



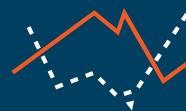
International Visitors in Australia

SEPTEMBER 2010

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

**September 2010
Quarterly Results of the
International Visitor Survey**

Image: Aerial view of Southgate Precinct, Melbourne
Courtesy of Tourism Victoria

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Main Findings

Year ended 30 September 2010

All visitors

Total visitors During the year ended 30 September 2010 there were 5,381,510 visitors to Australia aged 15 years and over. This was an increase of 6% from the year ended 30 September 2009.

Reason The main reasons for visitors coming to Australia were:

Holiday	2,467,038	46%
Visiting friends & relatives	1,318,029	24%
Business	840,418	16%
Education	430,160	8%
Employment	121,992	2%
Other	203,873	4%

Source New Zealand was the largest source of visitors during the period (1,037,830), followed by the United Kingdom (607,044), USA (451,122) and China (408,327).

Expenditure The average trip expenditure in Australia per international visitor was \$3,266 while the average nightly expenditure was \$95. Total expenditure in Australia for the year ended 30 September 2010 (\$18 billion) increased 3% from the year ended 30 September 2009.

Nights A total of 185 million visitor nights were spent in Australia, an increase of 6% compared with the year ended 30 September 2009.

Return visits Of all visitors to Australia, 62% had visited before.

Tours Inclusive package travellers accounted for 16% of all visitors to Australia while those arriving on group tours accounted for 7% of all visitor arrivals.

States Of all visitors to Australia during the period, 53% visited New South Wales, 37% visited Queensland and 30% visited Victoria.

New South Wales recorded the largest share of visitor nights with 35%, followed by Victoria (22%) and Queensland (21%).

Holiday visitors

Share	Of all international visitors to Australia, 46% stated 'holiday' as their main purpose of visit.
Expenditure	The average trip expenditure of holiday visitors in Australia was \$2,414, with the largest component being food, drink and accommodation (\$1,174). Their average expenditure per night was \$95.
Nights	Holiday visitors spent a total of 63 million nights in Australia with 25% spent in a rented house, apartment, flat or unit; 24% spent in the home of a friend or relative; and 19% spent in a hotel, resort, motel or motor inn.
Return visits	Of all holiday visitors, 51% had visited Australia before.
Tours	Inclusive package travellers accounted for 29% of all holiday visitors while those arriving on a group tour accounted for 13%.
States	Of all holiday visitors, 58% visited New South Wales, 51% visited Queensland and 30% 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 24% of all international visitors.
Expenditure	The average trip expenditure in Australia by VFR visitors was \$1,659 with the largest component being food, drink and accommodation (\$685). Their average expenditure per night was \$64.
Nights	These visitors spent a total of 34 million nights in Australia and spent 81% 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, 46% visited New South Wales, 28% visited Queensland and 28% visited Victoria.
Duration of stay	The average duration of stay in Australia for VFR visitors was 26 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 11 million nights in Australia.
Expenditure	The average trip expenditure in Australia by business visitors was \$2,164 with the largest component being food, drink and accommodation (\$1,250). Their average expenditure per night was \$160.
Nights	Business visitors spent 31% of their nights in Sydney and 22% in Melbourne, while 50% of their nights in Australia were spent in a hotel, resort, motel, or motor inn.
Return visits	Of all business visitors, 71% had visited Australia before.
States	Of all business visitors, 51% visited New South Wales, 31% visited Victoria and 22% 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 32% of all international visitor nights.
Expenditure	The average trip expenditure in Australia by education visitors was \$14,788 with the largest component being education fees (\$6,752). Their average expenditure per night was \$107.
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, 63% had visited Australia before.
States	Of all education visitors, 50% visited New South Wales, 35% visited Victoria and 28% visited Queensland.
Duration of stay	The average duration of stay in Australia for education visitors was 139 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 13 million nights in Australia.
Expenditure	The average trip expenditure in Australia by employment visitors was \$7,552 with the largest component being food, drink and accommodation (\$4,149). Their average expenditure per night was \$71.
Nights	Employment visitors spent 23% of their nights in Sydney and 16% in Melbourne, while 60% of their nights in Australia were spent in a rented house, apartment, flat or unit.
Return visits	Of all employment visitors, 76% had visited Australia before.
States	Of all employment visitors, 45% visited New South Wales, 27% visited Western Australia and 26% visited Victoria.
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, 585,000 (11%) were classified as backpackers and they spent 42 million nights in Australia. Holiday was the main purpose of visit for 71% of backpackers.
Expenditure	Backpackers' average trip expenditure in Australia was \$5,612 with \$2,736 being spent on food, drink and accommodation and \$681 on education fees. Their average expenditure per night was \$78.
Nights	While in Australia, backpackers spent 35% of their nights in a rented house, apartment, flat or unit and 34% in backpacker or hostel accommodation.
Return visits	Of all backpackers, 34% had visited Australia before.
States	Of all backpackers, 78% visited New South Wales, 62% visited Queensland and 45% visited Victoria.
Duration of stay	The average duration of stay in Australia for backpackers was 72 nights.

Expenditure

Spend in Australia	In the year ending 30 September 2010, 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 \$26 billion.

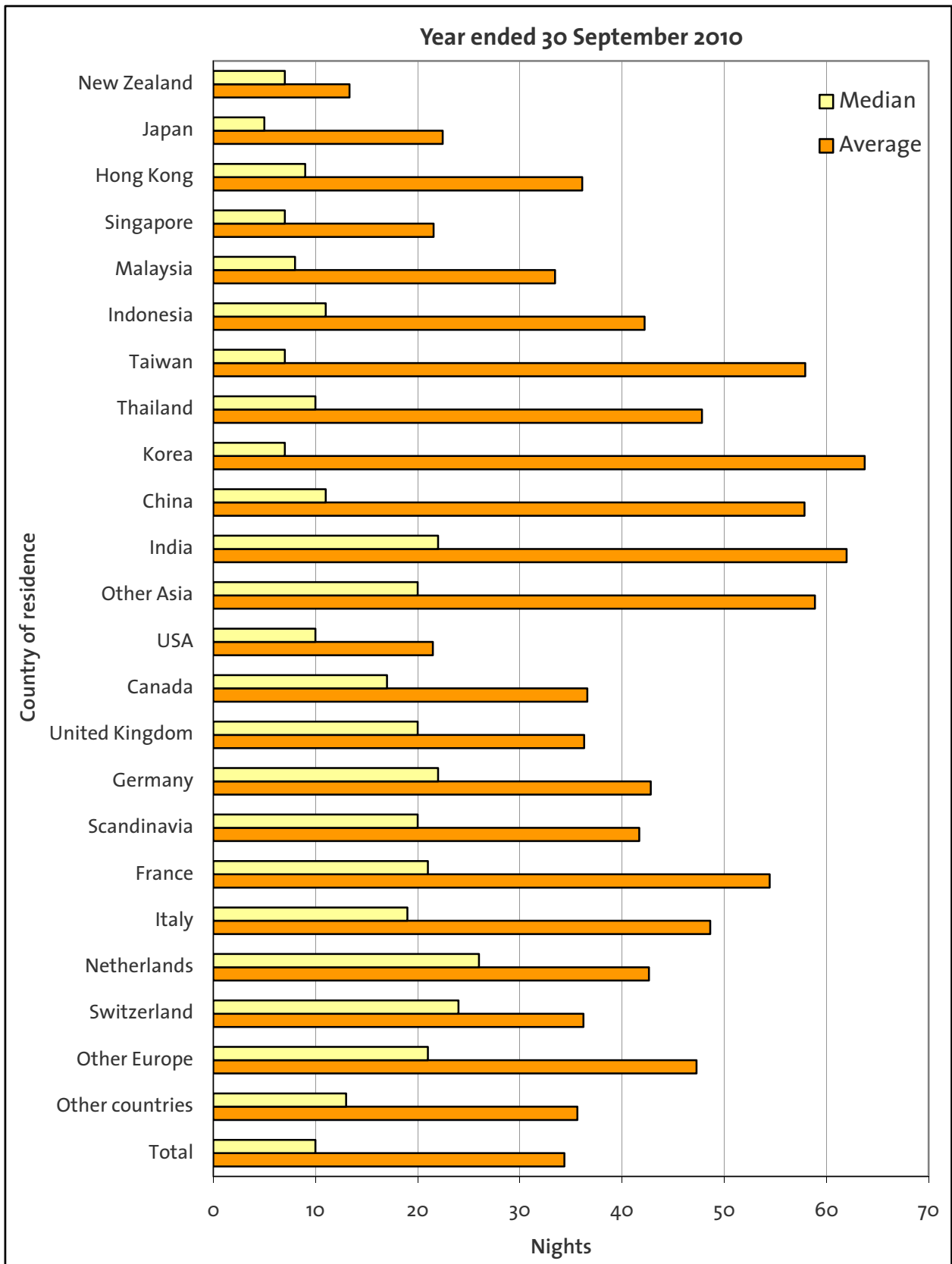
Total Inbound Economic Value (TIEV)

Total Inbound Economic Value	During the 12 months to September 2010, international visitors consumed around \$23 billion of Australian goods and services. This was a decrease of 0.3% (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 \$3.0 billion, followed by United Kingdom (\$2.9 billion), New Zealand (\$2.0 billion), and the USA (\$1.7 billion).

Regional Expenditure

Total expenditure	For the year ended 30 September 2010, modelled international visitor expenditure increased by 1.7% to \$17.4 billion, compared with the year ended 30 September 2009.
States/Territories	New South Wales received the largest share of expenditure (\$6.2 billion, up 1.7%), followed by Victoria (\$3.9 billion, up 2.4%) and Queensland (\$3.8 billion, down 3.5%).
Regional expenditure	International visitors spent approximately 82% of their expenditure in the capital cities and the Gold Coast (\$14.3 billion). The Northern Territory was the most reliant on expenditure in regional areas (64%), followed by Queensland (39%) and Tasmania (38%).
Tourism regions	<p>Among the capital cities and the Gold Coast, the highest expenditure was received by Sydney (\$5.5 billion), followed by Melbourne (\$3.6 billion), Experience Perth (\$1.6 billion) and Brisbane (\$1.4 billion).</p> <p>Among regional areas, Tropical North Queensland received the highest expenditure (\$797 million), followed by the Sunshine Coast (\$221 million) and South Coast (\$156 million).</p>
Expenditure per visitor	Expenditure per visitor was highest in Experience Perth (\$2,503), followed by Melbourne (\$2,395) and Sydney (\$2,026).
Expenditure per night	Expenditure per night was highest in Petermann (\$293), followed by Tropical North Queensland (\$133), Gold Coast (\$124) and Whitsundays (\$121).
Country of origin	<p>Visitors from Asia had the highest expenditure (\$8.7 billion, up 7.3%) – including \$2.4 billion by Chinese visitors, \$914 million by Korean visitors and \$889 million by Japanese visitors. Visitors from Europe spent \$4.4 billion (down 4.6%) – including \$1.8 billion by United Kingdom visitors and \$558 million by German visitors.</p> <p>Visitors from New Zealand spent \$1.4 billion (up 4.4%) and visitors from the USA spent \$1.2 billion (down 4.3%).</p> <p>Expenditure by Chinese, United Kingdom, Korean and USA visitors was highest in New South Wales (\$1.1 billion, \$631 million, \$539 million and \$516 million respectively). In contrast, New Zealand and Scandinavian visitors spent more in Queensland than in any other State or Territory (\$531 million and \$107 million respectively).</p>
Purpose of visit	<p>Holiday visitors contributed the most expenditure in Australia (\$6.3 billion, down 5.3%), followed by visitors who travelled for education purposes (\$5.9 billion, up 5.9%).</p> <p>New South Wales received the most expenditure for all purposes of visit: holiday (\$2.2 billion), education (\$2.2 billion), visiting friends and relatives (\$806 million), and business (\$605 million). Queensland received the second highest expenditure from holiday visitors (\$2.1 billion) and Victoria received the second highest expenditure for all other purposes of visit: education (\$1.7 billion), visiting friends and relatives (\$696 million), and business (\$455 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 by main purpose of journey

