



# International Visitors in Australia

**JUNE 2009**

**QUARTERLY RESULTS OF THE  
INTERNATIONAL VISITOR SURVEY**

**Tourism Australia**   
Tourism Research Australia



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**June 2009**  
**Quarterly Results of the**  
**International Visitor Survey**



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# Main Findings

Year ended 30 June 2009

## All visitors

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<b>Total visitors</b>	During the year ended 30 June 2009 there were 5,120,562 visitors to Australia aged 15 years and over. This was a slight decrease (-1%) from the year ended 30 June 2008.																		
<b>Reason</b>	The main reasons for visitors coming to Australia were: <table><tr><td>Holiday</td><td>2,391,691</td><td>47%</td></tr><tr><td>Visiting friends &amp; relatives</td><td>1,200,388</td><td>23%</td></tr><tr><td>Business</td><td>798,484</td><td>16%</td></tr><tr><td>Education</td><td>389,190</td><td>8%</td></tr><tr><td>Employment</td><td>124,395</td><td>2%</td></tr><tr><td>Other</td><td>216,414</td><td>4%</td></tr></table>	Holiday	2,391,691	47%	Visiting friends & relatives	1,200,388	23%	Business	798,484	16%	Education	389,190	8%	Employment	124,395	2%	Other	216,414	4%
Holiday	2,391,691	47%																	
Visiting friends & relatives	1,200,388	23%																	
Business	798,484	16%																	
Education	389,190	8%																	
Employment	124,395	2%																	
Other	216,414	4%																	
<b>Source</b>	New Zealand was the largest source of visitors during the period (998,835), followed by the United Kingdom (618,847), USA (424,646) and Japan (373,559).																		
<b>Expenditure</b>	The average trip expenditure in Australia per international visitor was \$3,287 while the average nightly expenditure was \$97. Total expenditure in Australia for the year ended 30 June 2009 (\$16.8 billion) increased 5% from the year ended 30 June 2008.																		
<b>Nights</b>	A total of 174 million visitor nights were spent in Australia, an increase of 8% compared with the year ended 30 June 2008.																		
<b>Return visits</b>	Of all visitors to Australia, 60% had visited before.																		
<b>Tours</b>	Inclusive package travellers accounted for 18% of all visitors to Australia while those arriving on group tours accounted for 8% of all visitor arrivals.																		
<b>States</b>	Of all visitors to Australia during the period, 53% visited New South Wales, 39% visited Queensland and 29% visited Victoria.  New South Wales recorded the largest share of visitor nights with 35%, followed by Queensland (23%) and Victoria (21%).																		

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## Holiday visitors

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<b>Share</b>	Of all international visitors to Australia, 47% stated 'holiday' as their main purpose of visit.
<b>Expenditure</b>	The average trip expenditure of holiday visitors in Australia was \$2,611, with the largest component being food, drink and accommodation (\$1,227). The average expenditure per night was \$100.
<b>Nights</b>	Holiday visitors spent a total of 63 million nights in Australia with 23% of nights spent in a rented house, apartment, flat or unit, 23% spent in the home of a friend or relative and 20% spent in a hotel, resort, motel, or motor inn.
<b>Return visits</b>	Of all holiday visitors, 49% had visited Australia before.
<b>Tours</b>	Inclusive package travellers accounted for 32% of all holiday visitors while those arriving on a group tour accounted for 14%.
<b>States</b>	Of all holiday visitors, 58% visited New South Wales, 53% visited Queensland and 29% visited Victoria.
<b>Duration of stay</b>	Their average duration of stay in Australia was 26 nights.

## Visiting friends and relatives (VFR) visitors

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<b>Share</b>	International visitors with a main purpose of VFR accounted for 23% of all international visitors.
<b>Expenditure</b>	The average trip expenditure in Australia by VFR visitors was \$1,636 with the largest component being food, drink and accommodation (\$703). The average expenditure per night was \$66.
<b>Nights</b>	These visitors spent a total of 30 million nights in Australia and spent 82% of their nights in the home of a friend or relative.
<b>Return visits</b>	Of all VFR visitors, 74% had been to Australia before.
<b>States</b>	Of all VFR visitors, 45% visited New South Wales, 30% visited Queensland and 30% visited Victoria.
<b>Duration of stay</b>	Their average duration of stay in Australia was 25 nights.

## Business visitors

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<b>Share</b>	Of all international visitors to Australia, 16% stated 'business' as their main purpose of visit and these visitors spent a total of 10 million nights in Australia.
<b>Expenditure</b>	The average trip expenditure in Australia by business visitors was \$2,081 with the largest component being food, drink and accommodation (\$1,214). Their average expenditure per night was \$169.
<b>Nights</b>	Business visitors spent 32% of their nights in Sydney and 23% in Melbourne, while 53% of their nights in Australia were spent in a hotel, resort, motel, or motor inn.
<b>Return visits</b>	Of all business visitors, 70% had visited Australia before.
<b>States</b>	Of all business visitors, 53% visited New South Wales, 28% visited Victoria and 22% visited Queensland.
<b>Duration of stay</b>	Their average duration of stay in Australia was 12 nights.

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## Education visitors

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<b>Share</b>	Of all international visitors to Australia, 8% stated 'education' as their main purpose of visit and these visitors spent a total of 55 million nights in Australia, representing 32% of all international visitor nights.
<b>Expenditure</b>	The average trip expenditure in Australia by education visitors was \$14,502 with the largest component being education fees (\$6,508). Their average expenditure per night was \$102.
<b>Nights</b>	While in Australia, education visitors spent 63% of their nights in a rented house, apartment, flat, or unit.
<b>Return visits</b>	Of all education visitors, 58% had visited Australia before.
<b>States</b>	Of all education visitors, 52% visited New South Wales, 35% visited Victoria and 30% visited Queensland.
<b>Duration of stay</b>	Their average duration of stay in Australia was 142 nights.

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## Employment visitors

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<b>Share</b>	Of all international visitors to Australia, 2% stated 'employment' as their main purpose of visit and these visitors spent a total of 13 million nights in Australia.
<b>Expenditure</b>	The average trip expenditure in Australia by employment visitors was \$7,983 with the largest component being food, drink and accommodation (\$4,344). Their average expenditure per night was \$74.
<b>Nights</b>	Employment visitors spent 26% of their nights in Sydney and 14% in Perth, while 59% of their nights in Australia were spent in a rented house, apartment, flat or unit.
<b>Return visits</b>	Of all employment visitors, 66% had visited Australia before.
<b>States</b>	Of all employment visitors, 44% visited New South Wales, 32% visited Queensland and 27% visited Western Australia.
<b>Duration of stay</b>	Their average duration of stay in Australia was 107 nights.

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## Backpacker visitors

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<b>Share</b>	Of all international visitors to Australia, 11% were classified as backpackers and they spent 44 million nights in Australia. Holiday was the main purpose of visit for 71% of backpackers.
<b>Expenditure</b>	Backpackers' average trip expenditure in Australia was \$6,119 with \$2,970 being spent on food, drink and accommodation and \$696 on education fees. Their average expenditure per night was \$78.
<b>Nights</b>	While in Australia, backpackers spent 34% of their nights in backpacker or hostel accommodation.
<b>Return visits</b>	Of all backpackers, 32% had visited Australia before.
<b>States</b>	Of all backpackers, 79% visited New South Wales, 65% visited Queensland and 45% visited Victoria.
<b>Duration of stay</b>	Their average duration of stay in Australia was 78 nights.

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## Expenditure

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<b>Spend in Australia</b>	In the year ending 30 June 2009, international visitors spent a total of \$16.8 billion within Australia.
<b>Total trip expenditure</b>	For the same period, international visitors had a total trip expenditure of \$27.3 billion.

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## Total Inbound Economic Value (TIEV)

### Total Inbound Economic Value

During the 12 months to June 2009, international visitors consumed around \$25 billion of Australian goods and services. This was an increase of 6% (in nominal terms), compared with the previous 12 month period.

### Source

The United Kingdom remains Australia's largest source market in terms of economic value, worth \$3.4 billion, followed by China (\$2.5 billion), New Zealand (\$2.1 billion), and the USA (\$2.0 billion).

## Regional Expenditure

### Total expenditure

For the year ended 30 June 2009, modelled international visitor expenditure increased by 5% to \$17 billion compared with the year ended 30 June 2008.

### States/Territories

New South Wales received the most expenditure (\$6.2 billion, up 2%), followed by Queensland (\$4.0 billion, up 2%) and Victoria (\$3.6 billion, up 11%).

### Regional expenditure

Approximately 81% of expenditure by international visitors was spent in the capital cities and the Gold Coast (\$13.8 billion). The remaining 19% was spent in regional areas. The Northern Territory was the most reliant on expenditure in regional areas (69% of their total), followed by Queensland (41%) and Tasmania (40%).

### Tourism regions

Among the capital cities and the Gold Coast, the highest expenditure was received by Sydney (\$5.5 billion), followed by Melbourne (\$3.3 billion), Experience Perth (\$1.5 billion) and Brisbane (\$1.3 billion).

Among regional areas, Tropical North Queensland received the highest expenditure (\$977 million), followed by Sunshine Coast (\$206 million) and Petermann (\$192 million).

### Expenditure per visitor

Expenditure per visitor was highest in Melbourne (\$2,393), followed by Experience Perth (\$2,289) and Sydney (\$2,133).

### Expenditure per night

The highest average expenditure per night was in Petermann (\$417), followed by Tropical North Queensland (\$149), Alice Springs (\$145) and the Gold Coast (\$131).

### Country of origin

Visitors from Asia had the highest expenditure (\$7.9 billion, up 8%) – including \$1.8 billion by Chinese visitors, \$982 million by Korean visitors and \$966 million by Japanese visitors. Visitors from Europe spent \$4.7 billion (up 3%) – including \$1.9 billion by United Kingdom visitors and \$625 million by German visitors.

Visitors from New Zealand spent \$1.4 billion (down 6%) and visitors from the USA spent \$1.2 billion (down 7%).

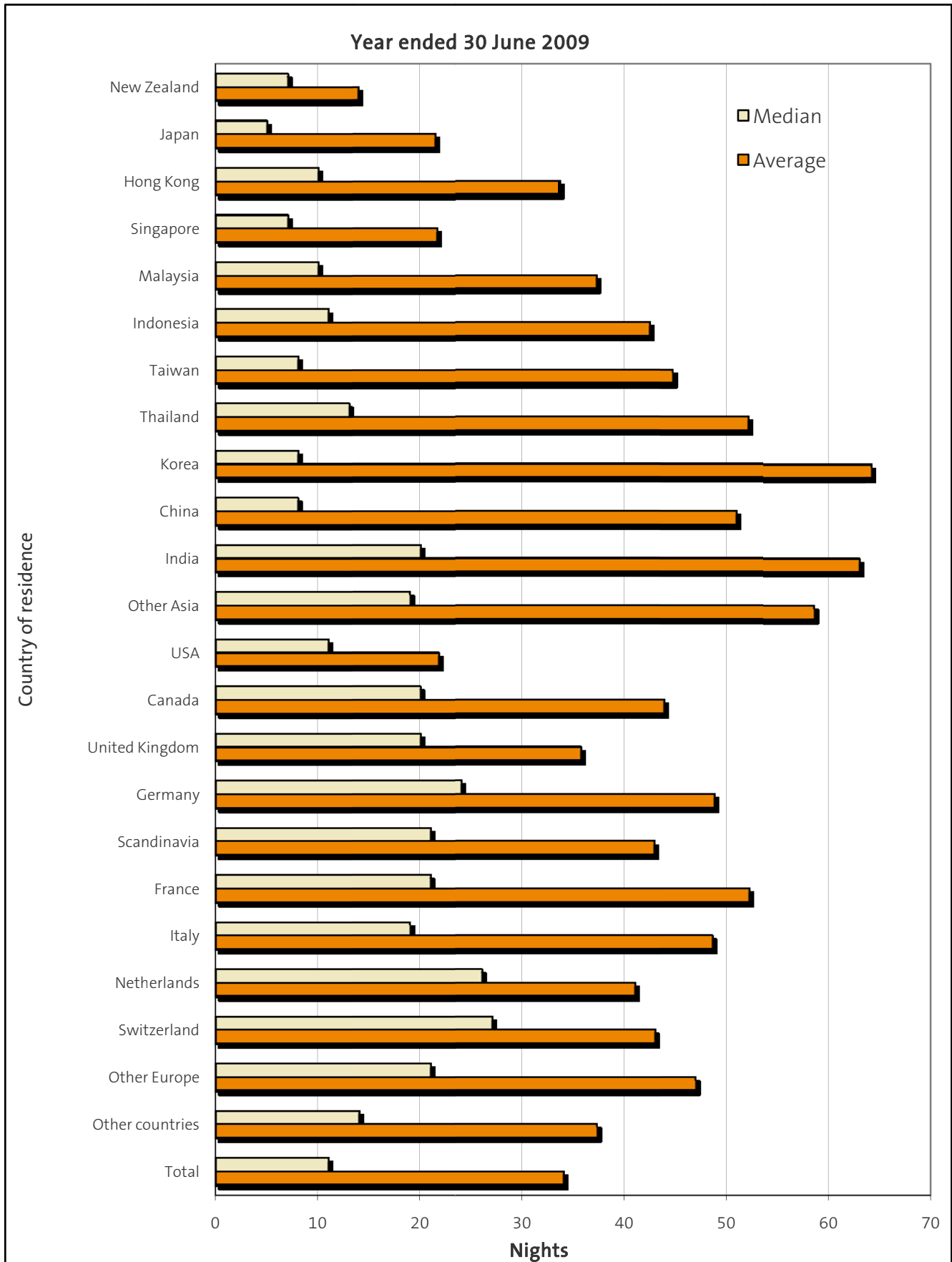
Expenditure by Chinese, United Kingdom, USA and Korean visitors was highest in New South Wales (\$941 million, \$677 million, \$529 million and \$528 million respectively). In contrast, New Zealand and Japanese visitors spent more in Queensland than in any other State or Territory (\$555 million and \$448 million respectively).

### Purpose of visit

Holiday visitors contributed the most expenditure in Australia (\$6.8 billion, up 1%), followed by visitors who travelled for education purposes (\$5.3 billion, up 11%). Visitors who were visiting friends and relatives spent \$2.4 billion (up 4%) while business visitors spent \$1.6 billion (down 9%).

Queensland (\$2.3 billion) and New South Wales (\$2.3 billion) received the most expenditure from holiday visitors. New South Wales received the highest expenditure for all other purposes of visit: education (\$2.1 billion), visiting friends and relatives (\$749 million) and business (\$600 million).

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



Base: All visitors aged 15 years and over.

