



International Visitors in Australia

DECEMBER 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

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

Image: Old Ghan Finke Track, Binns Track, Simpson Desert
Courtesy of Tourism NT

ISSN 1447 8595

Tourism Research Australia
Department of Resources, Energy and Tourism
GPO Box 1564 Canberra ACT 2601
ABN 46 252 861 927

For further information on the International Visitor Survey, contact Steve Matthews, Tourism Research Australia on 02 6243 7733.

Acknowledgements: ORC International

Publication Date: Wednesday, 9 March 2011



This work is licensed under a [Creative Commons Attribution 2.5 Australia licence](https://creativecommons.org/licenses/by/2.5/au/). To the extent that copyright subsists in third party quotes and diagrams it remains with the original owner and permission may be required to reuse the material.

This work should be attributed as *International Visitors in Australia – December 2010 Quarterly Results of the International Visitor Survey*, Tourism Research Australia, Canberra.

Enquiries regarding the licence and any use of work by Tourism Research Australia are welcome at tourism.research@ret.gov.au

Contents

Main Findings	1
----------------------------	----------

Figures

Figure 1. Average and median nights in Australia by country of residence.....	6
Figure 2. Visitors to Australia by main purpose of journey.....	7
Figure 3. Visitor nights in Australia by main purpose of journey.....	7

Tables

Visitors

Table 1. Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, year ended 31 December 2009 and 2010.....	9
Table 2. Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, quarter ended 31 December 2009 and 2010.....	10
Table 3. Visitors by country of residence and main purpose of journey, year ended 31 December 2006–2010.....	11
Table 4. Visitors by country of residence and main purpose of journey, quarter ended 31 December 2006–2010.....	12
Table 5. Visitor nights by country of residence and main purpose of journey, year ended 31 December 2006–2010.....	13
Table 6. Visitor nights by country of residence and main purpose of journey, quarter ended 31 December 2006–2010.....	14
Table 7. Visitors by country of residence and main purpose of journey by first or return visit.....	15
Table 8. Visitors by country of residence and main purpose of journey by type of travel arrangements.....	16
Table 9. Visitors by country of residence and main purpose of journey by state/territory visited.....	17
Table 10. Visitors by country of residence and main purpose of journey for selected regions.....	19
Table 11. Visitors by country of residence and main purpose of journey by type of transport used between stopovers.....	21

Visitor Nights

Table 12. Visitor nights by country of residence and main purpose of journey by state/territory visited.....	23
Table 13. Visitor nights by country of residence and main purpose of journey for selected regions.....	25
Table 14. Visitor nights by country of residence and main purpose of journey by type of accommodation used.....	27

Expenditure

Table 15.	Expenditure for package tour visitors by country of residence and main purpose of journey by expenditure category.....	29
Table 16.	Expenditure for non-package tour visitors by country of residence and main purpose of journey by expenditure category.....	30
Table 17.	Average expenditure for all visitors by country of residence and main purpose of journey by expenditure item.....	31
Table 18.	Average expenditure by visitors with expenditure on item by country of residence and main purpose of journey by expenditure item.....	34

Backpacker Market

Table 19.	Backpacker visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey.....	37
Table 20.	Backpacker visitors by state/territory visited, year ended 31 December 2006–2010.....	38
Table 21.	Backpacker visitor nights by state/territory visited, year ended 31 December 2006–2010.....	38

Total Inbound Economic Value

Table 22.	Total Inbound Economic Value (TIEV) by country of residence.....	39
Table 23.	Total Inbound Economic Value (TIEV) by country of residence, year ended 31 December 2006–2010.....	40

Modelled Regional Expenditure

Table 24.	Modelled international visitor expenditure in each State/Territory.....	41
Table 25.	Modelled international visitor expenditure in each state/territory by reason for stopover.....	42
Table 26.	Modelled international visitor expenditure in capital cities and regional areas for each state/territory.....	43
Table 27.	Modelled international visitor expenditure in the top 20 regions ranked by expenditure.....	44
Table 28.	Modelled international visitor expenditure in each state/territory by country of residence.....	45

Introduction to the International Visitor Survey	46
Survey methodology	46
Sample size	47
Data reliability.....	48
Expenditure	49
References.....	52
Glossary of terms.....	53
State and Territory abbreviations.....	56
About Tourism Research Australia	57

Main Findings

Year ended 31 December 2010

All visitors

Total visitors

During the year ended 31 December 2010 there were 5,440,894 visitors to Australia aged 15 years and over. This was an increase of 5% from the year ended 31 December 2009.

Reason

The main reasons for visitors coming to Australia were:

Holiday	2,488,643	46%
Visiting friends & relatives	1,325,857	24%
Business	868,106	16%
Education	431,311	8%
Employment	122,235	2%
Other	204,741	4%

Source

New Zealand was the largest source of visitors during the period (1,053,901), followed by the United Kingdom (608,897), USA (440,224) and China (431,369).

Expenditure

The average trip expenditure in Australia per international visitor was \$3,276 while the average nightly expenditure was \$95. Total expenditure in Australia for the year ended 31 December 2010 (\$18 billion) increased 4% from the year ended 31 December 2009.

Nights

A total of 187 million visitor nights were spent in Australia, an increase of 6% compared with the year ended 31 December 2009.

Return visits

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

Tours

Inclusive package travellers accounted for 17% of all visitors to Australia while those arriving on group tours accounted for 8% of all visitor arrivals.

States

Of all visitors to Australia during the period, 52% visited New South Wales, 38% 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 \$2,372, with the largest component being food, drink and accommodation (\$1,127). Their average expenditure per night was \$94.
Nights	Holiday visitors spent a total of 63 million nights in Australia with 26% spent in the home of a friend or relative; 24% spent in a rented house, apartment, flat or unit; and 19% spent in a hotel, resort, motel or motor inn.
Return visits	Of all holiday visitors, 51% had visited Australia before.
Tours	Inclusive package travellers accounted for 30% of all holiday visitors while those arriving on a group tour accounted for 14%.
States	Of all holiday visitors, 57% 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 \$1,651 with the largest component being food, drink and accommodation (\$686). Their average expenditure per night was \$62.
Nights	These visitors spent a total of 35 million nights in Australia and spent 82% 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, 30% visited Victoria and 29% visited Queensland.
Duration of stay	The average duration of stay in Australia for VFR visitors was 27 nights.

Business visitors

Share	Of all international visitors to Australia, 16% stated 'business' as their main purpose of visit and these visitors spent a total of 12 million nights in Australia.
Expenditure	The average trip expenditure in Australia by business visitors was \$2,279 with the largest component being food, drink and accommodation (\$1,284). Their average expenditure per night was \$172.
Nights	Business visitors spent 30% 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, 32% visited Victoria and 23% visited Queensland.
Duration of stay	The average duration of stay in Australia for business visitors was 13 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 \$14,978 with the largest component being education fees (\$6,836). Their average expenditure per night was \$107.
Nights	While in Australia, education visitors spent 66% 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, 51% 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 140 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 \$7,778 with the largest component being food, drink and accommodation (\$4,152). Their average expenditure per night was \$73.
Nights	Employment visitors spent 21% 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, 75% had visited Australia before.
States	Of all employment visitors, 43% visited New South Wales, 28% visited Western Australia and 28% visited Queensland.
Duration of stay	The average duration of stay in Australia for employment visitors was 107 nights.

Backpacker visitors

Share	Of all international visitors to Australia, 583,000 (11%) were classified as backpackers and they spent 42 million nights in Australia. Holiday was the main purpose of visit for 71% of backpackers.
Expenditure	Backpackers' average trip expenditure in Australia was \$5,462 with \$2,636 being spent on food, drink and accommodation and \$690 on education fees. Their average expenditure per night was \$76.
Nights	While in Australia, backpackers spent 35% of their nights in a rented house, apartment, flat or unit and 33% in backpacker or hostel accommodation.
Return visits	Of all backpackers, 35% had visited Australia before.
States	Of all backpackers, 78% visited New South Wales, 61% visited Queensland and 44% 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 31 December 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.

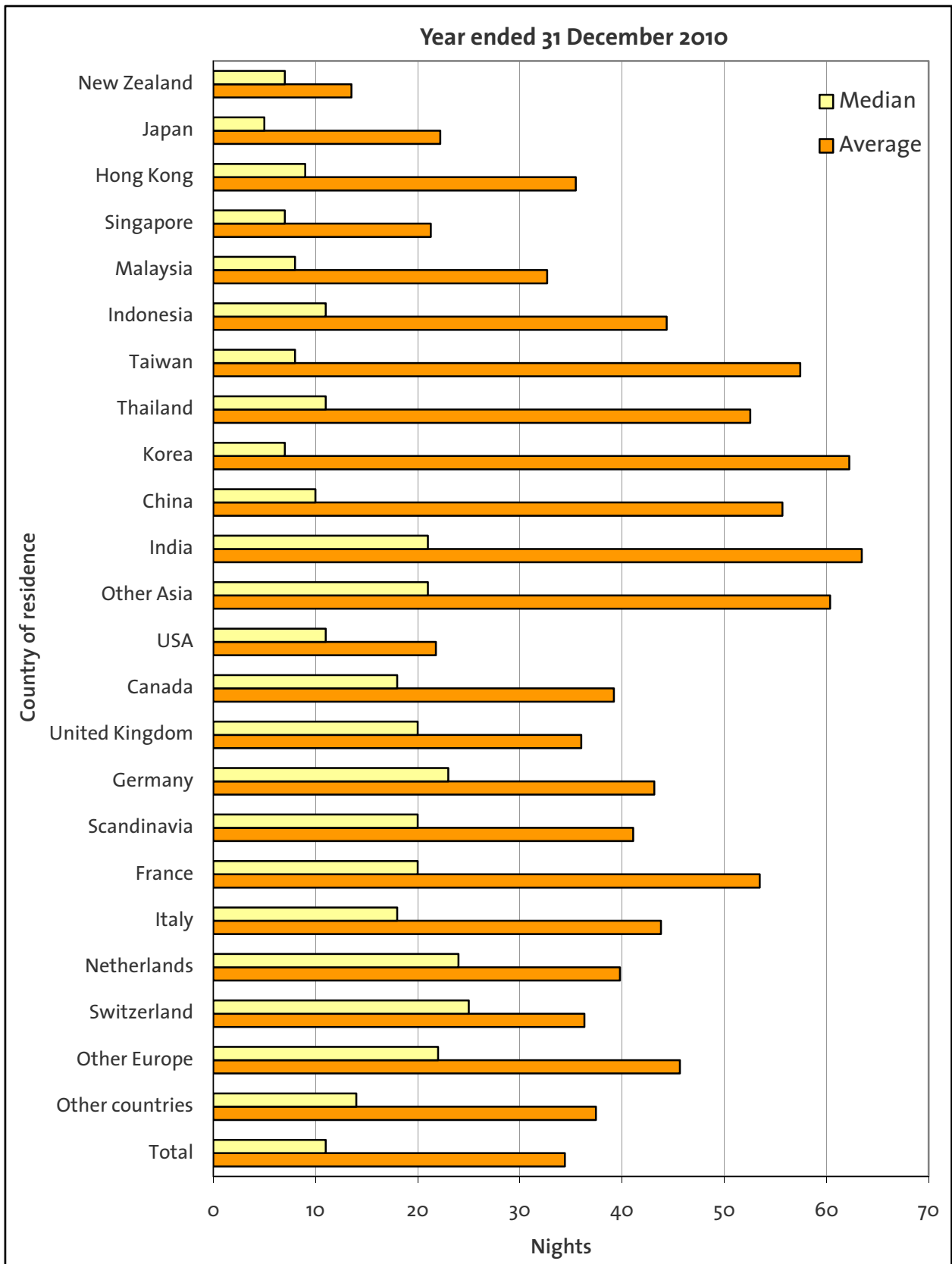
Total Inbound Economic Value (TIEV)

Total Inbound Economic Value	During the 12 months to December 2010, international visitors consumed around \$24 billion of Australian goods and services. This was a increase of 2.9% (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 \$3.1 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 31 December 2010, modelled international visitor expenditure increased by 2.9% to \$17.6 billion, compared with the year ended 31 December 2009.
States/territories	New South Wales received the largest share of expenditure (\$6.3 billion, up 3%), followed by Victoria (\$3.9 billion, up 4.9%) and Queensland (\$3.8 billion, down 2.7%).
Regional expenditure	International visitors spent approximately 82% of their expenditure in the capital cities and the Gold Coast (\$14.4 billion). The Northern Territory was the most reliant on expenditure in regional areas (62%), followed by Tasmania (41%) and Queensland (39%).
Tourism regions	<p>Among the capital cities and the Gold Coast, the highest expenditure was received by Sydney (\$5.5 billion), followed by Melbourne (\$3.7 billion), Experience Perth (\$1.7 billion) and Brisbane (\$1.4 billion).</p> <p>Among regional areas, Tropical North Queensland received the highest expenditure (\$795 million), followed by the Sunshine Coast (\$240 million) and South Coast (\$158 million).</p>
Expenditure per visitor	Expenditure per visitor was highest in Experience Perth (\$2 541), followed by Melbourne (\$2 353) and Sydney (\$2 059).
Expenditure per night	Expenditure per night was highest in Petermann (\$281), followed by Tropical North Queensland (\$130), Gold Coast (\$118) and Whitsundays (\$113).
Country of origin	<p>Visitors from Asia had the highest expenditure (\$9.0 billion, up 9.7%) – including \$2.4 billion by Chinese visitors, \$966 million by Korean visitors, \$912 million by Singaporean visitors and \$881 million by Japanese visitors. Visitors from Europe spent \$4.3 billion (down 6.5%) – including \$1.8 billion by United Kingdom visitors and \$545 million by German visitors.</p> <p>Visitors from New Zealand spent \$1.5 billion (up 8.2%) and visitors from the USA spent \$1.2 billion (down 6.5%).</p> <p>Expenditure by Chinese, United Kingdom, Korean and USA visitors was highest in New South Wales (\$1.1 billion, \$613 million, \$574 million and \$518 million respectively). In contrast, New Zealand and Taiwan visitors spent more in Queensland than in any other State or Territory (\$526 million and \$123 million respectively).</p>
Purpose of visit	<p>Holiday visitors contributed the most expenditure in Australia (\$6.2 billion, down 5.4%), followed by visitors who travelled for education purposes (\$6.0 billion, up 6.0%).</p> <p>New South Wales received the most expenditure for all purposes of visit: holiday (\$2.2 billion), education (\$2.3 billion), visiting friends and relatives (\$836 million), and business (\$650 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 (\$714 million), and business (\$481 million).</p>

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



Base: All visitors aged 15 years and over.