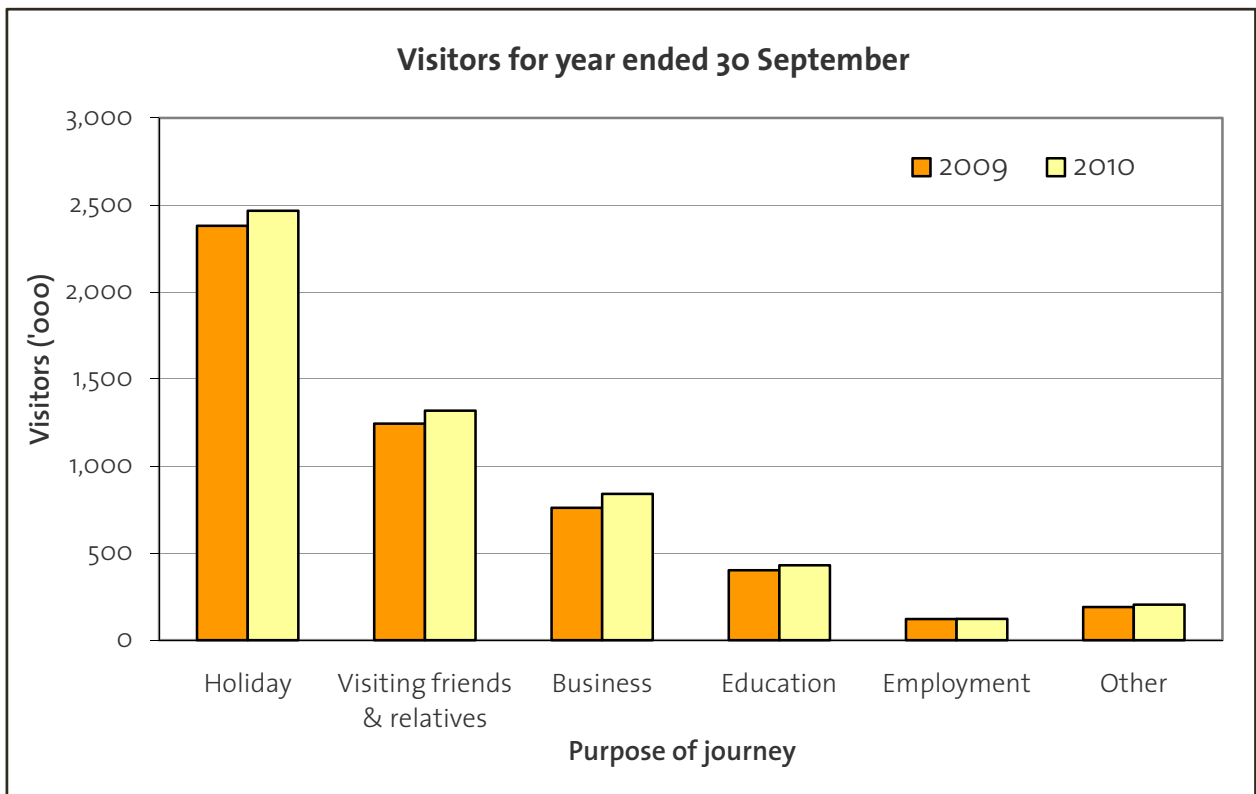
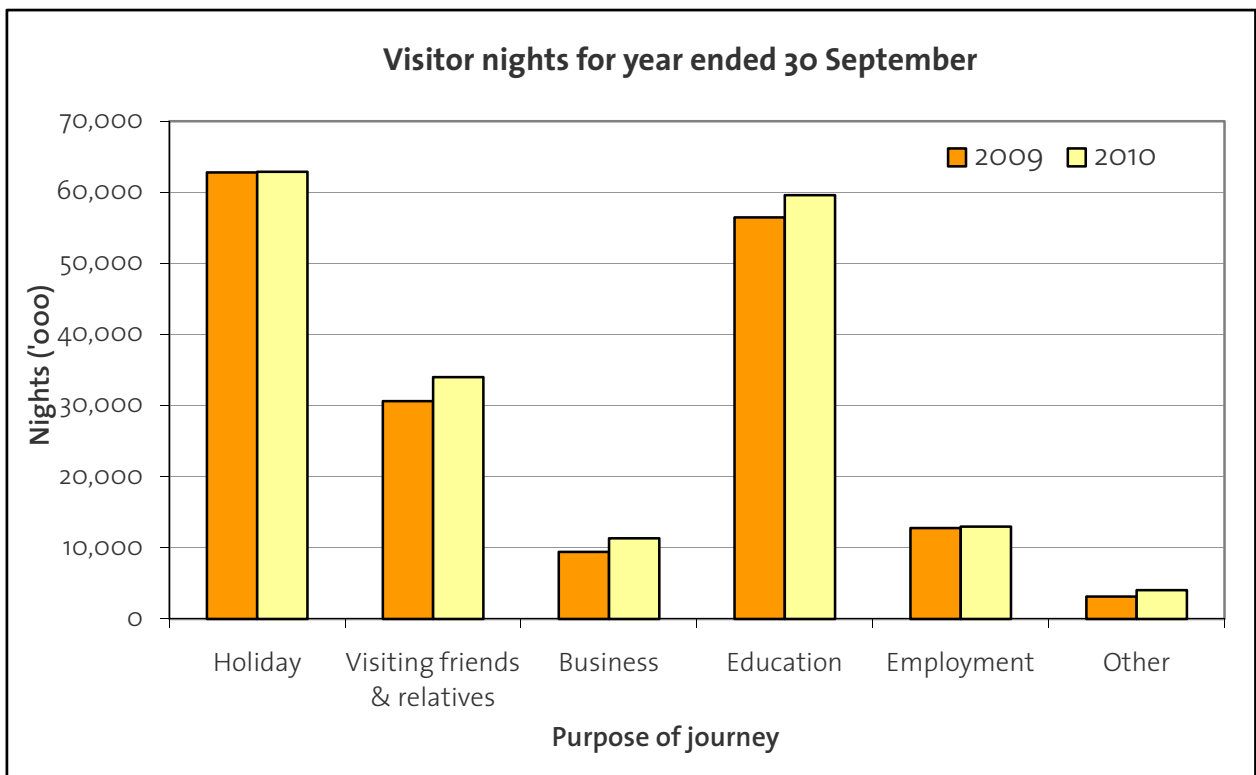


Figure 3 Visitor nights in Australia by main purpose of journey



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 September 2009 and 2010

Country of residence	Year ended 30 September 2009					Year ended 30 September 2010				
	Visitors	Nights in Australia			Expenditure	Visitors	Nights in Australia			Expenditure
		Total ^(a)	Average	Median	in Australia		Total ^(a)	Average	Median	in Australia
'000	'000			\$million	'000	'000			\$million	
New Zealand	1 006	13 906	14	7	1 404	1 038	13 832	13	7	1 481
Japan	348	7 413	21	5	761	364	8 169	22	5	751
Hong Kong	140	4 750	34	10	546	147	5 303	36	9	601
Singapore	243	5 344	22	7	809	262	5 640	22	7	888
Malaysia	184	6 847	37	9	814	206	6 891	33	8	836
Indonesia	92	3 682	40	10	401	110	4 634	42	11	467
Taiwan	91	4 134	45	8	313	83	4 803	58	7	337
Thailand	73	3 927	54	13	358	78	3 738	48	10	366
Korea	169	11 697	69	10	959	189	12 025	64	7	915
China	344	18 408	54	9	1 964	408	23 623	58	11	2 505
India	115	7 387	64	23	600	125	7 759	62	22	608
Other Asia	127	7 332	58	20	574	142	8 334	59	20	600
USA	431	9 360	22	11	1 184	451	9 696	21	10	1 149
Canada	114	4 909	43	19	460	118	4 333	37	17	429
United Kingdom	620	22 287	36	20	1 870	607	22 032	36	20	1 860
Germany	152	7 554	50	23	621	158	6 755	43	22	537
Scandinavia	77	3 215	42	20	305	84	3 496	42	20	336
France	84	4 444	53	21	333	93	5 089	54	21	359
Italy	51	2 428	48	20	208	54	2 645	49	19	206
Netherlands	50	1 965	39	25	178	49	2 074	43	26	175
Switzerland	38	1 551	41	26	184	42	1 525	36	24	178
Other Europe	179	8 658	48	22	806	178	8 399	47	21	741
Other countries	370	14 062	38	14	1 358	396	14 125	36	13	1 255
Main purpose of journey (including backpackers)										
Holiday	2 380	62 797	26	10	6 230	2 467	62 894	25	9	5 955
Visiting friends & relatives	1 244	30 637	25	14	1 964	1 318	34 021	26	14	2 187
Business	761	9 431	12	5	1 572	840	11 353	14	6	1 819
Education	402	56 465	141	130	5 967	430	59 609	139	126	6 361
Employment	121	12 777	106	72	954	122	12 994	107	72	921
Other	190	3 150	17	2	322	204	4 049	20	2	334
Main purpose of journey (excluding backpackers)										
Holiday	1 975	34 162	17	8	4 067	2 049	35 547	17	7	3 929
Visiting friends & relatives	1 201	29 026	24	14	1 839	1 268	32 401	26	14	2 054
Business	750	9 098	12	5	1 538	824	10 718	13	6	1 769
Education	338	47 087	139	126	5 096	368	50 829	138	124	5 533
Employment	102	10 041	98	63	771	105	10 336	98	61	767
Other	174	2 167	12	2	259	183	2 718	15	2	240
Backpackers	557	43 678	78	34	3 440	585	42 372	72	31	3 285
Total	5 098	175 258	34	11	17 009	5 382	184 921	34	10	17 577

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 September 2009 and 2010

Country of residence	Quarter ended 30 September 2009					Quarter ended 30 September 2010				
	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	280	3 474	12	7	388	297	4 202	14	7	437
Japan	81	1 707	21	5	169	104	2 215	21	5	191
Hong Kong	33	1 095	33	11	116	38	1 150	30	9	154
Singapore	53	1 398	26	7	204	62	1 273	21	7	213
Malaysia	44	1 496	34	7	214	56	1 781	32	8	236
Indonesia	29	1 042	35	9	108	33	1 229	37	10	118
Taiwan	21	1 016	49	11	71	22	1 243	57	9	92
Thailand	18	964	52	11	85	19	993	52	10	110
Korea	40	2 955	75	18	232	46	2 785	61	8	214
China	73	4 635	63	20	477	105	5 799	55	15	638
India	27	1 453	55	26	114	29	1 707	58	21	135
Other Asia	32	1 873	59	31	172	34	1 986	59	20	135
USA	110	2 574	23	11	318	102	2 146	21	11	249
Canada	22	882	40	17	83	22	764	35	14	71
United Kingdom	108	4 501	42	19	335	100	4 087	41	22	357
Germany	37	2 056	55	24	157	37	1 696	45	24	127
Scandinavia	14	765	56	18	70	13	710	53	20	60
France	24	1 275	54	21	81	24	1 321	55	21	87
Italy	16	553	35	18	54	16	938	58	20	66
Netherlands	11	537	48	26	47	10	471	45	27	40
Switzerland	8	328	40	22	40	8	328	40	22	36
Other Europe	40	2 116	53	23	179	38	1 808	47	22	155
Other countries	91	3 382	37	12	346	97	3 686	38	14	327
Main purpose of journey (including backpackers)										
Holiday	528	14 584	28	10	1 333	587	14 259	24	9	1 302
Visiting friends & relatives	288	6 989	24	14	446	297	7 724	26	14	511
Business	202	2 417	12	6	392	226	2 801	12	6	496
Education	116	14 385	124	130	1 616	117	14 506	124	123	1 531
Employment	27	2 658	98	62	179	37	4 112	111	78	317
Other	51	1 043	20	2	94	52	918	18	2	87
Main purpose of journey (excluding backpackers)										
Holiday	429	7 570	18	8	828	489	8 212	17	7	875
Visiting friends & relatives	276	6 488	24	14	413	285	7 348	26	13	481
Business	198	2 372	12	6	385	220	2 678	12	6	483
Education	99	12 131	122	126	1 416	99	12 390	125	124	1 356
Employment	24	2 118	89	56	148	31	3 061	99	63	258
Other	45	699	16	2	71	46	587	13	2	61
Backpackers	142	10 699	76	29	800	144	10 044	70	29	730
Total	1 213	42 076	35	11	4 060	1 315	44 320	34	10	4 244

Base: All visitors aged 15 years and over.

