424	278	146	46	27
Education	198	143	66	41	31
Employment	52	36	19	10	12
Other	92	40	32	13	14
Main purpose of journey (excluding backpackers)					
Holiday	1 021	566	299	432	362
Visiting friends & relatives	490	354	197	110	48
Business	415	271	142	45	25
Education	157	118	46	28	12
Employment	38	26	11	6	5
Other	77	36	26	10	10
Backpackers	427	253	206	123	188
Total	2 625	1 624	928	753	649

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.

Continued...

Table 10 (continued)

Visitors by country of residence and main purpose of journey for selected regions^(a)

Country of residence	Year ended 30 June 2011				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
New Zealand	34	60	11	11	4
Japan	11	26	5	2	3
Hong Kong	10	11	9	0	1
Singapore	11	76	4	4	0
Malaysia	12	62	5	2	0
Indonesia	5	30	3	3	0
Taiwan	3	6	2	3	3
Thailand	5	13	2	2	1
Korea	7	8	3	1	3
China	17	15	7	1	0
India	8	12	1	1	0
Other Asia	7	14	1	7	1
USA	28	44	14	10	18
Canada	12	14	5	5	8
United Kingdom	56	145	15	22	25
Germany	27	29	7	18	22
Scandinavia	6	13	2	5	8
France	10	15	3	9	12
Italy	13	7	1	6	7
Netherlands	7	8	2	5	7
Switzerland	9	10	2	6	7
Other Europe	20	27	4	9	13
Other countries	17	42	7	8	4
Main purpose of journey (including backpackers)					
Holiday	172	292	73	95	123
Visiting friends & relatives	73	183	19	13	9
Business	40	115	8	13	5
Education	30	50	12	4	6
Employment	10	28	4	6	3
Other	10	19	1	8	3
Main purpose of journey (excluding backpackers)					
Holiday	109	215	49	53	67
Visiting friends & relatives	69	175	16	10	7
Business	38	112	7	13	3
Education	22	42	7	2	1
Employment	8	22	2	4	1
Other	9	17	1	7	2
Backpackers	81	103	34	51	68
Total	335	687	117	140	148

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

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

Country of residence	Year ended 30 June 2011					
	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	105	80	7	9	115	22
Japan	16	6	0	2	100	3
Hong Kong	10	13	0	3	37	3
Singapore	17	28	0	3	44	3
Malaysia	15	15	0	2	36	3
Indonesia	6	2	0	1	25	2
Taiwan	7	3	1	1	28	5
Thailand	5	5	0	0	19	3
Korea	15	2	0	1	64	6
China	27	7	1	2	203	6
India	15	3	0	2	34	2
Other Asia	17	3	0	2	33	2
USA	49	36	4	6	167	16
Canada	22	14	3	1	49	8
United Kingdom	117	80	20	8	241	34
Germany	26	33	18	2	73	11
Scandinavia	12	13	4	2	35	6
France	14	16	9	1	37	5
Italy	5	11	2	1	26	2
Netherlands	9	9	7	1	22	3
Switzerland	5	10	6	1	20	4
Other Europe	30	28	7	4	76	10
Other countries	49	19	3	6	100	12
Main purpose of journey (including backpackers)						
Holiday	217	297	74	27	911	105
Visiting friends & relatives	244	76	10	6	273	37
Business	51	31	1	16	216	7
Education	51	16	5	7	108	13
Employment	19	8	2	2	45	6
Other	11	8	2	2	32	4
Main purpose of journey (excluding backpackers)						
Holiday	148	231	39	19	666	51
Visiting friends & relatives	232	69	8	6	244	31
Business	49	30	0	15	208	6
Education	40	8	2	6	66	6
Employment	13	6	1	2	31	2
Other	8	6	1	1	24	2
Backpackers	102	89	44	12	346	74
Total	592	438	95	61	1 585	172

Base: All visitors aged 15 years and over.

Continued...

Table 11 (continued)

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

	Year ended 30 June 2011						
	Long distance coach or bus '000	Ship, boat or ferry '000	Local public transport '000	Hotel or motel shuttle/ courtesy bus '000	Charter/ tour bus '000	Four wheel drive '000	Other '000
Country of residence							
New Zealand	15	8	25	5	6	1	2
Japan	7	5	11	1	8	0	2
Hong Kong	4	1	2	1	3	1	0
Singapore	3	3	4	2	6	0	1
Malaysia	3	1	5	0	2	0	0
Indonesia	1	2	2	0	3	0	0
Taiwan	5	1	4	0	5	0	1
Thailand	2	0	2	0	1	0	0
Korea	9	2	8	0	3	0	1
China	8	2	5	3	23	0	0
India	2	1	3	0	1	0	0
Other Asia	2	1	2	0	1	0	0
USA	14	15	11	2	16	1	2
Canada	11	9	4	1	7	1	2
United Kingdom	53	35	27	3	24	4	6
Germany	25	16	6	1	16	3	3
Scandinavia	15	9	6	0	8	1	2
France	10	8	5	1	5	1	1
Italy	6	7	3	0	4	0	1
Netherlands	6	6	2	1	6	1	1
Switzerland	6	5	2	1	7	1	1
Other Europe	17	10	6	1	8	3	2
Other countries	14	5	13	1	3	0	2
Main purpose of journey (including backpackers)							
Holiday	170	110	85	19	127	14	23
Visiting friends & relatives	26	17	22	2	10	2	1
Business	6	5	10	2	8	0	2
Education	21	10	27	1	12	1	2
Employment	10	6	7	1	3	0	0
Other	6	3	5	0	3	0	1
Main purpose of journey (excluding backpackers)							
Holiday	38	46	38	16	79	7	6
Visiting friends & relatives	17	13	18	2	6	1	1
Business	4	5	9	1	7	0	2
Education	8	2	15	0	5	0	1
Employment	2	3	3	0	1	0	0
Other	3	1	2	0	2	0	0
Backpackers	167	80	71	5	64	10	20
Total	240	151	156	24	164	18	30

Base: All visitors aged 15 years and over.

Table 12

Visitor nights by country of residence and main purpose of journey by state/territory visited

Country of residence	Year ended 30 June 2011									
	New South Wales		Victoria		Queensland		South Australia		Western Australia	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	4 262	6	2 370	6	5 168	13	388	5	1 894	9
Japan	3 188	5	864	2	2 426	6	203	2	767	3
Hong Kong	2 197	3	1 093	3	659	2	282	3	523	2
Singapore	1 348	2	1 985	5	682	2	205	2	1 376	6
Malaysia	872	1	2 408	6	751	2	657	8	1 759	8
Indonesia	1 464	2	1 701	4	349	1	309	4	817	4
Taiwan	1 328	2	554	1	1 728	4	122	1	640	3
Thailand	1 595	2	1 153	3	408	1	207	2	699	3
Korea	6 382	9	1 153	3	3 008	8	430	5	453	2
China	10 781	16	7 640	19	3 515	9	1 185	14	901	4
India	3 275	5	3 770	9	804	2	473	6	667	3
Other Asia	2 652	4	2 494	6	1 031	3	512	6	1 147	5
USA	3 982	6	1 584	4	1 934	5	378	4	1 117	5
Canada	1 565	2	696	2	944	2	293	3	479	2
United Kingdom	6 764	10	3 704	9	4 776	12	984	12	3 802	17
Germany	1 897	3	911	2	2 114	5	396	5	865	4
Scandinavia	1 226	2	545	1	967	2	94	1	400	2
France	1 696	3	889	2	1 239	3	170	2	587	3
Italy	1 034	2	641	2	575	1	132	2	261	1
Netherlands	546	1	307	1	538	1	80	1	223	1
Switzerland	413	1	185	0	465	1	100	1	255	1
Other Europe	3 435	5	1 023	2	1 786	5	425	5	965	4
Other countries	5 534	8	3 409	8	3 779	10	431	5	1 667	7
Main purpose of journey (including backpackers)										
Holiday	21 002	31	9 675	24	18 465	47	2 066	24	6 808	31
Visiting friends & relatives	12 284	18	9 178	22	6 874	17	1 760	21	4 795	22
Business	4 272	6	2 933	7	1 728	4	472	6	2 078	9
Education	23 043	34	15 077	37	9 488	24	3 317	39	5 330	24
Employment	4 279	6	3 284	8	2 237	6	690	8	2 632	12
Other	2 557	4	933	2	853	2	149	2	622	3
Main purpose of journey (excluding backpackers)										
Holiday	12 775	19	5 888	14	10 227	26	1 336	16	3 902	18
Visiting friends & relatives	11 798	17	8 921	22	6 573	17	1 705	20	4 582	21
Business	4 145	6	2 769	7	1 630	4	458	5	1 996	9
Education	20 130	30	13 871	34	7 020	18	2 678	32	4 614	21
Employment	3 315	5	2 636	6	1 519	4	583	7	2 182	10
Other	1 765	3	787	2	484	1	137	2	555	2
Backpackers	13 507	20	6 207	15	12 190	31	1 558	18	4 433	20
Total	67 436	100	41 081	100	39 644	100	8 454	100	22 265	100

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Continued...