Figure 2 Visitors to Australia by main purpose of journey

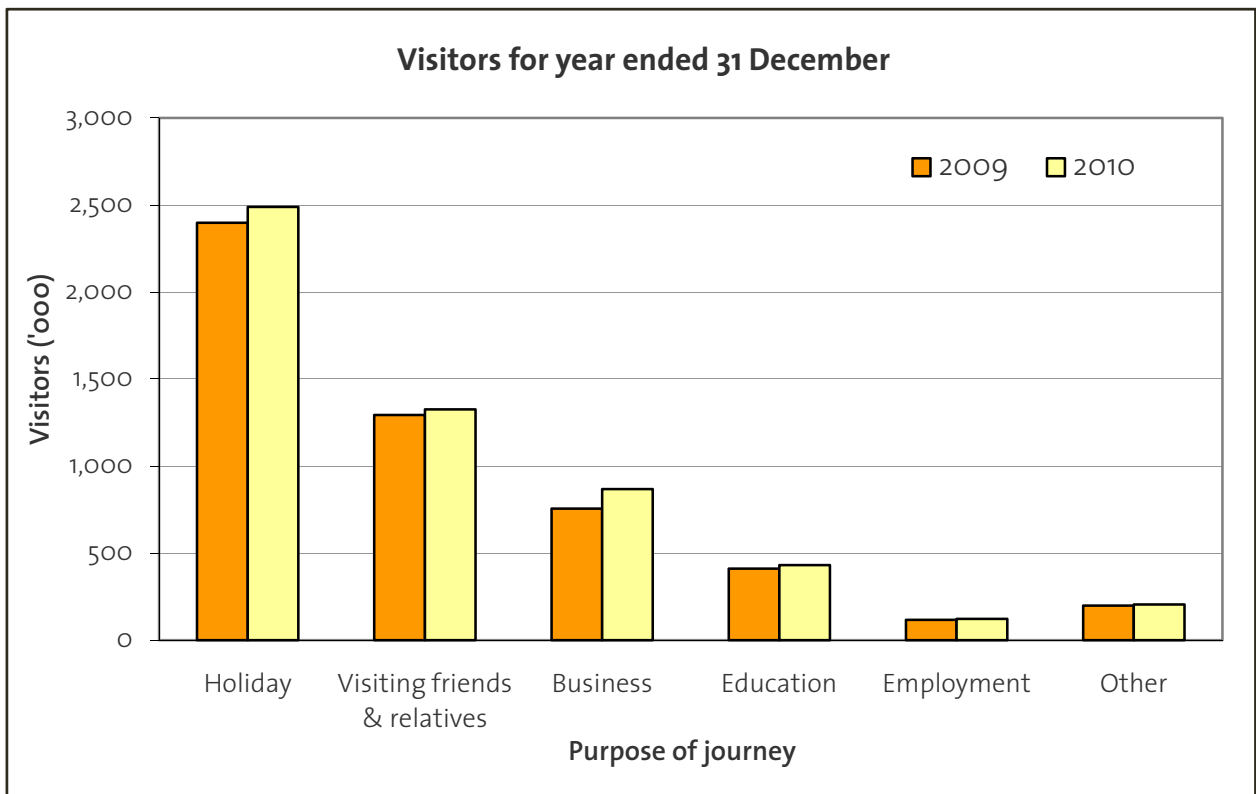
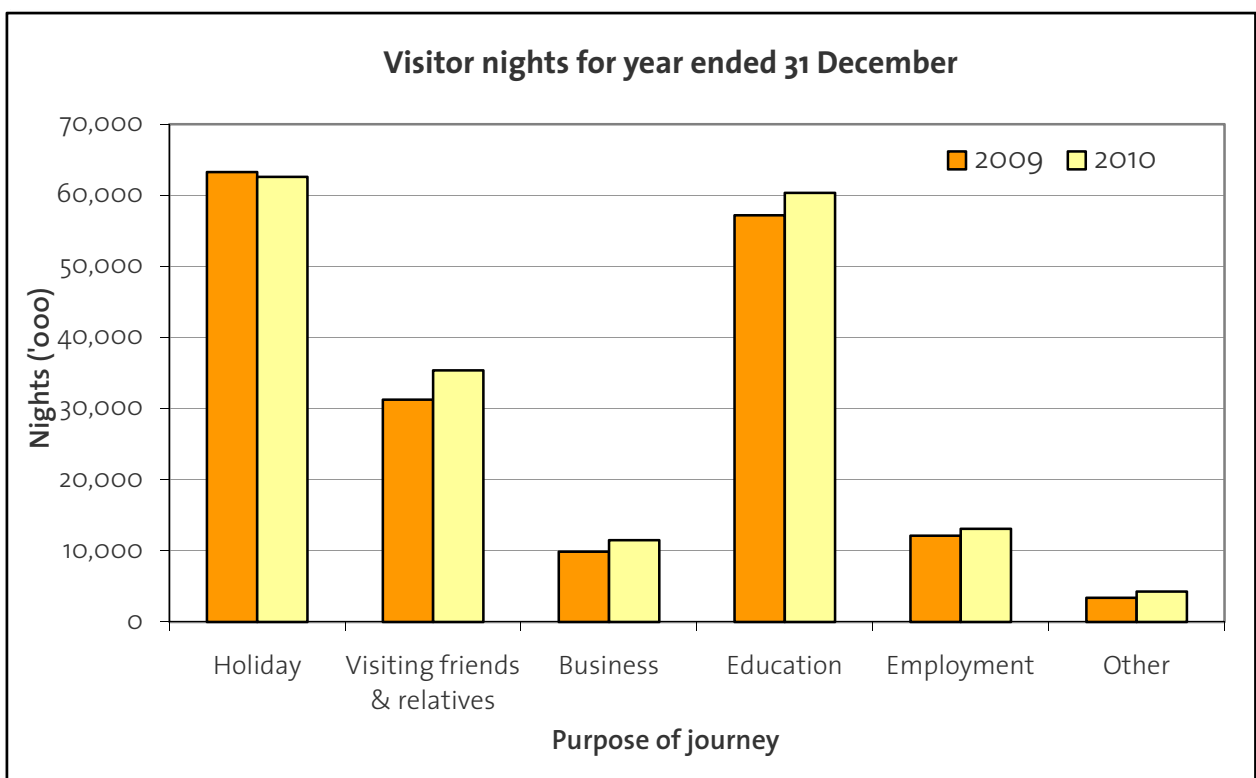


Figure 3 Visitor nights in Australia by main purpose of journey



Base: All visitors aged 15 years and over.

Table 1

Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, year ended 31 December 2009 and 2010

Country of residence	Year ended 31 December 2009					Year ended 31 December 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	1 005	13 471	13	7	1 392	1 054	14 253	14	7	1 570
Japan	332	7 253	22	5	715	368	8 178	22	5	740
Hong Kong	143	4 627	32	9	526	149	5 301	35	9	623
Singapore	250	5 713	23	7	830	270	5 746	21	7	948
Malaysia	192	6 776	35	8	813	213	6 957	33	8	878
Indonesia	97	3 886	40	11	425	112	4 966	44	11	491
Taiwan	92	4 303	47	8	331	80	4 623	57	8	321
Thailand	76	4 028	53	11	355	78	4 113	53	11	391
Korea	168	11 957	71	10	974	199	12 356	62	7	968
China	351	19 177	55	9	2 084	431	24 022	56	10	2 523
India	118	7 149	61	23	595	130	8 278	63	21	644
Other Asia	132	7 442	56	20	611	142	8 576	60	21	618
USA	450	9 913	22	11	1 216	440	9 591	22	11	1 123
Canada	117	4 724	40	19	454	115	4 520	39	18	434
United Kingdom	625	22 577	36	19	1 873	609	21 929	36	20	1 828
Germany	156	7 178	46	22	579	155	6 701	43	23	527
Scandinavia	81	3 318	41	20	322	83	3 406	41	20	321
France	89	4 759	53	20	348	92	4 915	53	20	350
Italy	53	2 389	45	19	200	55	2 388	44	18	181
Netherlands	49	2 150	44	25	180	48	1 896	40	24	167
Switzerland	41	1 546	38	25	189	42	1 534	36	25	189
Other Europe	179	8 867	50	20	816	173	7 917	46	22	704
Other countries	377	13 926	37	13	1 317	401	15 026	37	14	1 287
Main purpose of journey (including backpackers)										
Holiday	2 398	63 278	26	10	6 215	2 489	62 592	25	9	5 902
Visiting friends & relatives	1 294	31 258	24	14	2 035	1 326	35 386	27	15	2 189
Business	756	9 871	13	5	1 568	868	11 505	13	6	1 978
Education	411	57 193	139	129	6 101	431	60 337	140	127	6 460
Employment	116	12 140	104	71	899	122	13 097	107	75	951
Other	199	3 388	17	2	328	205	4 274	21	2	346
Main purpose of journey (excluding backpackers)										
Holiday	1 982	34 388	17	8	4 000	2 073	35 851	17	7	3 982
Visiting friends & relatives	1 248	29 737	24	14	1 913	1 276	33 776	26	14	2 057
Business	746	9 514	13	5	1 536	851	10 934	13	6	1 930
Education	347	47 729	137	125	5 218	368	51 470	140	125	5 622
Employment	98	9 613	98	63	732	106	10 434	99	62	794
Other	184	2 344	13	2	261	184	2 927	16	2	256
Backpackers	570	43 803	77	33	3 485	583	41 800	72	30	3 186
Total	5 175	177 128	34	11	17 146	5 441	187 192	34	11	17 826

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 31 December 2009 and 2010

Country of residence	Quarter ended 31 December 2009					Quarter ended 31 December 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	273	3 666	13	7	381	289	4 086	14	7	470
Japan	89	2 045	23	5	202	94	2 054	22	5	191
Hong Kong	37	911	25	9	106	39	909	23	8	128
Singapore	75	1 836	25	7	231	83	1 941	23	6	291
Malaysia	51	1 359	26	8	156	58	1 425	24	8	199
Indonesia	28	1 029	37	13	109	30	1 360	45	14	133
Taiwan	20	978	48	6	77	18	797	44	12	61
Thailand	20	919	46	8	83	20	1 294	65	14	108
Korea	44	2 258	51	5	204	54	2 588	48	5	258
China	88	3 876	44	8	412	111	4 275	39	7	430
India	30	1 623	54	20	116	35	2 143	61	19	152
Other Asia	37	1 944	53	18	150	37	2 186	58	20	168
USA	129	2 670	21	10	311	118	2 565	22	11	284
Canada	37	1 286	35	18	142	34	1 473	43	19	147
United Kingdom	210	6 793	32	19	588	211	6 691	32	19	556
Germany	50	1 620	32	19	141	48	1 566	33	21	132
Scandinavia	31	1 054	34	19	114	30	964	32	19	99
France	28	1 270	45	18	101	26	1 095	42	14	93
Italy	17	840	48	19	66	18	584	33	14	41
Netherlands	18	759	43	26	64	17	582	35	21	57
Switzerland	15	437	30	24	55	15	446	30	26	66
Other Europe	59	2 925	49	18	260	55	2 442	44	22	223
Other countries	112	3 547	32	11	316	116	4 448	38	14	347
Main purpose of journey (including backpackers)										
Holiday	732	17 511	24	9	1 775	753	17 209	23	9	1 722
Visiting friends & relatives	420	9 758	23	13	637	428	11 124	26	14	640
Business	192	3 029	16	5	420	220	3 181	14	6	579
Education	76	11 789	155	137	1 284	77	12 516	162	140	1 383
Employment	23	2 544	108	77	188	24	2 647	112	90	217
Other	54	1 012	19	3	80	54	1 236	23	3	92
Main purpose of journey (excluding backpackers)										
Holiday	613	10 338	17	8	1 186	637	10 642	17	7	1 238
Visiting friends & relatives	405	9 363	23	13	602	414	10 738	26	14	605
Business	189	2 879	15	5	410	216	3 095	14	6	571
Education	64	9 994	155	138	1 104	64	10 634	165	142	1 193
Employment	20	2 055	103	69	157	21	2 153	104	77	183
Other	49	743	15	3	60	50	952	19	3	75
Backpackers	156	10 270	66	29	867	154	9 698	63	27	768
Total	1 497	45 642	30	10	4 384	1 556	47 914	31	10	4 633

Base: All visitors aged 15 years and over.

