



# International Visitors in Australia

MARCH 2009

QUARTERLY RESULTS OF THE  
INTERNATIONAL VISITOR SURVEY

Tourism Australia   
Tourism Research Australia



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



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# Contents

<b>Main Findings</b> .....	<b>1</b>
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## Figures

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

## Tables

### Visitors

Table 1. Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, year ended 31 March 2008 and 2009.....	9
Table 2. Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, quarter ended 31 March 2008 and 2009 .....	10
Table 3. Visitors by country of residence and main purpose of journey, year ended 31 March 2005-2009 .....	11
Table 4. Visitors by country of residence and main purpose of journey, quarter ended 31 March 2005-2009.....	12
Table 5. Visitor nights by country of residence and main purpose of journey, year ended 31 March 2005-2009 .....	13
Table 6. Visitor nights by country of residence and main purpose of journey, quarter ended 31 March 2005-2009.....	14
Table 7. Visitors by country of residence and main purpose of journey by first or return visit.....	15
Table 8. Visitors by country of residence and main purpose of journey by type of travel arrangements.....	16
Table 9. Visitors by country of residence and main purpose of journey by State/Territory visited.....	17
Table 10. Visitors by country of residence and main purpose of journey for selected regions.....	19
Table 11. Visitors by country of residence and main purpose of journey by type of transport used between stopovers .....	21

### Visitor Nights

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

## Expenditure

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

## Backpacker Market

Table 19.	Backpacker visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey.....	37
Table 20.	Backpacker visitors by State/Territory visited, year ended 31 March 2005-2009 .....	38
Table 21.	Backpacker visitor nights by State/Territory visited, year ended 31 March 2005-2009 .....	38

## Total Inbound Economic Value

Table 22.	Total Inbound Economic Value (TIEV) by country of residence.....	39
Table 23.	Total Inbound Economic Value (TIEV) by country of residence, year ended 31 March 2005-2009 .....	40

## Modelled Regional Expenditure

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

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



# Main Findings

Year ended 31 March 2009

## All visitors

**Total visitors** During the year ended 31 March 2009 there were 5,122,723 visitors to Australia aged 15 years and over. This was a slight decrease (-2%) from the year ended 31 March 2008.

**Reason** The main reasons for visitors coming to Australia were:

Holiday	2,397,404	47%
Visiting friends & relatives	1,158,244	23%
Business	845,626	17%
Education	381,577	7%
Employment	123,766	2%
Other	216,106	4%

**Source** New Zealand was the largest source of visitors during the period (1,005,790), followed by the United Kingdom (613,910), USA (420,470) and Japan (395,667).

**Expenditure** The average trip expenditure in Australia per international visitor was \$3,254 while the average nightly expenditure was \$97. Total expenditure in Australia for the year ended 31 March 2009 (\$16.7 billion) increased 4% from the year ended 31 March 2008.

**Nights** A total of 172.2 million visitor nights were spent in Australia, an increase of 7% compared with the year ended 31 March 2008.

**Return visits** Of all visitors to Australia, 59% had visited before.

**Tours** Inclusive package travellers accounted for 19% of all visitors to Australia while those arriving on group tours accounted for 9% of all visitor arrivals.

**States** 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%).

## 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 \$2,568, with the largest component being food, drink and accommodation (\$1,201). The average expenditure per night was \$101.
<b>Nights</b>	Holiday visitors spent a total of 61 million nights in Australia with 23% of nights spent in the home of a friend or relative, 23% spent in a rented house, apartment, flat or unit, and 21% 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 33% of all holiday visitors while those arriving on a group tour accounted for 15%.
<b>States</b>	Of all holiday visitors, 58% visited New South Wales, 54% visited Queensland and 29% visited Victoria.
<b>Duration of stay</b>	Their average duration of stay in Australia was 25 nights.

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## 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 \$1,654 with the largest component being food, drink and accommodation (\$723). The average expenditure per night was \$66.
<b>Nights</b>	These visitors spent a total of 29 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, 46% visited New South Wales, 31% visited Queensland and 29% visited Victoria.
<b>Duration of stay</b>	Their average duration of stay in Australia was 25 nights.