Table 3

Visitors by country of residence and main purpose of journey,
year ended 30 September 2006 – 2010

Country of residence	Year ended 30 September									
	2006		2007		2008		2009		2010	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	964	19	1 017	19	1 000	19	1 006	20	1 038	19
Japan	613	12	552	11	458	9	348	7	364	7
Hong Kong	141	3	136	3	130	2	140	3	147	3
Singapore	219	4	229	4	234	4	243	5	262	5
Malaysia	134	3	142	3	151	3	184	4	206	4
Indonesia	73	1	79	2	88	2	92	2	110	2
Taiwan	87	2	86	2	72	1	91	2	83	2
Thailand	68	1	75	1	75	1	73	1	78	1
Korea	227	5	245	5	215	4	169	3	189	4
China	290	6	330	6	347	7	344	7	408	8
India	76	2	85	2	106	2	115	2	125	2
Other Asia	83	2	104	2	120	2	127	2	142	3
USA	422	8	426	8	432	8	431	8	451	8
Canada	102	2	107	2	117	2	114	2	118	2
United Kingdom	654	13	683	13	638	12	620	12	607	11
Germany	143	3	145	3	153	3	152	3	158	3
Scandinavia	78	2	79	2	81	2	77	2	84	2
France	63	1	67	1	78	2	84	2	93	2
Italy	50	1	52	1	57	1	51	1	54	1
Netherlands	48	1	49	1	50	1	50	1	49	1
Switzerland	39	1	40	1	39	1	38	1	42	1
Other Europe	158	3	175	3	192	4	179	4	178	3
Other countries	288	6	324	6	365	7	370	7	396	7
Main purpose of journey (including backpackers)										
Holiday	2 597	52	2 639	50	2 477	48	2 380	47	2 467	46
Visiting friends & relatives	1 029	20	1 086	21	1 126	22	1 244	24	1 318	24
Business	812	16	865	17	897	17	761	15	840	16
Education	320	6	344	7	374	7	402	8	430	8
Employment	97	2	115	2	114	2	121	2	122	2
Other	167	3	179	3	215	4	190	4	204	4
Main purpose of journey (excluding backpackers)										
Holiday	2 216	44	2 240	43	2 080	40	1 975	39	2 049	38
Visiting friends & relatives	987	20	1 040	20	1 074	21	1 201	24	1 268	24
Business	792	16	849	16	881	17	750	15	824	15
Education	264	5	283	5	306	6	338	7	368	7
Employment	75	1	87	2	97	2	102	2	105	2
Other	160	3	163	3	195	4	174	3	183	3
Backpackers	528	11	566	11	567	11	557	11	585	11
Total	5 022	100	5 228	100	5 201	100	5 098	100	5 382	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 September 2006 – 2010

Country of residence	Quarter ended 30 September									
	2006		2007		2008		2009		2010	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	272	23	287	23	273	22	280	23	297	23
Japan	145	12	132	11	107	9	81	7	104	8
Hong Kong	34	3	32	3	29	2	33	3	38	3
Singapore	50	4	50	4	53	4	53	4	62	5
Malaysia	33	3	33	3	35	3	44	4	56	4
Indonesia	17	1	20	2	24	2	29	2	33	3
Taiwan	22	2	24	2	17	1	21	2	22	2
Thailand	16	1	20	2	17	1	18	2	19	1
Korea	54	4	51	4	50	4	40	3	46	3
China	72	6	79	6	69	6	73	6	105	8
India	18	1	20	2	25	2	27	2	29	2
Other Asia	21	2	26	2	33	3	32	3	34	3
USA	99	8	98	8	103	8	110	9	102	8
Canada	20	2	22	2	24	2	22	2	22	2
United Kingdom	113	9	112	9	107	9	108	9	100	8
Germany	33	3	35	3	39	3	37	3	37	3
Scandinavia	13	1	14	1	14	1	14	1	13	1
France	18	2	19	2	25	2	24	2	24	2
Italy	15	1	16	1	22	2	16	1	16	1
Netherlands	11	1	12	1	12	1	11	1	10	1
Switzerland	8	1	8	1	8	1	8	1	8	1
Other Europe	36	3	39	3	48	4	40	3	38	3
Other countries	75	6	81	7	103	8	91	8	97	7
Main purpose of journey (including backpackers)										
Holiday	586	49	583	47	540	44	528	44	587	45
Visiting friends & relatives	226	19	241	20	244	20	288	24	297	23
Business	220	18	230	19	240	19	202	17	226	17
Education	94	8	103	8	104	8	116	10	117	9
Employment	29	2	26	2	30	2	27	2	37	3
Other	40	3	48	4	77	6	51	4	52	4
Main purpose of journey (excluding backpackers)										
Holiday	498	42	488	40	446	36	429	35	489	37
Visiting friends & relatives	216	18	228	19	233	19	276	23	285	22
Business	213	18	224	18	234	19	198	16	220	17
Education	77	6	84	7	85	7	99	8	99	8
Employment	23	2	23	2	26	2	24	2	31	2
Other	38	3	43	4	68	5	45	4	46	3
Backpackers	132	11	142	12	144	12	142	12	144	11
Total	1 196	100	1 230	100	1 235	100	1 213	100	1 315	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 September 2006 – 2010

Country of residence	Year ended 30 September									
	2006		2007		2008		2009		2010	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	13 959	9	14 147	9	13 536	8	13 906	8	13 832	7
Japan	10 834	7	11 054	7	9 337	6	7 413	4	8 169	4
Hong Kong	4 103	3	4 399	3	4 015	2	4 750	3	5 303	3
Singapore	5 075	3	5 331	3	5 455	3	5 344	3	5 640	3
Malaysia	4 946	3	5 461	3	5 595	3	6 847	4	6 891	4
Indonesia	3 051	2	3 514	2	3 700	2	3 682	2	4 634	3
Taiwan	2 390	2	2 674	2	2 899	2	4 134	2	4 803	3
Thailand	2 900	2	3 223	2	3 228	2	3 927	2	3 738	2
Korea	9 574	6	11 371	7	10 718	7	11 697	7	12 025	7
China	12 913	9	15 317	10	15 959	10	18 408	11	23 623	13
India	3 784	3	4 472	3	6 061	4	7 387	4	7 759	4
Other Asia	3 959	3	5 092	3	7 002	4	7 332	4	8 334	5
USA	10 265	7	9 568	6	9 851	6	9 360	5	9 696	5
Canada	4 293	3	4 293	3	4 515	3	4 909	3	4 333	2
United Kingdom	22 168	15	22 892	14	20 620	13	22 287	13	22 032	12
Germany	7 001	5	6 775	4	6 694	4	7 554	4	6 755	4
Scandinavia	3 345	2	3 255	2	3 316	2	3 215	2	3 496	2
France	2 729	2	3 623	2	3 710	2	4 444	3	5 089	3
Italy	2 210	1	2 034	1	2 289	1	2 428	1	2 645	1
Netherlands	1 894	1	2 152	1	2 294	1	1 965	1	2 074	1
Switzerland	1 554	1	1 771	1	1 709	1	1 551	1	1 525	1
Other Europe	7 417	5	7 716	5	8 932	5	8 658	5	8 399	5
Other countries	9 007	6	10 644	7	13 056	8	14 062	8	14 125	8
Main purpose of journey (including backpackers)										
Holiday	56 111	38	60 280	37	58 409	36	62 797	36	62 894	34
Visiting friends & relatives	25 872	17	28 772	18	27 360	17	30 637	17	34 021	18
Business	10 903	7	10 683	7	10 764	7	9 431	5	11 353	6
Education	43 360	29	45 430	28	53 099	32	56 465	32	59 609	32
Employment	10 642	7	11 857	7	10 915	7	12 777	7	12 994	7
Other	2 483	2	3 755	2	3 946	2	3 150	2	4 049	2
Main purpose of journey (excluding backpackers)										
Holiday	32 471	22	35 025	22	33 165	20	34 162	19	35 547	19
Visiting friends & relatives	24 420	16	27 097	17	25 633	16	29 026	17	32 401	18
Business	10 282	7	10 069	6	10 382	6	9 098	5	10 718	6
Education	35 593	24	36 886	23	42 736	26	47 087	27	50 829	27
Employment	7 141	5	7 945	5	9 039	5	10 041	6	10 336	6
Other	2 243	2	2 786	2	3 127	2	2 167	1	2 718	1
Backpackers	37 222	25	40 971	25	40 410	25	43 678	25	42 372	23
Total	149 371	100	160 777	100	164 493	100	175 258	100	184 921	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 September 2006 – 2010

Country of residence	Quarter ended 30 September									
	2006		2007		2008		2009		2010	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	3 867	11	3 929	10	3 495	9	3 474	8	4 202	9
Japan	2 629	7	2 692	7	2 309	6	1 707	4	2 215	5
Hong Kong	857	2	1 012	3	922	2	1 095	3	1 150	3
Singapore	1 305	4	980	3	1 310	3	1 398	3	1 273	3
Malaysia	1 057	3	1 256	3	1 168	3	1 496	4	1 781	4
Indonesia	762	2	792	2	1 013	2	1 042	2	1 229	3
Taiwan	577	2	754	2	793	2	1 016	2	1 243	3
Thailand	660	2	817	2	778	2	964	2	993	2
Korea	2 554	7	2 556	7	2 741	7	2 955	7	2 785	6
China	3 582	10	3 464	9	3 534	9	4 635	11	5 799	13
India	928	3	984	3	1 203	3	1 453	3	1 707	4
Other Asia	913	3	1 313	3	2 006	5	1 873	4	1 986	4
USA	2 316	6	2 180	6	2 468	6	2 574	6	2 146	5
Canada	828	2	999	3	1 042	3	882	2	764	2
United Kingdom	4 313	12	4 378	12	4 317	11	4 501	11	4 087	9
Germany	1 957	5	2 060	5	1 984	5	2 056	5	1 696	4
Scandinavia	796	2	574	2	859	2	765	2	710	2
France	1 000	3	996	3	1 275	3	1 275	3	1 321	3
Italy	495	1	610	2	899	2	553	1	938	2
Netherlands	501	1	594	2	627	2	537	1	471	1
Switzerland	375	1	391	1	394	1	328	1	328	1
Other Europe	1 908	5	1 737	5	2 287	6	2 116	5	1 808	4
Other countries	2 302	6	2 648	7	3 555	9	3 382	8	3 686	8
Main purpose of journey (including backpackers)										
Holiday	13 235	36	14 441	38	14 521	35	14 584	35	14 259	32
Visiting friends & relatives	5 595	15	5 871	16	5 938	14	6 989	17	7 724	17
Business	2 957	8	2 541	7	2 815	7	2 417	6	2 801	6
Education	11 181	31	11 485	30	13 137	32	14 385	34	14 506	33
Employment	2 837	8	2 604	7	3 210	8	2 658	6	4 112	9
Other	678	2	776	2	1 357	3	1 043	2	918	2
Main purpose of journey (excluding backpackers)										
Holiday	7 387	20	8 076	21	7 804	19	7 570	18	8 212	19
Visiting friends & relatives	5 264	14	5 329	14	5 459	13	6 488	15	7 348	17
Business	2 852	8	2 369	6	2 694	7	2 372	6	2 678	6
Education	9 026	25	9 120	24	10 458	26	12 131	29	12 390	28
Employment	2 001	5	2 104	6	2 680	7	2 118	5	3 061	7
Other	619	2	581	2	1 041	3	699	2	587	1
Backpackers	9 334	26	10 139	27	10 842	26	10 699	25	10 044	23
Total	36 483	100	37 718	100	40 978	100	42 076	100	44 320	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 September 2010				
	First visit		Return visit		Total visitors '000
	'000	%	'000	%	
New Zealand	58	6	979	94	1 038
Japan	205	56	159	44	364
Hong Kong	42	29	105	71	147
Singapore	43	16	219	84	262
Malaysia	55	27	151	73	206
Indonesia	29	27	81	73	110
Taiwan	48	58	35	42	83
Thailand	31	40	47	60	78
Korea	127	67	62	33	189
China	204	50	204	50	408
India	61	48	65	52	125
Other Asia	58	41	83	59	142
USA	243	54	208	46	451
Canada	62	52	57	48	118
United Kingdom	248	41	359	59	607
Germany	89	57	68	43	158
Scandinavia	51	61	33	39	84
France	58	62	35	38	93
Italy	34	62	21	38	54
Netherlands	25	51	24	49	49
Switzerland	22	53	20	47	42
Other Europe	97	54	81	46	178
Other countries	129	33	267	67	396
Main purpose of journey (including backpackers)					
Holiday	1 218	49	1 249	51	2 467
Visiting friends & relatives	311	24	1 007	76	1 318
Business	241	29	600	71	840
Education	161	37	269	63	430
Employment	30	24	92	76	122
Other	59	29	145	71	204
Main purpose of journey (excluding backpackers)					
Holiday	930	45	1 120	55	2 049
Visiting friends & relatives	286	23	982	77	1 268
Business	232	28	592	72	824
Education	119	32	249	68	368
Employment	21	20	84	80	105
Other	49	27	134	73	183
Backpackers	385	66	200	34	585
Total	2 020	38	3 361	62	5 382

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 September 2010						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	79	83	6	948	954	1 038
Japan	46	150	196	4	164	168	364
Hong Kong	6	12	18	1	128	129	147
Singapore	5	16	21	3	238	241	262
Malaysia	5	12	17	2	188	190	206
Indonesia	9	5	14	1	95	96	110
Taiwan	29	7	36	0	47	47	83
Thailand	4	3	8	1	70	71	78
Korea	47	15	62	2	125	127	189
China	140	15	156	12	241	253	408
India	2	6	9	1	115	116	125
Other Asia	3	4	8	1	133	134	142
USA	15	44	58	7	386	393	451
Canada	1	7	9	1	109	110	118
United Kingdom	7	53	59	3	544	548	607
Germany	4	21	25	2	131	133	158
Scandinavia	2	9	11	1	71	73	84
France	2	10	11	1	82	82	93
Italy	1	12	13	0	41	41	54
Netherlands	1	6	7	0	41	41	49
Switzerland	1	6	7	0	35	35	42
Other Europe	3	15	18	0	159	160	178
Other countries	4	19	23	5	368	373	396
Main purpose of journey (including backpackers)							
Holiday	298	416	714	21	1 732	1 753	2 467
Visiting friends & relatives	1	26	27	1	1 290	1 291	1 318
Business	25	50	75	23	743	765	840
Education	9	19	28	6	396	402	430
Employment	1	3	3	1	117	119	122
Other	8	10	18	4	181	185	204
Main purpose of journey (excluding backpackers)							
Holiday	295	391	686	17	1 345	1 363	2 049
Visiting friends & relatives	1	25	26	1	1 240	1 241	1 268
Business	25	50	75	21	727	749	824
Education	8	15	23	4	342	345	368
Employment	0	3	3	1	101	102	105
Other	8	10	18	4	161	165	183
Backpackers	5	31	36	8	542	549	585
Total	342	525	867	56	4 459	4 515	5 382