Table 3

Visitors by country of residence and main purpose of journey,
year ended 31 December 2006 – 2010

Country of residence	Year ended 31 December									
	2006		2007		2008		2009		2010	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	970	19	1 025	20	1 007	19	1 005	19	1 054	19
Japan	603	12	531	10	424	8	332	6	368	7
Hong Kong	140	3	133	3	131	3	143	3	149	3
Singapore	221	4	229	4	234	5	250	5	270	5
Malaysia	135	3	143	3	154	3	192	4	213	4
Indonesia	75	1	81	2	85	2	97	2	112	2
Taiwan	86	2	85	2	73	1	92	2	80	1
Thailand	68	1	76	1	74	1	76	1	78	1
Korea	238	5	232	4	202	4	168	3	199	4
China	296	6	340	7	338	7	351	7	431	8
India	79	2	89	2	109	2	118	2	130	2
Other Asia	88	2	108	2	123	2	132	3	142	3
USA	428	8	429	8	429	8	450	9	440	8
Canada	104	2	109	2	119	2	117	2	115	2
United Kingdom	686	13	643	12	632	12	625	12	609	11
Germany	143	3	146	3	155	3	156	3	155	3
Scandinavia	79	2	79	2	81	2	81	2	83	2
France	63	1	69	1	81	2	89	2	92	2
Italy	50	1	52	1	57	1	53	1	55	1
Netherlands	49	1	48	1	52	1	49	1	48	1
Switzerland	40	1	40	1	38	1	41	1	42	1
Other Europe	161	3	179	3	192	4	179	3	173	3
Other countries	299	6	329	6	375	7	377	7	401	7
Main purpose of journey (including backpackers)										
Holiday	2 639	52	2 579	50	2 437	47	2 398	46	2 489	46
Visiting friends & relatives	1 045	20	1 097	21	1 145	22	1 294	25	1 326	24
Business	823	16	873	17	878	17	756	15	868	16
Education	328	6	349	7	372	7	411	8	431	8
Employment	101	2	115	2	120	2	116	2	122	2
Other	164	3	184	4	215	4	199	4	205	4
Main purpose of journey (excluding backpackers)										
Holiday	2 247	44	2 184	42	2 043	40	1 982	38	2 073	38
Visiting friends & relatives	999	20	1 048	20	1 099	21	1 248	24	1 276	23
Business	803	16	856	16	863	17	746	14	851	16
Education	273	5	285	5	306	6	347	7	368	7
Employment	77	2	91	2	103	2	98	2	106	2
Other	156	3	167	3	194	4	184	4	184	3
Backpackers	545	11	566	11	559	11	570	11	583	11
Total	5 099	100	5 197	100	5 167	100	5 175	100	5 441	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 31 December 2006 – 2010

Country of residence	Quarter ended 31 December									
	2006		2007		2008		2009		2010	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	258	17	266	18	273	19	273	18	289	19
Japan	160	11	139	10	105	7	89	6	94	6
Hong Kong	36	2	32	2	34	2	37	2	39	3
Singapore	68	5	68	5	69	5	75	5	83	5
Malaysia	40	3	41	3	43	3	51	3	58	4
Indonesia	24	2	26	2	23	2	28	2	30	2
Taiwan	19	1	18	1	19	1	20	1	18	1
Thailand	16	1	18	1	16	1	20	1	20	1
Korea	71	5	58	4	45	3	44	3	54	3
China	79	5	90	6	81	6	88	6	111	7
India	20	1	24	2	27	2	30	2	35	2
Other Asia	25	2	28	2	32	2	37	2	37	2
USA	109	7	112	8	109	8	129	9	118	8
Canada	30	2	32	2	34	2	37	2	34	2
United Kingdom	251	17	211	14	205	14	210	14	211	14
Germany	44	3	45	3	46	3	50	3	48	3
Scandinavia	27	2	27	2	27	2	31	2	30	2
France	18	1	20	1	23	2	28	2	26	2
Italy	16	1	16	1	15	1	17	1	18	1
Netherlands	17	1	16	1	18	1	18	1	17	1
Switzerland	15	1	14	1	12	1	15	1	15	1
Other Europe	55	4	59	4	60	4	59	4	55	4
Other countries	88	6	94	6	104	7	112	7	116	7
Main purpose of journey (including backpackers)										
Holiday	814	55	754	52	714	50	732	49	753	48
Visiting friends & relatives	340	23	351	24	371	26	420	28	428	27
Business	208	14	215	15	197	14	192	13	220	14
Education	63	4	68	5	67	5	76	5	77	5
Employment	22	1	22	2	28	2	23	2	24	2
Other	40	3	45	3	45	3	54	4	54	3
Main purpose of journey (excluding backpackers)										
Holiday	699	47	644	44	606	43	613	41	637	41
Visiting friends & relatives	326	22	334	23	359	25	405	27	414	27
Business	205	14	211	15	193	14	189	13	216	14
Education	52	4	55	4	55	4	64	4	64	4
Employment	15	1	19	1	24	2	20	1	21	1
Other	37	3	40	3	39	3	49	3	50	3
Backpackers	151	10	151	10	143	10	156	10	154	10
Total	1 486	100	1 454	100	1 420	100	1 497	100	1 556	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 31 December 2006 – 2010

Country of residence	Year ended 31 December									
	2006		2007		2008		2009		2010	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	13 713	9	13 789	9	14 132	8	13 471	8	14 253	8
Japan	10 879	7	11 214	7	8 692	5	7 253	4	8 178	4
Hong Kong	4 106	3	4 229	3	4 327	3	4 627	3	5 301	3
Singapore	5 228	3	5 156	3	5 274	3	5 713	3	5 746	3
Malaysia	5 045	3	5 276	3	5 967	4	6 776	4	6 957	4
Indonesia	3 419	2	3 373	2	3 574	2	3 886	2	4 966	3
Taiwan	2 349	2	2 682	2	3 279	2	4 303	2	4 623	2
Thailand	2 912	2	3 261	2	3 324	2	4 028	2	4 113	2
Korea	10 577	7	10 824	7	10 465	6	11 957	7	12 356	7
China	14 147	9	14 893	9	16 079	10	19 177	11	24 022	13
India	3 928	3	4 826	3	6 574	4	7 149	4	8 278	4
Other Asia	4 134	3	5 313	3	7 573	5	7 442	4	8 576	5
USA	10 358	7	9 919	6	9 300	6	9 913	6	9 591	5
Canada	4 392	3	4 316	3	4 692	3	4 724	3	4 520	2
United Kingdom	23 371	15	21 318	13	20 846	12	22 577	13	21 929	12
Germany	7 031	5	6 751	4	7 168	4	7 178	4	6 701	4
Scandinavia	3 399	2	3 137	2	3 455	2	3 318	2	3 406	2
France	3 199	2	3 506	2	3 750	2	4 759	3	4 915	3
Italy	2 103	1	1 970	1	2 545	2	2 389	1	2 388	1
Netherlands	1 947	1	2 248	1	2 143	1	2 150	1	1 896	1
Switzerland	1 745	1	1 688	1	1 595	1	1 546	1	1 534	1
Other Europe	7 696	5	7 562	5	9 490	6	8 867	5	7 917	4
Other countries	9 341	6	10 972	7	13 599	8	13 926	8	15 026	8
Main purpose of journey (including backpackers)										
Holiday	58 523	38	59 437	38	58 899	35	63 278	36	62 592	33
Visiting friends & relatives	26 713	17	27 387	17	29 021	17	31 258	18	35 386	19
Business	11 310	7	10 407	7	10 475	6	9 871	6	11 505	6
Education	44 835	29	46 263	29	53 250	32	57 193	32	60 337	32
Employment	11 017	7	11 079	7	12 201	7	12 140	7	13 097	7
Other	2 621	2	3 647	2	4 000	2	3 388	2	4 274	2
Main purpose of journey (excluding backpackers)										
Holiday	33 464	22	34 548	22	33 269	20	34 388	19	35 851	19
Visiting friends & relatives	25 159	16	25 682	16	27 292	16	29 737	17	33 776	18
Business	10 630	7	9 876	6	10 098	6	9 514	5	10 934	6
Education	36 997	24	37 434	24	43 157	26	47 729	27	51 470	27
Employment	7 073	5	7 793	5	10 056	6	9 613	5	10 434	6
Other	2 412	2	2 490	2	3 208	2	2 344	1	2 927	2
Backpackers	39 284	25	40 396	26	40 765	24	43 803	25	41 800	22
Total	155 020	100	158 220	100	167 845	100	177 128	100	187 192	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 31 December 2006 – 2010

Country of residence	Quarter ended 31 December									
	2006		2007		2008		2009		2010	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	3 864	9	3 505	9	4 101	9	3 666	8	4 086	9
Japan	2 689	6	2 849	7	2 205	5	2 045	4	2 054	4
Hong Kong	892	2	722	2	1 033	2	911	2	909	2
Singapore	1 824	4	1 648	4	1 467	3	1 836	4	1 941	4
Malaysia	1 244	3	1 059	3	1 430	3	1 359	3	1 425	3
Indonesia	1 091	3	950	2	825	2	1 029	2	1 360	3
Taiwan	422	1	429	1	809	2	978	2	797	2
Thailand	684	2	722	2	818	2	919	2	1 294	3
Korea	2 797	7	2 250	6	1 998	5	2 258	5	2 588	5
China	3 411	8	2 987	7	3 107	7	3 876	8	4 275	9
India	993	2	1 347	3	1 861	4	1 623	4	2 143	4
Other Asia	1 041	2	1 263	3	1 834	4	1 944	4	2 186	5
USA	2 317	5	2 668	7	2 117	5	2 670	6	2 565	5
Canada	1 271	3	1 294	3	1 471	3	1 286	3	1 473	3
United Kingdom	7 853	18	6 278	16	6 504	15	6 793	15	6 691	14
Germany	1 546	4	1 522	4	1 996	5	1 620	4	1 566	3
Scandinavia	928	2	811	2	951	2	1 054	2	964	2
France	1 032	2	916	2	955	2	1 270	3	1 095	2
Italy	687	2	623	2	879	2	840	2	584	1
Netherlands	629	1	725	2	574	1	759	2	582	1
Switzerland	639	1	556	1	442	1	437	1	446	1
Other Europe	2 312	5	2 157	5	2 716	6	2 925	6	2 442	5
Other countries	2 813	7	3 140	8	3 683	8	3 547	8	4 448	9
Main purpose of journey (including backpackers)										
Holiday	17 383	40	16 540	41	17 030	39	17 511	38	17 209	36
Visiting friends & relatives	8 861	21	7 477	18	9 138	21	9 758	21	11 124	23
Business	3 154	7	2 878	7	2 589	6	3 029	7	3 181	7
Education	10 077	23	10 910	27	11 061	25	11 789	26	12 516	26
Employment	2 674	6	1 895	5	3 181	7	2 544	6	2 647	6
Other	829	2	720	2	774	2	1 012	2	1 236	3
Main purpose of journey (excluding backpackers)										
Holiday	10 484	24	10 008	25	10 112	23	10 338	23	10 642	22
Visiting friends & relatives	8 408	20	6 993	17	8 652	20	9 363	21	10 738	22
Business	2 940	7	2 747	7	2 463	6	2 879	6	3 095	6
Education	8 383	20	8 932	22	9 352	21	9 994	22	10 634	22
Employment	1 617	4	1 466	4	2 482	6	2 055	5	2 153	4
Other	781	2	485	1	566	1	743	2	952	2
Backpackers	10 365	24	9 790	24	10 146	23	10 270	23	9 698	20
Total	42 978	100	40 420	100	43 772	100	45 642	100	47 914	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 31 December 2010				
	First visit		Return visit		Total visitors
	'000	%	'000	%	'000
New Zealand	61	6	992	94	1 054
Japan	213	58	155	42	368
Hong Kong	48	32	101	68	149
Singapore	43	16	227	84	270
Malaysia	55	26	158	74	213
Indonesia	26	24	86	76	112
Taiwan	45	55	36	45	80
Thailand	29	37	49	63	78
Korea	138	70	60	30	199
China	216	50	215	50	431
India	57	44	74	56	130
Other Asia	53	37	89	63	142
USA	236	54	205	46	440
Canada	61	53	54	47	115
United Kingdom	250	41	359	59	609
Germany	90	58	65	42	155
Scandinavia	49	59	34	41	83
France	55	60	37	40	92
Italy	32	59	22	41	55
Netherlands	23	49	24	51	48
Switzerland	21	50	21	50	42
Other Europe	95	55	79	45	173
Other countries	128	32	273	68	401
Main purpose of journey (including backpackers)					
Holiday	1 213	49	1 276	51	2 489
Visiting friends & relatives	312	24	1 014	76	1 326
Business	255	29	613	71	868
Education	158	37	273	63	431
Employment	31	25	91	75	122
Other	58	28	147	72	205
Main purpose of journey (excluding backpackers)					
Holiday	929	45	1 143	55	2 073
Visiting friends & relatives	287	22	990	78	1 276
Business	246	29	605	71	851
Education	114	31	254	69	368
Employment	22	21	84	79	106
Other	47	26	137	74	184
Backpackers	382	65	202	35	583
Total	2 026	37	3 415	63	5 441

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 31 December 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	81	86	8	960	968	1 054
Japan	46	155	200	3	165	168	368
Hong Kong	5	15	20	0	129	129	149
Singapore	7	16	23	4	243	247	270
Malaysia	6	10	16	2	195	197	213
Indonesia	8	4	12	1	99	100	112
Taiwan	25	5	31	0	49	50	80
Thailand	3	3	7	1	71	71	78
Korea	55	13	68	2	128	130	199
China	157	15	172	11	248	259	431
India	3	6	10	1	120	121	130
Other Asia	6	4	10	1	131	132	142
USA	15	43	58	8	374	382	440
Canada	2	7	9	1	105	106	115
United Kingdom	5	60	64	4	541	545	609
Germany	4	20	25	2	128	130	155
Scandinavia	2	12	14	1	69	69	83
France	1	9	10	0	82	82	92
Italy	2	15	16	0	38	38	55
Netherlands	1	6	7	0	40	41	48
Switzerland	0	6	7	0	35	36	42
Other Europe	4	14	17	1	155	156	173
Other countries	3	22	25	5	371	376	401
Main purpose of journey (including backpackers)							
Holiday	316	426	742	21	1 726	1 747	2 489
Visiting friends & relatives	1	31	32	1	1 293	1 293	1 326
Business	30	53	84	22	762	784	868
Education	8	18	26	7	398	405	431
Employment	1	3	4	1	117	118	122
Other	9	9	18	4	182	186	205
Main purpose of journey (excluding backpackers)							
Holiday	313	402	715	18	1 339	1 357	2 073
Visiting friends & relatives	1	30	31	1	1 245	1 245	1 276
Business	30	53	84	21	746	767	851
Education	7	14	21	4	343	347	368
Employment	0	3	4	1	101	102	106
Other	9	8	18	4	163	167	184
Backpackers	4	31	35	7	541	548	583
Total	365	541	907	56	4 478	4 534	5 441