Table 12 (continued)

Visitor nights by country of residence and main purpose of journey
by state/territory visited

Country of residence	Year ended 30 June 2011							
	Tasmania		Northern Territory		Australian Capital Territory		Total nights ^(a)	
	'000	%	'000	%	'000	%	'000	%
New Zealand	220	8	333	9	184	5	14 819	8
Japan	199	7	131	4	69	2	7 846	4
Hong Kong	94	3	22	1	99	3	4 968	3
Singapore	156	5	15	0	140	4	5 907	3
Malaysia	192	7	66	2	92	3	6 797	4
Indonesia	85	3	127	3	226	6	5 078	3
Taiwan	22	1	243	7	66	2	4 703	2
Thailand	120	4	47	1	77	2	4 307	2
Korea	211	7	146	4	359	10	12 142	6
China	271	9	94	3	772	21	25 157	13
India	80	3	30	1	125	3	9 224	5
Other Asia	57	2	274	7	285	8	8 452	4
USA	229	8	230	6	263	7	9 718	5
Canada	65	2	298	8	53	1	4 393	2
United Kingdom	322	11	504	14	215	6	21 072	11
Germany	82	3	312	8	21	1	6 598	3
Scandinavia	149	5	77	2	24	1	3 482	2
France	78	3	178	5	72	2	4 910	3
Italy	20	1	70	2	4	0	2 738	1
Netherlands	29	1	146	4	16	0	1 886	1
Switzerland	30	1	82	2	12	0	1 543	1
Other Europe	49	2	184	5	176	5	8 043	4
Other countries	144	5	120	3	286	8	15 370	8
Main purpose of journey (including backpackers)								
Holiday	1 078	37	1 972	53	518	14	61 584	33
Visiting friends & relatives	458	16	566	15	398	11	36 312	19
Business	117	4	184	5	287	8	12 071	6
Education	1 019	35	308	8	1 982	55	59 563	31
Employment	191	7	420	11	292	8	14 024	7
Other	43	1	281	8	158	4	5 595	3
Main purpose of journey (excluding backpackers)								
Holiday	619	21	884	24	254	7	35 885	19
Visiting friends & relatives	411	14	523	14	373	10	34 887	18
Business	109	4	177	5	279	8	11 563	6
Education	849	29	253	7	1 765	49	51 180	27
Employment	170	6	357	10	289	8	11 052	6
Other	16	1	193	5	85	2	4 020	2
Backpackers	732	25	1 346	36	590	16	40 563	21
Total	2 905	100	3 731	100	3 635	100	189 150	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 (Tables 1 and 5) because nights spent in transit are excluded.

Table 13

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

	Year ended 30 June 2011				
	Sydney '000	Melbourne '000	Brisbane '000	Gold Coast '000	Tropical North Queensland '000
Country of residence					
New Zealand	3 194	1 998	1 435	1 753	476
Japan	2 938	745	703	896	623
Hong Kong	2 011	934	379	137	69
Singapore	1 099	1 829	460	113	7
Malaysia	765	2 208	500	161	19
Indonesia	1 339	1 640	251	50	35
Taiwan	1 132	415	1 219	90	82
Thailand	1 339	1 009	143	163	69
Korea	5 930	1 035	1 682	466	206
China	9 687	7 484	2 410	763	191
India	3 108	3 689	596	129	24
Other Asia	2 279	2 284	674	130	47
USA	2 987	1 347	568	389	518
Canada	1 122	572	276	190	192
United Kingdom	5 091	2 785	1 527	706	940
Germany	1 416	746	605	137	610
Scandinavia	920	425	312	120	207
France	1 379	606	423	102	284
Italy	880	496	182	69	132
Netherlands	373	223	116	23	172
Switzerland	291	139	95	80	150
Other Europe	2 733	801	751	235	352
Other countries	4 649	2 969	1 980	819	320
Main purpose of journey (including backpackers)					
Holiday	16 949	7 885	5 669	3 762	3 950
Visiting friends & relatives	10 053	7 687	3 298	1 383	563
Business	3 897	2 638	987	229	187
Education	20 270	14 417	6 092	1 902	416
Employment	3 261	2 899	928	291	425
Other	2 230	854	312	156	183
Main purpose of journey (excluding backpackers)					
Holiday	10 759	4 890	3 029	2 894	2 122
Visiting friends & relatives	9 694	7 500	3 219	1 332	507
Business	3 786	2 517	955	227	162
Education	17 839	13 291	4 657	1 510	162
Employment	2 475	2 343	754	163	242
Other	1 546	737	164	136	77
Backpackers	10 562	5 101	4 509	1 461	2 452
Total	56 660	36 380	17 286	7 723	5 723

Base: All visitors aged 15 years and over.

Continued...

Table 13 (continued)

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

	Year ended 30 June 2011				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
Country of residence					
New Zealand	256	1 002	94	167	113
Japan	188	562	172	20	7
Hong Kong	276	504	60	3	14
Singapore	193	1 293	72	12	1
Malaysia	647	1 693	62	50	0
Indonesia	304	716	57	124	1
Taiwan	119	382	14	188	17
Thailand	188	480	114	40	3
Korea	371	366	118	57	59
China	1 183	842	200	88	1
India	444	584	25	16	12
Other Asia	495	951	32	142	31
USA	317	883	165	62	103
Canada	247	360	32	226	42
United Kingdom	714	3 143	112	279	91
Germany	279	517	35	103	81
Scandinavia	73	290	71	29	22
France	112	361	44	58	53
Italy	107	197	5	25	11
Netherlands	58	110	11	27	24
Switzerland	76	164	5	32	24
Other Europe	327	767	25	79	39
Other countries	386	1 348	95	78	14
Main purpose of journey (including backpackers)					
Holiday	1 508	4 739	586	823	457
Visiting friends & relatives	1 464	3 908	233	379	73
Business	396	1 513	65	88	28
Education	3 273	5 228	619	231	54
Employment	594	1 585	105	212	109
Other	127	543	10	170	39
Main purpose of journey (excluding backpackers)					
Holiday	979	2 828	361	325	190
Visiting friends & relatives	1 416	3 749	207	360	65
Business	384	1 479	63	86	26
Education	2 660	4 550	481	206	40
Employment	512	1 263	89	176	97
Other	116	518	8	155	28
Backpackers	1 295	3 129	409	596	316
Total	7 362	17 516	1 619	1 903	761

Base: All visitors aged 15 years and over.

Table 14

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

Country of residence	Year ended 30 June 2011					
	Hotel, resort, motel, motor inn '000	Backpacker hostel '000	Rented house/ apartment/ flat/unit '000	Home of friend or relative '000	Caravan park/ commercial camping ground '000	Caravan/ camping by the side of the road '000
New Zealand	3 157	316	3 319	6 439	321	38
Japan	1 102	613	3 623	734	36	31
Hong Kong	537	204	2 035	1 161	37	12
Singapore	1 145	136	2 330	1 300	9	3
Malaysia	686	109	2 937	2 071	13	1
Indonesia	526	33	2 466	1 460	17	1
Taiwan	296	547	2 486	593	132	7
Thailand	380	31	2 059	1 223	30	8
Korea	541	674	8 252	1 205	119	9
China	1 996	134	14 148	5 643	2	2
India	1 031	6	4 134	3 500	4	0
Other Asia	375	45	3 493	3 570	12	1
USA	2 546	599	2 216	2 884	87	58
Canada	614	479	1 229	1 567	76	50
United Kingdom	2 873	3 287	4 110	8 894	558	189
Germany	792	1 784	1 122	1 226	572	194
Scandinavia	508	712	901	640	141	32
France	309	933	1 419	951	392	189
Italy	389	293	1 086	666	70	17
Netherlands	244	418	356	448	216	74
Switzerland	296	266	192	249	147	57
Other Europe	1 116	920	2 678	2 163	220	46
Other countries	1 289	667	5 552	5 938	108	19
Main purpose of journey (including backpackers)						
Holiday	11 473	10 448	15 768	15 931	2 575	858
Visiting friends & relatives	2 078	403	2 020	30 436	317	53
Business	6 201	107	2 895	1 264	29	15
Education	1 139	1 043	40 061	4 535	106	47
Employment	1 102	836	8 778	1 493	193	40
Other	756	369	2 622	866	101	24
Main purpose of journey (excluding backpackers)						
Holiday	10 522	na	8 575	12 944	1 187	249
Visiting friends & relatives	1 996	na	1 921	29 681	279	28
Business	6 089	na	2 747	1 216	24	6
Education	976	na	35 172	4 316	39	10
Employment	1 022	na	7 403	1 169	144	12
Other	730	na	1 733	726	42	13
Backpackers	1 413	13 206	14 593	4 473	1 605	720
Total	22 749	13 206	72 144	54 525	3 320	1 037

Base: All visitors aged 15 years and over.
na Not applicable.