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## Business visitors

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<b>Share</b>	Of all international visitors to Australia, 17% stated 'business' as their main purpose of visit and these visitors spent a total of 10 million nights in Australia.
<b>Expenditure</b>	The average trip expenditure in Australia by business visitors was \$2,078 with the largest component being food, drink and accommodation (\$1,214). Their average expenditure per night was \$168.
<b>Nights</b>	Business visitors spent 31% of their nights in Sydney and 24% in Melbourne, while 54% of their nights in Australia were spent in a hotel, resort, motel, or motor inn.
<b>Return visits</b>	Of all business visitors, 69% had visited Australia before.
<b>States</b>	Of all business visitors, 53% visited New South Wales, 28% visited Victoria and 21% 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, 7% stated 'education' as their main purpose of visit and these visitors spent a total of 54 million nights in Australia, representing 31% of all international visitor nights.
<b>Expenditure</b>	The average trip expenditure in Australia by education visitors was \$14,457 with the largest component being education fees (\$6,452). Their average expenditure per night was \$102.
<b>Nights</b>	While in Australia education visitors spent 64% 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 14 million nights in Australia.
<b>Expenditure</b>	The average trip expenditure in Australia by employment visitors was \$7,904 with the largest component being food, drink and accommodation (\$4,299). Their average expenditure per night was \$72.
<b>Nights</b>	Employment visitors spent 26% of their nights in Sydney and 14% in Melbourne, while 57% 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, 46% visited New South Wales, 32% visited Queensland and 25% visited Victoria.
<b>Duration of stay</b>	Their average duration of stay in Australia was 109 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 42 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 \$5,914 with \$2,890 being spent on food, drink and accommodation and \$644 on education fees. Their average expenditure per night was \$78.
<b>Nights</b>	While in Australia backpackers spent 35% 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, 78% visited New South Wales, 65% visited Queensland and 45% visited Victoria.
<b>Duration of stay</b>	Their average duration of stay in Australia was 76 nights.

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## Expenditure

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<b>Spend in Australia</b>	In the year ending 31 March 2009, international visitors spent a total of \$16.7 billion within Australia.
<b>Total Trip Expenditure</b>	For the same period, international visitors had a total trip expenditure of \$27.4 billion.

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## Total Inbound Economic Value (TIEV)

**Total Inbound Economic Value** During the 12 months to March 2009, international visitors consumed around \$24.9 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 (\$2.2 billion), and the USA (\$2.0 billion).

## Regional Expenditure

**Total expenditure** For the year ended 31 March 2009, modelled international visitor expenditure increased by 4% to \$17 billion compared with the same period in 2008.

**States/Territories** New South Wales received the most expenditure (\$6.1 billion), followed by Queensland (\$3.9 billion) and Victoria (\$3.6 billion).

**Regional expenditure** Approximately 81% of expenditure by international visitors was spent in the capital cities and the Gold Coast (\$13.7 billion). The remaining 19% was spent in regional areas. The Northern Territory was the most reliant on expenditure in regional areas (71% of their total), followed by Queensland (41%) and Tasmania (37%).

**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 QLD received the highest expenditure (\$976 million), followed by Petermann (\$193 million) and the Sunshine Coast (\$192 million).