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 31 December 2010							
	New South Wales		Victoria		Queensland		South Australia	
	'000	%	'000	%	'000	%	'000	%
New Zealand	392	14	246	15	404	20	36	10
Japan	154	5	38	2	223	11	13	4
Hong Kong	78	3	50	3	41	2	12	3
Singapore	91	3	78	5	51	2	12	3
Malaysia	43	2	91	6	45	2	13	4
Indonesia	50	2	38	2	18	1	6	2
Taiwan	52	2	26	2	46	2	5	1
Thailand	37	1	29	2	10	0	5	1
Korea	162	6	31	2	75	4	7	2
China	281	10	206	12	188	9	17	5
India	65	2	58	4	23	1	8	2
Other Asia	67	2	52	3	26	1	8	2
USA	299	11	126	8	148	7	30	8
Canada	81	3	36	2	52	3	12	3
United Kingdom	357	13	197	12	238	12	63	17
Germany	101	4	59	4	80	4	29	8
Scandinavia	55	2	30	2	43	2	8	2
France	64	2	32	2	40	2	10	3
Italy	37	1	25	2	25	1	15	4
Netherlands	31	1	21	1	24	1	8	2
Switzerland	27	1	16	1	21	1	9	2
Other Europe	112	4	64	4	75	4	20	5
Other countries	202	7	101	6	152	7	19	5
Main purpose of journey (including backpackers)								
Holiday	1 427	50	752	46	1 260	61	185	51
Visiting friends & relatives	606	21	401	24	386	19	82	23
Business	441	16	278	17	199	10	46	13
Education	218	8	152	9	119	6	30	8
Employment	53	2	32	2	34	2	11	3
Other	93	3	34	2	50	2	9	3
Main purpose of journey (excluding backpackers)								
Holiday	1 095	39	565	34	997	49	115	32
Visiting friends & relatives	571	20	382	23	361	18	77	21
Business	430	15	270	16	192	9	44	12
Education	169	6	121	7	79	4	23	6
Employment	42	1	24	1	24	1	8	2
Other	79	3	30	2	42	2	8	2
Backpackers	453	16	257	16	353	17	88	24
Total	2 839	100	1 649	100	2 048	100	363	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 31 December 2010							
	Western Australia		Tasmania		Northern Territory		Australian Capital Territory	
	'000	%	'000	%	'000	%	'000	%
New Zealand	59	9	15	10	15	5	14	9
Japan	28	4	6	4	30	10	6	4
Hong Kong	12	2	8	6	1	0	2	2
Singapore	75	11	7	5	5	2	6	4
Malaysia	56	8	7	5	2	1	3	2
Indonesia	26	4	2	1	2	1	4	2
Taiwan	6	1	2	2	4	1	1	1
Thailand	15	2	3	2	2	1	2	1
Korea	11	2	3	2	4	1	5	3
China	12	2	7	5	3	1	14	9
India	12	2	1	1	1	0	5	3
Other Asia	14	2	2	1	6	2	5	3
USA	41	6	18	13	26	9	21	14
Canada	16	2	4	3	10	3	5	3
United Kingdom	152	22	20	14	50	17	20	13
Germany	26	4	7	5	38	13	7	4
Scandinavia	11	2	4	3	12	4	6	4
France	16	2	4	3	19	6	4	3
Italy	7	1	2	1	14	5	2	1
Netherlands	9	1	3	2	9	3	3	2
Switzerland	10	1	2	2	11	4	2	2
Other Europe	29	4	5	3	26	9	6	4
Other countries	46	7	9	6	10	3	13	8
Main purpose of journey (including backpackers)								
Holiday	294	43	78	55	224	75	60	39
Visiting friends & relatives	189	27	29	21	26	9	34	22
Business	108	16	11	8	19	6	28	18
Education	48	7	17	12	11	4	24	15
Employment	34	5	5	4	11	4	5	3
Other	17	2	2	1	9	3	4	3
Main purpose of journey (excluding backpackers)								
Holiday	224	33	54	38	140	47	34	22
Visiting friends & relatives	180	26	26	19	20	7	32	20
Business	105	15	11	8	16	5	26	17
Education	42	6	11	8	3	1	17	11
Employment	28	4	2	2	8	3	3	2
Other	14	2	1	1	6	2	4	2
Backpackers	96	14	36	25	106	35	40	26
Total	690	100	142	100	300	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)

	Year ended 31 December 2010				
	Sydney '000	Melbourne '000	Brisbane '000	Gold Coast '000	Tropical North Queensland '000
Country of residence					
New Zealand	341	224	172	195	33
Japan	147	36	26	109	111
Hong Kong	75	48	21	19	13
Singapore	88	75	31	26	3
Malaysia	40	89	18	30	3
Indonesia	47	37	10	9	1
Taiwan	51	25	30	19	6
Thailand	35	26	4	4	2
Korea	159	30	38	39	9
China	274	204	84	119	72
India	62	56	12	11	6
Other Asia	62	49	15	8	3
USA	282	116	55	28	78
Canada	74	32	27	18	23
United Kingdom	331	173	141	68	105
Germany	96	57	49	16	52
Scandinavia	53	28	23	13	22
France	62	30	22	9	22
Italy	36	24	11	4	16
Netherlands	28	18	15	5	15
Switzerland	25	14	13	7	13
Other Europe	104	60	43	23	40
Other countries	190	94	90	38	36
Main purpose of journey (including backpackers)					
Holiday	1 370	717	487	581	545
Visiting friends & relatives	538	353	217	122	59
Business	419	265	132	49	27
Education	201	147	65	45	33
Employment	45	30	17	9	10
Other	88	33	29	11	12
Main purpose of journey (excluding backpackers)					
Holiday	1 047	537	313	475	381
Visiting friends & relatives	505	335	202	113	49
Business	409	258	127	48	26
Education	155	117	43	31	12
Employment	34	22	11	6	4
Other	74	29	24	8	8
Backpackers	434	248	227	136	206
Total	2 660	1 544	948	817	686

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 31 December 2010				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
Country of residence					
New Zealand	32	51	10	12	4
Japan	12	28	5	2	3
Hong Kong	11	12	7	0	0
Singapore	12	73	4	4	0
Malaysia	13	56	6	1	0
Indonesia	6	26	2	2	0
Taiwan	4	6	2	2	3
Thailand	4	15	3	1	1
Korea	7	10	2	2	2
China	17	12	6	0	1
India	8	12	1	0	0
Other Asia	7	13	1	5	1
USA	27	38	15	9	15
Canada	12	16	3	5	6
United Kingdom	56	147	14	23	27
Germany	27	24	6	19	26
Scandinavia	7	11	3	4	8
France	9	16	4	11	11
Italy	13	7	2	7	7
Netherlands	7	8	2	4	6
Switzerland	8	9	2	5	7
Other Europe	17	27	3	12	14
Other countries	18	44	7	7	3
Main purpose of journey (including backpackers)					
Holiday	171	285	65	96	118
Visiting friends & relatives	74	181	21	12	10
Business	42	102	7	13	5
Education	30	47	13	4	6
Employment	9	28	3	7	4
Other	9	16	1	5	3
Main purpose of journey (excluding backpackers)					
Holiday	107	216	44	54	61
Visiting friends & relatives	69	173	19	10	7
Business	41	100	7	12	4
Education	23	41	9	1	1
Employment	6	23	1	5	1
Other	7	13	1	4	1
Backpackers	83	93	30	51	70
Total	336	660	111	137	146

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 31 December 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	108	89	8	10	106	23
Japan	18	7	0	2	115	4
Hong Kong	11	13	0	2	37	3
Singapore	17	23	1	3	42	4
Malaysia	14	15	0	2	36	2
Indonesia	7	1	0	1	26	1
Taiwan	7	2	0	1	33	5
Thailand	5	4	0	1	17	2
Korea	15	2	1	1	65	7
China	28	6	0	2	201	5
India	13	3	0	2	30	1
Other Asia	17	2	0	2	30	2
USA	50	40	3	4	160	17
Canada	22	16	4	2	49	7
United Kingdom	125	86	23	8	248	30
Germany	25	32	17	2	73	11
Scandinavia	12	13	4	1	35	6
France	15	18	8	1	40	5
Italy	6	11	1	1	26	1
Netherlands	9	10	6	1	22	4
Switzerland	4	10	5	1	20	3
Other Europe	32	29	6	2	77	11
Other countries	51	19	2	7	97	10
Main purpose of journey (including backpackers)						
Holiday	230	313	70	29	932	99
Visiting friends & relatives	248	74	10	5	277	38
Business	51	33	1	14	204	6
Education	52	19	5	7	105	15
Employment	20	8	2	1	41	5
Other	10	5	2	2	24	3
Main purpose of journey (excluding backpackers)						
Holiday	157	244	38	20	690	48
Visiting friends & relatives	235	68	8	5	249	32
Business	49	31	0	14	195	5
Education	41	8	1	5	60	6
Employment	14	5	1	1	29	2
Other	7	4	1	2	18	1
Backpackers	109	91	40	12	343	72
Total	611	451	89	58	1 585	166

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 31 December 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	13	10	23	5	8	1	2
Japan	9	6	10	2	8	0	2
Hong Kong	3	1	1	1	2	0	0
Singapore	4	3	4	2	6	0	1
Malaysia	3	2	4	1	2	0	0
Indonesia	1	2	2	0	2	0	0
Taiwan	6	1	4	1	7	0	1
Thailand	1	1	2	0	1	0	0
Korea	11	4	8	0	3	0	1
China	6	2	4	0	27	0	0
India	1	1	2	0	1	0	0
Other Asia	2	0	1	0	1	0	0
USA	14	16	10	1	16	1	3
Canada	10	9	5	1	7	1	2
United Kingdom	59	41	31	3	27	6	7
Germany	25	21	8	1	19	2	3
Scandinavia	16	10	5	1	9	1	2
France	12	8	5	1	6	1	1
Italy	5	8	3	0	5	0	1
Netherlands	7	7	3	1	5	1	1
Switzerland	6	5	2	1	6	1	1
Other Europe	19	11	9	1	9	2	2
Other countries	14	7	10	1	4	0	1
Main purpose of journey (including backpackers)							
Holiday	182	136	88	17	143	14	22
Visiting friends & relatives	26	18	24	3	9	2	2
Business	7	5	10	2	7	0	2
Education	21	11	25	1	16	1	2
Employment	8	5	6	0	3	0	1
Other	4	3	5	1	3	0	0
Main purpose of journey (excluding backpackers)							
Holiday	37	55	36	13	88	6	6
Visiting friends & relatives	15	13	20	2	5	1	2
Business	5	4	9	2	6	0	2
Education	8	3	14	0	6	0	1
Employment	2	3	2	0	1	0	0
Other	1	1	3	0	1	0	0
Backpackers	180	98	74	6	73	10	19
Total	248	178	158	24	180	17	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 31 December 2010									
	New South Wales		Victoria		Queensland		South Australia		Western Australia	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	4 182	6	2 220	5	5 164	13	364	4	1 592	7
Japan	3 277	5	931	2	2 557	6	185	2	770	3
Hong Kong	1 921	3	928	2	768	2	640	7	763	3
Singapore	1 269	2	1 798	4	662	2	189	2	1 447	7
Malaysia	911	1	2 661	7	708	2	579	7	1 634	7
Indonesia	1 713	3	1 476	4	351	1	437	5	625	3
Taiwan	1 268	2	531	1	1 683	4	180	2	653	3
Thailand	1 476	2	1 238	3	281	1	175	2	738	3
Korea	6 401	10	1 245	3	2 903	7	543	6	643	3
China	10 265	16	7 754	19	2 981	7	1 205	14	896	4
India	2 839	4	3 277	8	853	2	423	5	690	3
Other Asia	2 588	4	2 900	7	862	2	618	7	1 143	5
USA	3 749	6	1 630	4	2 071	5	338	4	835	4
Canada	1 624	2	740	2	1 091	3	185	2	482	2
United Kingdom	7 025	11	3 738	9	5 214	13	929	11	3 850	17
Germany	1 967	3	962	2	2 039	5	473	5	716	3
Scandinavia	1 058	2	591	1	1 059	3	126	1	285	1
France	1 663	3	797	2	1 268	3	180	2	719	3
Italy	796	1	555	1	519	1	156	2	236	1
Netherlands	533	1	298	1	549	1	68	1	280	1
Switzerland	417	1	181	0	504	1	78	1	211	1
Other Europe	3 243	5	1 061	3	1 707	4	395	4	1 005	5
Other countries	5 040	8	3 149	8	4 005	10	354	4	1 818	8
Main purpose of journey (including backpackers)										
Holiday	21 401	33	9 631	24	19 003	48	2 162	25	6 647	30
Visiting friends & relatives	12 117	19	9 002	22	6 904	17	1 675	19	4 584	21
Business	3 820	6	2 731	7	1 610	4	591	7	2 102	10
Education	22 694	35	16 131	40	9 269	23	3 576	41	5 299	24
Employment	3 564	5	2 583	6	2 277	6	629	7	2 633	12
Other	1 630	2	583	1	736	2	187	2	767	3
Main purpose of journey (excluding backpackers)										
Holiday	12 615	19	5 978	15	10 228	26	1 313	15	3 965	18
Visiting friends & relatives	11 591	18	8 685	21	6 541	16	1 585	18	4 372	20
Business	3 651	6	2 622	6	1 488	4	568	6	2 037	9
Education	19 722	30	14 566	36	6 337	16	3 180	36	4 811	22
Employment	2 740	4	2 031	5	1 761	4	491	6	2 199	10
Other	1 104	2	445	1	451	1	125	1	577	3
Backpackers	13 802	21	6 335	16	12 993	33	1 559	18	4 069	18
Total	65 225	100	40 662	100	39 800	100	8 820	100	22 031	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 31 December 2010							
	Tasmania		Northern Territory		Australian Capital Territory		Total nights ^(a)	
	'000	%	'000	%	'000	%	'000	%
New Zealand	226	8	315	8	155	5	14 219	8
Japan	150	5	128	3	167	5	8 166	4
Hong Kong	142	5	10	0	126	4	5 298	3
Singapore	135	5	18	0	222	7	5 741	3
Malaysia	209	7	118	3	133	4	6 954	4
Indonesia	43	1	133	3	187	6	4 965	3
Taiwan	50	2	194	5	61	2	4 619	2
Thailand	111	4	34	1	58	2	4 111	2
Korea	173	6	200	5	237	7	12 344	7
China	261	9	32	1	619	19	24 012	13
India	52	2	48	1	95	3	8 276	4
Other Asia	112	4	240	6	107	3	8 571	5
USA	262	9	415	10	216	7	9 518	5
Canada	50	2	282	7	42	1	4 497	2
United Kingdom	266	9	619	16	191	6	21 832	12
Germany	98	3	352	9	35	1	6 642	4
Scandinavia	168	6	62	2	36	1	3 385	2
France	45	2	160	4	64	2	4 897	3
Italy	31	1	75	2	12	0	2 381	1
Netherlands	33	1	83	2	34	1	1 878	1
Switzerland	25	1	80	2	20	1	1 517	1
Other Europe	39	1	253	6	180	6	7 883	4
Other countries	296	10	111	3	232	7	15 007	8
Main purpose of journey (including backpackers)								
Holiday	968	32	1 920	48	502	16	62 235	33
Visiting friends & relatives	343	12	418	11	302	9	35 344	19
Business	110	4	305	8	206	6	11 475	6
Education	1 227	41	295	7	1 825	56	60 316	32
Employment	302	10	809	20	280	9	13 076	7
Other	29	1	216	5	116	4	4 264	2
Main purpose of journey (excluding backpackers)								
Holiday	530	18	837	21	239	7	35 706	19
Visiting friends & relatives	321	11	367	9	281	9	33 743	18
Business	108	4	244	6	188	6	10 906	6
Education	1 053	35	223	6	1 570	49	51 462	28
Employment	271	9	691	17	237	7	10 421	6
Other	18	1	151	4	52	2	2 924	2
Backpackers	679	23	1 449	37	663	21	41 548	22
Total	2 980	100	3 962	100	3 230	100	186 711	100