Continued...

Table 14 (continued)

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

Country of residence	Year ended 30 June 2011					Total nights ^(a) '000
	Guest house, bed and breakfast '000	Boat, houseboat, cabin cruiser or cruise ship '000	Educational institution '000	Homestay '000	Other '000	
New Zealand	44	83	195	22	628	14 819
Japan	48	3	244	1 251	106	7 846
Hong Kong	9	0	313	484	77	4 968
Singapore	39	8	416	189	213	5 907
Malaysia	8	9	513	187	77	6 797
Indonesia	11	14	170	231	65	5 078
Taiwan	11	0	107	337	182	4 703
Thailand	15	15	123	291	117	4 307
Korea	101	1	268	834	101	12 142
China	17	3	675	1 424	82	25 157
India	34	10	320	99	79	9 224
Other Asia	11	19	375	284	179	8 452
USA	67	56	850	87	224	9 718
Canada	21	13	183	34	107	4 393
United Kingdom	173	109	173	107	355	21 072
Germany	42	42	158	428	225	6 598
Scandinavia	25	19	191	72	181	3 482
France	53	13	155	325	165	4 910
Italy	14	6	75	81	42	2 738
Netherlands	17	29	21	17	44	1 886
Switzerland	28	7	9	276	5	1 543
Other Europe	66	46	298	344	128	8 043
Other countries	73	35	590	747	228	15 370
Main purpose of journey (including backpackers)						
Holiday	549	275	191	1 796	1 301	61 584
Visiting friends & relatives	136	17	27	72	101	36 312
Business	42	100	108	123	788	12 071
Education	95	15	5 785	5 812	279	59 563
Employment	62	120	87	213	909	14 024
Other	43	14	227	135	232	5 595
Main purpose of journey (excluding backpackers)						
Holiday	380	153	139	773	546	35 885
Visiting friends & relatives	130	10	24	69	96	34 887
Business	41	97	88	91	763	11 563
Education	72	3	4 640	5 081	239	51 180
Employment	29	112	49	155	765	11 052
Other	28	11	196	107	228	4 020
Backpackers	245	154	1 289	1 875	974	40 563
Total	926	540	6 425	8 150	3 611	189 150

Base: All visitors aged 15 years and over.

(a) Total nights in accommodation are less than visitor nights in Australia (Tables 1 and 5) because nights spent in transit are excluded.

Table 15

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

Country of residence	Year ended 30 June 2011								Number of package tour visitors '000
	Package tour ^(a)		Other pre-payments		Expenditure within Australia		Total	Average	
	Total \$million	Average \$	Total \$million	Average \$	Total \$million	Average \$			
New Zealand	103	1 245	7	88	74	898	184	2 231	82
Japan	489	2 872	13	76	137	802	639	3 751	170
Hong Kong	39	1 982	2	115	26	1 346	67	3 444	19
Singapore	44	1 779	2	98	18	733	65	2 610	25
Malaysia	25	1 466	2	138	13	778	41	2 381	17
Indonesia	32	2 399	2	150	12	878	46	3 426	13
Taiwan	46	1 905	0	21	22	900	68	2 826	24
Thailand	17	2 672	1	206	9	1 378	27	4 256	6
Korea	165	2 453	0	2	46	691	211	3 145	67
China	461	2 530	6	35	200	1 095	667	3 661	182
India	41	3 906	2	150	13	1 269	56	5 325	11
Other Asia	21	2 640	1	65	6	764	28	3 469	8
USA	295	5 485	6	119	64	1 195	365	6 799	54
Canada	60	6 538	5	497	11	1 242	76	8 277	9
United Kingdom	293	4 744	14	227	103	1 669	410	6 641	62
Germany	102	4 436	3	133	55	2 392	161	6 962	23
Scandinavia	90	6 619	2	123	27	1 968	119	8 709	14
France	46	5 390	1	118	14	1 674	61	7 182	9
Italy	112	7 795	1	36	19	1 335	132	9 166	14
Netherlands	41	5 558	1	118	17	2 347	60	8 023	7
Switzerland	46	5 855	4	548	27	3 468	77	9 871	8
Other Europe	80	5 640	3	181	36	2 537	119	8 359	14
Other countries	98	3 578	5	183	50	1 831	154	5 593	28
Main purpose of journey (including backpackers)									
Holiday	2 210	3 114	52	73	758	1 068	3 020	4 254	710
Visiting friends & relatives	92	3 121	4	133	38	1 304	135	4 559	30
Business	222	2 771	12	153	88	1 093	322	4 017	80
Education	155	6 007	15	578	92	3 546	262	10 131	26
Employment	5	1 926	0	62	11	4 110	17	6 098	3
Other	63	3 258	1	50	14	742	78	4 050	19
Main purpose of journey (excluding backpackers)									
Holiday	2 094	3 077	47	68	666	979	2 808	4 124	681
Visiting friends & relatives	86	3 069	4	139	35	1 243	125	4 451	28
Business	222	2 779	12	153	87	1 094	321	4 025	80
Education	110	5 605	12	622	63	3 200	185	9 427	20
Employment	4	1 602	0	72	6	2 741	10	4 415	2
Other	57	3 207	1	49	9	504	67	3 760	18
Backpackers	175	4 460	8	201	135	3 434	318	8 094	39
Total	2 748	3 168	84	97	1 002	1 155	3 833	4 419	867

Base: All visitors aged 15 years and over.

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

Table 16

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

Country of residence	Year ended 30 June 2011								Number of non-package tour visitors '000
	Pre-paid international airfares ^(a)		Other pre-payments		Expenditure within Australia		Total		
	Total	Average	Total	Average	Total	Average	Total	Average	
	\$million	\$	\$million	\$	\$million	\$	\$million	\$	
New Zealand	476	480	170	172	1 320	1 333	1 966	1 985	990
Japan	230	1 401	95	577	460	2 793	785	4 771	165
Hong Kong	153	1 130	117	862	483	3 568	752	5 559	135
Singapore	224	886	200	793	773	3 061	1 198	4 740	253
Malaysia	148	730	225	1 105	641	3 154	1 014	4 990	203
Indonesia	97	908	89	834	423	3 965	609	5 707	107
Taiwan	56	1 071	30	567	272	5 200	358	6 838	52
Thailand	70	927	76	1 011	342	4 514	488	6 451	76
Korea	140	1 148	112	920	827	6 785	1 079	8 852	122
China	311	1 064	255	874	2 338	7 995	2 905	9 933	292
India	148	1 184	81	644	614	4 907	843	6 735	125
Other Asia	137	1 013	122	900	535	3 959	793	5 872	135
USA	719	1 889	164	430	918	2 410	1 801	4 729	381
Canada	208	2 011	44	423	363	3 504	614	5 938	103
United Kingdom	1 005	1 883	145	272	1 463	2 740	2 613	4 895	534
Germany	260	1 988	56	427	405	3 092	722	5 508	131
Scandinavia	141	2 043	25	359	263	3 819	429	6 221	69
France	145	1 792	33	410	309	3 826	487	6 027	81
Italy	72	1 825	12	315	162	4 082	246	6 222	40
Netherlands	78	2 004	18	454	125	3 205	221	5 663	39
Switzerland	84	2 474	35	1 034	120	3 527	240	7 035	34
Other Europe	285	1 815	50	321	630	4 015	965	6 151	157
Other countries	513	1 386	149	403	1 088	2 942	1 750	4 730	370
Main purpose of journey (including backpackers)									
Holiday	2 135	1 227	599	344	4 401	2 529	7 135	4 100	1 740
Visiting friends & relatives	1 517	1 158	145	111	1 977	1 510	3 639	2 779	1 309
Business	1 284	1 584	238	293	1 892	2 333	3 414	4 210	811
Education	384	950	1 265	3 127	5 176	12 794	6 825	16 871	405
Employment	128	995	24	184	1 048	8 135	1 200	9 315	129
Other	253	1 264	32	162	380	1 899	666	3 325	200
Main purpose of journey (excluding backpackers)									
Holiday	1 568	1 161	494	366	2 766	2 049	4 828	3 576	1 350
Visiting friends & relatives	1 449	1 148	139	110	1 864	1 476	3 452	2 735	1 262
Business	1 265	1 590	231	291	1 854	2 331	3 350	4 212	795
Education	314	890	1 087	3 085	4 617	13 101	6 017	17 076	352
Employment	101	920	18	162	874	7 965	992	9 046	110
Other	231	1 277	30	167	291	1 607	552	3 051	181
Backpackers	775	1 425	304	559	2 609	4 800	3 688	6 784	544
Total	5 702	1 241	2 303	501	14 874	3 238	22 879	4 980	4 594