Figure 2 Visitors in Australia by main purpose of journey

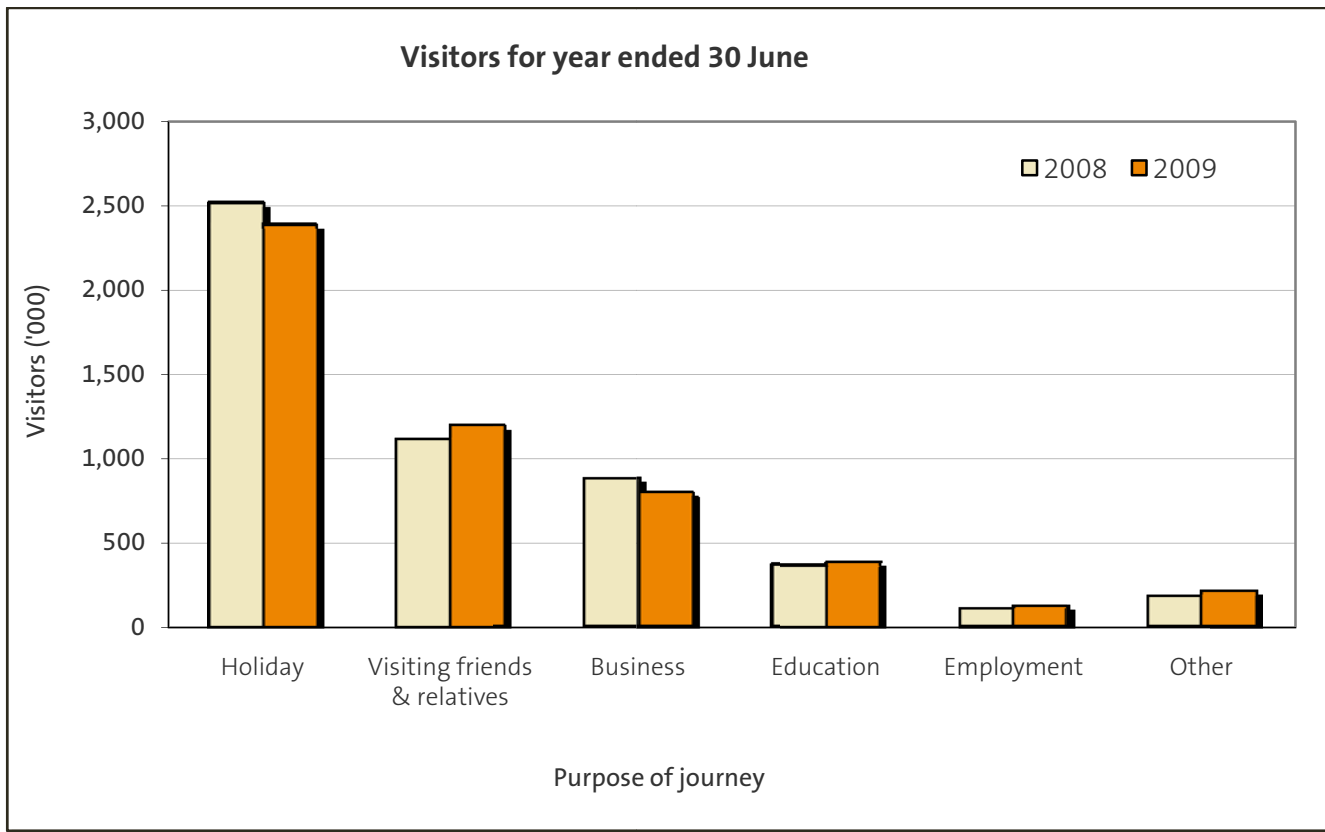
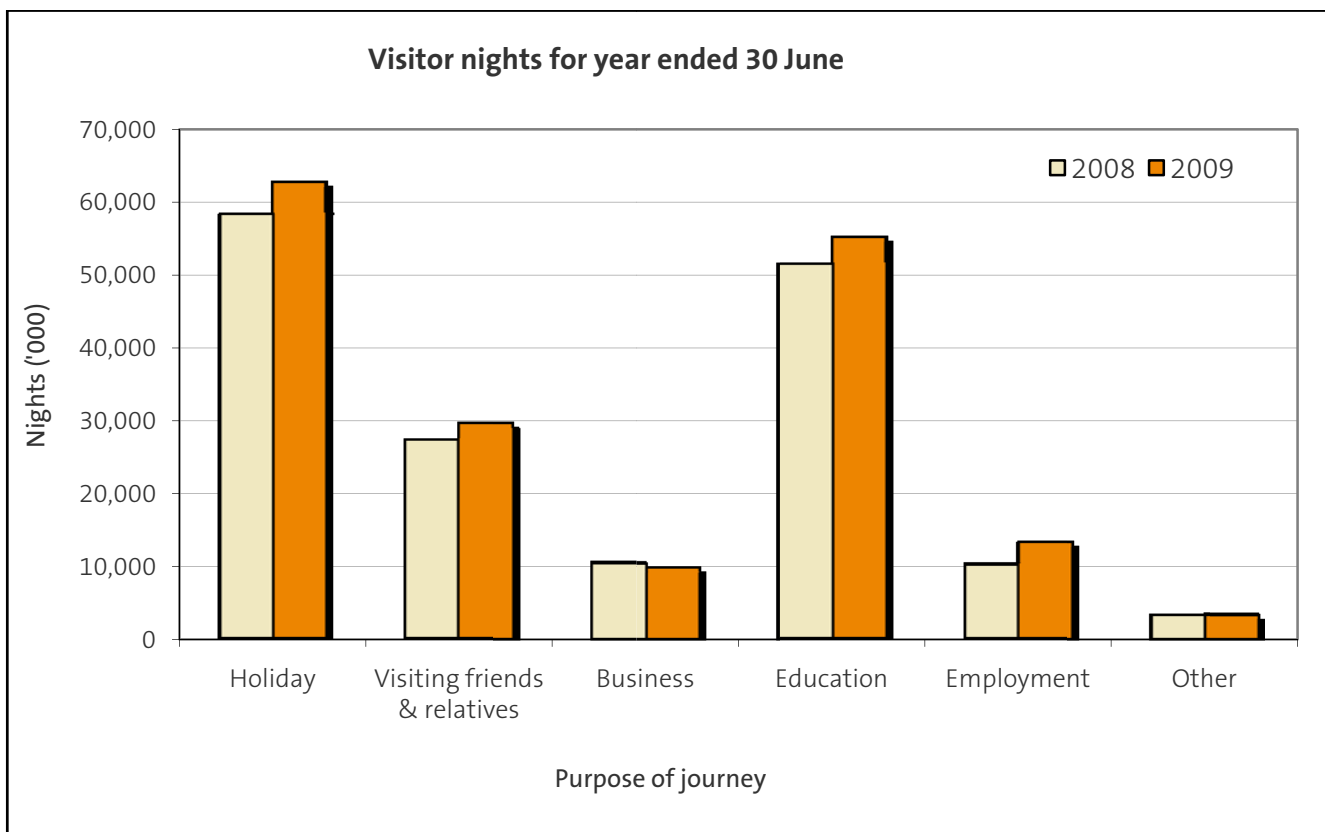


Figure 3 Visitor nights in Australia by main purpose of journey



Base: All visitors aged 15 years and over.



Table 1

Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, year ended 30 June 2008 and 2009

Country of residence	Year ended 30 June 2008					Year ended 30 June 2009				
	Visitors	Nights in Australia			Expenditure in Australia	Visitors	Nights in Australia			Expenditure in Australia
		Total <sup>(a)</sup>	Average	Median			Total <sup>(a)</sup>	Average	Median	
	'000	'000			\$million	'000	'000			\$million
New Zealand	1 014	13 971	14	7	1 551	999	13 926	14	7	1 440
Japan	484	9 719	20	5	859	374	8 015	21	5	774
Hong Kong	133	4 105	31	9	492	136	4 577	34	10	545
Singapore	231	5 125	22	7	825	243	5 257	22	7	795
Malaysia	150	5 684	38	9	709	175	6 519	37	10	733
Indonesia	85	3 479	41	11	410	86	3 652	42	11	397
Taiwan	79	2 861	36	7	246	87	3 911	45	8	299
Thailand	78	3 268	42	12	311	72	3 742	52	13	358
Korea	217	10 533	49	6	895	179	11 482	64	8	985
China	357	15 889	45	9	1 549	340	17 306	51	8	1 866
India	101	5 842	58	19	498	113	7 137	63	20	584
Other Asia	113	6 309	56	20	433	128	7 465	59	19	522
USA	427	9 563	22	11	1 209	425	9 253	22	11	1 133
Canada	115	4 472	39	19	423	115	5 069	44	20	479
United Kingdom	643	20 681	32	19	1 961	619	22 104	36	20	1 889
Germany	150	6 770	45	22	578	153	7 482	49	24	608
Scandinavia	81	3 030	37	20	306	77	3 309	43	21	320
France	73	3 431	47	20	271	85	4 444	52	21	340
Italy	51	2 000	39	19	180	57	2 774	49	19	219
Netherlands	50	2 261	45	26	180	50	2 055	41	26	178
Switzerland	40	1 707	43	29	186	38	1 617	43	27	185
Other Europe	183	8 382	46	20	773	188	8 830	47	21	811
Other countries	343	12 149	35	13	1 161	382	14 236	37	14	1 370
<b>Main purpose of journey (including backpackers)</b>										
Holiday	2 520	58 329	23	9	5 966	2 392	62 734	26	10	6 244
Visiting friends & relatives	1 122	27 293	24	14	2 017	1 200	29 587	25	14	1 964
Business	886	10 489	12	6	1 762	798	9 829	12	5	1 662
Education	372	51 447	138	126	5 168	389	55 217	142	131	5 644
Employment	109	10 309	94	59	759	124	13 329	107	78	993
Other	185	3 365	18	4	333	216	3 464	16	4	322
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	2 122	33 437	16	8	4 093	1 992	34 396	17	8	4 121
Visiting friends & relatives	1 069	25 503	24	14	1 855	1 158	27 997	24	14	1 834
Business	871	10 057	12	6	1 716	786	9 420	12	5	1 617
Education	304	41 398	136	122	4 315	324	45 414	140	126	4 759
Employment	94	8 463	90	49	641	104	10 602	102	71	806
Other	171	2 667	16	4	289	196	2 509	13	3	265
Backpackers	564	39 706	70	31	3 096	560	43 822	78	35	3 427
<b>Total</b>	<b>5 196</b>	<b>161 232</b>	<b>31</b>	<b>10</b>	<b>16 005</b>	<b>5 121</b>	<b>174 160</b>	<b>34</b>	<b>11</b>	<b>16 829</b>

Base: All visitors aged 15 years and over.

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

Table 2

Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, quarter ended 30 June 2008 and 2009

Country of residence	Quarter ended 30 June 2008					Quarter ended 30 June 2009				
	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	256	3 566	14	7	406	249	3 244	13	7	331
Japan	85	1 522	18	4	145	63	1 171	19	5	119
Hong Kong	30	633	21	8	72	34	714	21	8	85
Singapore	59	1 061	18	7	170	66	1 080	16	7	174
Malaysia	36	767	21	8	94	51	1 224	24	8	125
Indonesia	18	548	30	9	69	20	652	32	10	82
Taiwan	18	672	38	7	50	27	1 076	41	8	83
Thailand	22	691	31	10	72	21	848	41	14	76
Korea	48	2 059	43	5	181	38	2 471	65	10	190
China	75	2 249	30	7	197	63	2 515	40	7	264
India	30	1 940	65	19	133	31	1 705	54	18	152
Other Asia	28	1 428	52	18	93	30	1 281	43	15	96
USA	93	2 270	24	11	273	97	2 312	24	11	297
Canada	22	1 005	47	27	88	20	1 012	50	21	82
United Kingdom	102	3 582	35	20	332	107	4 245	40	20	347
Germany	24	1 176	48	23	103	24	1 448	60	23	104
Scandinavia	11	499	44	17	49	11	536	50	28	46
France	14	813	59	21	68	16	1 027	64	23	81
Italy	8	367	46	20	29	8	403	52	30	31
Netherlands	8	384	48	27	31	7	332	46	28	26
Switzerland	6	245	43	23	24	6	370	59	32	45
Other Europe	32	1 848	57	21	166	30	1 478	49	22	144
Other countries	78	2 564	33	11	246	81	2 708	33	11	271
<b>Main purpose of journey (including backpackers)</b>										
Holiday	506	11 714	23	8	1 182	500	13 378	27	9	1 269
Visiting friends & relatives	246	6 193	25	14	374	288	6 618	23	13	422
Business	219	2 613	12	5	426	172	1 980	12	5	330
Education	64	7 865	123	115	849	72	8 949	125	117	977
Employment	24	2 594	106	80	174	25	2 394	96	63	189
Other	44	909	21	4	87	44	533	12	2	63
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	422	6 341	15	7	769	411	6 848	17	7	778
Visiting friends & relatives	234	5 823	25	13	345	279	6 297	23	13	396
Business	216	2 547	12	5	419	171	1 904	11	5	322
Education	53	6 309	120	112	703	59	7 133	121	115	785
Employment	20	2 132	105	74	136	21	1 782	87	54	150
Other	41	814	20	4	82	42	418	10	2	55
Backpackers	117	7 922	68	31	638	119	9 469	79	40	766
<b>Total</b>	<b>1 103</b>	<b>31 887</b>	<b>29</b>	<b>9</b>	<b>3 092</b>	<b>1 101</b>	<b>33 851</b>	<b>31</b>	<b>10</b>	<b>3 251</b>

Base: All visitors aged 15 years and over.

Table 3

### Visitors by country of residence and main purpose of journey, year ended 30 June 2005 – 2009

Country of residence	Year ended 30 June									
	2005		2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	976	20	980	19	1 002	19	1 014	20	999	20
Japan	651	13	624	12	565	11	484	9	374	7
Hong Kong	135	3	142	3	138	3	133	3	136	3
Singapore	229	5	218	4	229	4	231	4	243	5
Malaysia	149	3	136	3	142	3	150	3	175	3
Indonesia	74	1	74	1	77	1	85	2	86	2
Taiwan	95	2	93	2	84	2	79	2	87	2
Thailand	73	1	69	1	71	1	78	2	72	1
Korea	217	4	221	4	247	5	217	4	179	3
China	263	5	279	6	323	6	357	7	340	7
India	na	-	74	1	83	2	101	2	113	2
Other Asia	128	3	80	2	100	2	113	2	128	2
USA	415	8	419	8	427	8	427	8	425	8
Canada	97	2	101	2	105	2	115	2	115	2
United Kingdom	652	13	661	13	685	13	643	12	619	12
Germany	138	3	145	3	144	3	150	3	153	3
Scandinavia	na	-	79	2	79	2	81	2	77	2
France	na	-	61	1	66	1	73	1	85	2
Italy	na	-	49	1	51	1	51	1	57	1
Netherlands	na	-	48	1	48	1	50	1	50	1
Switzerland	na	-	39	1	41	1	40	1	38	1
Other Europe	417	8	159	3	171	3	183	4	188	4
Other countries	264	5	285	6	317	6	343	7	382	7
<b>Main purpose of journey (including backpackers)</b>										
Holiday	2 695	54	2 640	52	2 642	51	2 520	49	2 392	47
Visiting friends & relatives	1 043	21	1 026	20	1 071	21	1 122	22	1 200	23
Business	735	15	798	16	856	16	886	17	798	16
Education	267	5	310	6	336	6	372	7	389	8
Employment	64	1	89	2	118	2	109	2	124	2
Other	167	3	175	3	171	3	185	4	216	4
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	2 331	47	2 259	45	2 250	43	2 122	41	1 992	39
Visiting friends & relatives	1 002	20	984	20	1 028	20	1 069	21	1 158	23
Business	725	15	782	16	838	16	871	17	786	15
Education	218	4	259	5	276	5	304	6	324	6
Employment	52	1	71	1	88	2	94	2	104	2
Other	154	3	166	3	158	3	171	3	196	4
Backpackers	488	10	517	10	556	11	564	11	560	11
<b>Total</b>	<b>4 971</b>	<b>100</b>	<b>5 037</b>	<b>100</b>	<b>5 194</b>	<b>100</b>	<b>5 196</b>	<b>100</b>	<b>5 121</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

na - Not applicable

Table 4

Visitors by country of residence and main purpose of journey,  
quarter ended 30 June 2005 – 2009