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 September 2010							
	New South Wales		Victoria		Queensland		South Australia	
	'000	%	'000	%	'000	%	'000	%
New Zealand	382	13	240	15	403	20	35	10
Japan	151	5	40	2	221	11	11	3
Hong Kong	79	3	48	3	41	2	11	3
Singapore	85	3	76	5	49	2	13	4
Malaysia	44	2	86	5	44	2	11	3
Indonesia	51	2	41	3	17	1	5	1
Taiwan	55	2	27	2	46	2	5	1
Thailand	39	1	28	2	9	0	4	1
Korea	154	5	29	2	73	4	6	2
China	278	10	184	12	172	9	17	5
India	62	2	52	3	24	1	8	2
Other Asia	65	2	46	3	26	1	9	2
USA	311	11	132	8	150	7	32	9
Canada	82	3	35	2	52	3	11	3
United Kingdom	359	13	194	12	236	12	64	18
Germany	105	4	61	4	78	4	30	8
Scandinavia	55	2	28	2	42	2	10	3
France	66	2	33	2	42	2	13	4
Italy	37	1	24	2	26	1	13	3
Netherlands	32	1	20	1	26	1	9	2
Switzerland	28	1	16	1	21	1	8	2
Other Europe	116	4	63	4	69	3	21	6
Other countries	199	7	94	6	148	7	18	5
Main purpose of journey (including backpackers)								
Holiday	1 428	50	744	47	1 253	62	189	52
Visiting friends & relatives	607	21	374	23	375	19	83	23
Business	432	15	260	16	185	9	42	11
Education	216	8	150	9	121	6	31	9
Employment	54	2	32	2	33	2	11	3
Other	97	3	37	2	46	2	8	2
Main purpose of journey (excluding backpackers)								
Holiday	1 088	38	552	35	985	49	113	31
Visiting friends & relatives	573	20	355	22	348	17	76	21
Business	422	15	253	16	179	9	40	11
Education	167	6	120	7	81	4	24	6
Employment	43	2	23	1	23	1	7	2
Other	83	3	32	2	37	2	6	2
Backpackers	459	16	262	16	360	18	97	27
Total	2 835	100	1 597	100	2 013	100	364	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 September 2010								
	Western Australia		Tasmania		Northern Territory		Australian Capital Territory		
	'000	%	'000	%	'000	%	'000	%	
New Zealand	58	8	15	10	17	5	16	10	
Japan	27	4	6	4	30	9	5	3	
Hong Kong	11	2	6	4	1	0	2	1	
Singapore	73	11	5	4	5	2	6	4	
Malaysia	57	8	6	4	2	1	3	2	
Indonesia	25	4	0	0	2	1	2	2	
Taiwan	6	1	2	2	4	1	2	1	
Thailand	13	2	3	2	2	1	2	1	
Korea	11	2	4	2	5	2	5	3	
China	12	2	8	6	3	1	14	9	
India	12	2	1	1	1	0	5	3	
Other Asia	16	2	2	1	8	2	4	3	
USA	36	5	17	12	30	9	20	13	
Canada	16	2	4	3	8	2	4	3	
United Kingdom	150	22	19	14	57	18	20	13	
Germany	27	4	9	6	40	13	8	5	
Scandinavia	12	2	6	5	11	3	5	3	
France	16	2	5	3	22	7	4	3	
Italy	7	1	3	2	16	5	2	1	
Netherlands	10	1	3	2	10	3	3	2	
Switzerland	9	1	2	1	11	3	3	2	
Other Europe	27	4	5	4	25	8	8	5	
Other countries	49	7	8	6	9	3	11	7	
Main purpose of journey (including backpackers)									
Holiday	296	43	74	52	241	76	63	41	
Visiting friends & relatives	191	28	32	23	24	8	35	23	
Business	98	14	12	9	20	6	26	17	
Education	47	7	16	11	12	4	23	15	
Employment	33	5	5	3	11	3	5	3	
Other	16	2	2	2	9	3	3	2	
Main purpose of journey (excluding backpackers)									
Holiday	227	33	49	35	146	46	38	25	
Visiting friends & relatives	182	27	28	20	19	6	33	21	
Business	95	14	12	9	18	6	24	16	
Education	41	6	11	8	4	1	17	11	
Employment	27	4	3	2	8	2	4	2	
Other	13	2	2	1	5	2	2	1	
Backpackers	95	14	37	26	117	37	36	23	
Total	681	100	142	100	316	100	155	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 September 2010				
	Sydney '000	Melbourne '000	Brisbane '000	Gold Coast '000	Tropical North Queensland '000
New Zealand	333	217	164	205	35
Japan	145	37	26	116	106
Hong Kong	77	46	22	18	14
Singapore	81	73	28	25	4
Malaysia	40	84	13	32	2
Indonesia	49	39	9	10	1
Taiwan	53	26	27	22	7
Thailand	37	26	5	4	2
Korea	151	28	36	39	10
China	272	182	74	114	60
India	60	49	12	11	5
Other Asia	61	43	16	8	3
USA	293	122	59	28	77
Canada	76	32	26	17	24
United Kingdom	331	169	134	78	108
Germany	100	58	46	16	49
Scandinavia	53	27	24	13	23
France	64	31	24	9	24
Italy	36	24	12	4	16
Netherlands	30	17	15	6	18
Switzerland	26	15	13	7	13
Other Europe	108	59	41	21	38
Other countries	186	89	88	37	35
Main purpose of journey (including backpackers)					
Holiday	1 371	708	470	603	541
Visiting friends & relatives	544	330	210	126	52
Business	411	247	122	48	27
Education	198	145	68	45	33
Employment	45	29	17	9	9
Other	92	35	27	11	10
Main purpose of journey (excluding backpackers)					
Holiday	1 041	523	290	496	370
Visiting friends & relatives	513	312	193	115	44
Business	401	240	118	47	25
Education	154	116	45	30	12
Employment	35	21	10	6	4
Other	78	29	21	8	7
Backpackers	440	252	236	140	210
Total	2 662	1 494	914	842	672

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)

	Year ended 30 September 2010				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
Country of residence					
New Zealand	30	51	10	13	5
Japan	9	27	5	2	3
Hong Kong	10	11	6	0	1
Singapore	13	72	4	4	1
Malaysia	11	57	5	2	0
Indonesia	5	25	0	2	0
Taiwan	5	6	2	2	3
Thailand	4	13	3	1	1
Korea	6	10	2	2	2
China	17	12	7	0	1
India	7	12	1	1	0
Other Asia	8	14	1	7	1
USA	29	34	14	10	17
Canada	11	16	3	4	5
United Kingdom	57	146	14	26	31
Germany	28	25	8	21	25
Scandinavia	9	11	6	5	7
France	13	16	4	11	14
Italy	12	6	3	7	8
Netherlands	8	9	3	6	7
Switzerland	8	9	2	4	7
Other Europe	20	25	5	12	13
Other countries	16	47	6	6	3
Main purpose of journey (including backpackers)					
Holiday	176	288	63	104	128
Visiting friends & relatives	74	183	24	12	9
Business	38	93	8	14	5
Education	31	46	13	4	6
Employment	9	28	3	7	4
Other	8	16	2	6	3
Main purpose of journey (excluding backpackers)					
Holiday	105	221	40	54	63
Visiting friends & relatives	67	175	21	10	6
Business	37	90	8	13	3
Education	23	41	9	2	1
Employment	6	23	2	5	2
Other	6	12	1	4	1
Backpackers	91	91	32	60	79
Total	336	653	113	147	156

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 September 2010					
	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	106	87	8	9	104	26
Japan	16	7	0	2	117	4
Hong Kong	10	10	0	1	36	4
Singapore	18	24	1	4	38	4
Malaysia	13	13	0	2	32	2
Indonesia	8	1	0	1	26	1
Taiwan	7	3	0	1	34	4
Thailand	6	2	0	1	16	2
Korea	16	2	1	1	66	6
China	25	5	0	2	188	4
India	11	3	0	2	28	1
Other Asia	16	2	0	2	28	2
USA	49	42	3	5	160	17
Canada	21	15	3	2	50	8
United Kingdom	125	86	23	7	242	32
Germany	23	31	16	1	73	14
Scandinavia	11	12	3	2	35	7
France	16	17	7	1	44	6
Italy	7	11	1	1	28	2
Netherlands	9	11	5	0	23	5
Switzerland	5	10	4	0	20	3
Other Europe	31	25	5	3	75	9
Other countries	49	18	2	5	90	7
Main purpose of journey (including backpackers)						
Holiday	228	301	69	25	929	106
Visiting friends & relatives	241	72	8	5	268	38
Business	47	32	1	12	184	6
Education	54	19	4	7	104	15
Employment	20	7	2	1	41	5
Other	8	5	1	2	25	2
Main purpose of journey (excluding backpackers)						
Holiday	151	233	38	18	683	46
Visiting friends & relatives	228	64	6	4	239	31
Business	45	31	1	12	176	4
Education	41	9	1	5	60	6
Employment	14	5	1	1	28	2
Other	5	3	0	2	17	1
Backpackers	114	92	39	10	347	81
Total	597	436	84	52	1 550	171

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 September 2010						
	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	14	10	21	4	9	1	3
Japan	7	5	12	1	7	0	2
Hong Kong	3	1	1	0	2	0	1
Singapore	3	4	3	1	4	0	1
Malaysia	5	2	4	1	2	0	0
Indonesia	1	2	1	0	1	0	0
Taiwan	5	2	3	1	11	0	1
Thailand	2	1	2	0	1	0	0
Korea	11	4	8	0	3	0	1
China	7	2	5	0	28	0	0
India	1	1	2	0	1	0	0
Other Asia	2	0	2	0	1	0	0
USA	17	19	10	1	16	1	3
Canada	10	9	4	1	5	1	1
United Kingdom	62	43	27	4	34	4	7
Germany	23	22	7	1	19	2	3
Scandinavia	18	13	5	1	9	1	1
France	13	9	6	0	8	2	1
Italy	6	8	4	0	6	0	1
Netherlands	8	8	3	2	7	0	1
Switzerland	7	7	2	0	5	0	1
Other Europe	19	12	9	0	10	1	2
Other countries	12	7	8	1	3	0	1
Main purpose of journey (including backpackers)							
Holiday	190	146	86	16	154	10	21
Visiting friends & relatives	28	20	22	2	9	1	3
Business	6	5	9	3	9	0	3
Education	21	11	24	1	15	1	2
Employment	8	5	6	0	2	0	1
Other	4	3	4	1	3	0	0
Main purpose of journey (excluding backpackers)							
Holiday	38	58	32	12	92	4	6
Visiting friends & relatives	16	13	18	1	6	1	2
Business	4	4	8	2	7	0	2
Education	8	3	13	0	6	0	1
Employment	2	2	2	0	1	0	0
Other	1	1	3	0	1	0	0
Backpackers	188	108	74	6	79	7	19
Total	257	190	150	22	192	13	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 September 2010									
	New South Wales		Victoria		Queensland		South Australia		Western Australia	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	4 092	6	2 183	5	5 016	13	337	4	1 541	7
Japan	3 175	5	1 111	3	2 481	6	287	3	732	3
Hong Kong	1 950	3	911	2	871	2	660	8	624	3
Singapore	1 335	2	1 681	4	700	2	195	2	1 383	6
Malaysia	899	1	2 678	7	701	2	485	6	1 663	8
Indonesia	1 615	2	1 511	4	341	1	296	3	697	3
Taiwan	1 429	2	627	2	1 540	4	185	2	714	3
Thailand	1 379	2	1 217	3	257	1	163	2	506	2
Korea	6 234	10	1 114	3	2 826	7	503	6	715	3
China	10 187	16	7 701	19	2 726	7	1 194	14	889	4
India	2 463	4	3 291	8	832	2	299	3	632	3
Other Asia	2 513	4	2 725	7	958	2	572	7	1 171	5
USA	3 782	6	1 613	4	2 137	5	346	4	754	3
Canada	1 570	2	733	2	1 106	3	225	3	468	2
United Kingdom	7 087	11	3 721	9	5 263	13	920	11	3 888	18
Germany	2 084	3	1 011	3	1 934	5	439	5	724	3
Scandinavia	1 057	2	572	1	1 033	3	142	2	340	2
France	1 709	3	840	2	1 211	3	255	3	722	3
Italy	956	1	643	2	569	1	156	2	178	1
Netherlands	597	1	320	1	603	2	80	1	280	1
Switzerland	429	1	200	0	523	1	58	1	187	1
Other Europe	3 308	5	1 360	3	1 618	4	430	5	1 101	5
Other countries	4 945	8	2 643	7	3 761	10	373	4	1 833	8
Main purpose of journey (including backpackers)										
Holiday	21 692	33	10 193	25	18 531	48	2 192	25	6 440	30
Visiting friends & relatives	11 718	18	8 532	21	6 636	17	1 546	18	4 614	21
Business	3 945	6	2 730	7	1 519	4	482	6	2 010	9
Education	22 213	34	15 856	39	9 460	24	3 563	41	5 261	24
Employment	3 720	6	2 392	6	2 201	6	654	8	2 689	12
Other	1 509	2	700	2	661	2	165	2	727	3
Main purpose of journey (excluding backpackers)										
Holiday	12 844	20	6 155	15	9 723	25	1 268	15	3 823	18
Visiting friends & relatives	11 198	17	8 185	20	6 248	16	1 448	17	4 438	20
Business	3 694	6	2 614	6	1 413	4	466	5	1 946	9
Education	19 183	30	14 305	35	6 601	17	3 196	37	4 789	22
Employment	2 878	4	1 924	5	1 706	4	458	5	2 264	10
Other	1 066	2	534	1	416	1	94	1	507	2
Backpackers	13 934	22	6 686	17	12 901	33	1 673	19	3 975	18
Total	64 797	100	40 403	100	39 008	100	8 602	100	21 741	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 September 2010							
	Tasmania		Northern Territory		Australian Capital Territory		Total nights ^(a)	
	'000	%	'000	%	'000	%	'000	%
New Zealand	196	7	295	8	129	4	13 790	7
Japan	140	5	81	2	149	5	8 157	4
Hong Kong	131	4	8	0	144	5	5 299	3
Singapore	111	4	23	1	207	7	5 635	3
Malaysia	223	8	121	3	118	4	6 888	4
Indonesia	16	1	41	1	116	4	4 633	3
Taiwan	61	2	172	5	69	2	4 798	3
Thailand	142	5	26	1	48	2	3 737	2
Korea	156	5	213	6	256	8	12 016	7
China	253	9	36	1	629	20	23 615	13
India	49	2	61	2	129	4	7 757	4
Other Asia	90	3	222	6	76	2	8 329	5
USA	260	9	436	12	278	9	9 606	5
Canada	91	3	74	2	44	1	4 312	2
United Kingdom	251	8	617	16	171	5	21 917	12
Germany	105	4	360	10	38	1	6 695	4
Scandinavia	205	7	73	2	50	2	3 471	2
France	53	2	203	5	72	2	5 065	3
Italy	32	1	92	2	11	0	2 637	1
Netherlands	37	1	108	3	28	1	2 052	1
Switzerland	24	1	77	2	15	0	1 514	1
Other Europe	54	2	319	8	175	6	8 366	5
Other countries	273	9	112	3	165	5	14 105	8
Main purpose of journey (including backpackers)								
Holiday	891	30	2 055	55	491	16	62 486	34
Visiting friends & relatives	365	12	225	6	342	11	33 979	18
Business	116	4	346	9	179	6	11 328	6
Education	1 249	42	272	7	1 714	55	59 588	32
Employment	280	9	715	19	319	10	12 971	7
Other	50	2	155	4	76	2	4 043	2
Main purpose of journey (excluding backpackers)								
Holiday	464	16	871	23	234	8	35 382	19
Visiting friends & relatives	335	11	186	5	334	11	32 373	18
Business	116	4	285	8	161	5	10 694	6
Education	1 064	36	191	5	1 495	48	50 822	28
Employment	249	8	581	15	261	8	10 321	6
Other	39	1	49	1	11	0	2 716	1
Backpackers	685	23	1 608	43	624	20	42 086	23
Total	2 951	100	3 770	100	3 121	100	184 395	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