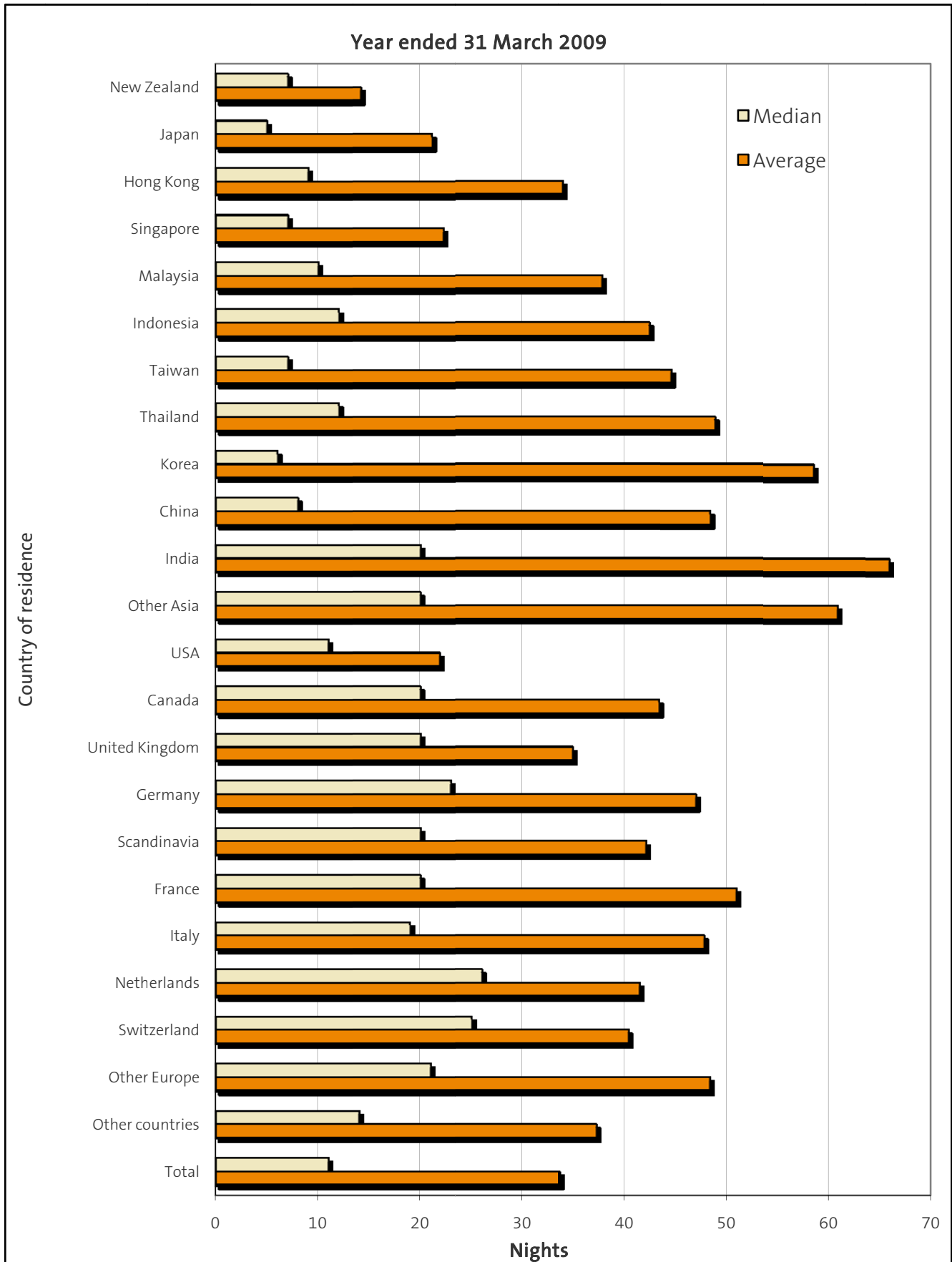
**Expenditure per visitor** Expenditure per visitor was highest in Melbourne (\$2 415), followed by Experience Perth (\$2 310) and Sydney (\$2 111).

**Expenditure per night** The highest average expenditure per night was in Petermann (\$436), followed by Tropical North Queensland (\$151), Alice Springs (\$131) and Gold Coast (\$130).

**Country of origin** Visitors from Asia had the highest expenditure in Australia (\$7.8 billion - \$1.8 billion by Chinese visitors, \$1 billion by Japanese visitors, \$979 million by Korean visitors and \$4 billion by visitors from other Asian countries). Visitors from Europe spent \$4.7 billion (\$1.9 billion by United Kingdom visitors, \$622 million by German visitors and \$2.1 billion by visitors from other European countries).  
Visitors from New Zealand spent \$1.5 billion in Australia and visitors from the USA spent \$1.2 billion.  
Expenditure by Chinese, United Kingdom, Korean, and USA visitors was highest in New South Wales (\$916 million, \$667 million, \$549 million and \$523 million respectively). In contrast, New Zealand and Japanese visitors spent more in Queensland than in any other State or Territory (\$561 million and \$458 million respectively).