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 30 June 2011						
	Package tour \$	Pre-paid international airfares \$	Organised tours \$	International airfares		Other transport fares \$	Self-drive cars, rent-a-cars, campervans \$
				bought in Australia \$	Domestic airfares \$		
New Zealand	96	443	24	31	16	58	48
Japan	1 461	688	165	63	35	65	22
Hong Kong	250	988	82	57	40	123	63
Singapore	160	806	37	34	32	93	64
Malaysia	114	674	34	51	30	91	40
Indonesia	268	807	21	83	36	143	36
Taiwan	597	735	123	111	81	141	14
Thailand	207	856	40	93	64	193	52
Korea	871	741	92	129	58	195	25
China	971	656	93	217	39	122	11
India	304	1 092	45	144	37	201	31
Other Asia	149	956	18	148	29	142	34
USA	678	1 656	142	64	81	96	63
Canada	531	1 848	226	79	147	139	116
United Kingdom	492	1 688	164	65	88	121	103
Germany	664	1 691	280	42	122	138	257
Scandinavia	1 095	1 705	232	159	99	143	117
France	515	1 621	146	105	133	168	174
Italy	2 083	1 337	141	104	106	176	124
Netherlands	889	1 683	287	43	101	119	271
Switzerland	1 094	2 011	585	35	150	164	420
Other Europe	469	1 664	187	101	110	173	145
Other countries	248	1 290	56	83	58	121	52
Main purpose of journey (including backpackers)							
Holiday	902	872	170	37	63	92	94
Visiting friends & relatives	69	1 133	40	32	39	55	41
Business	250	1 441	22	41	46	120	58
Education	360	893	104	474	86	358	40
Employment	41	974	112	407	123	240	83
Other	286	1 153	34	64	35	87	38
Main purpose of journey (excluding backpackers)							
Holiday	1 031	772	122	24	36	65	82
Visiting friends & relatives	67	1 123	33	32	34	52	40
Business	253	1 446	19	41	43	120	58
Education	296	843	53	506	56	358	30
Employment	33	901	39	436	92	209	85
Other	286	1 164	22	58	23	65	31
Backpackers	301	1 329	380	116	198	238	133
Total	503	1 044	102	81	56	112	68

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 30 June 2011						
	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	32	69	210	278	723	15	45
Japan	11	67	292	359	858	18	31
Hong Kong	46	185	245	430	1 528	21	65
Singapore	42	134	249	383	1 385	44	47
Malaysia	45	184	243	427	1 325	70	60
Indonesia	60	191	291	482	1 723	45	56
Taiwan	42	152	308	461	1 870	10	61
Thailand	58	233	306	539	2 175	22	85
Korea	71	240	386	626	2 373	80	54
China	50	256	682	939	1 840	60	75
India	74	225	230	455	2 264	17	66
Other Asia	67	247	342	589	1 524	26	57
USA	41	87	179	266	1 428	12	66
Canada	78	121	229	350	1 925	14	95
United Kingdom	74	145	141	286	1 648	14	98
Germany	169	106	134	240	1 691	3	81
Scandinavia	86	162	213	374	1 819	6	117
France	179	180	174	354	1 998	10	91
Italy	115	162	185	347	1 966	11	92
Netherlands	179	141	143	284	1 776	7	76
Switzerland	173	116	258	374	1 942	3	120
Other Europe	116	197	222	419	2 319	24	99
Other countries	57	164	326	489	1 427	16	65
Main purpose of journey (including backpackers)							
Holiday	61	87	298	385	1 134	24	71
Visiting friends & relatives	38	119	262	381	688	23	41
Business	27	67	221	288	1 450	19	25
Education	143	617	312	929	5 070	50	190
Employment	210	531	264	795	4 583	63	154
Other	39	109	156	264	999	11	29
Main purpose of journey (excluding backpackers)							
Holiday	43	64	324	388	905	25	60
Visiting friends & relatives	37	120	264	384	667	23	38
Business	27	67	222	288	1 450	20	24
Education	148	642	324	966	5 092	56	185
Employment	216	528	261	789	4 367	60	141
Other	27	91	155	245	815	10	22
Backpackers	137	227	184	411	2 542	23	134
Total	59	145	271	416	1 464	26	66

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 30 June 2011					Total excluding package tours and pre-paid international airfares	Total visitors '000
	Motor vehicles	Education fees	Phone, internet, fax and/or postage	Other ^(b)	Total		
	\$	\$	\$	\$	\$		
New Zealand	82	39	20	54	2 004	1 465	1 073
Japan	37	377	27	35	4 252	2 103	335
Hong Kong	116	1 327	67	91	5 293	4 056	155
Singapore	140	1 152	45	82	4 548	3 582	278
Malaysia	112	1 585	59	70	4 787	3 999	220
Indonesia	109	1 426	76	80	5 451	4 376	120
Taiwan	56	1 101	82	97	5 580	4 247	76
Thailand	107	1 602	108	81	6 282	5 220	82
Korea	127	1 198	100	86	6 826	5 215	189
China	339	1 933	86	93	7 526	5 899	475
India	190	1 508	104	93	6 625	5 229	136
Other Asia	220	1 584	103	91	5 737	4 632	143
USA	39	245	45	63	4 985	2 651	435
Canada	47	406	54	71	6 128	3 749	113
United Kingdom	90	36	48	59	5 076	2 897	596
Germany	70	167	53	56	5 725	3 370	154
Scandinavia	76	445	74	87	6 632	3 833	83
France	183	313	69	77	6 138	4 002	89
Italy	105	168	92	42	7 009	3 589	54
Netherlands	70	145	49	61	6 041	3 468	46
Switzerland	25	341	51	76	7 565	4 459	42
Other Europe	110	252	76	70	6 335	4 201	171
Other countries	93	571	69	95	4 790	3 252	397
Main purpose of journey (including backpackers)							
Holiday	56	119	33	32	4 145	2 371	2 450
Visiting friends & relatives	62	120	21	35	2 819	1 617	1 339
Business	141	67	45	153	4 193	2 502	891
Education	366	6 947	267	190	16 466	15 213	430
Employment	797	236	235	192	9 247	8 232	132
Other	74	162	43	70	3 388	1 949	220
Main purpose of journey (excluding backpackers)							
Holiday	42	114	21	28	3 760	1 957	2 031
Visiting friends & relatives	63	124	20	35	2 772	1 582	1 290
Business	143	68	44	150	4 195	2 497	875
Education	404	7 205	276	200	16 673	15 534	372
Employment	884	259	240	200	8 951	8 017	112
Other	66	171	36	72	3 114	1 665	199
Backpackers	119	642	104	66	6 872	5 242	583
Total	115	653	56	70	4 891	3 344	5 461

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 30 June 2011					
	Package tour	Pre-paid international airfares	Organised tours	International airfares bought in Australia	Domestic airfares	Other transport fares
	\$	\$	\$	\$	\$	\$
New Zealand	1 245	480	271	444	273	84
Japan	2 872	1 401	352	829	463	113
Hong Kong	1 982	1 130	403	840	315	170
Singapore	1 779	886	232	856	356	129
Malaysia	1 466	730	219	577	224	125
Indonesia	2 399	908	227	776	299	188
Taiwan	1 905	1 071	465	915	430	229
Thailand	2 672	927	227	800	413	258
Korea	2 453	1 148	296	962	333	323
China	2 530	1 064	497	1 121	354	267
India	3 906	1 184	346	1 206	317	284
Other Asia	2 640	1 013	238	1 093	286	227
USA	5 485	1 889	489	1 083	409	125
Canada	6 538	2 011	692	1 049	492	169
United Kingdom	4 744	1 883	554	973	359	151
Germany	4 436	1 988	680	754	398	173
Scandinavia	6 619	2 043	645	1 215	404	173
France	5 390	1 792	509	828	428	202
Italy	7 795	1 825	463	1 135	466	224
Netherlands	5 558	2 004	671	661	344	150
Switzerland	5 855	2 474	1 264	786	456	190
Other Europe	5 640	1 815	571	1 095	371	222
Other countries	3 578	1 386	489	1 146	375	169
Main purpose of journey (including backpackers)						
Holiday	3 114	1 227	496	691	362	134
Visiting friends & relatives	3 121	1 158	343	699	303	89
Business	2 771	1 584	266	1 057	478	159
Education	6 007	950	502	1 083	373	398
Employment	1 926	995	743	1 010	457	310
Other	3 258	1 264	355	862	397	137
Main purpose of journey (excluding backpackers)						
Holiday	3 077	1 161	405	689	337	102
Visiting friends & relatives	3 069	1 148	315	707	299	86
Business	2 779	1 590	251	1 080	476	159
Education	5 605	890	353	1 098	328	403
Employment	1 602	920	408	1 059	465	281
Other	3 207	1 277	277	876	364	107
Backpackers	4 460	1 425	727	733	399	252
Total	3 168	1 241	464	910	368	160

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.