Country of residence	Year ended 30 September 2010				
	Sydney	Melbourne	Brisbane	Gold Coast	Tropical North Queensland
	'000	'000	'000	'000	'000
New Zealand	2 975	1 729	1 202	1 902	367
Japan	2 908	1 005	583	842	802
Hong Kong	1 829	800	485	198	66
Singapore	1 142	1 551	427	141	24
Malaysia	718	2 500	366	169	15
Indonesia	1 289	1 426	269	42	22
Taiwan	1 299	458	1 028	197	159
Thailand	1 206	1 109	106	94	20
Korea	5 776	931	1 612	404	323
China	9 065	7 477	1 838	634	159
India	2 379	3 077	645	95	13
Other Asia	2 218	2 484	685	78	32
USA	2 897	1 396	680	361	501
Canada	1 169	553	414	192	193
United Kingdom	5 498	2 733	1 724	643	1 101
Germany	1 541	830	534	174	546
Scandinavia	813	496	214	278	200
France	1 337	618	510	102	240
Italy	800	568	195	87	137
Netherlands	441	225	127	42	218
Switzerland	294	159	108	85	162
Other Europe	2 793	1 093	568	259	383
Other countries	4 224	2 422	1 691	1 039	315
Main purpose of journey (including backpackers)					
Holiday	17 888	8 275	5 214	3 969	4 411
Visiting friends & relatives	9 724	6 912	3 283	1 325	486
Business	3 483	2 500	793	245	141
Education	19 206	15 312	5 551	2 165	603
Employment	2 928	2 016	1 004	217	253
Other	1 380	625	167	136	107
Main purpose of journey (excluding backpackers)					
Holiday	11 013	5 124	2 533	3 042	2 215
Visiting friends & relatives	9 381	6 616	3 169	1 254	427
Business	3 283	2 409	742	233	131
Education	16 902	13 848	4 146	1 523	300
Employment	2 293	1 647	862	195	119
Other	980	483	81	118	58
Backpackers	10 757	5 513	4 481	1 692	2 751
Total	54 609	35 641	16 012	8 057	6 001

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 September 2010				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
Country of residence					
New Zealand	238	889	68	147	54
Japan	180	645	103	13	11
Hong Kong	651	611	52	5	3
Singapore	186	1 264	84	16	2
Malaysia	479	1 618	189	74	30
Indonesia	287	617	2	41	0
Taiwan	106	564	45	119	11
Thailand	156	397	134	17	8
Korea	444	596	95	75	37
China	1 189	875	188	24	9
India	294	585	38	44	16
Other Asia	523	868	22	157	7
USA	288	582	152	121	264
Canada	189	388	45	33	22
United Kingdom	726	3 090	143	308	111
Germany	322	405	61	149	86
Scandinavia	118	220	107	35	20
France	187	471	32	97	51
Italy	113	126	19	32	20
Netherlands	48	168	18	57	26
Switzerland	34	111	9	26	19
Other Europe	399	768	32	136	111
Other countries	338	1 608	223	76	14
Main purpose of journey (including backpackers)					
Holiday	1 617	4 818	474	909	523
Visiting friends & relatives	1 301	3 828	198	129	46
Business	397	1 401	78	154	52
Education	3 498	5 143	916	211	23
Employment	544	1 676	165	350	254
Other	138	601	31	48	35
Main purpose of journey (excluding backpackers)					
Holiday	952	3 047	241	365	166
Visiting friends & relatives	1 223	3 682	180	113	33
Business	382	1 347	77	143	47
Education	3 155	4 727	767	175	7
Employment	381	1 415	144	261	235
Other	69	470	29	15	25
Backpackers	1 333	2 780	424	729	420
Total	7 495	17 468	1 862	1 801	934

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 September 2010					
	Hotel, resort, motel, motor inn	Backpacker hostel	Rented house/ apartment/ flat/unit	Home of friend or relative	Caravan park/ commercial camping ground	Caravan/ camping by the side of the road
	'000	'000	'000	'000	'000	'000
New Zealand	3 032	312	2 568	5 985	312	69
Japan	1 294	505	3 530	662	45	29
Hong Kong	603	242	2 249	1 116	10	1
Singapore	1 111	171	2 256	1 095	9	2
Malaysia	689	118	3 361	1 675	14	1
Indonesia	398	18	2 005	1 397	10	0
Taiwan	349	516	2 379	629	146	3
Thailand	260	23	1 972	941	11	8
Korea	609	695	7 492	1 442	188	26
China	1 738	59	13 445	4 967	1	1
India	720	34	4 162	2 517	2	0
Other Asia	376	57	3 454	3 454	14	2
USA	2 730	592	2 123	2 603	112	49
Canada	669	558	1 184	1 302	58	55
United Kingdom	2 721	3 508	4 755	8 866	722	166
Germany	889	1 797	1 217	1 125	505	157
Scandinavia	472	817	1 069	610	99	46
France	421	1 122	1 488	781	315	168
Italy	332	298	1 013	649	53	25
Netherlands	344	544	322	467	157	38
Switzerland	319	275	139	283	172	52
Other Europe	854	1 240	3 143	2 136	193	66
Other countries	1 265	644	4 874	5 443	94	31
Main purpose of journey (including backpackers)						
Holiday	11 824	11 380	15 737	15 240	2 641	758
Visiting friends & relatives	1 998	423	2 509	27 639	238	56
Business	5 656	183	2 502	1 132	42	20
Education	1 281	1 126	39 876	4 015	122	52
Employment	975	657	7 819	1 493	119	73
Other	460	377	1 758	624	78	36
Main purpose of journey (excluding backpackers)						
Holiday	10 857	na	8 254	12 237	1 290	190
Visiting friends & relatives	1 925	na	2 287	26 856	196	33
Business	5 576	na	2 280	1 061	39	16
Education	1 095	na	34 855	3 818	45	18
Employment	885	na	6 719	1 201	50	23
Other	428	na	1 157	514	33	26
Backpackers	1 429	14 146	14 649	4 458	1 588	691
Total	22 195	14 146	70 202	50 145	3 240	996

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 September 2010					
	Guest house, bed and breakfast '000	Boat, houseboat, cabin cruiser or cruise ship '000	Educational institution '000	Homestay '000	Other '000	Total nights ^(a) '000
	New Zealand	58	102	160	12	761
Japan	24	7	332	1 555	120	8 157
Hong Kong	11	3	350	575	29	5 299
Singapore	13	28	548	108	87	5 635
Malaysia	3	3	404	318	92	6 888
Indonesia	14	3	279	212	55	4 633
Taiwan	21	0	108	427	118	4 798
Thailand	9	15	113	292	26	3 737
Korea	91	1	259	883	238	12 016
China	15	1	563	1 662	82	23 615
India	8	5	123	63	61	7 757
Other Asia	60	30	327	145	234	8 329
USA	71	50	879	85	282	9 606
Canada	21	19	231	44	119	4 312
United Kingdom	120	139	137	133	336	21 917
Germany	50	74	159	518	162	6 695
Scandinavia	19	16	140	35	127	3 471
France	52	70	108	293	176	5 065
Italy	15	14	28	148	24	2 637
Netherlands	15	22	43	28	70	2 052
Switzerland	17	6	12	233	3	1 514
Other Europe	99	48	139	239	196	8 366
Other countries	70	12	539	723	328	14 105
Main purpose of journey (including backpackers)						
Holiday	508	321	211	1 829	1 313	62 486
Visiting friends & relatives	87	18	14	81	93	33 979
Business	45	96	156	77	847	11 328
Education	148	16	5 426	6 390	347	59 588
Employment	40	211	86	171	1 030	12 971
Other	47	5	88	186	93	4 043
Main purpose of journey (excluding backpackers)						
Holiday	342	163	111	744	478	35 382
Visiting friends & relatives	80	10	12	68	84	32 373
Business	43	95	125	57	833	10 694
Education	108	0	4 177	5 657	266	50 822
Employment	23	156	51	138	790	10 321
Other	28	2	88	110	42	2 716
Backpackers	251	240	1 416	1 958	1 230	42 086
Total	875	667	5 981	8 734	3 724	184 395