Country of residence	Quarter ended 30 June									
	2005		2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	244	23	246	23	272	24	256	23	249	23
Japan	129	12	123	11	106	10	85	8	63	6
Hong Kong	31	3	32	3	32	3	30	3	34	3
Singapore	61	6	55	5	60	5	59	5	66	6
Malaysia	37	3	30	3	34	3	36	3	51	5
Indonesia	16	2	15	1	17	2	18	2	20	2
Taiwan	26	2	19	2	20	2	18	2	27	2
Thailand	20	2	19	2	21	2	22	2	21	2
Korea	53	5	51	5	55	5	48	4	38	3
China	48	5	60	6	64	6	75	7	63	6
India	16	1	22	2	24	2	30	3	31	3
Other Asia	18	2	21	2	25	2	28	3	30	3
USA	96	9	101	9	99	9	93	8	97	9
Canada	17	2	18	2	20	2	22	2	20	2
United Kingdom	101	10	108	10	102	9	102	9	107	10
Germany	21	2	23	2	23	2	24	2	24	2
Scandinavia	10	1	12	1	11	1	11	1	11	1
France	11	1	11	1	12	1	14	1	16	1
Italy	8	1	7	1	8	1	8	1	8	1
Netherlands	7	1	7	1	7	1	8	1	7	1
Switzerland	6	1	6	1	6	1	6	1	6	1
Other Europe	26	2	27	3	28	3	32	3	30	3
Other countries	56	5	63	6	70	6	78	7	81	7
<b>Main purpose of journey (including backpackers)</b>										
Holiday	562	53	540	50	543	49	506	46	500	45
Visiting friends & relatives	216	20	226	21	234	21	246	22	288	26
Business	185	18	197	18	208	19	219	20	172	16
Education	39	4	58	5	64	6	64	6	72	7
Employment	16	1	20	2	21	2	24	2	25	2
Other	40	4	36	3	43	4	44	4	44	4
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	491	46	462	43	467	42	422	38	411	37
Visiting friends & relatives	207	20	216	20	226	20	234	21	279	25
Business	183	17	193	18	205	18	216	20	171	15
Education	32	3	49	5	50	5	53	5	59	5
Employment	13	1	16	2	17	2	20	2	21	2
Other	36	3	35	3	39	3	41	4	42	4
Backpackers	96	9	105	10	110	10	117	11	119	11
<b>Total</b>	<b>1 057</b>	<b>100</b>	<b>1 076</b>	<b>100</b>	<b>1 114</b>	<b>100</b>	<b>1 103</b>	<b>100</b>	<b>1 101</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Table 5

Visitor nights<sup>(a)</sup> by country of residence and main purpose of journey,  
year ended 30 June 2005 – 2009

Country of residence	Year ended 30 June									
	2005		2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	12 763	10	14 262	10	14 085	9	13 971	9	13 926	8
Japan	10 050	8	10 901	8	10 991	7	9 719	6	8 015	5
Hong Kong	2 906	2	4 182	3	4 244	3	4 105	3	4 577	3
Singapore	3 966	3	4 901	3	5 656	4	5 125	3	5 257	3
Malaysia	4 403	3	4 969	3	5 261	3	5 684	4	6 519	4
Indonesia	2 815	2	2 987	2	3 484	2	3 479	2	3 652	2
Taiwan	1 918	1	2 347	2	2 497	2	2 861	2	3 911	2
Thailand	2 956	2	2 842	2	3 065	2	3 268	2	3 742	2
Korea	6 453	5	8 894	6	11 369	7	10 533	7	11 482	7
China	11 532	9	12 147	8	15 435	10	15 889	10	17 306	10
India	na	-	3 501	2	4 416	3	5 842	4	7 137	4
Other Asia	5 504	4	3 897	3	4 692	3	6 309	4	7 465	4
USA	9 058	7	9 941	7	9 704	6	9 563	6	9 253	5
Canada	3 785	3	4 234	3	4 123	3	4 472	3	5 069	3
United Kingdom	21 556	17	21 950	15	22 826	14	20 681	13	22 104	13
Germany	5 517	4	6 490	4	6 672	4	6 770	4	7 482	4
Scandinavia	na	-	3 253	2	3 476	2	3 030	2	3 309	2
France	na	-	2 273	2	3 627	2	3 431	2	4 444	3
Italy	na	-	2 076	1	1 920	1	2 000	1	2 774	2
Netherlands	na	-	1 755	1	2 059	1	2 261	1	2 055	1
Switzerland	na	-	1 567	1	1 755	1	1 707	1	1 617	1
Other Europe	16 368	13	7 115	5	7 887	5	8 382	5	8 830	5
Other countries	7 691	6	8 731	6	10 298	6	12 149	8	14 236	8
<b>Main purpose of journey (including backpackers)</b>										
Holiday	53 316	41	55 002	38	59 074	37	58 329	36	62 734	36
Visiting friends & relatives	24 984	19	25 274	17	28 496	18	27 293	17	29 587	17
Business	7 953	6	10 287	7	11 100	7	10 489	7	9 829	6
Education	34 531	27	41 371	28	45 126	28	51 447	32	55 217	32
Employment	5 861	5	10 151	7	12 090	8	10 309	6	13 329	8
Other	2 595	2	3 131	2	3 657	2	3 365	2	3 464	2
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	32 112	25	32 670	22	34 335	22	33 437	21	34 396	20
Visiting friends & relatives	23 334	18	23 788	16	27 032	17	25 503	16	27 997	16
Business	7 598	6	9 664	7	10 552	7	10 057	6	9 420	5
Education	27 685	21	34 176	24	36 792	23	41 398	26	45 414	26
Employment	4 536	4	7 135	5	7 842	5	8 463	5	10 602	6
Other	2 182	2	2 619	2	2 824	2	2 667	2	2 509	1
Backpackers	31 793	25	35 165	24	40 166	25	39 706	25	43 822	25
<b>Total</b>	<b>129 241</b>	<b>100</b>	<b>145 216</b>	<b>100</b>	<b>159 542</b>	<b>100</b>	<b>161 232</b>	<b>100</b>	<b>174 160</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

na- Not applicable

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

Table 6

Visitor nights by country of residence and main purpose of journey,  
quarter ended 30 June 2005 – 2009

Country of residence	Quarter ended 30 June									
	2005		2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	3 139	13	3 200	11	3 436	11	3 566	11	3 244	10
Japan	1 870	8	2 241	8	2 300	7	1 522	5	1 171	3
Hong Kong	539	2	736	3	744	2	633	2	714	2
Singapore	917	4	969	3	1 142	4	1 061	3	1 080	3
Malaysia	719	3	625	2	852	3	767	2	1 224	4
Indonesia	424	2	534	2	585	2	548	2	652	2
Taiwan	323	1	607	2	543	2	672	2	1 076	3
Thailand	564	2	555	2	786	3	691	2	848	3
Korea	1 373	6	2 077	7	2 324	7	2 059	6	2 471	7
China	1 595	7	1 711	6	1 993	6	2 249	7	2 515	7
India	595	2	931	3	1 220	4	1 940	6	1 705	5
Other Asia	499	2	910	3	1 163	4	1 428	4	1 281	4
USA	1 997	8	2 506	9	2 471	8	2 270	7	2 312	7
Canada	744	3	826	3	761	2	1 005	3	1 012	3
United Kingdom	3 445	14	4 223	14	3 822	12	3 582	11	4 245	13
Germany	881	4	1 396	5	1 088	3	1 176	4	1 448	4
Scandinavia	436	2	521	2	538	2	499	2	536	2
France	418	2	564	2	779	2	813	3	1 027	3
Italy	218	1	345	1	402	1	367	1	403	1
Netherlands	342	1	293	1	383	1	384	1	332	1
Switzerland	245	1	230	1	272	1	245	1	370	1
Other Europe	1 309	5	1 533	5	1 612	5	1 848	6	1 478	4
Other countries	1 452	6	1 813	6	1 964	6	2 564	8	2 708	8
<b>Main purpose of journey (including backpackers)</b>										
Holiday	10 197	42	11 889	41	12 404	40	11 714	37	13 378	40
Visiting friends & relatives	4 682	19	5 674	19	6 162	20	6 193	19	6 618	20
Business	2 213	9	2 314	8	2 462	8	2 613	8	1 980	6
Education	4 583	19	7 008	24	7 587	24	7 865	25	8 949	26
Employment	1 403	6	2 083	7	1 790	6	2 594	8	2 394	7
Other	964	4	377	1	775	2	909	3	533	2
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	6 146	26	6 540	22	6 838	22	6 341	20	6 848	20
Visiting friends & relatives	4 483	19	5 303	18	5 856	19	5 823	18	6 297	19
Business	2 047	9	2 155	7	2 375	8	2 547	8	1 904	6
Education	3 648	15	5 818	20	5 983	19	6 309	20	7 133	21
Employment	1 082	5	1 411	5	1 327	4	2 132	7	1 782	5
Other	833	3	321	1	457	1	814	3	418	1
Backpackers	5 803	24	7 800	27	8 343	27	7 922	25	9 469	28
<b>Total</b>	<b>24 042</b>	<b>100</b>	<b>29 346</b>	<b>100</b>	<b>31 180</b>	<b>100</b>	<b>31 887</b>	<b>100</b>	<b>33 851</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Table 7

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

Country of residence	Year ended 30 June 2009				
	First visit		Return visit		Total visitors
	'000	%	'000	%	'000
New Zealand	71	7	928	93	999
Japan	217	58	156	42	374
Hong Kong	43	32	93	68	136
Singapore	52	21	191	79	243
Malaysia	44	25	131	75	175
Indonesia	25	30	61	70	86
Taiwan	55	63	33	37	87
Thailand	28	38	44	62	72
Korea	121	68	58	32	179
China	158	46	182	54	340
India	65	58	48	42	113
Other Asia	53	41	75	59	128
USA	243	57	182	43	425
Canada	61	53	54	47	115
United Kingdom	269	43	350	57	619
Germany	91	59	62	41	153
Scandinavia	39	51	38	49	77
France	54	64	31	36	85
Italy	37	66	20	34	57
Netherlands	26	53	24	47	50
Switzerland	22	58	16	42	38
Other Europe	111	59	77	41	188
Other countries	153	40	229	60	382
<b>Main purpose of journey (including backpackers)</b>					
Holiday	1 208	51	1 184	49	2 392
Visiting friends & relatives	308	26	892	74	1 200
Business	240	30	559	70	798
Education	165	42	224	58	389
Employment	42	34	83	66	124
Other	77	36	139	64	216
<b>Main purpose of journey (excluding backpackers)</b>					
Holiday	925	46	1 067	54	1 992
Visiting friends & relatives	285	25	874	75	1 158
Business	233	30	552	70	786
Education	121	37	203	63	324
Employment	30	29	74	71	104
Other	66	34	131	66	196
Backpackers	380	68	180	32	560
<b>Total</b>	<b>2 040</b>	<b>40</b>	<b>3 080</b>	<b>60</b>	<b>5 121</b>

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Total visitors includes 'not stated' responses.

Table 8

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

Country of residence	Year ended 30 June 2009						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	11	103	113	7	878	885	999
Japan	70	145	215	4	155	158	374
Hong Kong	6	11	17	1	118	119	136
Singapore	8	21	28	2	212	214	243
Malaysia	6	13	19	1	155	156	175
Indonesia	6	4	11	1	74	75	86
Taiwan	29	6	35	2	51	53	87
Thailand	3	1	4	0	67	68	72
Korea	46	14	59	5	114	119	179
China	125	18	143	2	194	197	340
India	1	8	9	0	104	104	113
Other Asia	3	3	7	3	118	121	128
USA	21	37	58	7	360	366	425
Canada	3	8	11	1	103	105	115
United Kingdom	6	68	74	3	542	545	619
Germany	6	17	23	3	128	130	153
Scandinavia	3	12	14	0	63	63	77
France	3	10	13	2	70	72	85
Italy	4	10	15	1	41	42	57
Netherlands	2	6	8	1	42	42	50
Switzerland	1	5	7	1	30	31	38
Other Europe	9	16	25	3	160	163	188
Other countries	8	23	31	5	346	351	382
<b>Main purpose of journey (including backpackers)</b>							
Holiday	319	446	765	23	1 604	1 627	2 392
Visiting friends & relatives	1	34	35	1	1 164	1 165	1 200
Business	24	47	71	14	713	728	798
Education	12	18	29	4	356	360	389
Employment	0	3	3	2	119	121	124
Other	24	13	37	11	168	179	216
<b>Main purpose of journey (excluding backpackers)</b>							
Holiday	313	422	734	19	1 238	1 258	1 992
Visiting friends & relatives	1	33	34	1	1 124	1 125	1 158
Business	23	46	69	13	703	716	786
Education	9	12	21	2	301	303	324
Employment	0	3	3	2	100	101	104
Other	20	12	31	10	154	165	196
Backpackers	15	33	48	7	506	512	560
<b>Total</b>	<b>380</b>	<b>560</b>	<b>940</b>	<b>55</b>	<b>4 125</b>	<b>4 180</b>	<b>5 121</b>

Base: All visitors aged 15 years and over.

Table 9

### Visitors by country of residence and main purpose of journey by State/Territory visited<sup>(a)</sup>

Country of residence	Year ended 30 June 2009							
	New South Wales		Victoria		Queensland		South Australia	
	'000	%	'000	%	'000	%	'000	%
New Zealand	352	13	225	15	405	20	36	10
Japan	147	5	41	3	238	12	10	3
Hong Kong	81	3	40	3	35	2	8	2
Singapore	74	3	74	5	45	2	10	3
Malaysia	42	2	66	4	41	2	10	3
Indonesia	38	1	29	2	14	1	1	0
Taiwan	57	2	25	2	49	2	5	1
Thailand	39	1	22	1	8	0	4	1
Korea	142	5	35	2	65	3	5	2
China	233	9	154	10	138	7	8	2
India	55	2	47	3	30	1	4	1
Other Asia	60	2	40	3	24	1	6	2
USA	286	11	120	8	157	8	31	9
Canada	83	3	39	3	53	3	15	4
United Kingdom	375	14	200	13	250	12	74	21
Germany	105	4	60	4	80	4	30	9
Scandinavia	51	2	27	2	40	2	9	3
France	60	2	28	2	38	2	13	4
Italy	42	2	24	2	27	1	12	3
Netherlands	31	1	20	1	23	1	9	3
Switzerland	26	1	15	1	18	1	9	3
Other Europe	131	5	65	4	88	4	21	6
Other countries	202	7	85	6	148	7	17	5
<b>Main purpose of journey (including backpackers)</b>								
Holiday	1 381	51	701	47	1 275	63	196	56
Visiting friends & relatives	541	20	354	24	361	18	71	20
Business	422	16	222	15	172	9	37	11
Education	201	7	134	9	118	6	27	8
Employment	55	2	30	2	40	2	9	3
Other	113	4	39	3	45	2	7	2
<b>Main purpose of journey (excluding backpackers)</b>								
Holiday	1 057	39	516	35	1 007	50	122	35
Visiting friends & relatives	511	19	336	23	337	17	66	19
Business	413	15	218	15	166	8	36	10
Education	150	6	102	7	74	4	18	5
Employment	43	2	22	2	29	1	6	2
Other	97	4	33	2	37	2	6	2
Backpackers	441	16	254	17	363	18	93	27
<b>Total</b>	<b>2 712</b>	<b>100</b>	<b>1 481</b>	<b>100</b>	<b>2 012</b>	<b>100</b>	<b>347</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Note: Rounded shares may sum to more than 100.