Base: All visitors aged 15 years and over.

Note: Rounded shares may sum to more than 100.

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

Table 13

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

	Year ended 31 December 2010				
	Sydney '000	Melbourne '000	Brisbane '000	Gold Coast '000	Tropical North Queensland '000
Country of residence					
New Zealand	2 965	1 819	1 406	1 837	413
Japan	3 010	856	632	805	814
Hong Kong	1 798	807	431	182	65
Singapore	1 049	1 633	390	151	22
Malaysia	742	2 496	373	165	17
Indonesia	1 383	1 404	275	42	23
Taiwan	1 137	357	1 177	155	146
Thailand	1 213	1 066	97	89	65
Korea	5 907	1 056	1 595	484	306
China	9 148	7 526	2 057	648	191
India	2 737	3 055	634	106	16
Other Asia	2 268	2 637	601	92	47
USA	2 887	1 424	637	351	549
Canada	1 275	585	362	240	180
United Kingdom	5 261	2 716	1 686	626	1 091
Germany	1 446	799	567	152	566
Scandinavia	843	490	248	275	193
France	1 362	571	521	124	223
Italy	670	469	193	83	113
Netherlands	373	202	121	25	179
Switzerland	279	144	110	88	154
Other Europe	2 523	819	644	246	390
Other countries	4 191	2 738	1 834	1 110	376
Main purpose of journey (including backpackers)					
Holiday	17 177	7 698	5 636	3 801	4 403
Visiting friends & relatives	10 051	7 277	3 435	1 326	524
Business	3 425	2 509	899	235	180
Education	19 647	15 528	5 293	2 329	551
Employment	2 797	2 146	1 139	272	288
Other	1 368	513	189	113	189
Main purpose of journey (excluding backpackers)					
Holiday	10 417	4 873	2 913	2 940	2 278
Visiting friends & relatives	9 700	7 002	3 337	1 259	458
Business	3 305	2 430	845	224	158
Education	17 327	14 025	3 855	1 618	252
Employment	2 153	1 673	963	228	167
Other	913	398	88	97	101
Backpackers	10 651	5 271	4 590	1 709	2 723
Total	54 466	35 671	16 592	8 076	6 137

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 31 December 2010				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
Country of residence					
New Zealand	227	903	78	130	111
Japan	152	557	111	12	8
Hong Kong	632	742	64	4	2
Singapore	184	1 340	72	15	1
Malaysia	573	1 589	164	73	30
Indonesia	428	552	18	130	0
Taiwan	101	490	35	158	10
Thailand	168	527	109	24	8
Korea	437	539	125	76	26
China	1 201	870	193	19	10
India	418	628	33	31	17
Other Asia	560	863	29	164	16
USA	283	686	176	109	248
Canada	150	390	13	233	20
United Kingdom	686	3 064	146	343	105
Germany	350	401	55	143	89
Scandinavia	104	172	77	22	20
France	103	483	24	62	40
Italy	126	171	13	27	12
Netherlands	44	143	15	36	22
Switzerland	56	117	10	30	22
Other Europe	325	752	17	132	49
Other countries	318	1 598	247	67	14
Main purpose of journey (including backpackers)					
Holiday	1 535	4 675	512	844	408
Visiting friends & relatives	1 381	3 888	184	306	67
Business	507	1 518	75	135	40
Education	3 541	5 197	868	200	58
Employment	511	1 626	175	418	271
Other	149	675	11	135	35
Main purpose of journey (excluding backpackers)					
Holiday	946	2 971	278	358	139
Visiting friends & relatives	1 313	3 725	175	280	57
Business	487	1 464	74	123	35
Education	3 174	4 761	722	173	43
Employment	411	1 322	153	350	248
Other	88	556	8	116	28
Backpackers	1 206	2 779	415	637	330
Total	7 625	17 578	1 825	2 038	880

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 31 December 2010					
	Hotel, resort, motel, motor inn '000	Backpacker hostel '000	Rented house/ apartment/ flat/unit '000	Home of friend or relative '000	Caravan park/ commercial camping ground '000	Caravan/ camping by the side of the road '000
New Zealand	3 150	340	2 742	6 258	270	63
Japan	1 299	682	3 445	702	47	29
Hong Kong	598	317	2 134	1 114	23	1
Singapore	1 124	183	2 053	1 351	12	3
Malaysia	699	106	3 322	1 742	17	1
Indonesia	488	27	2 160	1 525	13	0
Taiwan	352	550	2 370	543	132	2
Thailand	342	18	1 936	1 139	30	8
Korea	660	778	7 712	1 482	154	26
China	1 701	57	13 475	5 564	2	2
India	712	29	4 170	2 958	4	0
Other Asia	333	57	3 584	3 558	14	2
USA	2 606	588	2 061	2 744	124	42
Canada	635	478	1 309	1 516	59	61
United Kingdom	2 871	3 472	4 290	8 999	674	183
Germany	857	1 844	1 094	1 183	509	157
Scandinavia	476	676	1 028	624	144	45
France	379	1 046	1 342	854	289	181
Italy	377	207	923	558	44	16
Netherlands	279	463	338	400	196	50
Switzerland	284	290	173	272	145	63
Other Europe	971	939	2 904	2 043	192	78
Other countries	1 233	714	5 360	5 821	82	24
Main purpose of journey (including backpackers)						
Holiday	11 836	11 267	15 187	15 913	2 486	797
Visiting friends & relatives	2 026	422	2 448	29 092	300	59
Business	5 740	189	2 715	1 159	44	17
Education	1 216	1 078	40 025	4 388	129	50
Employment	1 046	630	7 792	1 601	119	71
Other	563	279	1 762	800	99	42
Main purpose of journey (excluding backpackers)						
Holiday	10 935	na	7 749	13 076	1 283	193
Visiting friends & relatives	1 942	na	2 246	28 294	265	33
Business	5 653	na	2 565	1 083	39	13
Education	1 034	na	35 020	4 176	47	18
Employment	932	na	6 673	1 233	73	25
Other	538	na	992	707	47	31
Backpackers	1 392	13 865	14 683	4 383	1 422	723
Total	22 425	13 865	69 928	52 953	3 176	1 036

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 31 December 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	54	97	192	15	715
Japan	27	7	271	1 482	132	8 166
Hong Kong	10	3	366	588	37	5 298
Singapore	18	12	579	150	97	5 741
Malaysia	6	5	442	307	98	6 954
Indonesia	19	6	244	221	52	4 965
Taiwan	21	0	99	398	141	4 619
Thailand	11	16	166	284	106	4 111
Korea	98	1	308	875	206	12 344
China	8	1	538	1 657	42	24 012
India	11	5	211	53	82	8 276
Other Asia	62	31	356	206	217	8 571
USA	62	47	863	109	243	9 518
Canada	26	19	225	46	82	4 497
United Kingdom	157	143	225	130	384	21 832
Germany	56	74	175	456	195	6 642
Scandinavia	17	16	120	60	159	3 385
France	48	24	158	336	168	4 897
Italy	10	11	39	118	38	2 381
Netherlands	16	22	30	23	58	1 878
Switzerland	17	7	12	240	3	1 517
Other Europe	29	49	280	229	151	7 883
Other countries	73	12	526	694	357	15 007
Main purpose of journey (including backpackers)						
Holiday	497	312	177	1 757	1 447	62 235
Visiting friends & relatives	77	20	16	91	95	35 344
Business	45	103	148	73	753	11 475
Education	142	16	5 744	6 434	336	60 316
Employment	66	152	123	174	1 040	13 076
Other	30	7	215	146	93	4 264
Main purpose of journey (excluding backpackers)						
Holiday	354	160	121	754	522	35 706
Visiting friends & relatives	71	12	14	79	87	33 743
Business	44	103	118	68	732	10 906
Education	117	1	4 361	5 670	261	51 462
Employment	33	144	74	152	829	10 421
Other	22	3	215	71	69	2 924
Backpackers	217	186	1 519	1 879	1 265	41 548
Total	857	609	6 424	8 674	3 765	186 711

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 31 December 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	110	1 284	7	78	83	965	200	2 327	86
Japan	564	2 818	12	60	165	823	741	3 701	200
Hong Kong	40	1 976	4	178	25	1 266	69	3 419	20
Singapore	38	1 656	5	212	18	800	61	2 669	23
Malaysia	22	1 402	1	58	11	717	35	2 176	16
Indonesia	27	2 265	1	120	11	903	39	3 288	12
Taiwan	54	1 760	1	35	20	639	75	2 435	31
Thailand	18	2 639	1	209	9	1 254	28	4 102	7
Korea	160	2 335	1	16	52	759	213	3 110	68
China	452	2 620	4	25	207	1 201	663	3 846	172
India	43	4 472	1	143	13	1 374	57	5 989	10
Other Asia	28	2 847	0	48	6	607	34	3 502	10
USA	278	4 795	5	86	62	1 061	345	5 942	58
Canada	60	6 626	4	465	13	1 385	77	8 476	9
United Kingdom	313	4 866	12	193	109	1 690	434	6 749	64
Germany	120	4 817	3	138	52	2 087	175	7 042	25
Scandinavia	80	5 837	1	58	29	2 090	109	7 985	14
France	51	5 267	1	93	20	2 006	72	7 366	10
Italy	108	6 565	3	159	24	1 428	134	8 152	16
Netherlands	43	6 216	1	106	17	2 391	61	8 714	7
Switzerland	39	5 799	4	557	22	3 326	65	9 681	7
Other Europe	99	5 701	2	127	39	2 233	140	8 060	17
Other countries	73	2 908	7	268	42	1 665	122	4 841	25
Main purpose of journey (including backpackers)									
Holiday	2 282	3 077	48	65	806	1 086	3 137	4 228	742
Visiting friends & relatives	95	2 942	7	212	39	1 218	142	4 372	32
Business	231	2 753	10	124	90	1 068	331	3 945	84
Education	140	5 269	15	579	81	3 047	236	8 895	26
Employment	8	1 927	0	26	20	5 033	27	6 987	4
Other	64	3 497	1	60	11	573	76	4 129	18
Main purpose of journey (excluding backpackers)									
Holiday	2 186	3 056	43	60	715	1 000	2 945	4 116	715
Visiting friends & relatives	89	2 864	7	222	37	1 181	132	4 267	31
Business	230	2 756	10	125	89	1 069	330	3 950	84
Education	98	4 748	12	584	49	2 377	160	7 709	21
Employment	6	1 707	0	22	15	4 244	21	5 973	4
Other	62	3 524	1	57	8	485	71	4 065	18
Backpackers	149	4 217	9	244	132	3 735	289	8 196	35
Total	2 820	3 109	82	91	1 046	1 153	3 948	4 353	907

Base: All visitors aged 15 years and over.