Continued...

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 30 June 2011					
	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	297	113	174	295	345	755
Japan	390	154	206	315	379	892
Hong Kong	383	190	498	329	517	1 605
Singapore	310	153	381	312	437	1 430
Malaysia	238	165	411	289	470	1 380
Indonesia	539	311	492	339	529	1 862
Taiwan	219	295	392	359	491	2 091
Thailand	431	268	602	374	623	2 394
Korea	559	598	706	453	677	2 577
China	309	452	843	817	1 064	2 294
India	395	464	624	306	556	2 734
Other Asia	638	418	615	442	698	1 879
USA	435	181	224	237	319	1 476
Canada	576	235	243	282	390	1 980
United Kingdom	488	199	265	191	330	1 688
Germany	850	384	218	176	277	1 731
Scandinavia	631	269	292	291	419	1 886
France	649	425	391	244	425	2 058
Italy	662	313	395	235	408	2 040
Netherlands	883	383	261	189	327	1 809
Switzerland	1 273	390	222	320	428	1 956
Other Europe	648	332	374	284	466	2 398
Other countries	441	255	394	426	574	1 606
Main purpose of journey (including backpackers)						
Holiday	472	218	220	354	423	1 192
Visiting friends & relatives	390	134	275	339	444	774
Business	565	203	255	321	381	1 546
Education	381	565	838	416	1 003	5 158
Employment	560	537	856	409	952	4 780
Other	511	344	365	259	389	1 125
Main purpose of journey (excluding backpackers)						
Holiday	446	162	183	378	427	961
Visiting friends & relatives	391	131	278	342	448	753
Business	569	203	257	324	383	1 548
Education	371	632	884	439	1 050	5 194
Employment	641	561	886	410	957	4 588
Other	501	289	330	258	366	930
Backpackers	519	384	371	237	453	2 552
Total	466	235	353	348	482	1 567

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.

Continued...

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 30 June 2011					
	Horse racing and gambling \$	Entertainment \$	Motor vehicles \$	Education fees \$	Phone, internet, fax and/or postage \$	Other ^(b) \$
New Zealand	97	119	11 653	3 727	64	403
Japan	218	85	5 918	5 961	109	317
Hong Kong	193	166	13 369	11 797	133	467
Singapore	414	135	14 974	13 473	107	514
Malaysia	644	145	9 336	12 751	144	481
Indonesia	503	161	6 342	9 761	150	392
Taiwan	80	152	3 442	8 912	166	604
Thailand	219	211	6 976	9 708	206	475
Korea	590	157	4 604	6 974	270	407
China	453	230	19 662	13 114	232	671
India	206	159	7 214	13 335	215	455
Other Asia	334	175	7 746	11 447	242	479
USA	139	139	8 258	8 256	86	306
Canada	143	159	2 734	9 547	97	233
United Kingdom	126	166	6 014	2 935	95	221
Germany	75	134	2 415	4 738	84	190
Scandinavia	111	184	6 229	8 306	108	258
France	171	155	3 416	6 329	113	272
Italy	157	185	3 681	3 308	158	191
Netherlands	112	129	2 849	5 270	85	176
Switzerland	62	193	3 004	3 746	83	208
Other Europe	290	162	3 117	4 870	127	225
Other countries	203	168	6 603	7 767	139	451
Main purpose of journey (including backpackers)						
Holiday	194	142	4 349	4 937	76	185
Visiting friends & relatives	195	109	12 278	7 547	71	250
Business	325	118	24 568	5 935	99	744
Education	492	264	7 590	11 616	319	450
Employment	414	271	8 307	3 535	316	451
Other	227	126	5 922	4 754	110	488
Main purpose of journey (excluding backpackers)						
Holiday	193	132	8 304	6 124	56	219
Visiting friends & relatives	201	104	13 424	7 833	71	254
Business	331	118	25 070	5 964	100	754
Education	563	264	8 001	11 866	331	480
Employment	480	270	9 348	3 888	331	499
Other	214	114	9 242	5 068	99	595
Backpackers	183	184	2 537	6 703	138	170
Total	236	153	7 847	9 801	126	361

Base: All visitors aged 15 years and over.

- (a) Average expenditure data in this table are different from those presented in Table 17 as, in this table, average expenditure per international visitor is calculated by dividing expenditure only by the number of international visitors who had expenditure on that item, rather than by all international visitors.
- (b) Includes convention registration fees, medical expenses and other expenses not specified elsewhere.

Table 19

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

Country of residence	Year ended 30 June 2011						
	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	38	918	24	71	191	982	1 868
Japan	27	2 574	95	135	450	2 308	4 954
Hong Kong	10	653	67	62	599	2 517	6 333
Singapore	12	322	26	48	381	1 569	3 884
Malaysia	13	380	29	40	316	1 101	3 042
Indonesia	2	222	89	22	819	4 245	8 966
Taiwan	14	2 135	148	98	558	3 614	6 802
Thailand	5	310	65	28	440	2 208	5 833
Korea	28	3 719	133	226	778	4 071	8 090
China	12	897	76	92	740	2 758	7 754
India	2	173	110	28	1 005	3 156	17 827
Other Asia	3	219	81	23	452	2 732	8 334
USA	50	2 313	46	232	296	1 841	4 636
Canada	23	1 688	74	139	401	2 942	6 093
United Kingdom	107	7 215	68	544	367	2 868	5 104
Germany	56	3 815	68	264	311	2 228	4 717
Scandinavia	27	1 772	66	144	431	2 630	5 369
France	36	2 833	79	188	392	2 489	5 261
Italy	11	1 088	102	69	470	3 608	6 521
Netherlands	14	995	70	78	336	2 746	5 443
Switzerland	14	768	54	81	401	2 397	5 724
Other Europe	45	3 251	73	268	488	3 232	6 026
Other countries	35	2 303	65	176	464	2 464	4 993
Main purpose of journey							
Holiday	419	25 699	61	1 836	367	2 240	4 380
Visiting friends & relatives	49	1 426	29	124	315	1 248	2 540
Business	16	508	32	45	261	1 424	2 800
Education	58	8 383	144	768	692	4 930	13 168
Employment	20	2 972	152	185	831	5 817	9 457
Other	21	1 575	75	98	444	2 727	4 633
Total	583	40 563	70	3 056	411	2 542	5 242

Base: Visitors aged 15 years and over.

(a) Total nights are less than backpacker visitor nights in Australia (Tables 1 and 5) because nights spent in transit are excluded.

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

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

Table 20

Backpacker visitors by state/territory visited, year ended 30 June 2007 – 2011

State/territory visited	Year ended 30 June									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	429	77	445	79	441	79	458	79	443	76
Victoria	259	47	253	45	254	45	259	44	262	45
Queensland	352	63	360	64	363	65	368	63	331	57
South Australia	103	19	91	16	93	17	99	17	88	15
Western Australia	104	19	103	18	107	19	97	17	105	18
Tasmania	40	7	44	8	42	7	36	6	40	7
Northern Territory	124	22	112	20	120	21	121	21	107	18
Australian Capital Territory	37	7	36	6	39	7	36	6	37	6
Total^(a)	556	100	564	100	560	100	583	100	583	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 stopover in more than one state or territory.