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 September 2010								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	106	1 267	8	95	85	1 016	198	2 377	83
Japan	543	2 772	11	57	158	806	712	3 635	196
Hong Kong	32	1 847	2	137	25	1 412	60	3 397	18
Singapore	32	1 580	4	212	17	816	54	2 608	21
Malaysia	23	1 382	1	32	11	686	35	2 100	17
Indonesia	31	2 241	2	132	13	915	45	3 288	14
Taiwan	67	1 866	1	36	23	643	91	2 545	36
Thailand	18	2 379	3	383	11	1 501	32	4 263	8
Korea	148	2 379	1	20	51	827	200	3 226	62
China	414	2 661	5	29	215	1 379	633	4 069	156
India	32	3 537	2	175	13	1 399	46	5 110	9
Other Asia	20	2 514	1	82	6	808	27	3 403	8
USA	269	4 599	7	126	60	1 035	336	5 760	58
Canada	48	5 591	2	218	14	1 672	64	7 482	9
United Kingdom	301	5 078	8	133	103	1 732	412	6 944	59
Germany	132	5 354	5	193	54	2 186	190	7 733	25
Scandinavia	58	5 120	1	53	29	2 594	87	7 766	11
France	60	5 352	1	64	24	2 127	84	7 543	11
Italy	93	7 188	2	172	19	1 455	114	8 814	13
Netherlands	50	6 675	0	53	18	2 357	68	9 085	7
Switzerland	60	8 625	1	190	19	2 722	81	11 537	7
Other Europe	109	6 120	4	220	37	2 080	150	8 419	18
Other countries	77	3 350	12	505	45	1 974	134	5 829	23
Main purpose of journey (including backpackers)									
Holiday	2 246	3 144	43	60	803	1 125	3 093	4 329	714
Visiting friends & relatives	69	2 534	6	205	37	1 349	112	4 087	27
Business	207	2 758	13	170	88	1 166	308	4 094	75
Education	134	4 734	21	734	90	3 173	244	8 640	28
Employment	7	2 165	0	8	18	5 293	26	7 465	3
Other	57	3 108	1	38	14	738	72	3 884	18
Main purpose of journey (excluding backpackers)									
Holiday	2 138	3 114	40	58	708	1 031	2 885	4 203	686
Visiting friends & relatives	63	2 425	6	214	35	1 350	104	3 988	26
Business	207	2 758	13	171	88	1 168	307	4 097	75
Education	100	4 452	18	820	58	2 566	177	7 839	23
Employment	6	1 893	0	0	15	4 852	20	6 746	3
Other	56	3 143	1	34	12	684	69	3 860	18
Backpackers	151	4 198	6	168	134	3 739	291	8 104	36
Total	2 721	3 139	83	96	1 049	1 210	3 853	4 445	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 September 2010								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	479	502	182	190	1 207	1 264	1 868	1 957	954
Japan	232	1 380	112	667	470	2 801	814	4 848	168
Hong Kong	137	1 056	95	736	479	3 699	710	5 491	129
Singapore	203	843	153	634	714	2 963	1 070	4 440	241
Malaysia	138	727	151	797	673	3 550	961	5 073	190
Indonesia	82	851	75	776	378	3 930	534	5 556	96
Taiwan	55	1 166	27	580	285	6 035	368	7 781	47
Thailand	66	928	65	923	286	4 056	417	5 907	71
Korea	142	1 123	106	840	756	5 972	1 004	7 936	127
China	279	1 102	263	1 040	2 023	8 005	2 564	10 147	253
India	137	1 178	88	754	506	4 355	731	6 286	116
Other Asia	129	963	86	641	507	3 791	722	5 396	134
USA	722	1 839	181	462	900	2 292	1 804	4 593	393
Canada	220	2 004	44	397	369	3 363	633	5 764	110
United Kingdom	1 041	1 901	129	236	1 620	2 958	2 791	5 095	548
Germany	270	2 031	55	410	424	3 183	749	5 623	133
Scandinavia	163	2 245	19	255	287	3 959	469	6 460	73
France	160	1 948	26	312	308	3 748	494	6 007	82
Italy	85	2 053	15	353	170	4 099	270	6 505	41
Netherlands	91	2 220	14	333	143	3 479	248	6 032	41
Switzerland	79	2 257	23	642	135	3 835	236	6 733	35
Other Europe	297	1 861	50	310	650	4 068	997	6 239	160
Other countries	543	1 453	151	404	1 047	2 805	1 741	4 661	373
Main purpose of journey (including backpackers)									
Holiday	2 232	1 273	524	299	4 584	2 616	7 340	4 188	1 753
Visiting friends & relatives	1 516	1 175	166	129	1 979	1 533	3 661	2 836	1 291
Business	1 188	1 553	201	263	1 517	1 982	2 907	3 798	765
Education	439	1 093	1 174	2 920	5 077	12 632	6 690	16 645	402
Employment	126	1 065	17	140	886	7 476	1 029	8 682	119
Other	249	1 340	25	133	295	1 589	568	3 063	185
Main purpose of journey (excluding backpackers)									
Holiday	1 612	1 183	423	311	2 759	2 025	4 794	3 518	1 363
Visiting friends & relatives	1 444	1 164	160	129	1 852	1 492	3 457	2 785	1 241
Business	1 166	1 557	196	262	1 473	1 967	2 834	3 785	749
Education	357	1 034	1 002	2 903	4 454	12 898	5 814	16 834	345
Employment	103	1 011	14	134	739	7 248	856	8 393	102
Other	221	1 339	19	113	208	1 263	448	2 714	165
Backpackers	848	1 542	292	532	2 852	5 191	3 992	7 265	549
Total	5 750	1 274	2 106	467	14 338	3 176	22 195	4 916	4 515

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 September 2010						
	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	102	462	29	27	15	57	55
Japan	1 493	637	187	54	36	67	22
Hong Kong	221	930	96	53	47	136	53
Singapore	124	777	41	30	30	95	59
Malaysia	111	668	44	54	28	96	38
Indonesia	279	745	30	73	27	136	26
Taiwan	802	665	125	59	84	154	22
Thailand	232	838	33	57	33	153	48
Korea	783	753	91	117	57	204	25
China	1 014	682	62	229	36	133	12
India	253	1 093	29	120	35	184	35
Other Asia	138	910	22	125	25	151	19
USA	595	1 601	142	40	77	97	74
Canada	405	1 859	243	68	141	129	120
United Kingdom	497	1 715	190	64	90	132	120
Germany	834	1 714	308	45	129	140	240
Scandinavia	687	1 944	302	118	108	174	95
France	640	1 715	184	85	132	164	145
Italy	1 707	1 565	192	62	121	164	116
Netherlands	1 026	1 879	365	48	103	125	262
Switzerland	1 433	1 882	314	38	109	158	410
Other Europe	614	1 674	179	101	112	181	113
Other countries	194	1 369	45	65	49	120	37
Main purpose of journey (including backpackers)							
Holiday	910	905	180	35	64	102	96
Visiting friends & relatives	53	1 150	45	30	43	59	38
Business	247	1 414	19	36	36	109	60
Education	311	1 021	115	399	78	358	47
Employment	61	1 035	80	332	113	231	90
Other	281	1 219	41	60	35	71	22
Main purpose of journey (excluding backpackers)							
Holiday	1 043	787	119	23	34	68	82
Visiting friends & relatives	50	1 140	38	29	38	55	36
Business	251	1 415	16	36	33	109	60
Education	273	970	67	424	45	352	37
Employment	55	982	36	346	79	203	90
Other	307	1 208	19	49	18	52	16
Backpackers	257	1 448	430	112	211	272	141
Total	506	1 069	109	71	55	115	69

Base: All visitors aged 15 years and over.

Continued...

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

Table 17 (continued)

Average expenditure for all visitors^(a) by country of residence and main purpose of journey by expenditure item

		Year ended 30 September 2010						
Country of residence	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	31	69	225	294	693	14	48	
Japan	12	65	302	367	834	19	35	
Hong Kong	49	140	243	383	1 597	44	75	
Singapore	39	122	247	369	1 304	48	44	
Malaysia	51	196	265	461	1 414	52	61	
Indonesia	38	145	329	474	1 574	33	68	
Taiwan	56	174	355	529	1 733	17	78	
Thailand	52	195	322	518	1 875	18	87	
Korea	72	223	384	607	2 211	50	51	
China	50	246	791	1 037	1 872	48	99	
India	64	202	256	459	2 039	32	77	
Other Asia	55	224	375	600	1 446	13	67	
USA	40	59	181	240	1 326	12	59	
Canada	68	99	239	338	1 825	17	96	
United Kingdom	73	153	170	323	1 683	12	102	
Germany	142	121	145	266	1 647	3	87	
Scandinavia	80	170	252	423	1 936	4	116	
France	171	150	187	337	1 976	7	95	
Italy	92	203	294	497	1 869	13	98	
Netherlands	151	128	187	315	1 919	6	81	
Switzerland	180	162	245	408	1 980	5	117	
Other Europe	97	193	250	443	2 239	18	135	
Other countries	49	147	344	492	1 311	20	65	
Main purpose of journey (including backpackers)								
Holiday	57	86	332	418	1 174	23	79	
Visiting friends & relatives	38	110	277	387	685	19	46	
Business	30	56	204	260	1 250	11	25	
Education	132	566	343	908	4 916	53	191	
Employment	169	528	245	773	4 149	48	152	
Other	28	85	141	225	795	16	28	
Main purpose of journey (excluding backpackers)								
Holiday	39	64	359	423	898	23	64	
Visiting friends & relatives	38	109	281	389	661	19	43	
Business	31	55	205	260	1 241	11	24	
Education	134	588	357	945	4 906	58	188	
Employment	167	535	241	776	3 930	45	143	
Other	24	71	139	210	622	11	22	
Backpackers	130	223	201	423	2 736	23	153	
Total	56	135	290	425	1 418	23	71	

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 September 2010					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	45	49	18	53	1 991	1 427	1 038
Japan	14	357	31	29	4 195	2 065	364
Hong Kong	68	1 367	70	52	5 241	4 090	147
Singapore	134	1 107	44	51	4 296	3 396	262
Malaysia	303	1 332	64	57	4 835	4 056	206
Indonesia	95	1 527	80	69	5 274	4 250	110
Taiwan	44	1 043	77	39	5 529	4 062	83
Thailand	125	1 509	102	67	5 747	4 677	78
Korea	123	1 083	92	65	6 386	4 850	189
China	350	2 035	95	76	7 831	6 135	408
India	205	1 373	111	92	6 202	4 856	125
Other Asia	163	1 377	105	70	5 287	4 238	142
USA	23	340	38	38	4 744	2 548	451
Canada	61	385	57	78	5 888	3 624	118
United Kingdom	130	45	50	50	5 276	3 064	607
Germany	73	213	58	53	5 952	3 403	158
Scandinavia	28	468	92	60	6 635	4 004	84
France	134	232	76	99	6 191	3 836	93
Italy	40	337	90	91	7 054	3 781	54
Netherlands	36	80	54	50	6 501	3 596	49
Switzerland	37	360	46	56	7 531	4 217	42
Other Europe	119	253	85	95	6 458	4 170	178
Other countries	105	652	71	84	4 729	3 166	396
Main purpose of journey (including backpackers)							
Holiday	47	74	36	29	4 229	2 414	2 467
Visiting friends & relatives	72	148	20	30	2 862	1 659	1 318
Business	96	61	43	126	3 825	2 164	840
Education	420	6 752	270	148	16 120	14 788	430
Employment	786	195	220	213	8 648	7 552	122
Other	94	120	40	63	3 138	1 637	204
Main purpose of journey (excluding backpackers)							
Holiday	35	62	22	24	3 748	1 918	2 049
Visiting friends & relatives	74	152	19	30	2 810	1 620	1 268
Business	98	62	42	124	3 813	2 147	824
Education	458	6 996	279	151	16 283	15 040	368
Employment	878	180	216	219	8 346	7 309	105
Other	76	99	33	63	2 826	1 311	183
Backpackers	113	681	117	70	7 317	5 612	585
Total	109	628	57	59	4 840	3 266	5 382

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 September 2010					
	Package tour	Pre-paid international airfares	Organised tours	International airfares bought in Australia	Domestic airfares	Other transport fares
	\$	\$	\$	\$	\$	\$
New Zealand	1 267	502	309	490	264	82
Japan	2 772	1 380	382	848	496	116
Hong Kong	1 847	1 056	529	909	316	185
Singapore	1 580	843	268	811	350	131
Malaysia	1 382	727	275	644	240	131
Indonesia	2 241	851	288	721	242	179
Taiwan	1 866	1 166	521	778	503	279
Thailand	2 379	928	225	781	297	221
Korea	2 379	1 123	316	916	323	316
China	2 661	1 102	472	1 120	314	268
India	3 537	1 178	310	1 094	316	265
Other Asia	2 514	963	282	977	242	239
USA	4 599	1 839	501	835	433	124
Canada	5 591	2 004	732	1 010	477	155
United Kingdom	5 078	1 901	586	1 068	356	164
Germany	5 354	2 031	696	836	387	173
Scandinavia	5 120	2 245	700	1 122	366	200
France	5 352	1 948	619	822	405	196
Italy	7 188	2 053	567	1 039	501	203
Netherlands	6 675	2 220	793	1 118	370	162
Switzerland	8 625	2 257	692	909	426	188
Other Europe	6 120	1 861	573	1 212	400	224
Other countries	3 350	1 453	394	1 069	346	167
Main purpose of journey (including backpackers)						
Holiday	3 144	1 273	521	751	365	145
Visiting friends & relatives	2 534	1 175	371	711	320	91
Business	2 758	1 553	254	1 111	438	146
Education	4 734	1 093	509	1 063	354	393
Employment	2 165	1 065	578	947	495	302
Other	3 108	1 340	509	833	400	109
Main purpose of journey (excluding backpackers)						
Holiday	3 114	1 183	402	780	319	104
Visiting friends & relatives	2 425	1 164	351	699	316	86
Business	2 758	1 557	235	1 128	433	146
Education	4 452	1 034	397	1 083	299	390
Employment	1 893	1 011	392	994	508	278
Other	3 143	1 339	314	854	336	84
Backpackers	4 198	1 542	771	760	416	287
Total	3 139	1 274	487	913	365	161

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 September 2010					
	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	320	106	181	312	364	726
Japan	337	160	213	328	388	870
Hong Kong	426	231	437	319	455	1 685
Singapore	298	139	360	303	418	1 346
Malaysia	222	197	471	308	505	1 495
Indonesia	453	243	401	395	531	1 723
Taiwan	351	445	544	405	577	1 918
Thailand	448	268	562	383	586	2 092
Korea	513	512	600	454	668	2 369
China	351	513	790	931	1 145	2 193
India	481	454	599	347	566	2 535
Other Asia	455	386	602	489	731	1 746
USA	484	171	172	240	292	1 387
Canada	582	204	225	300	393	1 902
United Kingdom	546	186	298	230	374	1 736
Germany	845	339	270	193	317	1 670
Scandinavia	496	229	322	334	476	1 975
France	534	422	344	248	386	2 036
Italy	634	270	571	357	562	1 985
Netherlands	847	317	266	237	359	1 989
Switzerland	1 527	417	305	297	454	2 031
Other Europe	600	307	394	322	511	2 336
Other countries	377	225	411	448	584	1 489
Main purpose of journey (including backpackers)						
Holiday	484	204	226	394	462	1 229
Visiting friends & relatives	365	133	279	351	447	767
Business	583	221	231	300	349	1 352
Education	413	535	812	444	984	5 007
Employment	720	448	922	379	932	4 383
Other	360	258	338	238	337	868
Main purpose of journey (excluding backpackers)						
Holiday	448	149	188	419	468	948
Visiting friends & relatives	361	132	281	356	451	744
Business	587	223	230	302	350	1 344
Education	428	593	860	466	1 030	5 010
Employment	841	455	982	383	955	4 189
Other	324	239	303	237	318	687
Backpackers	556	362	372	260	467	2 747
Total	473	221	350	370	494	1 516

Base: All visitors aged 15 years and over.