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

Table 16

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

Country of residence	Year ended 31 December 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	481	497	193	200	1 287	1 330	1 961	2 026	968
Japan	228	1 359	101	601	463	2 755	792	4 714	168
Hong Kong	145	1 123	113	873	481	3 722	740	5 717	129
Singapore	212	860	166	673	759	3 073	1 138	4 606	247
Malaysia	147	745	155	788	710	3 604	1 012	5 137	197
Indonesia	91	905	82	816	397	3 964	569	5 685	100
Taiwan	58	1 173	27	544	273	5 487	359	7 204	50
Thailand	68	956	70	978	311	4 359	450	6 292	71
Korea	151	1 161	115	885	800	6 145	1 066	8 191	130
China	285	1 101	253	977	2 059	7 951	2 597	10 030	259
India	140	1 156	103	848	526	4 356	769	6 360	121
Other Asia	138	1 042	89	674	522	3 949	749	5 665	132
USA	725	1 898	187	488	870	2 275	1 781	4 661	382
Canada	207	1 945	40	381	376	3 544	624	5 869	106
United Kingdom	1 044	1 916	139	255	1 568	2 878	2 750	5 050	545
Germany	263	2 014	54	415	418	3 206	735	5 635	130
Scandinavia	152	2 200	19	281	272	3 932	444	6 414	69
France	159	1 933	37	452	293	3 564	489	5 949	82
Italy	71	1 879	12	318	143	3 759	227	5 956	38
Netherlands	85	2 083	15	377	135	3 311	235	5 771	41
Switzerland	85	2 396	31	873	131	3 702	248	6 972	36
Other Europe	287	1 837	59	378	604	3 868	949	6 083	156
Other countries	526	1 400	153	407	1 085	2 885	1 764	4 692	376
Main purpose of journey (including backpackers)									
Holiday	2 204	1 262	558	319	4 490	2 570	7 252	4 152	1 747
Visiting friends & relatives	1 516	1 172	184	142	1 959	1 515	3 659	2 829	1 293
Business	1 233	1 573	230	293	1 648	2 102	3 112	3 968	784
Education	425	1 051	1 198	2 959	5 166	12 761	6 789	16 771	405
Employment	126	1 063	20	165	911	7 703	1 057	8 931	118
Other	243	1 303	26	137	309	1 656	577	3 096	186
Main purpose of journey (excluding backpackers)									
Holiday	1 610	1 186	456	336	2 768	2 039	4 833	3 561	1 357
Visiting friends & relatives	1 445	1 160	177	142	1 836	1 474	3 459	2 777	1 245
Business	1 212	1 580	223	291	1 607	2 094	3 042	3 965	767
Education	343	987	1 010	2 911	4 550	13 107	5 904	17 005	347
Employment	102	995	16	159	762	7 462	880	8 616	102
Other	218	1 310	20	118	227	1 360	464	2 788	167
Backpackers	819	1 494	312	568	2 734	4 988	3 864	7 051	548
Total	5 748	1 268	2 214	488	14 484	3 195	22 446	4 951	4 534

Base: All visitors aged 15 years and over.

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

(a) Excludes international airfares purchased in Australia.

Table 17

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

Country of residence	Year ended 31 December 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	105	456	27	29	15	56	53
Japan	1 533	620	180	54	32	64	24
Hong Kong	265	972	94	52	40	137	60
Singapore	141	787	42	27	32	93	64
Malaysia	104	689	45	54	32	95	38
Indonesia	239	810	26	75	33	147	19
Taiwan	672	725	121	69	84	163	17
Thailand	230	873	38	75	56	173	55
Korea	804	761	87	113	54	195	26
China	1 047	661	74	221	38	124	12
India	329	1 071	38	127	32	184	35
Other Asia	197	970	24	144	28	149	27
USA	632	1 648	137	43	77	97	73
Canada	520	1 792	223	72	152	128	137
United Kingdom	514	1 714	178	67	88	129	117
Germany	773	1 691	313	44	132	139	233
Scandinavia	965	1 836	294	125	82	157	114
France	559	1 728	157	101	120	164	145
Italy	1 983	1 312	146	82	94	144	113
Netherlands	913	1 777	314	61	100	126	273
Switzerland	923	2 015	501	45	150	162	459
Other Europe	569	1 653	188	102	100	172	140
Other countries	183	1 312	50	72	53	121	44
Main purpose of journey (including backpackers)							
Holiday	917	886	174	36	61	95	96
Visiting friends & relatives	72	1 144	47	33	41	58	41
Business	266	1 421	20	35	40	114	62
Education	323	986	118	416	80	362	46
Employment	62	1 029	87	384	110	229	93
Other	314	1 186	32	52	34	77	24
Main purpose of journey (excluding backpackers)							
Holiday	1 055	777	121	25	34	64	83
Visiting friends & relatives	69	1 132	38	32	37	54	40
Business	271	1 424	18	35	37	113	62
Education	268	932	67	448	48	357	36
Employment	58	961	33	406	76	197	91
Other	335	1 186	18	46	19	57	19
Backpackers	255	1 404	404	108	204	260	138
Total	518	1 056	107	74	55	113	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

Year ended 31 December 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	74	221	295	700	13	48
Japan	12	61	301	362	820	19	34
Hong Kong	51	148	257	405	1 568	37	72
Singapore	40	139	247	385	1 314	46	47
Malaysia	49	192	254	446	1 401	70	58
Indonesia	49	160	317	477	1 679	50	62
Taiwan	43	166	321	487	1 764	14	73
Thailand	59	206	320	526	2 076	16	92
Korea	69	219	371	591	2 153	78	51
China	50	225	725	950	1 767	58	97
India	67	202	238	440	2 102	29	76
Other Asia	57	218	373	591	1 476	16	61
USA	41	64	181	245	1 345	12	59
Canada	67	107	243	350	1 909	12	98
United Kingdom	73	158	151	309	1 654	14	102
Germany	145	126	144	270	1 638	3	80
Scandinavia	81	172	224	396	1 849	3	112
France	166	163	168	331	1 875	8	90
Italy	103	205	228	433	1 647	12	79
Netherlands	162	119	159	278	1 864	6	75
Switzerland	175	154	269	422	1 944	5	115
Other Europe	99	192	246	438	2 162	17	119
Other countries	59	149	346	494	1 330	17	65
Main purpose of journey (including backpackers)							
Holiday	58	88	314	402	1 127	26	77
Visiting friends & relatives	38	113	270	383	686	21	42
Business	27	53	209	261	1 284	13	23
Education	137	573	336	909	4 998	53	195
Employment	181	551	266	816	4 152	48	164
Other	34	87	151	237	830	11	32
Main purpose of journey (excluding backpackers)							
Holiday	41	65	341	406	875	26	64
Visiting friends & relatives	37	113	273	386	662	22	39
Business	27	51	210	262	1 279	13	22
Education	141	599	349	949	5 006	59	193
Employment	178	556	254	810	3 927	44	152
Other	28	72	149	221	662	6	28
Backpackers	131	229	191	420	2 636	27	146
Total	56	137	281	418	1 408	25	70

Base: All visitors aged 15 years and over.

Continued...

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

Table 17 (continued)

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

Country of residence	Year ended 31 December 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	96	53	18	55	2 051	1 490	1 054
Japan	22	329	29	30	4 163	2 011	368
Hong Kong	77	1 438	65	76	5 409	4 172	149
Singapore	151	1 174	43	55	4 442	3 513	270
Malaysia	278	1 440	62	54	4 916	4 122	213
Indonesia	94	1 520	76	76	5 432	4 384	112
Taiwan	48	951	73	79	5 384	3 987	80
Thailand	119	1 549	110	58	6 102	4 999	78
Korea	141	1 145	92	83	6 442	4 877	199
China	356	1 946	88	69	7 558	5 850	431
India	199	1 406	108	91	6 333	4 933	130
Other Asia	188	1 402	106	79	5 515	4 349	142
USA	15	321	40	45	4 829	2 550	440
Canada	49	425	58	82	6 074	3 762	115
United Kingdom	124	50	48	50	5 229	3 002	609
Germany	73	212	55	61	5 861	3 397	155
Scandinavia	31	476	83	67	6 673	3 872	83
France	153	319	79	104	6 099	3 812	92
Italy	39	269	87	76	6 620	3 325	55
Netherlands	66	77	54	59	6 203	3 514	48
Switzerland	35	327	50	73	7 403	4 465	42
Other Europe	88	272	78	83	6 280	4 058	173
Other countries	114	619	75	93	4 701	3 206	401
Main purpose of journey (including backpackers)							
Holiday	60	92	35	30	4 174	2 372	2 489
Visiting friends & relatives	54	156	21	29	2 867	1 651	1 326
Business	165	54	42	138	3 966	2 279	868
Education	397	6 836	272	159	16 287	14 978	431
Employment	874	210	220	210	8 868	7 778	122
Other	96	129	38	64	3 189	1 689	205
Main purpose of journey (excluding backpackers)							
Holiday	51	85	21	26	3 752	1 921	2 073
Visiting friends & relatives	56	160	20	29	2 813	1 612	1 276
Business	169	55	41	136	3 964	2 268	851
Education	434	7 099	283	162	16 481	15 282	368
Employment	964	198	216	215	8 526	7 507	106
Other	73	115	31	64	2 909	1 388	184
Backpackers	117	690	111	69	7 120	5 462	583
Total	122	640	56	63	4 851	3 276	5 441

Base: All visitors aged 15 years and over.

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

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

Table 18

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

Country of residence	Year ended 31 December 2010					
	Package tour	Pre-paid international airfares	Organised tours	International airfares bought in Australia	Domestic airfares	Other transport fares
	\$	\$	\$	\$	\$	\$
New Zealand	1 284	497	307	475	273	80
Japan	2 818	1 359	367	843	475	112
Hong Kong	1 976	1 123	535	884	319	186
Singapore	1 656	860	267	812	345	130
Malaysia	1 402	745	251	608	243	130
Indonesia	2 265	905	280	789	301	190
Taiwan	1 760	1 173	478	747	482	272
Thailand	2 639	956	221	867	425	240
Korea	2 335	1 161	275	928	328	305
China	2 620	1 101	487	1 116	343	266
India	4 472	1 156	341	1 184	296	259
Other Asia	2 847	1 042	307	1 067	269	227
USA	4 795	1 898	486	894	422	126
Canada	6 626	1 945	660	983	505	153
United Kingdom	4 866	1 916	560	1 046	354	158
Germany	4 817	2 014	681	865	403	172
Scandinavia	5 837	2 200	735	1 230	341	187
France	5 267	1 933	521	886	398	194
Italy	6 565	1 879	456	1 070	503	190
Netherlands	6 216	2 083	699	1 063	349	159
Switzerland	5 799	2 396	1 057	1 040	457	192
Other Europe	5 701	1 837	577	1 229	356	217
Other countries	2 908	1 400	443	1 135	346	170
Main purpose of journey (including backpackers)						
Holiday	3 077	1 262	499	734	363	137
Visiting friends & relatives	2 942	1 172	385	720	315	91
Business	2 753	1 573	262	1 070	461	152
Education	5 269	1 051	523	1 082	352	398
Employment	1 927	1 063	648	1 035	484	300
Other	3 497	1 303	411	869	421	118
Main purpose of journey (excluding backpackers)						
Holiday	3 056	1 186	396	766	329	99
Visiting friends & relatives	2 864	1 160	356	721	309	87
Business	2 756	1 580	251	1 096	455	152
Education	4 748	987	407	1 104	302	396
Employment	1 707	995	384	1 082	481	270
Other	3 524	1 310	302	896	349	91
Backpackers	4 217	1 494	743	732	407	275
Total	3 109	1 268	474	922	366	159

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

Year ended 31 December 2010						
Country of residence	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	313	105	187	310	367	734
Japan	374	153	202	323	380	853
Hong Kong	375	222	442	340	488	1 656
Singapore	315	140	400	302	436	1 357
Malaysia	222	189	453	302	496	1 472
Indonesia	347	246	430	375	530	1 800
Taiwan	281	313	460	373	526	1 946
Thailand	458	276	558	381	593	2 318
Korea	611	556	638	439	651	2 271
China	331	506	752	870	1 070	2 167
India	457	426	579	319	543	2 511
Other Asia	508	363	573	473	700	1 779
USA	484	174	181	243	300	1 404
Canada	610	196	223	298	395	1 975
United Kingdom	519	187	290	205	355	1 699
Germany	803	339	262	188	312	1 679
Scandinavia	577	235	313	298	437	1 901
France	556	415	363	232	393	1 927
Italy	668	293	531	293	516	1 742
Netherlands	896	343	233	208	325	1 913
Switzerland	1 390	388	296	335	486	1 966
Other Europe	652	284	369	315	491	2 248
Other countries	398	262	399	447	587	1 516
Main purpose of journey (including backpackers)						
Holiday	473	206	227	374	444	1 180
Visiting friends & relatives	391	131	272	346	445	770
Business	596	196	209	307	351	1 390
Education	404	550	802	437	982	5 079
Employment	731	475	928	407	986	4 385
Other	415	315	351	253	355	919
Main purpose of journey (excluding backpackers)						
Holiday	442	154	187	398	447	924
Visiting friends & relatives	392	128	273	351	450	746
Business	604	197	208	310	352	1 386
Education	417	616	855	460	1 032	5 099
Employment	821	477	986	398	999	4 184
Other	427	302	316	251	333	743
Backpackers	531	365	374	249	466	2 645
Total	472	221	345	360	486	1 507

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 31 December 2010					
	Horse racing and gambling	Entertainment	Motor vehicles	Education fees	Phone, internet, fax and/or postage	Other ^(b)
	\$	\$	\$	\$	\$	\$
New Zealand	82	123	11 843	4 788	58	413
Japan	214	96	5 018	5 651	124	293
Hong Kong	311	182	8 117	11 585	137	480
Singapore	432	138	13 934	13 654	109	390
Malaysia	594	140	18 200	12 410	151	414
Indonesia	481	169	5 921	10 272	148	381
Taiwan	126	169	2 935	7 650	153	531
Thailand	155	220	6 184	9 545	221	364
Korea	585	147	4 569	6 953	251	411
China	458	248	20 972	13 021	242	558
India	379	198	8 439	10 669	237	481
Other Asia	245	173	7 613	10 729	234	427
USA	154	129	4 672	9 132	81	234
Canada	134	158	2 984	8 375	101	279
United Kingdom	116	174	6 846	4 098	95	191
Germany	61	131	2 606	4 682	89	203
Scandinavia	62	168	1 854	8 347	121	199
France	138	151	3 009	5 183	124	368
Italy	179	159	1 667	5 078	147	348
Netherlands	99	127	2 795	3 998	91	183
Switzerland	88	187	5 471	3 532	82	204
Other Europe	204	195	2 739	4 950	128	272
Other countries	211	168	6 862	7 616	156	450
Main purpose of journey (including backpackers)						
Holiday	206	151	4 429	4 136	80	181
Visiting friends & relatives	183	108	11 013	9 340	70	225
Business	241	112	24 775	4 428	99	675
Education	506	270	8 066	11 183	326	401
Employment	346	294	8 900	2 855	321	513
Other	292	131	7 070	3 739	105	468
Main purpose of journey (excluding backpackers)						
Holiday	201	137	7 978	4 954	59	213
Visiting friends & relatives	188	103	11 737	9 691	69	230
Business	239	111	24 775	4 450	98	685
Education	586	277	8 703	11 533	341	423
Employment	361	295	10 176	2 756	330	556
Other	173	127	11 955	3 682	93	546
Backpackers	222	196	2 470	6 606	145	178
Total	231	157	8 072	9 470	128	336

Base: All visitors aged 15 years and over.