Table 21

Backpacker visitor nights^(a) by state/territory visited, year ended 30 June 2007 – 2011

State/territory visited	Year ended 30 June									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	12 569	31	12 355	31	13 361	31	13 655	32	13 507	33
Victoria	6 137	15	6 019	15	6 561	15	6 514	15	6 207	15
Queensland	12 570	31	12 573	32	14 021	32	13 688	32	12 190	30
South Australia	1 553	4	1 610	4	1 693	4	1 749	4	1 558	4
Western Australia	4 519	11	4 449	11	5 002	11	4 129	10	4 433	11
Tasmania	788	2	819	2	775	2	684	2	732	2
Northern Territory	1 315	3	1 209	3	1 473	3	1 651	4	1 346	3
Australian Capital Territory	471	1	414	1	683	2	664	2	590	1
Total^(a)	39 922	100	39 449	100	43 570	100	42 734	100	40 563	100

Base: Visitors aged 15 years and over.

(a) Total nights are less than backpacker visitor nights in Australia (Tables 1 and 5) because nights spent in transit are excluded.

Table 22

Total Inbound Economic Value (TIEV) by country of residence

Country of residence	Year ended 30 June 2011		
	Spend in Australia \$ million	Total trip expenditure \$ million	Total Inbound Economic Value (TIEV) ^(a) \$ million
New Zealand	1 572	2 150	2 031
Japan	704	1 424	1 118
Hong Kong	628	819	721
Singapore	995	1 263	1 108
Malaysia	882	1 055	963
Indonesia	526	655	605
Taiwan	324	426	374
Thailand	428	515	486
Korea, South	973	1 269	1 130
China	2 799	3 572	3 383
India	710	900	945
Other Asia	675	842	871
USA	1 152	2 166	1 750
Canada	422	690	609
United Kingdom	1 725	3 023	2 751
Germany	519	882	720
Scandinavia	317	548	461
France	358	549	465
Italy	194	378	317
Netherlands	161	280	237
Switzerland	187	318	256
Other Europe	719	1 084	963
Other countries	1 293	1 904	1 780
Total	18 262	26 712	24 043

Source: Tourism Research Australia (TRA)

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

Note: The historical estimates for Total Inbound Economic Value (TIEV) have been substantially revised. The revisions reflect changes to the methodology for calculating tourism consumption in the annual Tourism Satellite Account (TSA) series in which the Australian Bureau of Statistics (ABS) measures the contribution of the tourism industry to the Australian economy. These revisions led to large downward revisions to estimates for international tourism consumption, which the Tourism Forecasting Committee uses to benchmark the estimates for TIEV.

Table 23

**Total Inbound Economic Value (TIEV)^(a) by country of residence,
year ended 30 June 2007 – 2011**

Country of residence	Year ended 30 June									
	2007		2008		2009		2010		2011	
	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change
New Zealand	1 986	3	2 036	2	1 883	-8	1 878	0	2 031	8
Japan	1 662	-20	1 419	-15	1 387	-2	1 137	-18	1 118	-2
Hong Kong	582	4	581	0	644	11	647	1	721	11
Singapore	878	16	926	5	915	-1	978	7	1 108	13
Malaysia	662	13	789	19	845	7	891	6	963	8
Indonesia	390	1	464	19	446	-4	517	16	605	17
Taiwan	299	-2	312	5	381	22	382	0	374	-2
Thailand	313	4	359	15	405	13	387	-4	486	25
Korea, South	1 252	26	1 144	-9	1 105	-3	1 041	-6	1 130	9
China	1 693	19	2 011	19	2 378	18	2 812	18	3 383	20
India	423	21	649	53	733	13	745	2	945	27
Other Asia	453	25	616	36	717	16	833	16	871	5
USA	1 883	-1	1 980	5	1 899	-4	1 784	-6	1 750	-2
Canada	589	7	637	8	680	7	604	-11	609	1
United Kingdom	3 491	13	3 240	-7	3 127	-3	2 875	-8	2 751	-4
Germany	776	7	826	6	892	8	796	-11	720	-10
Scandinavia	437	0	464	6	480	4	475	-1	461	-3
France	371	47	399	8	473	19	477	1	465	-2
Italy	285	20	284	0	357	26	298	-16	317	6
Netherlands	249	6	279	12	281	1	271	-3	237	-13
Switzerland	268	9	264	-2	260	-2	262	1	256	-2
Other Europe	965	7	1 122	16	1 170	4	1 040	-11	963	-7
Other countries	1 291	14	1 578	22	1 851	17	1 695	-8	1 780	5
Total	21 199	7	22 380	6	23 309	4	22 826	-2	24 043	5

Source: Tourism Research Australia (TRA)

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

Note: The historical estimates for Total Inbound Economic Value (TIEV) have been substantially revised. The revisions reflect changes to the methodology for calculating tourism consumption in the annual Tourism Satellite Account (TSA) series in which the Australian Bureau of Statistics (ABS) measures the contribution of the tourism industry to the Australian economy. These revisions led to large downward revisions to estimates for international tourism consumption, which the Tourism Forecasting Committee uses to benchmark the estimates for TIEV.

Table 24

Modelled international visitor expenditure^(a) in each state/territory

State/territory visited	Year ended 30 June 2011						
	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							
New South Wales	6 182	36	2 839	67 436	2 177	92	24
Victoria	4 085	24	1 741	41 081	2 347	99	24
Queensland	3 355	20	1 995	39 644	1 681	85	20
South Australia	725	4	365	8 454	1 986	86	23
Western Australia	1 941	11	721	22 265	2 693	87	31
Tasmania	248	1	150	2 905	1 654	85	19
Northern Territory	308	2	307	3 731	1 003	82	12
Australian Capital Territory	350	2	161	3 635	2 172	96	23
Total Australia^(b)	17 194	100	5 461	189 150	3 148	91	35
Including package expenditure							
New South Wales	6 515	36	2 839	67 436	2 295	97	24
Victoria	4 175	23	1 741	41 081	2 398	102	24
Queensland	3 623	20	1 995	39 644	1 816	91	20
South Australia	744	4	365	8 454	2 037	88	23
Western Australia	1 973	11	721	22 265	2 737	89	31
Tasmania	257	1	150	2 905	1 712	88	19
Northern Territory	380	2	307	3 731	1 240	102	12
Australian Capital Territory	351	2	161	3 635	2 176	97	23
Total Australia^(b)	18 018	100	5 461	189 150	3 299	95	35

Base: All visitors aged 15 and over.

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

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

Note: Figures may not sum due to rounding.

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

More information on the expenditure allocation method is at the Methodology Section and Glossary of this publication.

Source: TRA expenditure allocation method applied to 2011 International Visitor Survey data.

Table 25

Modelled international visitor expenditure^(a) in each state/territory
by reason for stopover

State/territory visited	Year ended 30 June 2011												
	Holiday		VFR		Business		Education		Other purposes ^(c)		Total visitors		
	\$ million	% share	\$ million	% share	\$ million	% share	\$ million	% share	\$ million	% share	\$ million	% share	
Excluding package expenditure													
New South Wales	1 888	35	772	29	756	39	2 387	39	365	34	6 182	36	
Victoria	836	15	765	29	543	28	1 689	28	248	23	4 085	24	
Queensland	1 699	31	472	18	243	12	782	13	155	15	3 355	20	
South Australia	158	3	129	5	70	4	323	5	44	4	725	4	
Western Australia	514	9	408	16	257	13	565	9	185	18	1 941	11	
Tasmania	101	2	28	1	14	1	92	2	12	1	248	1	
Northern Territory	223	4	22	1	20	1	np	np	26	2	308	2	
Australian Capital Territory	38	1	32	1	47	2	210	3	np	np	350	2	
Total Australia^(b)	5 457	100	2 628	100	1 951	100	6 063	100	1 059	100	17 194	100	
Including package expenditure													
New South Wales	2 139	35	782	29	789	39	2 411	39	373	35	6 515	36	
Victoria	906	15	771	29	554	28	1 691	28	249	23	4 175	23	
Queensland	1 927	31	480	18	253	13	801	13	157	15	3 623	20	
South Australia	172	3	130	5	72	4	324	5	45	4	744	4	
Western Australia	535	9	412	15	261	13	567	9	186	17	1 973	11	
Tasmania	110	2	28	1	15	1	92	2	12	1	257	1	
Northern Territory	295	5	23	1	21	1	np	np	26	2	380	2	
Australian Capital Territory	39	1	32	1	48	2	210	3	np	np	351	2	
Total Australia^(b)	6 123	100	2 658	100	2 012	100	6 112	100	1 071	100	18 018	100	

Base: All visitors aged 15 and over.

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

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

(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.

Figures may not add to the total due to rounding.

More information on the expenditure allocation method is at the Methodology Section and Glossary of this publication.

np Not published due to reliability concerns.

Source: TRA expenditure allocation method applied to 2011 International Visitor Survey data.