**Purpose of visit** Holiday visitors contributed the most expenditure in Australia (\$6.7 billion), followed by visitors who travelled for education purposes (\$5.2 billion).  
Queensland and New South Wales both received the most expenditure from holiday visitors (\$2.3 billion each). New South Wales received the highest expenditure for all other purposes of visit: education (\$2.1 billion), visiting friends and relatives (\$743 million), and business (\$646 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

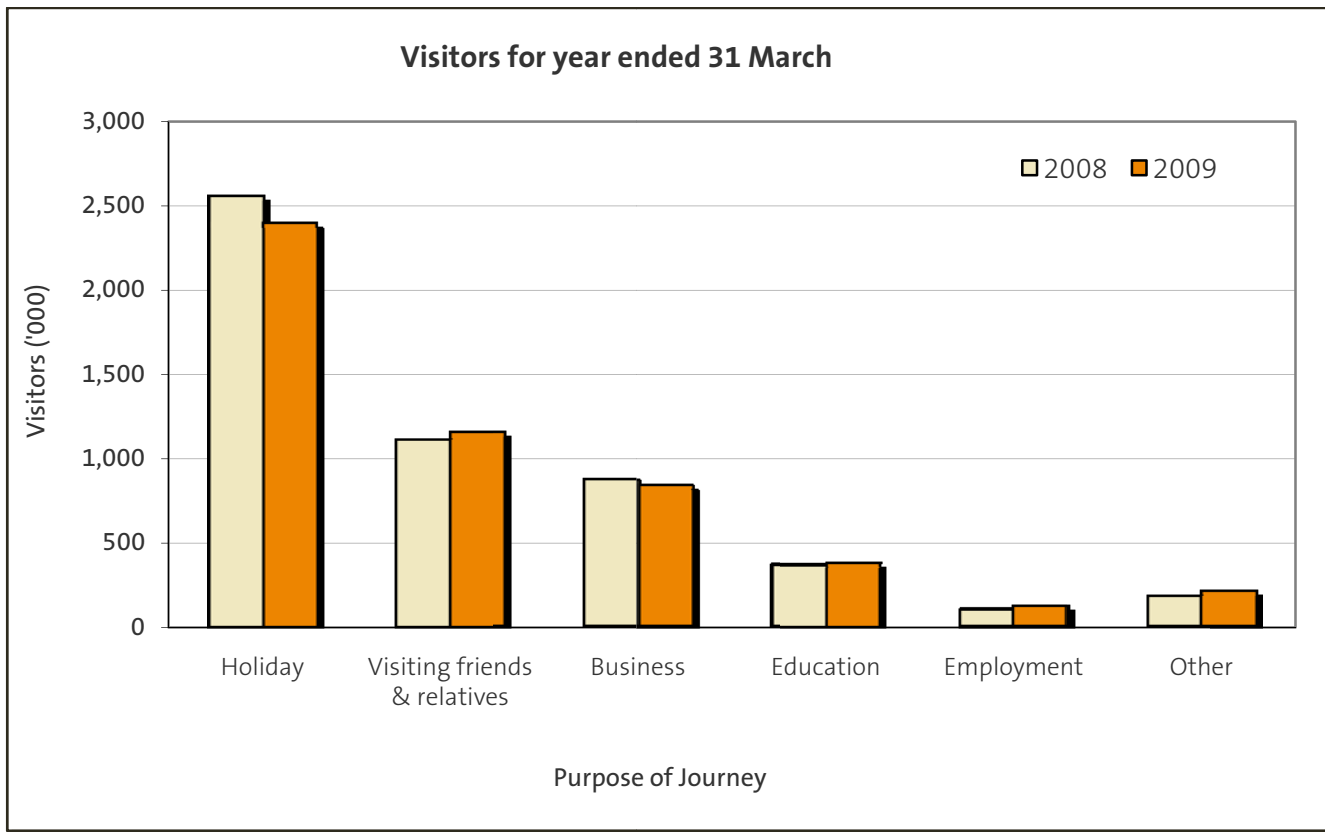
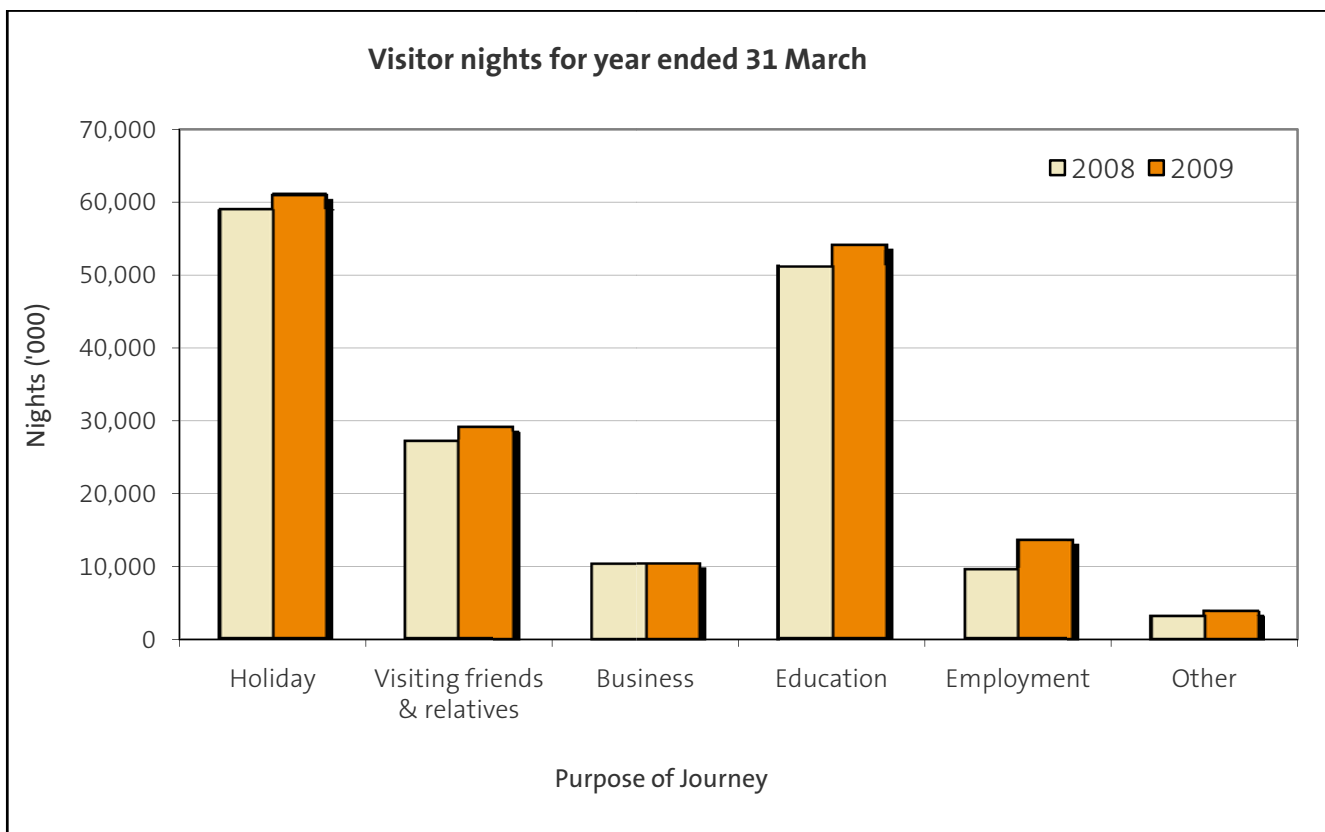