Continued...

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

Table 18 (continued)

Average expenditure by visitors with expenditure on item^(a)
by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 30 September 2010					
	Horse racing and gambling \$	Entertainment \$	Motor vehicles \$	Education fees \$	Phone, internet, fax and/or postage \$	Other ^(b) \$
New Zealand	90	122	6 511	4 368	56	400
Japan	212	105	3 961	5 656	125	294
Hong Kong	423	179	7 423	11 478	150	356
Singapore	416	124	16 477	12 726	111	401
Malaysia	489	145	18 456	12 249	149	435
Indonesia	483	175	6 319	11 123	160	449
Taiwan	147	185	2 502	8 226	176	294
Thailand	238	201	6 681	10 018	220	429
Korea	343	140	4 087	6 600	243	334
China	413	248	19 353	12 907	243	606
India	484	200	7 344	10 006	253	484
Other Asia	251	184	7 844	11 225	234	418
USA	146	125	5 677	9 845	79	204
Canada	147	165	3 172	7 725	99	269
United Kingdom	108	174	7 136	3 800	99	192
Germany	63	143	2 878	4 471	90	174
Scandinavia	76	165	1 652	8 093	129	174
France	113	153	2 457	3 964	119	354
Italy	173	168	1 707	5 016	136	371
Netherlands	100	144	2 227	3 933	92	154
Switzerland	97	180	4 986	3 517	75	162
Other Europe	226	228	3 866	4 368	145	340
Other countries	246	165	7 617	8 019	153	459
Main purpose of journey (including backpackers)						
Holiday	184	153	3 767	3 555	83	175
Visiting friends & relatives	167	113	13 088	9 229	67	235
Business	206	120	17 802	5 097	104	639
Education	518	264	8 413	10 922	324	387
Employment	350	280	8 379	2 883	323	549
Other	281	125	7 464	4 187	107	482
Main purpose of journey (excluding backpackers)						
Holiday	184	137	6 947	4 090	61	206
Visiting friends & relatives	170	109	13 675	9 522	66	243
Business	203	116	17 802	5 201	102	645
Education	603	270	9 176	11 258	337	406
Employment	359	283	9 663	2 744	332	607
Other	202	114	9 634	4 281	94	576
Backpackers	194	206	2 438	6 497	149	174
Total	214	159	7 514	9 329	129	326

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

Year ended 30 September 2010

Country of residence	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	32	715	22	60	210	1 039	1 849
Japan	26	2 621	103	152	427	2 734	5 952
Hong Kong	9	815	87	67	490	3 466	7 159
Singapore	12	456	38	71	466	2 404	5 911
Malaysia	11	555	52	51	369	1 668	4 772
Indonesia	2	66	29	7	383	1 675	3 080
Taiwan	12	1 990	160	110	943	4 273	8 821
Thailand	4	230	58	21	307	2 219	5 398
Korea	27	3 860	142	225	687	4 419	8 292
China	6	629	104	60	760	3 021	10 016
India	2	205	103	17	547	4 048	8 343
Other Asia	2	132	68	18	1 301	2 717	9 163
USA	55	2 612	47	274	277	1 978	4 940
Canada	22	1 458	66	130	391	2 717	5 914
United Kingdom	115	7 647	66	607	354	2 879	5 265
Germany	59	4 055	68	285	322	2 305	4 813
Scandinavia	31	1 946	63	181	454	2 801	5 824
France	39	3 331	86	213	429	2 775	5 521
Italy	12	1 140	93	77	456	3 421	6 276
Netherlands	16	1 115	70	95	430	3 074	5 994
Switzerland	14	742	55	79	485	2 572	5 816
Other Europe	48	3 677	77	307	583	3 458	6 442
Other countries	29	2 088	73	178	487	2 775	6 204
Main purpose of journey							
Holiday	418	27 104	65	2 025	391	2 530	4 847
Visiting friends & relatives	50	1 607	32	134	323	1 299	2 644
Business	17	633	38	50	274	1 667	2 993
Education	62	8 765	141	828	693	4 971	13 295
Employment	17	2 650	156	154	753	5 504	9 051
Other	21	1 327	63	94	361	2 291	4 468
Total	585	42 086	72	3 285	423	2 736	5 612

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 September 2006 – 2010

State/Territory visited	Year ended 30 September									
	2006		2007		2008		2009		2010	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	418	79	436	77	448	79	437	78	459	78
Victoria	238	45	265	47	259	46	251	45	262	45
Queensland	348	66	356	63	363	64	364	65	360	62
South Australia	96	18	102	18	93	16	93	17	97	17
Western Australia	95	18	107	19	102	18	106	19	95	16
Tasmania	37	7	42	7	45	8	41	7	37	6
Northern Territory	124	23	117	21	118	21	121	22	117	20
Australian Capital Territory	37	7	40	7	35	6	37	7	36	6
Total^(a)	528	100	566	100	567	100	557	100	585	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 September 2006 – 2010

State/Territory visited	Year ended 30 September									
	2006		2007		2008		2009		2010	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	12 453	34	12 838	32	11 916	30	13 232	30	13 934	33
Victoria	5 983	16	6 362	16	6 016	15	6 615	15	6 686	16
Queensland	10 873	29	12 745	31	12 934	32	14 371	33	12 901	31
South Australia	1 691	5	1 604	4	1 721	4	1 551	4	1 673	4
Western Australia	3 776	10	4 679	11	4 792	12	4 769	11	3 975	9
Tasmania	581	2	834	2	789	2	819	2	685	2
Northern Territory	1 330	4	1 166	3	1 378	3	1 514	3	1 608	4
Australian Capital Territory	281	1	505	1	589	1	558	1	624	1
Total^(a)	36 968	100	40 734	100	40 135	100	43 428	100	42 086	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 September 2010		
	Spend in Australia	Total trip expenditure	Total Inbound Economic Value (TIEV) ^(a)
	\$ million	\$ million	\$ million
New Zealand	1 481	2 066	1 954
Japan	751	1 526	1 211
Hong Kong	601	770	689
Singapore	888	1 124	1 002
Malaysia	836	996	927
Indonesia	467	579	544
Taiwan	337	458	409
Thailand	366	449	418
Korea, South	899	1 175	1 059
China	2 505	3 198	3 033
India	608	776	787
Other Asia	616	778	804
USA	1 149	2 140	1 737
Canada	429	697	604
United Kingdom	1 860	3 203	2 913
Germany	537	939	770
Scandinavia	336	556	473
France	359	579	487
Italy	206	384	318
Netherlands	175	316	270
Switzerland	178	317	264
Other Europe	740	1 146	1 030
Other countries	1 256	1 875	1 718
Total	17 577	26 048	23 418

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 September 2006 – 2010**

Country of residence	Year ended 30 September									
	2006		2007		2008		2009		2010	
	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change
New Zealand	1 918	2	2 004	4	2 016	1	1 871	-7	1 954	4
Japan	1 915	-8	1 617	-16	1 370	-15	1 342	-2	1 211	-10
Hong Kong	567	19	579	2	591	2	646	9	689	7
Singapore	804	20	887	10	936	6	933	0	1 002	7
Malaysia	592	6	705	19	759	8	925	22	927	0
Indonesia	392	14	400	2	485	21	457	-6	544	19
Taiwan	313	5	305	-3	302	-1	397	31	409	3
Thailand	300	-6	333	11	362	9	407	12	418	3
Korea, South	1 088	20	1 257	16	1 163	-7	1 064	-9	1 059	0
China	1 496	6	1 787	19	2 025	13	2 485	23	3 033	22
India	374	36	449	20	656	46	765	17	787	3
Other Asia	368	9	471	28	665	41	784	18	804	3
USA	1 941	12	1 894	-2	1 989	5	1 938	-3	1 737	-10
Canada	577	24	607	5	651	7	662	2	604	-9
United Kingdom	3 162	4	3 479	10	3 199	-8	3 122	-2	2 913	-7
Germany	770	9	778	1	828	6	910	10	770	-15
Scandinavia	427	5	432	1	494	14	466	-6	473	2
France	289	29	378	31	419	11	466	11	487	4
Italy	259	12	289	12	322	11	329	2	318	-3
Netherlands	245	-12	249	1	288	16	283	-2	270	-5
Switzerland	244	10	269	10	264	-2	261	-1	264	1
Other Europe	927	11	963	4	1 189	24	1 140	-4	1 030	-10
Other countries	1 159	7	1 342	16	1 714	28	1 828	7	1 718	-6
Total	20 128	7	21 472	7	22 688	6	23 482	4	23 418	0

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 September 2010						Average length of stay Nights
	Expenditure \$ million	Share of expenditure %	Visitors ^(b) '000	Visitor nights '000	Expenditure per visitor \$	Expenditure per night \$	
Excluding package expenditure							
New South Wales	5 854	35	2 865	64 797	2 043	90	23
Victoria	3 808	23	1 604	40 403	2 374	94	25
Queensland	3 543	21	2 017	39 008	1 756	91	19
South Australia	698	4	364	8 602	1 918	81	24
Western Australia	1 846	11	681	21 741	2 710	85	32
Tasmania	271	2	142	2 951	1 909	92	21
Northern Territory	315	2	322	3 770	981	84	12
Australian Capital Territory	272	2	155	3 121	1 750	87	20
Total Australia^(b)	16 608	100	5 382	184 395	3 086	90	34
Including package expenditure							
New South Wales	6 155	35	2 865	64 797	2 148	95	23
Victoria	3 868	22	1 604	40 403	2 411	96	25
Queensland	3 843	22	2 017	39 008	1 905	99	19
South Australia	722	4	364	8 602	1 983	84	24
Western Australia	1 886	11	681	21 741	2 769	87	32
Tasmania	277	2	142	2 951	1 953	94	21
Northern Territory	401	2	322	3 770	1 248	106	12
Australian Capital Territory	272	2	155	3 121	1 753	87	20
Total Australia^(b)	17 424	100	5 382	184 395	3 238	94	34