Table 26

Modelled international visitor expenditure in capital cities and regional areas for each state/territory

State/territory visited	Year ended 30 June 2011						
	Expenditure	Share of expenditure	Visitors ^(a)	Visitor nights ^(b)	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
Excluding package expenditure							
Sydney	5 461	88	2 652	56 660	2 059	96	21
Regional New South Wales	720	12	612	10 775	1 178	67	18
Total New South Wales	6 182	100	2 839	67 436	2 177	92	24
Melbourne	3 782	93	1 631	36 380	2 319	104	22
Regional Victoria	303	7	339	4 701	893	64	14
Total Victoria	4 085	100	1 741	41 081	2 347	99	24
Gold Coast	731	22	753	7 723	971	95	10
Brisbane	1 387	41	935	17 286	1 484	80	18
Regional Queensland	1 237	37	972	14 636	1 273	85	15
Total Queensland	3 355	100	1 995	39 644	1 681	85	20
Adelaide	643	89	335	7 362	1 919	87	22
Regional South Australia	82	11	132	1 092	623	75	8
Total South Australia	725	100	365	8 454	1 986	86	23
Experience Perth	1 697	87	688	17 516	2 467	97	25
Regional Western Australia	245	13	227	4 749	1 077	52	21
Total Western Australia	1 941	100	721	22 265	2 693	87	31
Hobart	133	54	117	1 619	1 138	82	14
Regional Tasmania	115	46	86	1 286	1 342	89	15
Total Tasmania	248	100	150	2 905	1 654	85	19
Darwin	132	43	144	1 903	911	69	13
Regional Northern Territory	176	57	244	1 828	722	96	7
Total Northern Territory	308	100	307	3 731	1 003	82	12
Canberra	350	100	161	3 635	2 172	96	23
Total Australian Capital Territory	350	100	161	3 635	2 172	96	23
Total capital cities	14 316	83	5 035	150 083	2 843	95	30
Total regional	2 878	17	1 893	39 068	1 520	74	21
Total Australia	17 194	100	5 461	189 150	3 148	91	35
Including package expenditure							
Sydney	5 788	89	2 652	56 660	2 183	102	21
Regional New South Wales	727	11	612	10 775	1 189	67	18
Total New South Wales	6 515	100	2 839	67 436	2 295	97	24
Melbourne	3 870	93	1 631	36 380	2 373	106	22
Regional Victoria	305	7	339	4 701	899	65	14
Total Victoria	4 175	100	1 741	41 081	2 398	102	24
Gold Coast	822	23	753	7 723	1 091	106	10
Brisbane	1 413	39	935	17 286	1 512	82	18
Regional Queensland	1 388	38	972	14 636	1 429	95	15
Total Queensland	3 623	100	1 995	39 644	1 816	91	20
Adelaide	652	88	335	7 362	1 947	89	22
Regional South Australia	91	12	132	1 092	692	84	8
Total South Australia	744	100	365	8 454	2 037	88	23
Experience Perth	1 722	87	688	17 516	2 503	98	25
Regional Western Australia	251	13	227	4 749	1 105	53	21
Total Western Australia	1 973	100	721	22 265	2 737	89	31
Hobart	140	54	117	1 619	1 193	86	14
Regional Tasmania	117	46	86	1 286	1 368	91	15
Total Tasmania	257	100	150	2 905	1 712	88	19
Darwin	136	36	144	1 903	939	71	13
Regional Northern Territory	245	64	244	1 828	1 004	134	7
Total Northern Territory	380	100	307	3 731	1 240	102	12
Canberra	351	100	161	3 635	2 176	97	23
Total Australian Capital Territory	351	100	161	3 635	2 176	97	23
Total capital cities	14 893	83	5 035	150 083	2 958	99	30
Total regional	3 125	17	1 893	39 068	1 651	80	21
Total Australia	18 018	100	5 461	189 150	3 299	95	35

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.

More information on the expenditure allocation method is at the Methodology Section and Glossary of this publication.

Source: TRA expenditure allocation method applied to 2011 International Visitor Survey data.

Table 27

Modelled international visitor expenditure in the top 20 regions ranked by expenditure

Tourism region		Year ended 30 June 2011						
		Expenditure in region				Visitors ^(a)	Nights in region ^(b)	
		Total \$ million	Share %	Per visitor \$	Per night \$		Total '000	Average Nights
Excluding package expenditure								
Sydney	NSW	5 461	32	2 059	96	2 652	56 660	21
Melbourne	Vic	3 782	22	2 319	104	1 631	36 380	22
Experience Perth	WA	1 697	10	2 467	97	688	17 516	25
Brisbane	Qld	1 387	8	1 484	80	935	17 286	18
Gold Coast	Qld	731	4	971	95	753	7 723	10
Adelaide	SA	643	4	1 919	87	335	7 362	22
Tropical North Queensland	Qld	626	4	965	109	649	5 723	9
Canberra	ACT	350	2	2 172	96	161	3 635	23
Sunshine Coast	Qld	232	1	894	87	260	2 678	10
South Coast	NSW	182	1	1 492	81	122	2 237	18
Hunter	NSW	163	1	1 254	71	130	2 292	18
Hobart and Surrounds	Tas	133	1	1 138	82	117	1 619	14
Darwin	NT	132	1	911	69	144	1 903	13
Northern Rivers	NSW	118	1	553	65	214	1 810	8
Whitsundays	Qld	103	1	551	95	187	1 086	6
Australia's South West	WA	86	1	669	52	129	1 671	13
Northern	Qld	81	0	676	62	120	1 306	11
Petermann	NT	73	0	437	153	167	476	3
Alice Springs	NT	68	0	460	90	148	761	5
Launceston and Tamar Valley	Tas	63	0	1 209	92	52	682	13
Top 20 regions		16 112	94	3 029	94	5 320	170 805	32
Total Australia		17 194	100	3 148	91	5 461	189 150	35
Including package expenditure								
Sydney	NSW	5 788	32	2 183	102	2 652	56 660	21
Melbourne	Vic	3 870	21	2 373	106	1 631	36 380	22
Experience Perth	WA	1 722	10	2 503	98	688	17 516	25
Brisbane	Qld	1 413	8	1 512	82	935	17 286	18
Gold Coast	Qld	822	5	1 091	106	753	7 723	10
Tropical North Queensland	Qld	762	4	1 174	133	649	5 723	9
Adelaide	SA	652	4	1 947	89	335	7 362	22
Canberra	ACT	351	2	2 176	97	161	3 635	23
Sunshine Coast	Qld	237	1	912	89	260	2 678	10
South Coast	NSW	182	1	1 492	81	122	2 237	18
Hunter	NSW	164	1	1 260	72	130	2 292	18
Hobart and Surrounds	Tas	140	1	1 193	86	117	1 619	14
Petermann	NT	136	1	815	286	167	476	3
Darwin	NT	136	1	939	71	144	1 903	13
Northern Rivers	NSW	120	1	560	66	214	1 810	8
Whitsundays	Qld	111	1	597	103	187	1 086	6
Australia's South West	WA	89	0	688	53	129	1 671	13
Northern	Qld	81	0	677	62	120	1 306	11
Alice Springs	NT	71	0	480	94	148	761	5
Australia's North West	WA	64	0	1 110	51	57	1 237	22
Top 20 regions		16 910	94	3 178	99	5 322	171 360	32
Total Australia		18 018	100	3 299	95	5 461	189 150	35

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.

More information on the expenditure allocation method is at the Methodology Section and Glossary of this publication.

Source: TRA expenditure allocation method applied to 2011 International Visitor Survey data.