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

Table 19

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

Country of residence	Year ended 31 December 2010						
	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	33	728	22	59	189	992	1 798
Japan	27	2 799	105	149	432	2 657	5 573
Hong Kong	9	870	93	69	577	3 683	7 362
Singapore	13	492	37	77	470	2 373	5 796
Malaysia	13	566	45	52	328	1 454	4 124
Indonesia	2	113	54	8	431	2 189	3 591
Taiwan	13	2 043	152	107	812	3 994	7 941
Thailand	4	264	69	22	462	2 542	5 759
Korea	27	3 897	145	231	746	4 522	8 627
China	6	633	106	63	797	3 225	10 598
India	2	148	73	13	432	2 475	6 201
Other Asia	3	182	71	20	751	2 725	7 986
USA	55	2 550	47	267	296	1 956	4 886
Canada	22	1 473	67	130	382	2 645	5 920
United Kingdom	111	7 595	69	584	361	2 882	5 268
Germany	59	4 017	68	282	338	2 229	4 776
Scandinavia	28	1 835	65	162	456	2 751	5 716
France	37	3 088	82	203	406	2 535	5 417
Italy	9	839	91	54	453	3 052	5 816
Netherlands	15	1 047	69	87	364	2 966	5 759
Switzerland	15	812	54	88	461	2 502	5 850
Other Europe	47	3 268	70	274	520	3 083	5 839
Other countries	33	2 289	69	187	507	2 564	5 596
Main purpose of journey							
Holiday	416	26 529	64	1 920	386	2 385	4 616
Visiting friends & relatives	50	1 602	32	133	306	1 314	2 674
Business	17	569	33	48	254	1 532	2 787
Education	63	8 853	140	838	677	4 948	13 211
Employment	17	2 656	161	157	855	5 594	9 509
Other	21	1 340	65	90	381	2 324	4 378
Total	583	41 548	71	3 186	420	2 636	5 462

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 31 December 2006 – 2010

State/territory visited	Year ended 31 December									
	2006		2007		2008		2009		2010	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	424	78	441	78	441	79	447	78	453	78
Victoria	255	47	258	46	251	45	259	45	257	44
Queensland	357	65	355	63	362	65	370	65	353	61
South Australia	101	19	99	18	91	16	99	17	88	15
Western Australia	101	19	105	18	105	19	103	18	96	16
Tasmania	40	7	44	8	43	8	39	7	36	6
Northern Territory	130	24	113	20	117	21	126	22	106	18
Australian Capital Territory	37	7	39	7	36	6	36	6	40	7
Total^(a)	545	100	566	100	559	100	570	100	583	100

Base: Visitors aged 15 years and over.

(a) Numbers sum to more than total backpacker visitors and shares sum to more than 100% because some visitors stopover in more than one State or Territory.

Table 21

Backpacker visitor nights^(a) by state/territory visited, year ended 31 December 2006 – 2010

State/territory visited	Year ended 31 December									
	2006		2007		2008		2009		2010	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	12 778	33	12 806	32	11 883	29	13 566	31	13 802	33
Victoria	6 191	16	6 393	16	5 913	15	6 701	15	6 335	15
Queensland	11 878	30	12 130	30	13 458	33	14 121	32	12 993	31
South Australia	1 692	4	1 720	4	1 643	4	1 604	4	1 559	4
Western Australia	3 977	10	4 674	12	4 834	12	4 539	10	4 069	10
Tasmania	713	2	801	2	778	2	784	2	679	2
Northern Territory	1 442	4	1 146	3	1 390	3	1 645	4	1 449	3
Australian Capital Territory	360	1	488	1	606	1	558	1	663	2
Total^(a)	39 030	100	40 158	100	40 505	100	43 517	100	41 548	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 31 December 2010		
	Spend in Australia \$ million	Total trip expenditure \$ million	Total Inbound Economic Value (TIEV) ^(a) \$ million
New Zealand	1 570	2 161	2 024
Japan	740	1 533	1 201
Hong Kong	623	808	707
Singapore	948	1 199	1 061
Malaysia	878	1 047	964
Indonesia	491	608	559
Taiwan	321	433	372
Thailand	391	478	444
Korea, South	951	1 255	1 127
China	2 523	3 260	3 076
India	644	826	840
Other Asia	636	808	826
USA	1 123	2 126	1 704
Canada	434	700	618
United Kingdom	1 828	3 184	2 880
Germany	527	910	741
Scandinavia	321	553	463
France	350	561	465
Italy	181	361	294
Netherlands	167	296	246
Switzerland	189	313	254
Other Europe	703	1 088	956
Other countries	1 287	1 887	1 746
Total	17 826	26 394	23 567

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 31 December 2006 – 2010**

Country of residence	Year ended 31 December									
	2006		2007		2008		2009		2010	
	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change
New Zealand	1 850	-5	2 012	9	2 002	0	1 825	-9	2 024	11
Japan	1 801	-12	1 576	-12	1 403	-11	1 173	-16	1 201	2
Hong Kong	566	13	555	-2	626	13	612	-2	707	16
Singapore	806	13	917	14	913	0	931	2	1 061	14
Malaysia	595	4	707	19	805	14	902	12	964	7
Indonesia	421	18	415	-2	446	7	483	8	559	16
Taiwan	305	4	314	3	315	0	414	32	372	-10
Thailand	294	-5	346	18	377	9	398	5	444	12
Korea, South	1 183	32	1 188	0	1 103	-7	1 056	-4	1 127	7
China	1 578	18	1 818	15	2 007	10	2 572	28	3 076	20
India	383	26	492	29	672	37	749	11	840	12
Other Asia	375	14	515	37	707	37	790	12	826	4
USA	1 949	12	1 960	1	1 921	-2	1 870	-3	1 704	-9
Canada	586	22	624	6	658	5	639	-3	618	-3
United Kingdom	3 415	11	3 224	-6	3 191	-1	2 974	-7	2 880	-3
Germany	779	16	772	-1	887	15	834	-6	741	-11
Scandinavia	428	4	442	3	505	14	460	-9	463	1
France	319	29	376	18	425	13	479	13	465	-3
Italy	280	23	274	-2	345	26	310	-10	294	-5
Netherlands	245	8	251	2	300	20	277	-8	246	-11
Switzerland	266	11	265	-1	237	-11	285	20	254	-11
Other Europe	946	14	986	4	1 225	24	1 118	-9	956	-15
Other countries	1 161	5	1 420	22	1 765	24	1 756	-1	1 746	-1
Total	20 532	9	21 449	4	22 835	6	22 908	0	23 567	3

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 31 December 2010						
	Expenditure \$ million	Share of expenditure %	Visitors ^(b) '000	Visitor nights '000	Expenditure per visitor \$	Expenditure per night \$	Average length of stay Nights
Excluding package expenditure							
New South Wales	5 941	35	2 870	65 225	2 070	91	23
Victoria	3 870	23	1 657	40 662	2 335	95	25
Queensland	3 485	21	2 054	39 800	1 696	88	19
South Australia	711	4	363	8 820	1 961	81	24
Western Australia	1 903	11	690	22 031	2 758	86	32
Tasmania	271	2	142	2 980	1 910	91	21
Northern Territory	295	2	304	3 962	970	74	13
Australian Capital Territory	284	2	155	3 230	1 832	88	21
Total Australia^(b)	16 761	100	5 441	186 711	3 081	90	34
Including package expenditure							
New South Wales	6 279	36	2 870	65 225	2 188	96	23
Victoria	3 941	22	1 657	40 662	2 378	97	25
Queensland	3 780	21	2 054	39 800	1 840	95	19
South Australia	734	4	363	8 820	2 023	83	24
Western Australia	1 938	11	690	22 031	2 808	88	32
Tasmania	279	2	142	2 980	1 966	94	21
Northern Territory	371	2	304	3 962	1 220	94	13
Australian Capital Territory	284	2	155	3 230	1 836	88	21
Total Australia^(b)	17 607	100	5 441	186 711	3 236	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

Year ended 31 December 2010

State/territory visited	Holiday		VFR		Business		Education		Other purposes ^(c)		Total visitors	
	\$	%	\$	%	\$	%	\$	%	\$	%	\$	%
	million	share	million	share	million	share	million	share	million	share	million	share
Excluding package expenditure												
New South Wales	1 961	35	823	32	613	36	2 235	38	299	32	5 941	35
Victoria	771	14	709	28	470	28	1 710	29	191	21	3 870	23
Queensland	1 821	33	475	18	230	14	805	14	147	16	3 485	21
South Australia	174	3	121	5	70	4	307	5	39	4	711	4
Western Australia	504	9	383	15	239	14	587	10	177	19	1 903	11
Tasmania	97	2	26	1	20	1	114	2	15	2	271	2
Northern Territory	206	4	19	1	22	1	np	np	37	4	295	2
Australian Capital Territory	35	1	20	1	27	2	185	3	np	np	284	2
Total Australia^(b)	5 569	100	2 574	100	1 691	100	5 954	100	922	100	16 761	100
Including package expenditure												
New South Wales	2 217	35	836	32	650	37	2 253	38	308	33	6 279	36
Victoria	823	13	714	27	481	27	1 712	29	191	20	3 941	22
Queensland	2 072	33	487	19	241	14	824	14	151	16	3 780	21
South Australia	191	3	122	5	73	4	308	5	39	4	734	4
Western Australia	525	8	386	15	242	14	591	10	180	19	1 938	11
Tasmania	102	2	26	1	21	1	115	2	15	2	279	2
Northern Territory	281	4	19	1	22	1	np	np	37	4	371	2
Australian Capital Territory	35	1	20	1	27	2	185	3	np	np	284	2
Total Australia^(b)	6 246	100	2 610	100	1 758	100	5 998	100	939	100	17 607	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 31 December 2010						
	Expenditure	Share of expenditure	Visitors ^(a)	Visitor nights ^(b)	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
Excluding package expenditure							
Sydney	5 213	88	2 691	54 466	1 937	96	20
Regional New South Wales	728	12	625	10 759	1 165	68	17
Total New South Wales	5 941	100	2 870	65 225	2 070	91	23
Melbourne	3 584	93	1 552	35 671	2 309	100	23
Regional Victoria	285	7	324	4 991	882	57	15
Total Victoria	3 870	100	1 657	40 662	2 335	95	25
Gold Coast	845	24	818	8 076	1 033	105	10
Brisbane	1 333	38	954	16 592	1 398	80	17
Regional Queensland	1 306	37	1 013	15 133	1 290	86	15
Total Queensland	3 485	100	2 054	39 800	1 696	88	19
Adelaide	626	88	336	7 625	1 864	82	23
Regional South Australia	86	12	132	1 195	647	72	9
Total South Australia	711	100	363	8 820	1 961	81	24
Experience Perth	1 649	87	660	17 578	2 497	94	27
Regional Western Australia	254	13	219	4 453	1 158	57	20
Total Western Australia	1 903	100	690	22 031	2 758	86	32
Hobart	159	59	111	1 825	1 436	87	17
Regional Tasmania	112	41	79	1 154	1 415	97	15
Total Tasmania	271	100	142	2 980	1 910	91	21
Darwin	139	47	142	2 038	980	68	14
Regional Northern Territory	156	53	244	1 924	642	81	8
Total Northern Territory	295	100	304	3 962	970	74	13
Canberra	284	100	155	3 230	1 832	88	21
Total Australian Capital Territory	284	100	155	3 230	1 832	88	21
Total capital cities	13 832	83	5 028	147 101	2 751	94	29
Total regional	2 929	17	1 910	39 610	1 533	74	21
Total Australia	16 761	100	5 441	186 711	3 081	90	34
Including package expenditure							
Sydney	5 542	88	2 691	54 466	2 059	102	20
Regional NSW	737	12	625	10 759	1 178	68	17
Total New South Wales	6 279	100	2 870	65 225	2 188	96	23
Melbourne	3 653	93	1 552	35 671	2 353	102	23
Regional Victoria	288	7	324	4 991	889	58	15
Total Victoria	3 941	100	1 657	40 662	2 378	97	25
Gold Coast	955	25	818	8 076	1 167	118	10
Brisbane	1 362	36	954	16 592	1 427	82	17
Regional Queensland	1 464	39	1 013	15 133	1 445	97	15
Total Queensland	3 780	100	2 054	39 800	1 840	95	19
Adelaide	638	87	336	7 625	1 901	84	23
Regional South Australia	96	13	132	1 195	724	80	9
Total South Australia	734	100	363	8 820	2 023	83	24
Experience Perth	1 678	87	660	17 578	2 541	95	27
Regional Western Australia	260	13	219	4 453	1 184	58	20
Total Western Australia	1 938	100	690	22 031	2 808	88	32
Hobart	164	59	111	1 825	1 484	90	17
Regional Tasmania	115	41	79	1 154	1 449	100	15
Total Tasmania	279	100	142	2 980	1 966	94	21
Darwin	140	38	142	2 038	989	69	14
Regional Northern Territory	231	62	244	1 924	948	120	8
Total Northern Territory	371	100	304	3 962	1 220	94	13
Canberra	284	100	155	3 230	1 836	88	21
Total Australian Capital Territory	284	100	155	3 230	1 836	88	21
Total capital cities	14 416	82	5 028	147 101	2 867	98	29
Total regional	3 191	18	1 910	39 610	1 670	81	21
Total Australia	17 607	100	5 441	186 711	3 236	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 31 December 2010						
		Expenditure in region				Visitors ^(a)	Nights in region ^(b)	
		Total \$ million	Share %	Per visitor \$	Per night \$		Total '000	Average Nights
Excluding package expenditure								
Sydney	NSW	5 213	31	1 937	96	2 691	54 466	20
Melbourne	Vic	3 584	21	2 309	100	1 552	35 671	23
Experience Perth	WA	1 649	10	2 497	94	660	17 578	27
Brisbane	Qld	1 333	8	1 398	80	954	16 592	17
Gold Coast	Qld	845	5	1 033	105	818	8 076	10
Tropical North Queensland	Qld	656	4	956	107	686	6 137	9
Adelaide	SA	626	4	1 864	82	336	7 625	23
Canberra	ACT	284	2	1 832	88	155	3 230	21
Sunshine Coast	Qld	235	1	831	90	283	2 618	9
Hunter	NSW	176	1	1 306	76	135	2 329	17
Hobart and Surrounds	Tas	159	1	1 436	87	111	1 825	17
South Coast	NSW	156	1	1 392	78	112	2 008	18
Northern Rivers	NSW	149	1	632	73	235	2 027	9
Darwin	NT	139	1	980	68	142	2 038	14
Whitsundays	Qld	122	1	598	104	204	1 167	6
Northern	Qld	118	1	897	79	131	1 486	11
Australia's South West	WA	88	1	735	66	120	1 334	11
Australia s North West	WA	76	0	1 268	55	60	1 362	23
Petermann	NT	66	0	397	139	167	476	3
Geelong	Vic	59	0	1 542	81	38	728	19
Top 20 regions		15 733	94	2 959	93	5 317	168 773	32
Total Australia		16 761	100	3 081	90	5 441	186 711	34
Including package expenditure								
Sydney	NSW	5 542	31	2 059	102	2 691	54 466	20
Melbourne	Vic	3 653	21	2 353	102	1 552	35 671	23
Experience Perth	WA	1 678	10	2 541	95	660	17 578	27
Brisbane	Qld	1 362	8	1 427	82	954	16 592	17
Gold Coast	Qld	955	5	1 167	118	818	8 076	10
Tropical North Queensland	Qld	795	5	1 159	130	686	6 137	9
Adelaide	SA	638	4	1 901	84	336	7 625	23
Canberra	ACT	284	2	1 836	88	155	3 230	21
Sunshine Coast	Qld	240	1	849	92	283	2 618	9
Hunter	NSW	177	1	1 315	76	135	2 329	17
Hobart and Surrounds	Tas	164	1	1 484	90	111	1 825	17
South Coast	NSW	158	1	1 403	78	112	2 008	18
Northern Rivers	NSW	150	1	637	74	235	2 027	9
Darwin	NT	140	1	989	69	142	2 038	14
Petermann	NT	134	1	801	281	167	476	3
Whitsundays	Qld	132	1	649	113	204	1 167	6
Northern	Qld	118	1	900	80	131	1 486	11
Australia's South West	WA	89	1	744	67	120	1 334	11
Australia s North West	WA	77	0	1 301	57	60	1 362	23
Geelong	Vic	59	0	1 548	82	38	728	19
Top 20 regions		16 547	94	3 112	98	5 317	168 773	32
Total Australia		17 607	100	3 236	94	5 441	186 711	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