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

(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<sup>(a)</sup>

Country of residence	Year ended 30 June 2009							
	Western Australia		Tasmania		Northern Territory		Australian Capital Territory	
	'000	%	'000	%	'000	%	'000	%
New Zealand	67	10	16	11	15	5	14	9
Japan	27	4	6	4	30	9	4	3
Hong Kong	11	2	5	3	4	1	3	2
Singapore	69	10	6	4	6	2	3	2
Malaysia	50	7	5	4	2	0	4	3
Indonesia	22	3	2	1	1	0	3	2
Taiwan	6	1	4	3	3	1	4	2
Thailand	10	1	2	1	0	0	2	1
Korea	10	1	3	2	3	1	5	3
China	8	1	5	3	2	1	14	9
India	10	2	1	1	1	0	3	2
Other Asia	20	3	1	1	6	2	6	4
USA	41	6	20	14	36	11	16	10
Canada	15	2	8	6	12	4	6	3
United Kingdom	156	23	27	18	60	18	29	18
Germany	28	4	9	6	40	12	9	5
Scandinavia	11	2	4	3	12	4	5	3
France	14	2	4	3	20	6	5	3
Italy	8	1	2	1	14	4	2	1
Netherlands	11	2	3	2	12	4	3	2
Switzerland	12	2	2	1	12	4	3	2
Other Europe	29	4	7	5	28	9	7	4
Other countries	51	7	8	5	12	4	10	6
<b>Main purpose of journey (including backpackers)</b>								
Holiday	314	46	84	56	254	77	76	48
Visiting friends & relatives	182	27	31	21	22	7	33	21
Business	93	14	14	9	23	7	23	14
Education	43	6	13	9	16	5	18	11
Employment	33	5	4	3	11	3	3	2
Other	19	3	3	2	6	2	5	3
<b>Main purpose of journey (excluding backpackers)</b>								
Holiday	233	34	53	35	158	48	48	30
Visiting friends & relatives	175	26	29	19	17	5	32	20
Business	91	13	14	9	21	6	22	14
Education	35	5	7	5	4	1	13	8
Employment	27	4	3	2	7	2	2	1
Other	17	2	2	1	4	1	4	2
Backpackers	107	16	42	28	120	36	39	24
<b>Total</b>	<b>684</b>	<b>100</b>	<b>149</b>	<b>100</b>	<b>331</b>	<b>100</b>	<b>159</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Note: Rounded shares may sum to more than 100.

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

(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<sup>(a)</sup>

	Year ended 30 June 2009				
	Sydney '000	Melbourne '000	Brisbane '000	Gold Coast '000	Tropical North Queensland '000
<b>Country of residence</b>					
New Zealand	311	199	167	205	38
Japan	143	39	31	111	126
Hong Kong	79	38	17	15	15
Singapore	71	71	26	23	3
Malaysia	39	63	19	29	0
Indonesia	36	29	7	7	1
Taiwan	56	24	34	22	5
Thailand	37	21	5	2	1
Korea	140	34	32	34	11
China	227	154	55	94	32
India	53	46	15	10	10
Other Asia	56	39	15	6	3
USA	271	113	62	33	87
Canada	77	35	29	16	26
United Kingdom	348	179	142	68	126
Germany	99	55	46	19	51
Scandinavia	48	25	21	13	23
France	58	27	21	8	22
Italy	40	23	13	5	15
Netherlands	28	18	13	6	14
Switzerland	24	14	13	4	10
Other Europe	124	62	49	22	48
Other countries	188	78	93	35	35
<b>Main purpose of journey (including backpackers)</b>					
Holiday	1 331	665	492	572	570
Visiting friends & relatives	478	314	194	121	51
Business	402	210	117	35	26
Education	186	130	70	41	33
Employment	50	27	23	8	11
Other	108	37	28	8	12
<b>Main purpose of journey (excluding backpackers)</b>					
Holiday	1 018	485	312	471	394
Visiting friends & relatives	450	297	179	114	42
Business	395	206	113	34	24
Education	138	98	43	24	10
Employment	39	20	15	6	5
Other	92	30	21	7	7
Backpackers	423	247	239	130	220
<b>Total</b>	<b>2 555</b>	<b>1 384</b>	<b>923</b>	<b>786</b>	<b>702</b>

Base: All visitors aged 15 years and over.

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

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

Continued...

Table 10 (continued)

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

	Year ended 30 June 2009				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
<b>Country of residence</b>					
New Zealand	31	60	10	12	5
Japan	9	25	5	4	4
Hong Kong	7	11	5	1	3
Singapore	10	68	5	5	1
Malaysia	10	50	5	1	0
Indonesia	1	21	2	1	0
Taiwan	5	6	4	1	2
Thailand	3	10	1	0	0
Korea	5	10	2	2	1
China	8	8	4	1	0
India	4	10	1	1	0
Other Asia	5	18	1	5	0
USA	27	39	16	13	19
Canada	13	14	7	7	7
United Kingdom	66	153	21	24	33
Germany	27	26	8	20	25
Scandinavia	9	11	3	7	7
France	13	12	4	13	15
Italy	11	8	1	6	7
Netherlands	8	10	2	7	8
Switzerland	8	11	2	6	8
Other Europe	19	27	6	17	16
Other countries	15	50	6	8	5
<b>Main purpose of journey (including backpackers)</b>					
Holiday	178	303	72	113	139
Visiting friends & relatives	61	174	22	11	10
Business	35	88	8	18	3
Education	26	43	11	7	10
Employment	8	29	3	6	4
Other	7	18	2	5	2
<b>Main purpose of journey (excluding backpackers)</b>					
Holiday	109	227	44	60	75
Visiting friends & relatives	56	167	20	8	7
Business	33	86	8	18	2
Education	17	35	5	2	2
Employment	5	23	2	4	2
Other	6	16	1	4	0
Backpackers	88	102	38	66	79
<b>Total</b>	<b>314</b>	<b>655</b>	<b>119</b>	<b>162</b>	<b>167</b>

Base: All visitors aged 15 years and over.

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

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

Table 11

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

Country of residence	Year ended 30 June 2009					
	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	104	95	5	7	105	29
Japan	12	5	0	2	119	6
Hong Kong	8	7	0	3	35	4
Singapore	14	21	1	3	34	2
Malaysia	15	10	0	1	32	4
Indonesia	5	1	0	1	18	2
Taiwan	5	5	0	0	32	3
Thailand	5	3	0	0	12	1
Korea	15	3	0	1	62	7
China	19	7	0	2	130	5
India	9	2	0	2	26	2
Other Asia	21	4	0	1	26	2
USA	44	44	3	6	156	17
Canada	21	16	3	2	52	8
United Kingdom	111	93	23	11	271	38
Germany	25	34	16	2	77	14
Scandinavia	12	12	3	1	37	6
France	14	17	6	2	40	5
Italy	6	11	2	1	29	3
Netherlands	8	11	6	1	22	4
Switzerland	4	10	6	1	20	1
Other Europe	30	26	11	2	88	14
Other countries	52	18	4	3	96	9
<b>Main purpose of journey (including backpackers)</b>						
Holiday	225	308	73	23	925	109
Visiting friends & relatives	213	83	9	5	262	40
Business	37	32	1	13	161	9
Education	52	18	4	7	101	20
Employment	20	7	3	4	40	5
Other	13	6	1	1	28	3
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	153	242	39	16	680	56
Visiting friends & relatives	203	74	8	5	233	35
Business	35	30	1	13	155	8
Education	39	7	1	5	50	10
Employment	14	4	0	3	30	2
Other	10	5	1	0	20	1
Backpackers	107	92	41	11	350	73
<b>Total</b>	<b>561</b>	<b>454</b>	<b>90</b>	<b>53</b>	<b>1,517</b>	<b>186</b>

Base: All visitors aged 15 years and over.

Continued...

Table 11 (continued)

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

	Year ended 30 June 2009						
	Long distance coach or bus '000	Ship, boat or ferry '000	Local public transport '000	Hotel or motel shuttle/ courtesy bus '000	Charter/ tour bus '000	Four wheel drive '000	Other '000
<b>Country of residence</b>							
New Zealand	14	9	17	4	10	1	2
Japan	8	6	9	1	14	0	1
Hong Kong	4	1	3	1	4	0	0
Singapore	2	2	2	3	5	0	0
Malaysia	3	1	5	1	3	0	0
Indonesia	1	1	2	0	1	0	0
Taiwan	4	2	5	1	11	0	0
Thailand	1	1	2	0	1	0	0
Korea	12	2	8	0	4	0	1
China	5	1	2	1	32	0	0
India	2	1	2	1	1	0	0
Other Asia	3	0	3	0	0	0	1
USA	22	22	11	3	23	1	5
Canada	15	9	6	1	7	1	1
United Kingdom	66	45	23	3	38	3	8
Germany	28	18	9	1	21	1	4
Scandinavia	15	10	4	0	8	0	1
France	14	9	5	0	10	1	2
Italy	7	6	5	0	4	0	1
Netherlands	7	7	2	0	8	0	1
Switzerland	7	6	1	0	7	0	1
Other Europe	23	18	10	1	17	1	3
Other countries	17	6	10	0	6	1	5
<b>Main purpose of journey (including backpackers)</b>							
Holiday	205	137	82	17	184	9	23
Visiting friends & relatives	27	17	20	1	13	1	2
Business	8	7	8	2	9	0	3
Education	25	12	21	2	18	1	4
Employment	8	5	4	1	2	0	1
Other	9	4	8	0	7	0	6
<b>Main purpose of journey (excluding backpackers)</b>							
Holiday	43	48	34	12	117	2	6
Visiting friends & relatives	19	12	16	1	10	1	1
Business	6	5	7	2	7	0	2
Education	7	3	11	1	7	0	1
Employment	2	3	3	0	1	0	0
Other	4	1	8	0	4	0	5
Backpackers	201	110	65	7	86	8	23
<b>Total</b>	<b>281</b>	<b>182</b>	<b>144</b>	<b>23</b>	<b>233</b>	<b>12</b>	<b>38</b>

Base: All visitors aged 15 years and over.

Table 12

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

Country of residence	Year ended 30 June 2009									
	New South Wales		Victoria		Queensland		South Australia		Western Australia	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	3 448	6	2 114	6	5 361	13	381	5	1 986	9
Japan	2 558	4	1 078	3	2 842	7	226	3	955	5
Hong Kong	1 757	3	1 068	3	664	2	301	4	408	2
Singapore	1 176	2	1 881	5	582	1	195	3	1 283	6
Malaysia	762	1	2 515	7	489	1	484	7	1 695	8
Indonesia	1 214	2	1 192	3	398	1	48	1	607	3
Taiwan	1 012	2	373	1	1 827	5	77	1	387	2
Thailand	1 616	3	1 001	3	241	1	95	1	623	3
Korea	5 585	9	1 458	4	3 092	8	271	4	731	3
China	8 201	14	5 196	14	1 725	4	916	13	379	2
India	2 344	4	2 919	8	1 100	3	78	1	529	3
Other Asia	2 724	4	1 516	4	1 016	3	387	5	1 354	6
USA	3 682	6	1 585	4	2 119	5	324	5	877	4
Canada	1 837	3	847	2	1 247	3	283	4	479	2
United Kingdom	7 170	12	3 436	10	5 386	14	1 123	16	3 722	18
Germany	2 009	3	1 216	3	2 237	6	432	6	896	4
Scandinavia	999	2	537	1	1 123	3	104	1	290	1
France	1 501	2	712	2	1 144	3	163	2	561	3
Italy	1 083	2	637	2	572	1	202	3	118	1
Netherlands	654	1	295	1	511	1	84	1	330	2
Switzerland	435	1	150	0	532	1	77	1	273	1
Other Europe	3 538	6	1 343	4	2 182	5	374	5	860	4
Other countries	5 235	9	2 832	8	3 473	9	421	6	1 670	8
<b>Main purpose of journey (including backpackers)</b>										
Holiday	20 159	33	9 029	25	19 864	50	2 217	31	7 613	36
Visiting friends & relatives	9 722	16	7 189	20	6 041	15	1 158	16	4 257	20
Business	3 523	6	2 481	7	1 299	3	450	6	1 518	7
Education	21 404	35	14 468	40	9 097	23	2 673	38	4 419	21
Employment	4 176	7	2 152	6	2 975	7	482	7	2 780	13
Other	1 557	3	582	2	587	1	68	1	425	2
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	11 657	19	5 298	15	10 248	26	1 198	17	4 116	20
Visiting friends & relatives	9 206	15	6 906	19	5 550	14	1 096	16	4 121	20
Business	3 380	6	2 413	7	1 234	3	438	6	1 434	7
Education	18 335	30	12 690	35	6 097	15	2 152	31	3 743	18
Employment	3 410	6	1 530	4	2 364	6	423	6	2 276	11
Other	1 192	2	506	1	349	1	47	1	320	2
Backpackers	13 361	22	6 561	18	14 021	35	1 693	24	5 002	24
<b>Total</b>	<b>60 541</b>	<b>100</b>	<b>35 902</b>	<b>100</b>	<b>39 863</b>	<b>100</b>	<b>7 047</b>	<b>100</b>	<b>21 012</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Continued...

Table 12 (continued)

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

Country of residence	Year ended 30 June 2009							
	Tasmania		Northern Territory		Australian Capital Territory		Total nights <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%
New Zealand	231	8	202	6	156	5	13 880	8
Japan	157	6	89	3	100	3	8 006	5
Hong Kong	109	4	22	1	245	8	4 574	3
Singapore	52	2	46	1	39	1	5 255	3
Malaysia	340	12	53	2	179	6	6 516	4
Indonesia	37	1	35	1	121	4	3 651	2
Taiwan	161	6	37	1	34	1	3 908	2
Thailand	77	3	18	1	68	2	3 739	2
Korea	102	4	90	3	144	5	11 472	7
China	237	8	33	1	613	20	17 302	10
India	33	1	41	1	91	3	7 134	4
Other Asia	74	3	245	7	147	5	7 462	4
USA	152	5	259	8	184	6	9 182	5
Canada	100	3	165	5	83	3	5 041	3
United Kingdom	366	13	499	15	284	9	21 987	13
Germany	175	6	347	10	110	4	7 424	4
Scandinavia	50	2	126	4	60	2	3 290	2
France	52	2	248	7	40	1	4 421	3
Italy	30	1	108	3	12	0	2 762	2
Netherlands	38	1	112	3	14	0	2 039	1
Switzerland	39	1	88	3	10	0	1 604	1
Other Europe	56	2	296	9	143	5	8 791	5
Other countries	184	6	159	5	239	8	14 213	8
<b>Main purpose of journey (including backpackers)</b>								
Holiday	1 008	35	2 007	61	462	15	62 363	36
Visiting friends & relatives	512	18	247	7	413	13	29 539	17
Business	117	4	241	7	171	5	9 799	6
Education	1 040	36	345	10	1 746	56	55 191	32
Employment	138	5	391	12	210	7	13 304	8
Other	36	1	86	3	114	4	3 456	2
<b>Main purpose of journey (excluding backpackers)</b>								
Holiday	520	18	883	27	312	10	34 235	20
Visiting friends & relatives	474	17	206	6	400	13	27 959	16
Business	116	4	232	7	145	5	9 393	5
Education	818	29	179	5	1 394	45	45 408	26
Employment	127	4	304	9	150	5	10 584	6
Other	22	1	39	1	29	1	2 504	1
Backpackers	775	27	1 473	44	683	22	43 570	25
<b>Total</b>	<b>2 852</b>	<b>100</b>	<b>3 316</b>	<b>100</b>	<b>3 116</b>	<b>100</b>	<b>173 653</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Note: Rounded shares may sum to more than 100.