Figure 3 Visitor nights in Australia by main purpose of journey



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 31 March 2008 and 2009

Country of residence	Year ended 31 March 2008					Year ended 31 March 2009				
	Visitors	Nights in Australia			Expenditure in Australia	Visitors	Nights in Australia			Expenditure in Australia
		Total <sup>(a)</sup> '000	Average	Median			Total <sup>(a)</sup> '000	Average	Median	
New Zealand	1 030	13 841	13	7	1 561	1 006	14 248	14	7	1 515
Japan	505	10 497	21	5	911	396	8 366	21	5	800
Hong Kong	135	4 217	31	9	499	132	4 496	34	9	532
Singapore	232	5 207	22	7	832	235	5 238	22	7	791
Malaysia	147	5 769	39	9	724	160	6 062	38	10	703
Indonesia	83	3 515	42	12	407	84	3 548	42	12	384
Taiwan	81	2 732	34	7	243	79	3 506	45	7	265
Thailand	77	3 363	44	12	311	73	3 585	49	12	354
Korea	224	10 798	48	6	925	189	11 070	59	6	975
China	346	15 634	45	9	1 558	352	17 040	48	8	1 799
India	95	5 122	54	19	457	112	7 372	66	20	565
Other Asia	110	6 045	55	20	415	125	7 612	61	20	518
USA	432	9 764	23	11	1 236	420	9 211	22	11	1 109
Canada	113	4 229	38	18	419	117	5 061	43	20	486
United Kingdom	643	20 920	33	19	1 956	614	21 441	35	20	1 874
Germany	148	6 683	45	22	561	153	7 210	47	23	607
Scandinavia	81	3 069	38	20	309	78	3 272	42	20	322
France	71	3 397	48	20	259	83	4 230	51	20	327
Italy	50	2 035	40	19	178	57	2 738	48	19	218
Netherlands	49	2 261	46	26	174	51	2 107	41	26	183
Switzerland	40	1 734	43	30	192	37	1 492	40	25	164
Other Europe	179	8 146	45	21	735	190	9 199	48	21	833
Other countries	335	11 549	34	13	1 135	379	14 092	37	14	1 345
<b>Main purpose of journey (including backpackers)</b>										
Holiday	2 558	59 019	23	9	6 010	2 397	61 070	25	10	6 156
Visiting friends & relatives	1 110	27 262	25	15	2 082	1 158	29 162	25	14	1 915
Business	875	10 338	12	6	1 757	846	10 462	12	5	1 757
Education	372	51 170	137	126	5 137	382	54 133	142	132	5 516
Employment	106	9 505	89	55	712	124	13 529	109	83	978
Other	185	3 231	18	4	298	216	3 840	18	5	347
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	2 166	33 935	16	8	4 148	2 003	33 889	17	8	4 113
Visiting friends & relatives	1 060	25 536	24	14	1 924	1 114	27 524	25	14	1 783
Business	860	9 885	11	6	1 708	831	10 063	12	5	1 714
Education	302	41 072	136	123	4 272	318	44 591	140	128	4 677
Employment	91	7 658	84	46	604	104	10 951	105	75	793
Other	169	2 311	14	3	241	195	2 905	15	4	292
Backpackers	558	40 128	72	32	3 098	558	42 274	76	33	3 299
<b>Total</b>	<b>5 206</b>	<b>160 525</b>	<b>31</b>	<b>10</b>	<b>15 996</b>	<b>5 123</b>	<b>172 197</b>	<b>34</b>	<b>11</b>	<b>16 670</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, 21, 24, 26 & 27) because nights spent in transit are included.

Table 2

Visitors, visitor nights, duration of stay and expenditure by country of residence and main purpose of journey, quarter ended 31 March 2008 and 2009

Country of residence	Quarter ended 31 March 2008					Quarter ended 31 March 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	205	2 970	15	7	314	203	3 086	15	7	292
Japan	128	2 657	21	5	222	99	2 331	23	5	225
Hong Kong	38	1 739	45	9	216	40	1 908	48	10	219
Singapore	55	1 436	26	7	231	55	1 400	25	7	222
Malaysia	39	2 602	67	10	324	46	2 697	59	10	318
Indonesia	21	1 188	57	12	141	19	1 163	60	14	126
Taiwan	19	1 006	53	9	79	25	1 233	50	7	99
Thailand	18	1 037	58	13	88	18	1 298	74	19	111
Korea	60	3 668	61	10	283	47	4 273	91	15	348
China	114	7 189	63	9	712	127	8 150	64	9	931
India	26	1 571	59	20	160	29	2 368	81	35	214
Other Asia	31	2 306	76	28	176	33	2 344	71	25	193
USA	124	2 446	20	11	315	115	2 357	21	11	291
Canada	40	1 175	30	16	110	38	1 544	41	20	147
United Kingdom	218	6 442	29	20	638	200	7 038	35	20	602
Germany	46	2 012	44	21	181	44	2 054	47	24	176
Scandinavia	29	1 147	40	22	117	26	963	37	21	91
France	20	706	36	16	53	21	1 187	56	21	86
Italy	11	400	35	19	39	12	594	50	21	49
Netherlands	15	559	38	27	53	13	523	40	21	43
Switzerland	12	514	42	28	52	12	412	36	26	48
Other Europe	52	2 640	51	24	244	50	2 348	47	21	233
Other countries	89	3 796	43	17	340	93	4 289	46	17	385
<b>Main purpose of journey (including backpackers)</b>										
Holiday	677	15 635	23	10	1 624	638	17 806	28	10	1 837
Visiting friends & relatives	285	7 752	27	17	595	297	7 893	27	16	530
Business	222	2 457	11	6	436	190	2 445	13	5	426
Education	138	21 187	153	152	2 066	147	22 070	150	139	2 224
Employment	37	3 216	87	44	251	41	4 545	111	78	343
Other	49	960	20	4	116	50	800	16	1	91
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	568	9 013	16	8	1 134	529	9 632	18	8	1 208
Visiting friends & relatives	273	7 357	27	17	547	288	7 590	26	16	503
Business	220	2 394	11	6	428	188	2 360	13	5	420
Education	113	17 037	151	143	1 742	125	18 471	148	135	1 914
Employment	33	2 762	84	42	222	34	3 658	108	68	278
Other	46	787	17	4	106	47	484	10	1	76
Backpackers	155	11 856	77	34	907	153	13 365	87	43	1 052
<b>Total</b>	<b>1 408</b>	<b>51 207</b>	<b>36</b>	<b>12</b>	<b>5 086</b>	<b>1 364</b>	<b>55 559</b>	<b>41</b>	<b>12</b>	<b>5 451</b>