Country of residence	Year ended 31 December 2010								
	state/territory visited								Total Australia ^(b)
	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	
\$ million									
Excluding package expenditure									
New Zealand	403	323	508	39	98	31	24	12	1 438
United Kingdom	575	288	409	71	284	21	51	13	1 712
Germany	153	69	157	32	55	9	31	3	509
Scandinavia	101	63	91	10	24	np	8	np	308
Switzerland	50	21	62	10	26	np	10	np	185
Netherlands	44	25	50	6	22	np	8	np	161
France	109	55	87	13	42	np	13	np	327
Italy	56	39	40	13	15	np	9	np	175
Other Europe	271	98	142	31	90	np	27	np	671
USA	473	206	230	33	85	24	27	19	1 097
Canada	167	56	115	19	43	np	13	np	420
Japan	266	69	272	13	59	7	12	14	712
China	1 048	658	293	105	80	26	np	59	2 274
Korea	536	83	188	31	44	np	np	14	918
Singapore	174	309	92	36	226	np	np	np	900
Malaysia	114	314	75	51	205	np	np	np	807
Hong Kong	200	137	83	69	86	np	np	np	604
Indonesia	158	164	21	np	78	np	np	np	472
Thailand	145	124	19	np	52	np	np	np	376
India	185	266	62	29	42	np	np	np	601
Taiwan	108	36	117	np	30	np	np	np	311
Other Asia	188	214	57	23	65	np	12	np	571
Other countries	416	253	314	25	151	24	9	20	1 212
Total	5 941	3 870	3 485	711	1 903	271	295	284	16 761
Including package expenditure									
New Zealand	410	326	526	41	102	31	24	12	1 471
United Kingdom	613	296	431	75	294	23	60	14	1 805
Germany	167	71	167	34	57	9	38	3	545
Scandinavia	109	65	98	11	25	np	13	np	332
Switzerland	53	22	65	11	28	np	12	np	197
Netherlands	51	26	53	6	23	np	9	np	174
France	114	56	91	13	43	np	18	np	342
Italy	66	41	46	17	16	np	18	np	207
Other Europe	281	100	150	31	91	np	34	np	700
USA	518	212	250	34	86	25	36	19	1 180
Canada	174	56	121	20	43	np	15	np	438
Japan	306	72	375	14	65	9	27	14	881
China	1 109	685	338	106	81	26	np	59	2 410
Korea	574	84	197	31	44	np	np	14	966
Singapore	177	311	97	36	228	np	np	np	912
Malaysia	115	315	77	52	207	np	np	np	814
Hong Kong	206	138	87	70	86	np	np	np	616
Indonesia	163	164	23	np	79	np	np	np	480
Thailand	147	125	19	np	52	np	np	np	382
India	191	268	66	29	42	np	np	np	614
Taiwan	116	38	123	np	30	np	np	np	328
Other Asia	193	215	59	23	65	np	12	np	579
Other countries	427	255	322	25	152	24	9	20	1 234
Total	6 279	3 941	3 780	734	1 938	279	371	284	17 607

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 December Quarter 2010 and for the year ended 31 December 2010.

Sample size by country of residence

Country of residence	Sample (n)	
	December Quarter 2010	Year ended 31 December 2010
New Zealand	1 587	6 051
Japan	700	4 238
Hong Kong	258	960
Singapore	550	1 952
Malaysia	414	1 563
Indonesia	186	735
Taiwan	120	612
Thailand	138	645
Korea	322	1 485
China	1 067	3 105
India	211	987
Other Asia	267	1 117
USA	711	2 940
Canada	231	948
United Kingdom	1 086	4 506
Germany	269	1 262
Scandinavia	165	758
France	117	760
Italy	122	516
Netherlands	170	670
Switzerland	117	464
Other Europe	228	1 147
Other countries	707	2 865
Total	9 743	40 286

Data reliability

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

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

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

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

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

- 95% Confidence Interval is greater than estimate.

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

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

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

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

Expenditure

Determining international visitor expenditure

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

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

There are subtle differences between each of these spend classifications.

Total trip expenditure

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

Spend in Australia

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

Total Inbound Economic Value (TIEV)

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

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

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

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

TIEV methodology

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

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

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

Regional expenditure

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

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

Regional expenditure allocation methodology

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

Two types of expenditure data are collected in the IVS:

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

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

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

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

Domestic airfares

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

Package expenditure

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

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

Expenditure on accommodation, food and beverages, and other expenditure

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

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

The iterative procedure

Steps in the iteration process are:

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

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

where

r = rescaled value for this stop

p = preliminary estimate for this stop

E = reported total expenditure for the trip

R = sum of preliminary estimates for the trip

4. For stops where there is random expenditure (that is, the preliminary estimate is blank), the rescaled value is set equal to the random expenditure. Rescaled values sum to the total reported expenditure for the trip.
5. New estimates of regional cost indicators are calculated by summing rescaled expenditure values for each region, and dividing this value by the total number of nights in each region.

6. If estimates of cost indicators for the current iteration differ from estimates of cost indicators from the previous iteration by less than an agreed amount the process is stopped, otherwise the procedure is repeated from step 2.

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

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

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

References

- Australian Bureau of Statistics, 1995, *ABS Survey of Inbound Tour Operators 1994 – 1995*, cat no. 6401.0, ABS, Canberra.
- Australian Bureau of Statistics, 1996, *ABS Survey of Inbound Tour Operators 1995 – 1996*, cat no. 6401.0, ABS, Canberra.
- Australian Tourism Export Council, 2000, *Survey of Inbound Tour Operators*, ATEC, unpublished.
- Bonnet, G., Phelan, K. and Jones, B., 1994, *Allocating pre-paid package tour expenditure to goods and services consumed in Australia*, in *Tourism and the Economy* Number 1 1994, Bureau of Tourism Research, Canberra, pp.47–52.
- Carter, P. and Collins, D., 2005, *Travel expenditure by domestic and international visitors in Australia's Regions, 2004*. Tourism Research Australia, Canberra.
- Office of Economic and Statistical Research, 2001, *International and Domestic Visitor Expenditure in Queensland: 1985 to 1999*, OESR, Queensland Treasury, Brisbane.
- Skene, J., 1995, *Estimating the Australian component of visitor expenditure on fully inclusive package tours: Alternative methods*, in *Tourism and the Economy* Number 1 1995, Bureau of Tourism Research, Canberra, pp.43–60.
- Tourism Research Australia, 2009, *Background & methods – Regional expenditure 2008*, Tourism Research Australia, Canberra, available: <http://www.ret.gov.au/tra>

Glossary of terms

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

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

Purpose of visit	<p>The main purpose, or the major reason for visiting a particular location. The major categories of purpose of visit in the IVS are:</p> <ul style="list-style-type: none"> • Holiday/leisure • Visiting friends and relatives (VFR) • Business • Education • Employment • Other - includes personal appointments, medical appointments and health-related travel.
Regional Australia	Includes all tourism regions in Australia, excluding the eight state/territory capital cities and the Gold Coast.
Regional expenditure	<p>Based on a methodology devised and implemented by Tourism Research Australia. Two types of regional expenditure estimates are published, both exclude major purchases such as motor vehicles:</p> <ol style="list-style-type: none"> 1. The first form includes 30% of pre-paid package expenditure but excludes all expenditure on international airfares. 2. The second form excludes all pre-paid expenditure on both packages and international airfares. A further explanation of regional expenditure is provided in the 'Survey methodology' on page 46. <p>For more detailed information see Tourism Research Australia, 2009, <i>Background & methods – Regional expenditure 2008</i>, Tourism Research Australia, Canberra.</p>
Return traveller	An international traveller who has visited Australia previously.
Scandinavia	Includes Denmark, Finland, Norway, Sweden and unspecified Scandinavia.
Total Inbound Economic Value (TIEV)	<p>Represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.</p> <p>Users should note that the historical estimates for Total Inbound Economic Value (TIEV) have been substantially revised. These revisions reflect changes to the methodology for calculating tourism consumption in the annual Tourism Satellite Account (TSA) series in which the Australian Bureau of Statistics (ABS) measures the contribution of the tourism industry to the Australian economy.</p> <p>These revisions led to large downward revisions to estimates for international tourism consumption, which the Tourism Forecasting Committee uses to benchmark the estimates for TIEV.</p>
Total spend in Australia	Excludes expenditure on goods pre-paid through inclusive package tours and services in Australia and pre-paid international airfares.
Total trip expenditure	Includes expenditure in Australia, pre-paid expenditure on goods and services in Australia and pre-paid inclusive package travel and pre-paid international airfares.
Tourism regions	<p>Formed predominantly through the aggregation of Statistical Local Areas (SLAs). Tourism regions are defined by the various State and Territory tourism organisations (STOs) according to their research and marketing needs.</p> <p>From 1998, the Bureau of Tourism Research (BTR – now Tourism Research Australia) and the Australian Bureau of Statistics (ABS) adopted a coordinated approach to the use of tourism regions to enable comparability of regional data from different tourism surveys.</p>

Tourism Satellite Account (TSA)	An extension from the core national accounts to focus on the tourism sector. It identifies tourism activities within the national accounting framework and compiles a comprehensive set of economic data on tourism. The first Australian TSA was released by the ABS in October 2000 (ABS catalogue no. 5249.0).
Visiting friends and relatives (VFR)	Visitors who nominate visiting friends or relatives as their main reason for travelling. Visiting friends and relatives also includes travel to a friend's or relative's wedding or travel to attend a funeral (see Purpose of visit).
Visitors	The weighted number of international visitor arrivals to Australia. To fall within the scope of the IVS, the respondent must be an international visitor aged 15 years and over and be departing one of the eight major Australian airports (Sydney, Melbourne, Brisbane, Cairns, Gold Coast, Darwin, Perth and Adelaide) following a visit that was not more than one year in duration.
Visitor nights	The number of nights spent in Australia by international visitors in association with individual visits.
Weighting	The IVS is a sample survey so each respondent is given a 'weight' equalling how many visitors they represent. Respondents are weighted to ABS Overseas Arrivals and Departures (OAD) data (ABS catalogue no. 3401.0) on international visitor numbers.

State and territory abbreviations

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

About Tourism Research Australia

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

Tourism Research Australia is a branch 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](#)

Tourism Research Australia
Department of Resources,
Energy and Tourism
GPO Box 1564
Canberra ACT 2601
ABN: 46 252 861 927

Contact us at www.ret.gov.au/tra



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



TRA TOURISM
RESEARCH
AUSTRALIA