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

Table 13

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

	Year ended 30 June 2009				
	Sydney '000	Melbourne '000	Brisbane '000	Gold Coast '000	Tropical North Queensland '000
<b>Country of residence</b>					
New Zealand	2 734	1 617	1 586	2 173	423
Japan	2 329	900	721	1 009	699
Hong Kong	1 679	1 008	451	73	61
Singapore	1 098	1 792	297	143	16
Malaysia	633	2 305	282	180	2
Indonesia	1 070	1 163	184	92	32
Taiwan	959	337	1 396	205	107
Thailand	1 403	925	150	17	39
Korea	5 245	1 366	1 698	360	375
China	7 501	5 162	1 041	503	92
India	2 084	2 792	787	133	86
Other Asia	2 543	1 402	618	75	138
USA	2 890	1 310	533	408	607
Canada	1 378	666	309	184	268
United Kingdom	5 461	2 600	1 627	775	1 242
Germany	1 545	903	700	172	517
Scandinavia	764	452	213	218	290
France	1 211	598	424	80	279
Italy	892	524	155	131	147
Netherlands	457	216	97	48	163
Switzerland	320	102	172	89	107
Other Europe	2 927	1 204	1 019	276	405
Other countries	4 366	2 556	1 720	531	452
<b>Main purpose of journey (including backpackers)</b>					
Holiday	16 745	7 395	5 820	3 998	4 773
Visiting friends & relatives	7 686	6 000	2 584	1 422	545
Business	3 121	2 282	697	157	139
Education	19 127	13 966	5 574	1 637	648
Employment	3 478	1 718	1 346	545	349
Other	1 332	540	159	113	94
<b>Main purpose of journey (excluding backpackers)</b>					
Holiday	10 162	4 279	2 790	3 082	2 329
Visiting friends & relatives	7 295	5 764	2 343	1 382	481
Business	3 001	2 229	673	153	123
Education	16 575	12 378	3 939	1 178	335
Employment	2 839	1 258	1 031	489	260
Other	1 023	469	86	84	44
Backpackers	10 593	5 525	5 318	1 504	2 976
<b>Total</b>	<b>51 489</b>	<b>31 902</b>	<b>16 180</b>	<b>7 873</b>	<b>6 548</b>

Base: All visitors aged 15 years and over.

Continued...

Table 13 (continued)

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

	Year ended 30 June 2009				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
<b>Country of residence</b>					
New Zealand	269	1 048	120	102	27
Japan	172	746	117	22	19
Hong Kong	296	394	54	3	10
Singapore	192	1 200	32	24	2
Malaysia	479	1 667	205	45	1
Indonesia	48	575	13	29	1
Taiwan	41	279	55	22	9
Thailand	79	479	15	18	1
Korea	201	640	57	42	27
China	915	375	190	29	1
India	77	518	18	40	1
Other Asia	374	1 050	14	104	11
USA	226	690	92	100	72
Canada	217	364	50	108	29
United Kingdom	885	2 974	183	205	112
Germany	295	543	86	126	89
Scandinavia	87	221	36	65	18
France	112	324	29	102	63
Italy	104	83	12	57	13
Netherlands	40	154	16	42	27
Switzerland	43	173	15	29	22
Other Europe	332	656	30	164	54
Other countries	351	1 460	140	76	35
<b>Main purpose of journey (including backpackers)</b>					
Holiday	1 533	5 490	425	779	453
Visiting friends & relatives	931	3 546	299	121	42
Business	381	1 045	69	134	16
Education	2 543	4 331	698	260	39
Employment	386	1 845	69	190	78
Other	60	357	21	66	15
<b>Main purpose of journey (excluding backpackers)</b>					
Holiday	859	3 186	250	275	187
Visiting friends & relatives	875	3 455	268	107	32
Business	371	1 022	69	132	15
Education	2 092	3 682	519	146	14
Employment	339	1 550	59	151	57
Other	44	270	18	37	0
Backpackers	1 253	3 449	397	701	339
<b>Total</b>	<b>5 834</b>	<b>16 614</b>	<b>1 580</b>	<b>1 550</b>	<b>644</b>

Base: All visitors aged 15 years and over.

Table 14

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

Country of residence	Year ended 30 June 2009					
	Hotel, resort, motel, motor inn	Backpacker hotel/hostel	Rented house/ apartment/ flat/unit	Home of friend or relative	Caravan park/ commercial camping ground	Caravan/ camping by the side of the road
	'000	'000	'000	'000	'000	'000
New Zealand	3 085	359	2 932	5 608	481	40
Japan	1 364	672	3 226	662	100	19
Hong Kong	473	232	1 885	1 007	13	3
Singapore	1 004	80	1 948	966	17	3
Malaysia	601	158	3 200	1 678	9	0
Indonesia	348	15	1 749	828	1	7
Taiwan	309	379	1 829	552	127	19
Thailand	256	47	2 029	836	8	1
Korea	781	622	6 868	1 253	191	4
China	1 423	23	10 499	3 806	2	3
India	822	71	3 727	2 028	3	14
Other Asia	348	57	3 020	3 044	24	1
USA	2 411	565	1 854	2 463	149	90
Canada	704	873	1 415	1 392	96	79
United Kingdom	3 324	3 844	4 225	8 253	648	192
Germany	895	1 792	1 284	1 315	598	178
Scandinavia	414	818	942	590	102	41
France	436	1 307	1 006	676	232	165
Italy	394	267	974	688	87	51
Netherlands	296	429	363	508	207	74
Switzerland	247	285	107	211	196	45
Other Europe	963	1 529	2 741	1 994	240	72
Other countries	1 377	603	4 629	4 790	151	84
<b>Main purpose of journey (including backpackers)</b>						
Holiday	12 383	12 152	14 538	14 421	2 797	872
Visiting friends & relatives	2 014	437	1 810	24 318	322	72
Business	5 196	102	2 372	842	36	28
Education	1 128	1 223	34 884	3 627	199	79
Employment	1 081	914	7 800	1 439	271	37
Other	475	198	1 047	503	56	96
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	11 404	na	7 259	11 358	1 322	209
Visiting friends & relatives	1 951	na	1 577	23 585	266	47
Business	5 110	na	2 275	820	28	10
Education	910	na	29 975	3 293	56	14
Employment	960	na	6 743	1 261	213	4
Other	456	na	753	429	22	30
Backpackers	1 484	15 026	13 869	4 403	1 774	871
<b>Total</b>	<b>22 276</b>	<b>15 026</b>	<b>62 451</b>	<b>45 150</b>	<b>3 682</b>	<b>1 184</b>

Base: All visitors aged 15 years and over.

na Not applicable.

Continued...

Table 14 (continued)

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

Country of residence	Year ended 30 June 2009					
	Guest house, bed and breakfast '000	Boat, houseboat, cabin cruiser or cruise ship '000	Educational institution '000	Homestay '000	Other '000	Total nights <sup>(a)</sup> '000
	New Zealand	55	65	156	59	742
Japan	21	4	180	1 489	48	8 006
Hong Kong	5	2	371	526	6	4 574
Singapore	42	10	420	312	226	5 255
Malaysia	7	7	591	104	34	6 516
Indonesia	30	18	170	274	67	3 651
Taiwan	5	1	116	519	40	3 908
Thailand	6	1	223	188	69	3 739
Korea	63	1	207	1 333	148	11 472
China	19	8	362	988	23	17 302
India	39	11	166	116	121	7 134
Other Asia	18	8	282	397	176	7 462
USA	92	94	969	172	275	9 182
Canada	50	86	125	69	130	5 041
United Kingdom	148	123	243	167	624	21 987
Germany	142	40	179	718	280	7 424
Scandinavia	28	67	138	80	64	3 290
France	49	8	172	257	96	4 421
Italy	39	6	28	182	40	2 762
Netherlands	14	20	39	46	34	2 039
Switzerland	21	11	78	393	9	1 604
Other Europe	69	41	313	662	162	8 791
Other countries	44	40	779	1 345	251	14 213
<b>Main purpose of journey (including backpackers)</b>						
Holiday	643	401	180	2 209	1 169	62 363
Visiting friends & relatives	77	27	38	45	77	29 539
Business	72	107	123	145	586	9 799
Education	107	28	5 749	7 324	307	55 191
Employment	86	106	88	153	1 167	13 304
Other	22	3	129	520	360	3 456
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	325	217	133	1 050	364	34 235
Visiting friends & relatives	73	20	20	45	74	27 959
Business	72	105	110	105	565	9 393
Education	76	11	4 305	5 977	257	45 408
Employment	50	97	60	61	973	10 584
Other	20	0	94	432	219	2 504
Backpackers	390	222	1 584	2 726	1 214	43 570
<b>Total</b>	<b>1 007</b>	<b>672</b>	<b>6 306</b>	<b>10 397</b>	<b>3 666</b>	<b>173 653</b>

Base: All visitors aged 15 years and over.

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

Table 15

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

Country of residence	Year ended 30 June 2009								Number of package tour visitors '000
	Package tour <sup>(a)</sup>		Other pre-payments		Expenditure within Australia		Total	Average	
	Total \$million	Average \$	Total \$million	Average \$	Total \$million	Average \$			
New Zealand	153	1 351	13	118	112	989	279	2 458	113
Japan	731	3 399	15	69	210	976	956	4 445	215
Hong Kong	40	2 334	1	85	22	1 319	64	3 738	17
Singapore	50	1 755	1	43	23	804	74	2 602	28
Malaysia	35	1 804	2	123	14	709	51	2 636	19
Indonesia	25	2 307	4	343	17	1 567	46	4 216	11
Taiwan	75	2 183	3	79	24	704	102	2 967	35
Thailand	10	2 440	1	187	7	1 692	18	4 318	4
Korea	155	2 612	2	30	58	977	215	3 619	59
China	493	3 449	10	69	239	1 671	742	5 189	143
India	34	3 642	2	186	14	1 519	50	5 346	9
Other Asia	18	2 656	2	300	6	816	26	3 772	7
USA	424	7 286	15	258	77	1 323	516	8 866	58
Canada	74	6 750	3	282	19	1 730	96	8 762	11
United Kingdom	459	6 214	16	212	132	1 784	607	8 210	74
Germany	153	6 698	8	368	59	2 559	221	9 626	23
Scandinavia	100	7 006	2	147	31	2 132	133	9 285	14
France	79	5 867	4	293	25	1 862	107	8 022	13
Italy	110	7 481	1	37	20	1 328	131	8 846	15
Netherlands	46	5 996	2	204	19	2 406	66	8 605	8
Switzerland	47	7 186	4	556	20	3 088	72	10 831	7
Other Europe	176	6 933	4	167	42	1 661	223	8 761	25
Other countries	101	3 288	23	733	52	1 691	176	5 712	31
<b>Main purpose of journey (including backpackers)</b>									
Holiday	2 908	3 801	65	86	965	1 262	3 938	5 149	765
Visiting friends & relatives	133	3 770	4	110	51	1 458	188	5 338	35
Business	222	3 129	16	224	71	1 006	309	4 359	71
Education	197	6 740	47	1 600	113	3 860	356	12 200	29
Employment	12	3 607	1	420	12	3 557	25	7 584	3
Other	121	3 267	4	100	29	780	153	4 146	37
<b>Main purpose of journey (excluding backpackers)</b>									
Holiday	2 765	3 766	59	80	850	1 157	3 673	5 003	734
Visiting friends & relatives	130	3 832	3	95	48	1 428	181	5 355	34
Business	219	3 160	15	214	70	1 012	304	4 386	69
Education	123	5 810	33	1 565	68	3 225	224	10 600	21
Employment	11	3 740	1	454	11	3 489	23	7 684	3
Other	100	3 182	2	70	25	780	127	4 032	31
Backpackers	244	5 119	24	494	170	3 556	438	9 168	48
<b>Total</b>	<b>3 591</b>	<b>3 819</b>	<b>137</b>	<b>146</b>	<b>1 241</b>	<b>1 320</b>	<b>4 969</b>	<b>5 284</b>	<b>940</b>

Base: All visitors aged 15 years and over.

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

Table 16

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

Country of residence	Year ended 30 June 2009								Number of non-package tour visitors '000
	Pre-paid international airfares <sup>(a)</sup>		Other pre-payments		Expenditure within Australia		Total	Average	
	Total	Average	Total	Average	Total	Average			
	\$million	\$	\$million	\$	\$million	\$	\$million	\$	
New Zealand	461	520	139	157	1 175	1 328	1 775	2 005	885
Japan	287	1 810	79	500	470	2 966	836	5 276	158
Hong Kong	141	1 183	57	476	465	3 902	662	5 561	119
Singapore	222	1 037	140	656	630	2 942	993	4 635	214
Malaysia	152	972	146	936	572	3 665	869	5 573	156
Indonesia	80	1 064	83	1 105	293	3 895	456	6 064	75
Taiwan	76	1 429	31	583	241	4 550	347	6 562	53
Thailand	79	1 173	45	667	305	4 504	429	6 343	68
Korea	165	1 382	111	930	813	6 808	1 090	9 120	119
China	248	1 262	199	1 009	1 419	7 213	1 866	9 484	197
India	154	1 480	119	1 146	448	4 315	721	6 941	104
Other Asia	151	1 248	77	640	437	3 620	665	5 509	121
USA	943	2 575	207	564	834	2 276	1 984	5 414	366
Canada	257	2 459	42	405	415	3 971	714	6 835	105
United Kingdom	1 332	2 445	151	278	1 590	2 918	3 074	5 640	545
Germany	370	2 838	65	502	476	3 648	911	6 987	130
Scandinavia	180	2 865	25	393	262	4 174	467	7 432	63
France	174	2 432	24	331	287	4 007	486	6 770	72
Italy	114	2 700	11	265	188	4 433	313	7 399	42
Netherlands	131	3 098	17	403	140	3 310	289	6 811	42
Switzerland	98	3 176	31	989	131	4 217	260	8 382	31
Other Europe	435	2 677	57	348	708	4 352	1 200	7 378	163
Other countries	674	1 921	148	423	1 147	3 267	1 970	5 610	351
<b>Main purpose of journey (including backpackers)</b>									
Holiday	2 787	1 713	477	293	4 736	2 912	8 000	4 918	1 627
Visiting friends & relatives	1 754	1 505	125	107	1 784	1 531	3 663	3 143	1 165
Business	1 366	1 877	192	265	1 382	1 900	2 940	4 041	728
Education	528	1 467	1 154	3 206	4 331	12 029	6 013	16 701	360
Employment	164	1 353	6	52	974	8 040	1 144	9 445	121
Other	327	1 823	50	276	240	1 339	617	3 439	179
<b>Main purpose of journey (excluding backpackers)</b>									
Holiday	1 996	1 587	387	308	2 825	2 246	5 208	4 140	1 258
Visiting friends & relatives	1 680	1 494	120	107	1 662	1 478	3 462	3 079	1 125
Business	1 344	1 876	186	260	1 346	1 880	2 876	4 015	716
Education	410	1 353	972	3 209	3 686	12 174	5 068	16 736	303
Employment	133	1 314	6	56	789	7 793	927	9 163	101
Other	292	1 772	44	268	194	1 175	530	3 215	165
Backpackers	1 071	2 090	290	566	2 944	5 746	4 305	8 402	512
<b>Total</b>	<b>6 926</b>	<b>1 657</b>	<b>2 004</b>	<b>480</b>	<b>13 447</b>	<b>3 217</b>	<b>22 377</b>	<b>5 353</b>	<b>4 180</b>

Base: All visitors aged 15 years and over.