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 2010 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 September 2010											
	Holiday		VFR		Business		Education		Other purposes ^(c)		Total visitors	
	\$	%	\$	%	\$	%	\$	%	\$	%	\$	%
Excluding package expenditure	million	share	million	share	million	share	million	share	million	share	million	share
New South Wales	1 996	35	795	32	574	36	2 174	37	303	33	5 854	35
Victoria	815	14	691	28	445	28	1 658	28	179	20	3 808	23
Queensland	1 859	33	469	19	229	14	836	14	144	16	3 543	21
South Australia	181	3	110	4	65	4	303	5	39	4	698	4
Western Australia	472	8	377	15	226	14	580	10	176	19	1 846	11
Tasmania	90	2	31	1	20	1	117	2	np	np	271	2
Northern Territory	233	4	16	1	22	1	np	np	32	4	315	2
Australian Capital Territory	33	1	22	1	24	1	172	3	21	2	272	2
Total Australia^(b)	5 679	100	2 512	100	1 605	100	5 852	100	906	100	16 608	100
Including package expenditure	million	share	million	share	million	share	million	share	million	share	million	share
New South Wales	2 227	35	806	32	605	36	2 192	37	308	34	6 155	35
Victoria	857	14	696	27	455	27	1 660	28	180	20	3 868	22
Queensland	2 116	33	481	19	239	14	854	14	147	16	3 843	22
South Australia	196	3	112	4	69	4	303	5	40	4	722	4
Western Australia	499	8	382	15	229	14	583	10	178	19	1 886	11
Tasmania	94	1	32	1	21	1	117	2	np	np	277	2
Northern Territory	317	5	17	1	23	1	np	np	32	4	401	2
Australian Capital Territory	33	1	22	1	24	1	172	3	21	2	272	2
Total Australia^(b)	6 340	100	2 547	100	1 666	100	5 894	100	918	100	17 424	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 2010 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 September 2010						
	Expenditure	Share of expenditure	Visitors ^(a)	Visitor nights ^(b)	Expenditure per visitor	Expenditure per night	Average length of stay
Excluding package expenditure	\$ million	%	'000	'000	\$	\$	Nights
Sydney	5 162	88	2 692	54 609	1 917	95	20
Regional New South Wales	692	12	607	10 188	1 140	68	17
Total New South Wales	5 854	100	2 865	64 797	2 043	90	23
Melbourne	3 540	93	1 500	35 641	2 359	99	24
Regional Victoria	268	7	312	4 762	859	56	15
Total Victoria	3 808	100	1 604	40 403	2 374	94	25
Gold Coast	882	25	842	8 057	1 047	109	10
Brisbane	1 332	38	918	16 012	1 451	83	17
Regional Queensland	1 329	38	995	14 939	1 336	89	15
Total Queensland	3 543	100	2 017	39 008	1 756	91	19
Adelaide	613	88	336	7 495	1 824	82	22
Regional South Australia	85	12	130	1 107	659	77	9
Total South Australia	698	100	364	8 602	1 918	81	24
Experience Perth	1 604	87	654	17 468	2 454	92	27
Regional Western Australia	242	13	210	4 273	1 150	57	20
Total Western Australia	1 846	100	681	21 741	2 710	85	32
Hobart	169	62	113	1 862	1 501	91	17
Regional Tasmania	102	38	75	1 089	1 356	93	15
Total Tasmania	271	100	142	2 951	1 909	92	21
Darwin	142	45	152	1 801	934	79	12
Regional Northern Territory	173	55	255	1 968	679	88	8
Total Northern Territory	315	100	322	3 770	981	84	12
Canberra	272	100	155	3 121	1 750	87	20
Total Australian Capital Territory	272	100	155	3 121	1 750	87	20
Total capital cities	13 716	83	4 976	146 067	2 757	94	29
Total regional	2 892	17	1 864	38 328	1 551	75	21
Total Australia	16 608	100	5 382	184 395	3 086	90	34
Including package expenditure							
Sydney	5 455	89	2 692	54 609	2 026	100	20
Regional NSW	700	11	607	10 188	1 154	69	17
Total New South Wales	6 155	100	2 865	64 797	2 148	95	23
Melbourne	3 593	93	1 500	35 641	2 395	101	24
Regional Victoria	274	7	312	4 762	879	58	15
Total Victoria	3 868	100	1 604	40 403	2 411	96	25
Gold Coast	998	26	842	8 057	1 185	124	10
Brisbane	1 362	35	918	16 012	1 483	85	17
Regional Queensland	1 483	39	995	14 939	1 490	99	15
Total Queensland	3 843	100	2 017	39 008	1 905	99	19
Adelaide	628	87	336	7 495	1 869	84	22
Regional South Australia	94	13	130	1 107	726	85	9
Total South Australia	722	100	364	8 602	1 983	84	24
Experience Perth	1 636	87	654	17 468	2 503	94	27
Regional Western Australia	250	13	210	4 273	1 189	59	20
Total Western Australia	1 886	100	681	21 741	2 769	87	32
Hobart	172	62	113	1 862	1 532	93	17
Regional Tasmania	105	38	75	1 089	1 394	96	15
Total Tasmania	277	100	142	2 951	1 953	94	21
Darwin	145	36	152	1 801	950	80	12
Regional Northern Territory	257	64	255	1 968	1 006	130	8
Total Northern Territory	401	100	322	3 770	1 248	106	12
Canberra	272	100	155	3 121	1 753	87	20
Total Australian Capital Territory	272	100	155	3 121	1 753	87	20
Total capital cities	14 261	82	4 976	146 067	2 866	98	29
Total regional	3 163	18	1 864	38 328	1 696	83	21
Total Australia	17 424	100	5 382	184 395	3 238	94	34

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 2010 International Visitor Survey data.

Table 27

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

Tourism region		Year ended 30 September 2010						
		Expenditure in region				Visitors ^(a)	Nights in region ^(b)	
		Total	Share	Per visitor	Per night		Total	Average
Excluding package expenditure		\$ million	%	\$	\$	'000	'000	Nights
Sydney	NSW	5 162	31	1 917	95	2 692	54 609	20
Melbourne	Vic	3 540	21	2 359	99	1 500	35 641	24
Experience Perth	WA	1 604	10	2 454	92	654	17 468	27
Brisbane	Qld	1 332	8	1 451	83	918	16 012	17
Gold Coast	Qld	882	5	1 047	109	842	8 057	10
Tropical North Queensland	Qld	664	4	989	111	672	6 001	9
Adelaide	SA	613	4	1 824	82	336	7 495	22
Canberra	ACT	272	2	1 750	87	155	3 121	20
Sunshine Coast	Qld	217	1	768	87	282	2 479	9
Hobart and Surrounds	Tas	169	1	1 501	91	113	1 862	17
South Coast	NSW	155	1	1 427	78	109	1 994	18
Hunter	NSW	154	1	1 253	74	123	2 096	17
Darwin	NT	142	1	934	79	152	1 801	12
Northern Rivers	NSW	138	1	599	77	231	1 795	8
Whitsundays	Qld	134	1	642	110	208	1 215	6
Northern	Qld	126	1	954	87	132	1 451	11
Australia's North West	WA	86	1	1 425	60	60	1 434	24
Australia's South West	WA	84	1	715	66	117	1 273	11
Petermann	NT	78	0	444	156	175	498	3
Alice Springs	NT	61	0	389	65	156	934	6
Top 20 regions		15 613	94	2 975	93	5 247	167 236	32
Total Australia		16 608	100	3 086	90	5 382	184 395	34
Including package expenditure								
Sydney	NSW	5 455	31	2 026	100	2 692	54 609	20
Melbourne	Vic	3 593	21	2 395	101	1 500	35 641	24
Experience Perth	WA	1 636	9	2 503	94	654	17 468	27
Brisbane	Qld	1 362	8	1 483	85	918	16 012	17
Gold Coast	Qld	998	6	1 185	124	842	8 057	10
Tropical North Queensland	Qld	797	5	1 187	133	672	6 001	9
Adelaide	SA	628	4	1 869	84	336	7 495	22
Canberra	ACT	272	2	1 753	87	155	3 121	20
Sunshine Coast	Qld	221	1	783	89	282	2 479	9
Hobart and Surrounds	Tas	172	1	1 532	93	113	1 862	17
South Coast	NSW	156	1	1 432	78	109	1 994	18
Hunter	NSW	155	1	1 260	74	123	2 096	17
Whitsundays	Qld	147	1	708	121	208	1 215	6
Petermann	NT	146	1	835	293	175	498	3
Darwin	NT	145	1	950	80	152	1 801	12
Northern Rivers	NSW	139	1	603	78	231	1 795	8
Northern	Qld	126	1	957	87	132	1 451	11
Australia's North West	WA	89	1	1 484	62	60	1 434	24
Australia's South West	WA	84	0	720	66	117	1 273	11
Alice Springs	NT	69	0	444	74	156	934	6
Top 20 regions		16 393	94	3 124	98	5 247	167 236	32
Total Australia		17 424	100	3 238	94	5 382	184 395	34

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 2010 International Visitor Survey data.

Table 28

Modelled international visitor expenditure^(a) in each State/Territory
by country of residence

Year ended 30 September 2010

State/Territory visited

Country of residence	State/Territory visited								Total Australia ^(b)
	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	
Excluding package expenditure	\$ million								
New Zealand	389	309	512	38	94	29	23	11	1 407
United Kingdom	599	283	423	68	285	20	54	13	1 743
Germany	156	75	154	32	54	10	36	3	518
Scandinavia	101	56	102	13	29	np	7	np	324
Switzerland	49	21	58	8	23	np	10	np	174
Netherlands	43	27	58	6	20	np	11	np	171
France	113	52	89	18	41	4	18	np	338
Italy	68	47	48	12	12	np	11	np	200
Other Europe	278	123	144	32	83	np	26	12	702
USA	477	214	250	34	69	24	31	22	1 121
Canada	153	58	118	21	42	np	10	np	414
Japan	273	75	270	20	58	8	12	11	726
China	1 059	655	292	99	77	24	np	58	2 268
Korea	505	74	177	30	46	np	10	15	870
Singapore	160	272	99	36	224	np	7	np	845
Malaysia	80	319	72	41	203	np	np	np	762
Hong Kong	199	136	86	65	66	np	np	np	583
Indonesia	129	180	19	np	78	np	np	np	448
Thailand	138	114	20	np	42	np	np	np	351
India	169	260	59	21	39	np	np	np	567
Taiwan	116	37	110	np	39	np	np	np	328
Other Asia	194	194	64	25	62	np	11	np	559
Other countries	407	227	320	29	160	20	9	17	1 188
Total	5 854	3 808	3 543	698	1 846	271	315	272	16 608
Including package expenditure									
New Zealand	393	312	531	39	98	29	24	11	1 439
United Kingdom	631	290	445	71	295	21	66	13	1 833
Germany	169	77	163	34	58	10	44	3	558
Scandinavia	106	57	107	15	30	np	10	np	341
Switzerland	53	23	63	9	25	np	14	np	193
Netherlands	49	28	61	7	21	np	13	np	186
France	117	53	93	18	41	4	25	np	356
Italy	75	48	53	15	14	np	21	np	228
Other Europe	287	124	155	35	83	np	33	12	734
USA	516	220	272	35	70	24	41	22	1 201
Canada	158	58	122	22	43	np	12	np	428
Japan	311	78	369	21	64	9	27	11	889
China	1 117	674	336	100	78	25	np	58	2 393
Korea	539	74	187	30	47	np	10	15	914
Singapore	161	274	103	37	226	np	7	np	855
Malaysia	81	320	75	41	204	np	np	np	769
Hong Kong	204	137	90	65	66	np	np	np	593
Indonesia	134	182	21	np	79	np	np	np	457
Thailand	141	116	21	np	43	np	np	np	357
India	173	261	62	21	39	np	np	np	577
Taiwan	126	39	118	np	39	np	np	np	348
Other Asia	196	194	66	25	62	np	11	np	565
Other countries	415	229	329	30	161	20	11	17	1 211
Total	6 155	3 868	3 843	722	1 886	277	401	272	17 424

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 2010 International Visitor Survey data.

Introduction to the International Visitor Survey

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

Survey methodology

The International Visitor Survey samples 40,000 departing, short-term international travellers 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 September Quarter 2010 and for the year ended 30 September 2010.

Sample size by country of residence

Country of residence	Sample (n)	
	September Quarter 2010	Year ended 30 September 2010
New Zealand	1 569	5 973
Japan	1 203	4 915
Hong Kong	180	1 057
Singapore	419	2 039
Malaysia	381	1 577
Indonesia	215	808
Taiwan	165	687
Thailand	129	708
Korea	282	1 678
China	546	3 033
India	272	980
Other Asia	238	1 182
USA	617	3 104
Canada	164	984
United Kingdom	711	4 561
Germany	278	1 267
Scandinavia	94	755
France	237	818
Italy	180	493
Netherlands	133	639
Switzerland	83	441
Other Europe	290	1 216
Other countries	631	2 857
Total	9 017	41 772

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 spends details from the international visitors as they depart Australia. These four direct expenditure classifications are specifically:

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

There are subtle differences between each of these spend classifications.

Total trip expenditure

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

Spend in Australia

While international visitors may spend a lot of money on their entire trip, not all of this expenditure is spent in Australia. The international visitor is asked to separate the money they have spent in Australia from their total trip expenditure in the IVS. This is in order to determine the amount of money that is being spent 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>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. <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	Including expenditure in Australia, pre-paid expenditure on goods and services in Australia and pre-paid inclusive package travel and pre-paid international airfares.
Tourism regions	<p>Formed predominantly through the aggregation of Statistical Local Areas (SLAs). Tourism regions are defined by the various State and Territory tourism organisations (STOs) according to their research and marketing needs.</p> <p>From 1998, the Bureau of Tourism Research (BTR – now Tourism Research Australia) and the Australian Bureau of Statistics (ABS) adopted a coordinated approach to the use of tourism regions to enable comparability of regional data from different tourism surveys.</p>

Tourism Satellite Account (TSA)	An extension from the core national accounts to focus on the tourism sector. It identifies tourism activities within the national accounting framework and compiles a comprehensive set of economic data on tourism. The first Australian TSA was released by the ABS in October 2000 (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 provides independent, accurate, timely and strategically relevant statistics and analysis to the tourism industry, government and the community at large to enhance the contribution of tourism for the benefit of the Australian community.

Tourism Research Australia is a unit of the Department of Resources, Energy and Tourism.

Research publications and reports

Tourism Research Australia 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 Tourism Research Australia Publications Advisory Service.

Statistical Enquiry Service

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

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

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

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

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

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

If you would like to receive information about the Online Data Package subscription or have further enquiries please email tourism.research@ret.gov.au

Online Student Data Package

Tourism Research Australia has developed an Online Student Data Package. Available to subscribing educational institutions, Online Student Data is 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), Tourism Research Australia has developed a program of Destination Visitor Surveys (DVS). These projects are a regional initiative and are aimed at non-capital city destinations.

The Destination Visitor Surveys program allows the analysis of visitor type, trip characteristics and destination specific issues. 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, Tourism Research Australia has developed a Visitor Profile and Satisfaction (VPS) program. In this program the research design, questionnaires, analysis and reporting are standardised.

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

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

For more detailed information read the *Visitor Profile and Satisfaction Program - A Guide for Tourism Destinations 2008* on our website at www.ret.gov.au/tra

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

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