Table 28 Modelled international visitor expenditure^(a) in each state/territory by country of residence

Country of residence	Year ended 30 June 2011								Total Australia ^(b)
	State/territory visited							Australian Capital Territory	
	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory		
Excluding package expenditure	\$ million								
New Zealand	421	327	482	45	116	17	27	16	1 450
United Kingdom	556	280	360	71	277	24	50	14	1 632
Germany	141	65	151	30	74	8	32	2	502
Scandinavia	105	56	83	8	28	np	10	np	297
Switzerland	51	23	56	10	28	np	10	np	185
Netherlands	42	26	45	9	18	3	11	np	156
France	112	66	79	13	35	4	16	8	332
Italy	76	33	39	9	15	np	9	np	182
Other Europe	272	100	156	35	83	np	22	np	683
USA	473	185	205	36	113	22	32	41	1 107
Canada	157	61	95	30	40	7	13	5	408
Japan	258	60	247	15	61	9	13	np	671
China	1 141	742	337	122	80	22	np	82	2 535
Korea	532	98	201	31	29	np	7	24	937
Singapore	202	339	89	37	227	np	np	np	946
Malaysia	117	332	81	67	219	np	np	np	846
Hong Kong	260	136	69	39	65	19	np	np	601
Indonesia	156	175	32	np	97	np	np	np	502
Thailand	152	138	28	np	52	np	np	np	412
India	213	297	55	30	52	np	np	np	665
Taiwan	109	53	104	np	25	np	np	np	311
Other Asia	202	208	64	20	75	np	12	np	610
Other countries	434	287	301	30	131	12	10	18	1 223
Total	6 182	4 085	3 355	725	1 941	248	308	350	17 194
Including package expenditure									
New Zealand	428	330	497	46	118	17	28	16	1 481
United Kingdom	593	291	378	74	286	25	58	14	1 720
Germany	150	67	159	32	76	9	38	2	533
Scandinavia	114	58	92	9	29	np	13	np	324
Switzerland	54	24	60	11	30	np	13	np	199
Netherlands	49	27	47	9	19	3	12	np	168
France	116	67	82	13	36	4	20	8	346
Italy	88	36	44	12	16	np	17	np	216
Other Europe	279	103	162	36	84	np	29	np	707
USA	516	192	227	37	114	24	43	42	1 196
Canada	163	62	99	31	40	8	17	5	426
Japan	295	62	336	16	65	10	25	np	817
China	1 199	776	381	123	81	22	np	83	2 674
Korea	574	98	208	31	29	np	7	24	987
Singapore	206	342	94	37	228	np	np	np	960
Malaysia	118	333	84	67	221	np	np	np	853
Hong Kong	265	137	72	39	65	20	np	np	612
Indonesia	162	176	33	np	98	np	np	np	512
Thailand	155	139	28	np	52	np	np	np	417
India	219	299	59	30	52	np	np	np	677
Taiwan	116	55	107	np	25	np	np	np	325
Other Asia	207	209	64	20	75	np	12	np	616
Other countries	449	290	309	31	133	12	10	18	1 252
Total	6 515	4 175	3 623	744	1 973	257	380	351	18 018

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.

More information on the expenditure allocation method is at the Methodology Section and Glossary of this publication.

np Not published due to reliability concerns.

Source: TRA expenditure allocation method applied to 2011 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 Australian, State and Territory Governments under the guidance of the Australian Standing Committee on Tourism (ASCOT).

Survey methodology

The International Visitor Survey samples 40,000 departing, short-term international travellers aged 15 years and over 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
- Repeat visitation
- 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 the National Survey Section in Tourism Research Australia. 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 Australian Bureau of Statistics (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 40,000 international visitors on an annual basis. The sample was increased in order to enhance the estimates for smaller states, territories and regions. Increasing the sample size of the IVS by 100% has improved the reliability of survey estimates.

Visitor interviews by country or region of residence

The table below shows the number of interviews conducted in the June Quarter 2011 and for the year ended 30 June 2011.

Sample size by country of residence

Country of residence	Sample (n)	
	June Quarter 2011	Year ended 30 June 2011
New Zealand	1 230	5 588
Japan	507	3 269
Hong Kong	309	967
Singapore	636	2 041
Malaysia	389	1 621
Indonesia	250	874
Taiwan	185	587
Thailand	178	619
Korea	343	1 423
China	754	3 167
India	291	1 039
Other Asia	380	1 238
USA	802	2 990
Canada	286	965
United Kingdom	927	4 239
Germany	335	1 303
Scandinavia	169	725
France	251	840
Italy	128	564
Netherlands	159	668
Switzerland	110	484
Other Europe	281	1 104
Other countries	605	2 873
Total	9 505	39 188

Data reliability

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

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

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

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

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

- 95% Confidence Interval is greater than estimate.

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

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 spend details from 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 by the visitor in the Australian destination. 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 over or 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 Organization (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:

- fifty per cent 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 (e.g. departure tax, airport taxes, ground handling charges, fuel costs etc).
- twenty per cent 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.
- Thirty three per cent of the average international airfare component by package visitors. It is assumed that package travellers 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; 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• Friend's or relative's property• Caravan park or commercial camping ground• Caravan or camping near a road or on private property• 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>Backpackers are defined by accommodation used rather than purpose of visit, and are distributed through the purpose of visit categories. 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)	<p>The results of the IVS and the NVS are based on a sample, rather than a census, of visitors. As with all sample surveys, the results are subject to sampling variability, that is, they may differ from figures that would have been obtained if the entire population had been included in the survey.</p> <p>One measure of the likely difference is given by the confidence interval, which indicates the extent to which an estimate might have varied by chance because only a sample of the population was included. The NVS and the IVS results are published with 95% confidence interval widths given for a range of estimates. A 95% confidence interval means there are approximately 19 chances in 20 that the difference between the survey results and those that would be obtained from a census are within the range identified.</p>
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 are 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 via the Statistical Enquiry Service. 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 midpoint length of stay for which 50% of visitors stay less time and 50% stay longer.
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 • Visiting friends and relatives (VFR) • Business • Education • Employment • 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, both exclude major purchases such as motor vehicles:</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' on page 46. <p>For more detailed information see Tourism Research Australia, 2009, <i>Background & methods – Regional expenditure 2008</i>, Tourism Research Australia, Canberra.</p>
Return traveller	An international traveller who has visited Australia previously.
Scandinavia	Includes Denmark, Finland, Norway, Sweden and unspecified Scandinavia.
Total Inbound Economic Value (TIEV)	<p>Represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.</p> <p>Users should note that the historical estimates for Total Inbound Economic Value (TIEV) have been substantially revised. These revisions reflect changes to the methodology for calculating tourism consumption in the annual Tourism Satellite Account (TSA) series in which the Australian Bureau of Statistics (ABS) measures the contribution of the tourism industry to the Australian economy.</p> <p>These revisions led to large downward revisions to estimates for international tourism consumption, which the Tourism Forecasting Committee uses to benchmark the estimates for TIEV.</p>
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	Includes 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 (ABS catalogue no. 5249.0).
Visiting friends and relatives (VFR)	Visitors who nominate visiting friends or relatives as their main reason for travelling. Visiting friends and relatives also includes travel to a friend's or relative's wedding or travel to attend a funeral (see Purpose of visit).
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 15 years and over 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 IVS is a sample survey so each respondent is given a 'weight' equalling how many visitors they represent. Respondents are weighted to ABS Overseas Arrivals and Departures (OAD) data (ABS catalogue no. 3401.0) on international visitor numbers.

State and territory abbreviations

NSW	New South Wales
Vic	Victoria
Qld	Queensland
SA	South Australia
WA	Western Australia
Tas	Tasmania
ACT	Australian Capital Territory
NT	Northern Territory

About Tourism Research Australia

Tourism Research Australia (TRA) provides statistics, research and analysis to support industry development, policy development and marketing for the Australian tourism industry.

TRA is a branch of the Department of Resources, Energy and Tourism.

Research publications and reports

TRA publications and reports are available in electronic formats for free PDF download. For further information go to www.ret.gov.au/tra

If you would like to receive email alerts advising of new releases, go to www.ret.gov.au/tra and register for the TRA's Publications Advisory Service.

Statistical Enquiry Service

TRA's Statistical Enquiry Service is available for industry operators, academics and other interested parties.

This service can provide TRA data in excel tables tailored to meet specific research needs.

Charges apply for research services which 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 tourism.research@ret.gov.au

Online Data Package

TRA's online facility allows paid subscribers access to real time research information using TRA 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 folder
- saved tables which can be built to update immediately when quarterly data is uploaded by TRA
- 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 tourism.research@ret.gov.au

Online Student Data Package

TRA's Online Student Data Package is available to subscribing educational institutions and accessible to students through the educational institutions' online library services.

The data includes results from the International and National Visitor Surveys and enables students to research information on visitor demographics and behaviours. Students have access to online help including an online training manual and information buttons.

For more information, please email tourism.research@ret.gov.au

Data Desk

The Data Desk facility has been developed for organisations that have elevated information needs, particularly each quarter when the IVS and NVS data are released. Subscribing organisations will receive predetermined tables of data in excel format on the day of each quarterly IVS and NVS release – they are also entitled to 5 additional ad hoc statistical requests each quarter.

For more information, please email tourism.research@ret.gov.au

Destination Visitor Surveys

In addition to the International Visitor Survey (IVS) and the National Visitor Survey (NVS), TRA 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. For further information on the regional Destination Visitor Surveys program, go to www.ret.gov.au/tra

Visitor Profile and Satisfaction program

In response to a number of industry requests, TRA 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 TRA 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.ret.gov.au/tra

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

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