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

(a) Excludes international airfares purchased in Australia.

Table 17

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

Country of residence	Year ended 30 June 2009						
	Package tour	Pre-paid international airfares	Organised tours	International airfares bought in Australia	Domestic airfares	Other transport fares	Self-drive cars, rent-a-cars, campervans
	\$	\$	\$	\$	\$	\$	\$
New Zealand	153	461	29	27	17	58	55
Japan	1 957	768	213	49	32	67	19
Hong Kong	292	1 035	99	45	45	127	60
Singapore	205	916	44	23	25	88	69
Malaysia	199	865	32	44	42	98	36
Indonesia	290	930	31	66	26	128	20
Taiwan	862	864	91	48	48	120	28
Thailand	141	1 105	26	67	35	171	35
Korea	868	923	95	133	65	200	21
China	1 451	731	74	213	24	128	15
India	303	1 357	63	134	36	214	27
Other Asia	145	1 180	32	117	26	154	16
USA	999	2 221	160	32	81	106	74
Canada	639	2 227	215	93	145	154	106
United Kingdom	742	2 153	209	60	101	136	121
Germany	1 002	2 413	316	49	138	164	265
Scandinavia	1 300	2 333	317	77	117	187	110
France	923	2 049	206	70	143	179	155
Italy	1 936	2 002	147	68	132	175	124
Netherlands	923	2 621	378	47	101	138	251
Switzerland	1 262	2 618	443	41	184	164	332
Other Europe	937	2 315	228	108	136	186	137
Other countries	265	1 766	59	66	55	128	60
<b>Main purpose of journey (including backpackers)</b>							
Holiday	1 216	1 165	203	37	72	105	98
Visiting friends & relatives	111	1 461	48	29	44	60	48
Business	278	1 710	22	22	35	106	57
Education	505	1 357	125	373	90	383	50
Employment	96	1 318	81	362	112	276	117
Other	557	1 512	30	38	18	66	15
<b>Main purpose of journey (excluding backpackers)</b>							
Holiday	1 388	1 002	140	23	41	70	86
Visiting friends & relatives	112	1 451	39	28	39	55	46
Business	278	1 710	19	22	33	105	54
Education	379	1 265	61	405	45	381	33
Employment	109	1 276	46	364	81	246	117
Other	509	1 489	14	37	10	55	14
Backpackers	436	1 912	463	122	231	284	149
<b>Total</b>	<b>701</b>	<b>1 353</b>	<b>122</b>	<b>66</b>	<b>60</b>	<b>118</b>	<b>73</b>

Base: All visitors aged 15 years and over.

Continued...

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

Table 17 (continued)

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

Country of residence	Year ended 30 June 2009						
	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	34	62	240	302	702	20	48
Japan	17	62	398	459	767	15	35
Hong Kong	38	148	308	456	1 653	28	89
Singapore	34	124	308	432	1 239	44	53
Malaysia	41	196	318	514	1 517	37	75
Indonesia	29	172	374	546	1 669	24	65
Taiwan	44	130	392	523	1 331	40	55
Thailand	46	187	363	550	2 006	18	86
Korea	62	252	360	612	2 415	55	74
China	39	212	831	1 043	1 545	80	88
India	53	228	243	471	2 092	17	68
Other Asia	56	179	320	499	1 544	26	64
USA	38	73	238	311	1 293	19	68
Canada	98	146	240	386	2 079	13	132
United Kingdom	70	133	197	329	1 691	19	101
Germany	168	128	203	331	1 903	4	101
Scandinavia	77	200	298	498	2 091	16	105
France	137	209	225	434	2 080	8	104
Italy	116	149	289	438	2 028	8	116
Netherlands	163	121	208	329	1 661	6	98
Switzerland	176	137	341	479	2 056	4	125
Other Europe	90	187	294	481	2 386	8	123
Other countries	64	177	389	567	1 508	19	81
<b>Main purpose of journey (including backpackers)</b>							
Holiday	63	88	381	469	1 227	31	84
Visiting friends & relatives	39	105	290	396	703	15	47
Business	21	48	202	250	1 214	20	24
Education	109	573	356	929	4 939	35	211
Employment	198	564	261	825	4 344	39	158
Other	19	57	195	252	604	15	26
<b>Main purpose of journey (excluding backpackers)</b>							
Holiday	44	61	411	472	918	32	67
Visiting friends & relatives	38	103	292	395	677	15	45
Business	20	47	201	248	1 207	20	24
Education	110	587	367	954	4 892	35	203
Employment	181	563	267	830	4 119	30	138
Other	14	53	195	248	516	15	21
Backpackers	142	258	241	498	2 970	26	171
<b>Total</b>	<b>56</b>	<b>133</b>	<b>319</b>	<b>452</b>	<b>1 434</b>	<b>25</b>	<b>75</b>

Base: All visitors aged 15 years and over.

Continued...

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

Table 17 (continued)

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

Country of residence	Year ended 30 June 2009					Total	Total excluding package tours and pre-paid international airfares	Total visitors '000
	Motor vehicles	Education fees	Phone, internet, fax and/or postage	Other <sup>(b)</sup>	Total			
	\$	\$	\$	\$	\$	\$	\$	
New Zealand	50	22	21	58	2 056	1 442	999	
Japan	24	311	31	33	4 797	2 072	374	
Hong Kong	85	1 130	70	80	5 333	4 006	136	
Singapore	58	1 052	46	69	4 398	3 277	243	
Malaysia	141	1 466	76	65	5 250	4 186	175	
Indonesia	83	1 757	90	77	5 832	4 612	86	
Taiwan	64	920	60	42	5 142	3 415	87	
Thailand	71	1 689	101	79	6 226	4 979	72	
Korea	140	1 445	114	70	7 292	5 502	179	
China	318	1 780	82	66	7 676	5 494	340	
India	99	1 647	117	112	6 808	5 148	113	
Other Asia	135	1 254	108	57	5 414	4 089	128	
USA	24	342	46	74	5 888	2 667	425	
Canada	80	490	78	82	7 018	4 152	115	
United Kingdom	71	23	55	66	5 947	3 053	619	
Germany	139	267	68	53	7 382	3 967	153	
Scandinavia	79	324	81	65	7 776	4 143	77	
France	111	209	96	63	6 967	3 995	85	
Italy	72	284	72	55	7 773	3 836	57	
Netherlands	113	147	62	48	7 087	3 543	50	
Switzerland	271	550	68	41	8 812	4 932	38	
Other Europe	55	199	102	74	7 565	4 312	188	
Other countries	185	595	87	113	5 618	3 588	382	
<b>Main purpose of journey (including backpackers)</b>								
Holiday	61	89	41	30	4 992	2 611	2 392	
Visiting friends & relatives	35	110	22	41	3 208	1 636	1 200	
Business	73	38	42	158	4 069	2 081	798	
Education	318	6 508	288	143	16 364	14 502	389	
Employment	861	157	272	180	9 396	7 983	124	
Other	59	221	34	94	3 559	1 490	216	
<b>Main purpose of journey (excluding backpackers)</b>								
Holiday	47	83	24	22	4 458	2 069	1 992	
Visiting friends & relatives	34	110	20	40	3 145	1 583	1 158	
Business	74	36	41	155	4 048	2 059	786	
Education	333	6 802	295	143	16 336	14 692	324	
Employment	962	169	264	187	9 120	7 735	104	
Other	57	222	31	94	3 346	1 348	196	
Backpackers	140	696	141	85	8 467	6 119	560	
<b>Total</b>	<b>96</b>	<b>581</b>	<b>61</b>	<b>67</b>	<b>5 340</b>	<b>3 287</b>	<b>5 121</b>	

Base: All visitors aged 15 years and over.

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

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

Table 18

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

Country of residence	Year ended 30 June 2009					
	Package tour \$	Pre-paid international airfares \$	Organised tours \$	International airfares bought in Australia \$	Domestic airfares \$	Other transport fares \$
New Zealand	1 351	520	291	504	276	82
Japan	3 399	1 810	427	1 030	465	125
Hong Kong	2 334	1 183	481	1 131	384	165
Singapore	1 755	1 037	283	994	314	125
Malaysia	1 804	972	247	713	293	139
Indonesia	2 307	1 064	246	1 016	278	174
Taiwan	2 183	1 429	434	798	376	228
Thailand	2 440	1 173	230	962	288	231
Korea	2 612	1 382	337	1 080	380	309
China	3 449	1 262	560	1 257	325	264
India	3 642	1 480	519	1 361	331	286
Other Asia	2 656	1 248	493	1 218	272	230
USA	7 286	2 575	541	870	435	136
Canada	6 750	2 459	611	1 050	437	180
United Kingdom	6 214	2 445	617	1 118	369	164
Germany	6 698	2 838	740	878	460	199
Scandinavia	7 006	2 865	746	983	390	227
France	5 867	2 432	652	988	467	211
Italy	7 481	2 700	452	1 489	460	232
Netherlands	5 996	3 098	859	789	393	175
Switzerland	7 186	3 176	941	1 101	509	201
Other Europe	6 933	2 677	667	1 124	422	224
Other countries	3 288	1 921	442	1 266	372	171
<b>Main purpose of journey (including backpackers)</b>						
Holiday	3 801	1 713	562	835	399	150
Visiting friends & relatives	3 770	1 505	385	770	309	90
Business	3 129	1 877	287	1 228	430	138
Education	6 740	1 467	537	1 186	407	414
Employment	3 607	1 353	569	1 145	486	350
Other	3 267	1 823	321	929	326	97
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	3 766	1 587	447	825	364	108
Visiting friends & relatives	3 832	1 494	359	777	301	85
Business	3 160	1 876	277	1 222	430	137
Education	5 810	1 353	394	1 215	340	417
Employment	3 740	1 314	501	1 186	476	323
Other	3 182	1 772	195	1 073	292	82
Backpackers	5 119	2 090	798	868	437	300
<b>Total</b>	<b>3 819</b>	<b>1 657</b>	<b>521</b>	<b>1 010</b>	<b>385</b>	<b>164</b>

Base: All visitors aged 15 years and over.

Continued...

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

Table 18 (continued)

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

Country of residence	Year ended 30 June 2009					
	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	290	106	156	321	364	733
Japan	380	233	230	435	489	816
Hong Kong	501	204	431	383	518	1 729
Singapore	352	132	385	371	489	1 283
Malaysia	255	167	497	370	558	1 585
Indonesia	252	185	435	438	597	1 826
Taiwan	322	315	428	428	549	1 527
Thailand	481	310	580	433	622	2 194
Korea	463	557	674	425	671	2 648
China	331	494	763	987	1 184	1 962
India	369	413	672	349	607	2 468
Other Asia	250	320	480	415	607	1 823
USA	418	147	192	296	360	1 337
Canada	464	262	284	302	433	2 133
United Kingdom	501	173	251	257	372	1 724
Germany	875	374	259	256	378	1 938
Scandinavia	605	239	360	385	569	2 129
France	590	356	475	283	496	2 150
Italy	569	340	349	345	488	2 133
Netherlands	779	347	232	256	367	1 707
Switzerland	952	415	252	423	542	2 164
Other Europe	570	257	355	359	524	2 434
Other countries	589	277	433	495	656	1 629
<b>Main purpose of journey (including backpackers)</b>						
Holiday	467	214	217	442	510	1 288
Visiting friends & relatives	391	126	263	364	452	774
Business	527	159	203	291	333	1 303
Education	447	480	804	449	990	5 014
Employment	671	493	868	391	942	4 575
Other	235	170	210	300	352	664
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	434	162	172	469	514	973
Visiting friends & relatives	393	124	261	366	451	748
Business	511	157	201	291	332	1 297
Education	415	550	844	473	1 024	4 979
Employment	800	471	907	394	955	4 381
Other	230	126	211	309	355	570
Backpackers	555	374	389	303	535	2 986
<b>Total</b>	<b>460</b>	<b>212</b>	<b>331</b>	<b>398</b>	<b>517</b>	<b>1 526</b>

Base: All visitors aged 15 years and over.

Continued...

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

Table 18 (continued)

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

Country of residence	Year ended 30 June 2009					
	Horse racing and gambling \$	Entertainment \$	Motor vehicles \$	Education fees \$	Phone, internet, fax and/or postage \$	Other <sup>(b)</sup> \$
New Zealand	120	119	8 004	2 421	61	378
Japan	174	106	6 035	6 124	115	315
Hong Kong	298	190	10 166	10 778	135	499
Singapore	399	137	10 010	11 809	121	558
Malaysia	343	172	10 369	12 550	185	454
Indonesia	310	159	9 503	10 066	176	440
Taiwan	240	139	2 860	8 342	145	357
Thailand	245	192	6 847	8 779	212	510
Korea	337	203	6 242	7 135	247	395
China	509	227	18 138	12 174	211	626
India	166	170	6 186	11 859	251	640
Other Asia	453	177	6 360	10 439	234	313
USA	193	130	5 788	9 339	85	335
Canada	97	211	3 007	12 928	116	233
United Kingdom	167	163	6 058	1 998	97	227
Germany	78	151	4 143	4 781	101	163
Scandinavia	308	156	5 670	6 593	129	206
France	106	174	2 829	4 879	143	218
Italy	163	197	2 562	4 070	115	247
Netherlands	70	163	4 298	4 588	94	140
Switzerland	75	186	10 226	4 919	102	120
Other Europe	89	199	3 020	4 936	158	223
Other countries	227	188	9 162	7 667	166	528
<b>Main purpose of journey (including backpackers)</b>						
Holiday	222	153	5 007	3 999	85	157
Visiting friends & relatives	122	112	7 599	7 849	66	276
Business	350	108	18 255	4 331	98	877
Education	331	286	7 541	10 635	336	355
Employment	318	279	8 906	3 381	353	420
Other	294	117	12 190	5 497	94	631
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	225	134	9 760	5 042	58	162
Visiting friends & relatives	123	111	7 640	8 233	64	282
Business	355	108	18 398	4 323	97	895
Education	399	290	7 563	10 925	348	384
Employment	271	266	10 743	3 769	350	457
Other	321	108	22 785	6 105	91	722
Backpackers	203	215	3 119	6 336	170	187
<b>Total</b>	<b>218</b>	<b>160</b>	<b>7 278</b>	<b>9 023</b>	<b>130</b>	<b>339</b>

Base: All visitors aged 15 years and over.

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

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

Table 19

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

Country of residence	Year ended 30 June 2009						
	Visitors '000	Nights in Australia <sup>(a)</sup> '000	Average duration of stay Nights	Expenditure in Australia <sup>(b)</sup> \$million	Average expenditure in Australia <sup>(c)</sup>		
					Shopping \$	Food, drink and accommodation \$	All items \$
New Zealand	31	901	29	77	318	1 250	2 496
Japan	25	2 477	98	159	531	2 854	6 302
Hong Kong	8	676	85	59	689	3 524	7 387
Singapore	8	371	46	40	333	2 084	4 963
Malaysia	8	584	75	61	564	2 632	7 800
Indonesia	2	215	126	22	623	3 666	12 748
Taiwan	12	1 872	153	105	647	4 150	8 584
Thailand	3	187	59	17	499	2 539	5 277
Korea	28	3 809	138	242	820	4 400	8 757
China	4	341	94	40	915	2 990	10 985
India	2	361	151	39	956	5 630	16 524
Other Asia	3	170	66	25	708	2 462	9 619
USA	47	2 356	50	249	316	1 972	5 266
Canada	27	2 083	78	160	454	3 123	5 943
United Kingdom	116	8 443	73	657	426	3 151	5 654
Germany	54	4 495	84	302	419	2 636	5 638
Scandinavia	27	1 869	68	161	586	3 005	5 898
France	33	3 009	92	200	561	3 124	6 076
Italy	13	1 102	87	73	477	2 781	5 769
Netherlands	15	987	67	76	383	2 270	5 170
Switzerland	15	950	65	108	598	2 869	7 443
Other Europe	52	4 121	79	374	638	4 019	7 212
Other countries	29	2 192	76	181	543	2 831	6 286
<b>Main purpose of journey</b>							
Holiday	400	28 128	70	2 123	454	2 764	5 312
Visiting friends & relatives	42	1 581	38	130	426	1 424	3 094
Business	13	406	31	45	390	1 608	3 440
Education	65	9 784	150	885	809	5 174	13 562
Employment	20	2 720	135	187	800	5 506	9 267
Other	20	953	48	58	296	1 467	2 882
<b>Total</b>	<b>560</b>	<b>43 570</b>	<b>78</b>	<b>3 427</b>	<b>498</b>	<b>2 970</b>	<b>6 119</b>

Base: Visitors aged 15 years and over.

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

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

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

Table 20

### Backpacker visitors by State/Territory visited, year ended 30 June 2005 – 2009

State/Territory visited	Year ended 30 June									
	2005		2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	374	77	408	79	429	77	445	79	441	79
Victoria	210	43	234	45	259	47	253	45	254	45
Queensland	306	63	344	67	352	63	360	64	363	65
South Australia	91	19	91	18	103	19	91	16	93	17
Western Australia	103	21	93	18	104	19	103	18	107	19
Tasmania	28	6	39	8	40	7	44	8	42	7
Northern Territory	109	22	121	23	124	22	112	20	120	21
Australian Capital Territory	34	7	36	7	37	7	36	6	39	7
<b>Total<sup>(a)</sup></b>	<b>488</b>	<b>100</b>	<b>517</b>	<b>100</b>	<b>556</b>	<b>100</b>	<b>564</b>	<b>100</b>	<b>560</b>	<b>100</b>

Base: Visitors aged 15 years and over.

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

Table 21

### Backpacker visitor nights<sup>(a)</sup> by State/Territory visited, year ended 30 June 2005 – 2009

State/Territory visited	Year ended 30 June									
	2005		2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	9 996	32	11 483	33	12 569	31	12 355	31	13 361	31
Victoria	4 952	16	5 747	16	6 137	15	6 019	15	6 561	15
Queensland	9 033	29	10 207	29	12 570	31	12 573	32	14 021	32
South Australia	1 396	4	1 523	4	1 553	4	1 610	4	1 693	4
Western Australia	4 282	14	3 736	11	4 519	11	4 449	11	5 002	11
Tasmania	472	1	610	2	788	2	819	2	775	2
Northern Territory	1 125	4	1 238	4	1 315	3	1 209	3	1 473	3
Australian Capital Territory	268	1	349	1	471	1	414	1	683	2
<b>Total<sup>(a)</sup></b>	<b>31 523</b>	<b>100</b>	<b>34 893</b>	<b>100</b>	<b>39 922</b>	<b>100</b>	<b>39 449</b>	<b>100</b>	<b>43 570</b>	<b>100</b>

Base: Visitors aged 15 years and over.

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

Table 22

## Total Inbound Economic Value (TIEV) by country of residence

Country of residence	Year ended 30 June 2009		
	Spend in Australia \$ million	Total trip expenditure \$ million	Total Inbound Economic Value (TIEV) <sup>(a)</sup> \$ million
New Zealand	1 440	2 054	2 088
Japan	774	1 792	1 439
Hong Kong	545	726	684
Singapore	795	1 067	965
Malaysia	733	920	903
Indonesia	397	502	480
Taiwan	299	450	398
Thailand	358	447	433
Korea, South	956	1 267	1 169
China	1 866	2 608	2 529
India	584	772	802
Other Asia	550	729	804
USA	1 133	2 500	2 012
Canada	479	810	727
United Kingdom	1 889	3 680	3 393
Germany	608	1 131	938
Scandinavia	320	600	506
France	340	593	501
Italy	219	444	389
Netherlands	178	355	300
Switzerland	185	331	270
Other Europe	811	1 423	1 250
Other countries	1 370	2 146	2 028
<b>Total</b>	<b>16 829</b>	<b>27 346</b>	<b>25 009</b>

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.

Table 23

**Total Inbound Economic Value (TIEV)<sup>(a)</sup> by country of residence,  
year ended 30 June 2005 – 2009**

Country of residence	Year ended 30 June									
	2005		2006		2007		2008		2009	
	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change
New Zealand	1 959	15	2 029	4	2 125	5	2 195	3	2 088	- 5
Japan	1 989	- 2	2 067	4	1 693	- 18	1 461	- 14	1 439	- 1
Hong Kong	484	- 10	578	19	610	6	607	- 1	684	13
Singapore	679	- 6	771	14	908	18	958	5	965	1
Malaysia	599	- 5	600	0	693	16	828	19	903	9
Indonesia	358	- 16	395	10	407	3	486	19	480	- 1
Taiwan	305	- 10	317	4	314	- 1	328	5	398	21
Thailand	347	7	309	- 11	333	8	381	14	433	14
Korea, South	870	6	1 011	16	1 288	27	1 183	- 8	1 169	- 1
China	1 552	32	1 471	- 5	1 807	23	2 103	16	2 529	20
India	262	54	371	42	461	24	697	51	802	15
Other Asia	347	- 7	398	14	506	27	690	36	804	16
USA	1 886	- 5	1 923	2	1 950	1	2 056	5	2 012	- 2
Canada	507	18	567	12	617	9	670	8	727	8
United Kingdom	3 299	- 8	3 241	- 2	3 688	14	3 469	- 6	3 393	- 2
Germany	749	- 7	740	- 1	797	8	861	8	938	9
Scandinavia	429	- 14	443	3	450	2	480	7	506	5
France	217	- 9	257	18	383	49	418	9	501	20
Italy	211	43	250	19	297	19	299	1	389	30
Netherlands	306	- 24	241	- 21	261	9	292	12	300	3
Switzerland	240	- 25	245	2	273	11	272	0	270	- 1
Other Europe	862	12	933	8	1 005	8	1 182	18	1 250	6
Other countries	1 103	- 5	1 190	8	1 378	16	1 678	22	2 028	21
<b>Total</b>	<b>19 560</b>	<b>0</b>	<b>20 349</b>	<b>4</b>	<b>22 246</b>	<b>9</b>	<b>23 593</b>	<b>6</b>	<b>25 009</b>	<b>6</b>

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.

Table 24

Modelled international visitor expenditure<sup>(a)</sup> in each State/Territory

Year ended 30 June 2009

State/Territory visited	Expenditure \$ million	Share of expenditure %	Visitors <sup>(b)</sup> '000	Visitor nights '000	Expenditure per visitor \$	Expenditure per night \$	Average length of stay Nights
<b>Excluding package expenditure</b>							
New South Wales	5 779	36	2 747	60 541	2 104	95	22
Victoria	3 529	22	1 490	35 902	2 369	98	24
Queensland	3 589	22	2 012	39 863	1 784	90	20
South Australia	581	4	348	7 047	1 670	82	20
Western Australia	1 702	11	685	21 012	2 485	81	31
Tasmania	253	2	149	2 852	1 690	89	19
Northern Territory	348	2	335	3 316	1 038	105	10
Australian Capital Territory	219	1	159	3 116	1 380	70	20
<b>Total Australia<sup>(b)</sup></b>	<b>16 000</b>	<b>100</b>	<b>5 121</b>	<b>173 653</b>	<b>3 125</b>	<b>92</b>	<b>34</b>
<b>Including package expenditure</b>							
New South Wales	6 150	36	2 747	60 541	2 238	102	22
Victoria	3 616	21	1 490	35 902	2 428	101	24
Queensland	3 997	23	2 012	39 863	1 987	100	20
South Australia	601	4	348	7 047	1 727	85	20
Western Australia	1 758	10	685	21 012	2 567	84	31
Tasmania	268	2	149	2 852	1 795	94	19
Northern Territory	463	3	335	3 316	1 382	140	10
Australian Capital Territory	224	1	159	3 116	1 406	72	20
<b>Total Australia<sup>(b)</sup></b>	<b>17 077</b>	<b>100</b>	<b>5 121</b>	<b>173 653</b>	<b>3 335</b>	<b>98</b>	<b>34</b>

Base: All visitors aged 15 and over.

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

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

Note: Figures may not sum due to rounding.

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

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

Source: TRA expenditure allocation method applied to 2009 International Visitor Survey data.

Table 25

Modelled international visitor expenditure<sup>(a)</sup> in each State/Territory  
by reason for stopover

Year ended 30 June 2009

State/Territory visited	Holiday		VFR		Business		Education		Other purposes <sup>(c)</sup>		Total visitors	
	\$ million	% share	\$ million	% share	\$ million	% share	\$ million	% share	\$ million	% share	\$ million	% share
<b>Excluding package expenditure</b>												
New South Wales	1 975	34	736	31	566	38	2 125	41	363	37	5 779	36
Victoria	830	14	625	27	430	29	1 468	28	168	17	3 529	22
Queensland	1 968	33	496	21	199	13	726	14	194	20	3 589	22
South Australia	157	3	98	4	48	3	246	5	27	3	581	4
Western Australia	544	9	333	14	191	13	454	9	175	18	1 702	11
Tasmania	103	2	35	1	22	1	75	1	17	2	253	2
Northern Territory	277	5	10	0	25	2	np	np	21	2	348	2
Australian Capital Territory	25	0	23	1	24	2	135	3	np	np	219	1
<b>Total Australia<sup>(b)</sup></b>	<b>5 879</b>	<b>100</b>	<b>2 355</b>	<b>100</b>	<b>1 506</b>	<b>100</b>	<b>5 243</b>	<b>100</b>	<b>976</b>	<b>100</b>	<b>16 000</b>	<b>100</b>
<b>Including package expenditure</b>												
New South Wales	2 257	33	749	31	600	38	2 148	40	381	38	6 150	36
Victoria	892	13	634	26	437	28	1 474	28	172	17	3 616	21
Queensland	2 319	34	512	21	212	13	752	14	196	20	3 997	23
South Australia	169	3	100	4	53	3	246	5	27	3	601	4
Western Australia	580	9	341	14	195	12	460	9	176	18	1 758	10
Tasmania	118	2	35	1	22	1	75	1	17	2	268	2
Northern Territory	389	6	10	0	26	2	np	np	21	2	463	3
Australian Capital Territory	26	0	23	1	26	2	136	3	np	np	224	1
<b>Total Australia<sup>(b)</sup></b>	<b>6 750</b>	<b>100</b>	<b>2 404</b>	<b>100</b>	<b>1 572</b>	<b>100</b>	<b>5 308</b>	<b>100</b>	<b>1 001</b>	<b>100</b>	<b>17 077</b>	<b>100</b>

Base: All visitors aged 15 and over.

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

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

(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 of this publication.

np Not published due to reliability concerns.

Source: TRA expenditure allocation method applied to 2009 International Visitor Survey data.

Table 26

### Modelled international visitor expenditure in capital cities and regional areas for each State/Territory

State/Territory visited	Year ended 30 June 2009						Average length of stay
	Expenditure	Share of expenditure	Visitors <sup>(a)</sup>	Visitor nights <sup>(b)</sup>	Expenditure per visitor	Expenditure per night	
	\$million	%	'000	'000	\$	\$	Nights
<b>Excluding package expenditure</b>							
Sydney	5 166	89	2 590	51 489	1 995	100	20
Regional New South Wales	613	11	587	9 053	1 045	68	15
<b>Total New South Wales</b>	<b>5 779</b>	<b>100</b>	<b>2 747</b>	<b>60 541</b>	<b>2 104</b>	<b>95</b>	<b>22</b>
Melbourne	3 251	92	1 392	31 902	2 335	102	23
Regional Victoria	277	8	320	4 001	868	69	13
<b>Total Victoria</b>	<b>3 529</b>	<b>100</b>	<b>1 490</b>	<b>35 902</b>	<b>2 369</b>	<b>98</b>	<b>24</b>
Gold Coast	896	25	786	7 873	1 140	114	10
Brisbane	1 293	36	923	16 180	1 402	80	18
Regional Queensland	1 399	39	1 036	15 810	1 350	88	15
<b>Total Queensland</b>	<b>3 589</b>	<b>100</b>	<b>2 012</b>	<b>39 863</b>	<b>1 784</b>	<b>90</b>	<b>20</b>
Adelaide	513	88	314	5 834	1 632	88	19
Regional South Australia	68	12	136	1 213	504	56	9
<b>Total South Australia</b>	<b>581</b>	<b>100</b>	<b>348</b>	<b>7 047</b>	<b>1 670</b>	<b>82</b>	<b>20</b>
Experience Perth	1 459	86	656	16 614	2 224	88	25
Regional Western Australia	243	14	205	4 398	1 186	55	21
<b>Total Western Australia</b>	<b>1 702</b>	<b>100</b>	<b>685</b>	<b>21 012</b>	<b>2 485</b>	<b>81</b>	<b>31</b>
Hobart	151	60	119	1 580	1 269	95	13
Regional Tasmania	102	40	92	1 272	1 110	80	14
<b>Total Tasmania</b>	<b>253</b>	<b>100</b>	<b>149</b>	<b>2 852</b>	<b>1 690</b>	<b>89</b>	<b>19</b>
Darwin	134	39	165	1 550	811	87	9
Regional Northern Territory	214	61	277	1 766	772	121	6
<b>Total Northern Territory</b>	<b>348</b>	<b>100</b>	<b>335</b>	<b>3 316</b>	<b>1 038</b>	<b>105</b>	<b>10</b>
Canberra	219	100	159	3 116	1 380	70	20
<b>Total Australian Capital Territory</b>	<b>219</b>	<b>100</b>	<b>159</b>	<b>3 116</b>	<b>1 380</b>	<b>70</b>	<b>20</b>
<b>Total capital cities</b>	<b>13 083</b>	<b>82</b>	<b>4 729</b>	<b>136 137</b>	<b>2 767</b>	<b>96</b>	<b>29</b>
<b>Total regional</b>	<b>2 917</b>	<b>18</b>	<b>1 855</b>	<b>37 516</b>	<b>1 572</b>	<b>78</b>	<b>20</b>
<b>Total Australia</b>	<b>16 000</b>	<b>100</b>	<b>5 121</b>	<b>173 653</b>	<b>3 125</b>	<b>92</b>	<b>34</b>
<b>Including package expenditure</b>							
Sydney	5 524	90	2 590	51 489	2 133	107	20
Regional NSW	626	10	587	9 053	1 067	69	15
<b>Total New South Wales</b>	<b>6 150</b>	<b>100</b>	<b>2 747</b>	<b>60 541</b>	<b>2 238</b>	<b>102</b>	<b>22</b>
Melbourne	3 332	92	1 392	31 902	2 393	104	23
Regional Victoria	284	8	320	4 001	888	71	13
<b>Total Victoria</b>	<b>3 616</b>	<b>100</b>	<b>1 490</b>	<b>35 902</b>	<b>2 428</b>	<b>101</b>	<b>24</b>
Gold Coast	1 034	26	786	7 873	1 316	131	10
Brisbane	1 332	33	923	16 180	1 443	82	18
Regional Queensland	1 631	41	1 036	15 810	1 574	103	15
<b>Total Queensland</b>	<b>3 997</b>	<b>100</b>	<b>2 012</b>	<b>39 863</b>	<b>1 987</b>	<b>100</b>	<b>20</b>
Adelaide	528	88	314	5 834	1 680	90	19
Regional South Australia	73	12	136	1 213	541	60	9
<b>Total South Australia</b>	<b>601</b>	<b>100</b>	<b>348</b>	<b>7 047</b>	<b>1 727</b>	<b>85</b>	<b>20</b>
Experience Perth	1 502	85	656	16 614	2 289	90	25
Regional Western Australia	256	15	205	4 398	1 250	58	21
<b>Total Western Australia</b>	<b>1 758</b>	<b>100</b>	<b>685</b>	<b>21 012</b>	<b>2 567</b>	<b>84</b>	<b>31</b>
Hobart	160	60	119	1 580	1 347	101	13
Regional Tasmania	108	40	92	1 272	1 179	85	14
<b>Total Tasmania</b>	<b>268</b>	<b>100</b>	<b>149</b>	<b>2 852</b>	<b>1 795</b>	<b>94</b>	<b>19</b>
Darwin	144	31	165	1 550	868	93	9
Regional Northern Territory	320	69	277	1 766	1 154	181	6
<b>Total Northern Territory</b>	<b>463</b>	<b>100</b>	<b>335</b>	<b>3 316</b>	<b>1 382</b>	<b>140</b>	<b>10</b>
Canberra	224	100	159	3 116	1 406	72	20
<b>Total Australian Capital Territory</b>	<b>224</b>	<b>100</b>	<b>159</b>	<b>3 116</b>	<b>1 406</b>	<b>72</b>	<b>20</b>
<b>Total capital cities</b>	<b>13 779</b>	<b>81</b>	<b>4 729</b>	<b>136 137</b>	<b>2 914</b>	<b>101</b>	<b>29</b>
<b>Total regional</b>	<b>3 298</b>	<b>19</b>	<b>1 855</b>	<b>37 516</b>	<b>1 778</b>	<b>88</b>	<b>20</b>
<b>Total Australia</b>	<b>17 077</b>	<b>100</b>	<b>5 121</b>	<b>173 653</b>	<b>3 335</b>	<b>98</b>	<b>34</b>

Base: All visitors aged 15 and over.

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

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

Note: Figures may not sum due to rounding.

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

Source: TRA expenditure allocation method applied to 2009 International Visitor Survey data.

Table 27

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

Tourism region		Year ended 30 June 2009						
		Expenditure in region				Visitors <sup>(a)</sup>	Nights in region <sup>(b)</sup>	
		Total	Share	per visitor	per night		Total	Average
Excluding package expenditure		\$million	%	\$	\$	'000	'000	Nights
Sydney	NSW	5 166	32	1 995	100	2 590	51 489	20
Melbourne	Vic	3 251	20	2 335	102	1 392	31 902	23
Experience Perth	WA	1 459	9	2 224	88	656	16 614	25
Brisbane	Qld	1 293	8	1 402	80	923	16 180	18
Gold Coast	Qld	896	6	1 140	114	786	7 873	10
Tropical North Queensland	Qld	767	5	1 092	117	702	6 548	9
Adelaide	SA	513	3	1 632	88	314	5 834	19
Canberra	ACT	219	1	1 380	70	159	3 116	20
Sunshine Coast	Qld	199	1	787	92	253	2 169	9
Hobart and Surrounds	Tas	151	1	1 269	95	119	1 580	13
Darwin	NT	134	1	811	87	165	1 550	9
South Coast	NSW	133	1	1 330	75	100	1 776	18
Hunter	NSW	125	1	1 133	80	110	1 554	14
Whitsundays	Qld	122	1	562	90	218	1 352	6
Northern Rivers	NSW	120	1	533	61	226	1 974	9
Petermann	NT	116	1	615	250	188	461	2
Australia's South West	WA	94	1	858	70	109	1 331	12
Northern	Qld	88	1	597	66	147	1 329	9
Australia's North West	WA	79	0	1 224	53	64	1 478	23
Hervey Bay/Maryborough	Qld	75	0	351	75	215	1 010	5
Top 20 regions		15 002	94	3 000	95	5 000	157 120	31
<b>Total Australia</b>		<b>16 000</b>	<b>100</b>	<b>3 125</b>	<b>92</b>	<b>5 121</b>	<b>173 653</b>	<b>34</b>
Including package expenditure								
Sydney	NSW	5 524	32	2 133	107	2 590	51 489	20
Melbourne	Vic	3 332	20	2 393	104	1 392	31 902	23
Experience Perth	WA	1 502	9	2 289	90	656	16 614	25
Brisbane	Qld	1 332	8	1 443	82	923	16 180	18
Gold Coast	Qld	1 034	6	1 316	131	786	7 873	10
Tropical North Queensland	Qld	977	6	1 391	149	702	6 548	9
Adelaide	SA	528	3	1 680	90	314	5 834	19
Canberra	ACT	224	1	1 406	72	159	3 116	20
Sunshine Coast	Qld	206	1	812	95	253	2 169	9
Petermann	NT	192	1	1 023	417	188	461	2
Hobart and Surrounds	Tas	160	1	1 347	101	119	1 580	13
Darwin	NT	144	1	868	93	165	1 550	9
South Coast	NSW	134	1	1 346	76	100	1 776	18
Whitsundays	Qld	129	1	595	96	218	1 352	6
Hunter	NSW	127	1	1 153	82	110	1 554	14
Northern Rivers	NSW	121	1	533	61	226	1 974	9
Australia's South West	WA	96	1	875	72	109	1 331	12
Alice Springs	NT	94	1	561	145	167	644	4
Northern	Qld	89	1	605	67	147	1 329	9
Australia's North West	WA	84	0	1 303	57	64	1 478	23
Top 20 regions		16 028	94	3 207	102	4 998	156 754	31
<b>Total Australia</b>		<b>17 077</b>	<b>100</b>	<b>3 335</b>	<b>98</b>	<b>5 121</b>	<b>173 653</b>	<b>34</b>

Base: All visitors aged 15 and over.

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

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

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

Source: TRA expenditure allocation method applied to 2009 International Visitor Survey data.

Table 28

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

Country of residence	Year ended 30 June 2009								
	State/Territory visited								Total Australia <sup>(b)</sup>
	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	
\$ million									
<b>Excluding package expenditure</b>									
New Zealand	348	278	526	31	130	20	19	11	1 364
United Kingdom	633	278	438	77	279	30	59	12	1 808
Germany	173	98	166	30	56	10	42	6	579
Scandinavia	100	49	100	9	29	np	14	np	307
Switzerland	49	16	58	6	28	np	14	np	174
Netherlands	54	24	45	7	24	np	12	np	170
France	111	56	77	12	40	np	22	np	325
Italy	93	40	43	13	9	np	10	np	211
Other Europe	301	123	210	28	66	np	35	np	780
USA	479	183	254	32	88	22	32	17	1 109
Canada	188	71	114	21	35	6	16	8	459
Japan	247	78	306	13	71	11	14	6	747
China	865	435	208	74	35	19	np	46	1 686
Korea	495	126	214	19	57	np	np	8	936
Singapore	155	299	77	31	192	np	np	np	775
Malaysia	66	316	57	55	162	np	np	np	701
Hong Kong	198	132	86	37	37	np	np	np	528
Indonesia	124	153	25	np	65	np	np	np	384
Thailand	149	114	17	np	43	np	np	np	348
India	183	235	83	np	37	np	np	np	557
Taiwan	90	32	126	np	np	np	np	np	289
Other Asia	177	132	53	np	71	np	9	np	490
Other countries	502	261	305	32	128	17	19	11	1 274
<b>Total</b>	<b>5 779</b>	<b>3 529</b>	<b>3 589</b>	<b>581</b>	<b>1 702</b>	<b>253</b>	<b>348</b>	<b>219</b>	<b>16 000</b>
<b>Including package expenditure</b>									
New Zealand	356	281	555	33	133	21	21	11	1 410
United Kingdom	677	290	476	82	293	34	81	12	1 945
Germany	184	100	181	31	60	10	55	6	625
Scandinavia	107	52	110	10	32	np	19	np	338
Switzerland	53	16	62	7	31	np	15	np	188
Netherlands	59	25	48	7	25	np	15	np	183
France	118	57	82	14	41	np	30	np	348
Italy	105	42	50	15	10	np	19	np	244
Other Europe	320	125	224	29	69	np	48	np	833
USA	529	193	292	35	92	27	50	18	1 236
Canada	198	73	120	21	35	8	19	8	482
Japan	292	83	448	14	79	13	31	6	966
China	941	460	252	75	35	20	np	48	1 834
Korea	528	128	225	19	57	np	np	8	982
Singapore	156	301	84	31	196	np	np	np	790
Malaysia	68	317	61	56	164	np	np	np	712
Hong Kong	201	134	91	38	37	np	np	np	540
Indonesia	128	154	27	np	66	np	np	np	392
Thailand	151	114	18	np	44	np	np	np	351
India	185	237	88	np	37	np	np	np	567
Taiwan	103	34	134	np	np	np	np	np	312
Other Asia	180	133	54	np	72	np	10	np	495
Other countries	513	264	315	32	131	17	20	11	1 305
<b>Total</b>	<b>6 150</b>	<b>3 616</b>	<b>3 997</b>	<b>601</b>	<b>1 758</b>	<b>268</b>	<b>463</b>	<b>224</b>	<b>17 077</b>

Base: All visitors aged 15 and over.

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

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

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

np Not published due to reliability concerns.

Source: TRA expenditure allocation method applied to 2009 International Visitor Survey data.

# Introduction to the International Visitor Survey

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

## Survey methodology

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

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

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

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

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

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

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

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

## Sample size

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

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

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

The table below shows the number of interviews conducted in the June Quarter 2009 and for the year ended 30 June 2009.

### *Sample size by country of residence*

Country of residence	Sample (n)	
	June Quarter	Year ended 30 June 2009
New Zealand	1 277	5 490
Japan	1 124	5 446
Hong Kong	247	1 005
Singapore	570	2 002
Malaysia	311	1 515
Indonesia	171	909
Taiwan	135	686
Thailand	230	854
Korea	406	1 798
China	593	2 306
India	240	778
Other Asia	239	945
USA	752	3 111
Canada	240	1 047
United Kingdom	1 290	5 229
Germany	266	1 044
Scandinavia	233	791
France	185	709
Italy	85	477
Netherlands	141	637
Switzerland	102	441
Other Europe	240	1 028
Other countries	554	2 568
<b>Total</b>	<b>9 631</b>	<b>40 816</b>

## Data reliability

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

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

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

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

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

# - 95% Confidence Interval is greater than estimate.

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

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

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

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

# Expenditure

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

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

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

There are subtle differences between each of these spend classifications.

## ***Total trip expenditure***

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

## ***Spend in Australia***

While international visitors may spend a lot of money on their entire trip, not all of this expenditure is spent in Australia. The international visitor is asked to separate the money they have spent in Australia from their total trip expenditure in the IVS. This is in order to determine the amount of money that is being spent 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 measure over and under estimate total tourism value, in terms of consumption, to the Australian economy. Often, a visitor may book and pay for their trip outside of Australia, therefore only part of this expenditure will flow on to the Australian economy and its tourism industry. When a visitor spends his/her money in Australia, this expenditure fails to take into account package expenditure or airfares that eventually transfer to Australia.

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

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

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

## ***TIEV methodology***

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

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

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

## ***Regional expenditure***

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

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

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

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

Two types of expenditure data are collected in the IVS:

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

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

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

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

## **Domestic airfares**

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

## **Package expenditure**

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

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

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

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

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

## **The iterative procedure**

Steps in the iteration process are:

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

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

where

r = rescaled value for this stop

p = preliminary estimate for this stop

E = reported total expenditure for the trip

R = sum of preliminary estimates for the trip

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

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

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

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

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# Glossary of terms

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

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

<b>Purpose of visit</b>	The main purpose, or the major reason for visiting a particular location. The major categories of purpose of visit in the IVS are: <ul style="list-style-type: none"> <li>• Holiday/leisure</li> <li>• Visiting friends and relatives (VFR)</li> <li>• Business</li> <li>• Education</li> <li>• Employment</li> <li>• Other - includes personal appointments, medical appointments and health-related travel.</li> </ul>
<b>Regional Australia</b>	Includes all tourism regions in Australia, excluding the eight State/Territory capital cities and the Gold Coast.
<b>Regional expenditure</b>	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: <ol style="list-style-type: none"> <li>1. The first form includes 30% of pre-paid package expenditure but excludes all expenditure on international airfares.</li> <li>2. The second form excludes all pre-paid expenditure on both packages and international airfares. A further explanation of regional expenditure is provided in the Survey methodology.</li> </ol> <p>For more detailed information see Tourism Research Australia, 2008, <i>Background &amp; methods – Regional expenditure 2007</i>, Tourism Research Australia, Canberra.</p>
<b>Return traveller</b>	An international traveller who has visited Australia previously.
<b>Scandinavia</b>	Includes Denmark, Finland, Norway, Sweden and unspecified Scandinavia.
<b>Total Inbound Economic Value (TIEV)</b>	Represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.
<b>Total spend in Australia</b>	Excludes expenditure on goods pre-paid through inclusive package tours and services in Australia and pre-paid international airfares.
<b>Total trip expenditure</b>	Including expenditure in Australia, pre-paid expenditure on goods and services in Australia and pre-paid inclusive package travel and pre-paid international airfares.
<b>Tourism regions</b>	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>From 1998, the Bureau of Tourism Research (BTR – now Tourism Research Australia) and the Australian Bureau of Statistics (ABS) adopted a coordinated approach to the use of tourism regions to enable comparability of regional data from different tourism surveys.</p>
<b>Tourism Satellite Account (TSA)</b>	An extension from the core national accounts to focus on the tourism sector. It identifies tourism activities within the national accounting framework and compiles a comprehensive set of economic data on tourism. The first Australian TSA was released by the ABS in October 2000 (catalogue no. 5249.0).
<b>Visiting friends and relatives (VFR)</b>	Visitors who nominate visiting friends or relatives as their main reason for travelling. Visiting friends and relatives also includes travel to a friend's or relative's wedding or travel to attend a funeral (see Purpose of visit).

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

## State and Territory abbreviations

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

# About Tourism Research Australia

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

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

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

## **Research publications and reports**

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

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

## **Statistical Enquiry Service**

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

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

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

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

## **Online Data Package**

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

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

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

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

## **Online Student Data Package**

Tourism Research Australia has developed an Online Student Data Package. Available to subscribing educational institutions, Online Student Data will be accessible to students through the educational institutions' online library services.

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

For more information, please email [research@tourism.australia.com](mailto:research@tourism.australia.com)

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

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

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

## ***Visitor Profile and Satisfaction program***

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

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

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

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

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

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