Base: All visitors aged 15 years and over.

Table 3

### Visitors by country of residence and main purpose of journey, year ended 31 March 2005 - 2009

Country of residence	Year ended 31 March									
	2005		2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	959	19	979	20	976	19	1 030	20	1 006	20
Japan	668	14	631	13	582	11	505	10	396	8
Hong Kong	131	3	141	3	139	3	135	3	132	3
Singapore	221	4	224	4	224	4	232	4	235	5
Malaysia	147	3	143	3	138	3	147	3	160	3
Indonesia	75	2	75	1	75	1	83	2	84	2
Taiwan	94	2	101	2	83	2	81	2	79	2
Thailand	73	1	70	1	69	1	77	1	73	1
Korea	206	4	223	4	244	5	224	4	189	4
China	262	5	267	5	319	6	346	7	352	7
India	na	-	67	1	81	2	95	2	112	2
Other Asia	126	3	77	2	95	2	110	2	125	2
USA	412	8	414	8	429	8	432	8	420	8
Canada	96	2	99	2	104	2	113	2	117	2
United Kingdom	657	13	653	13	691	13	643	12	614	12
Germany	137	3	143	3	144	3	148	3	153	3
Scandinavia	na	-	78	2	80	2	81	2	78	2
France	na	-	61	1	65	1	71	1	83	2
Italy	na	-	49	1	51	1	50	1	57	1
Netherlands	na	-	48	1	48	1	49	1	51	1
Switzerland	na	-	39	1	40	1	40	1	37	1
Other Europe	415	8	157	3	170	3	179	3	190	4
Other countries	261	5	279	6	309	6	335	6	379	7
<b>Main purpose of journey (including backpackers)</b>										
Holiday	2 668	54	2 661	53	2 639	51	2 558	49	2 397	47
Visiting friends & relatives	1 040	21	1 015	20	1 063	21	1 110	21	1 158	23
Business	715	14	786	16	845	16	875	17	846	17
Education	281	6	291	6	330	6	372	7	382	7
Employment	64	1	85	2	116	2	106	2	124	2
Other	170	3	180	4	163	3	185	4	216	4
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	2 302	47	2 288	46	2 246	44	2 166	42	2 003	39
Visiting friends & relatives	1 001	20	976	19	1 018	20	1 060	20	1 114	22
Business	706	14	772	15	826	16	860	17	831	16
Education	228	5	242	5	275	5	302	6	318	6
Employment	52	1	67	1	87	2	91	2	104	2
Other	157	3	168	3	154	3	169	3	195	4
Backpackers	492	10	507	10	551	11	558	11	558	11
<b>Total</b>	<b>4 939</b>	<b>100</b>	<b>5 019</b>	<b>100</b>	<b>5 157</b>	<b>100</b>	<b>5 206</b>	<b>100</b>	<b>5 123</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 31 March 2005 - 2009

Country of residence	Quarter ended 31 March									
	2005		2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	201	15	194	14	200	14	205	15	203	15
Japan	181	13	176	13	155	11	128	9	99	7
Hong Kong	39	3	37	3	36	3	38	3	40	3
Singapore	53	4	48	4	52	4	55	4	55	4
Malaysia	37	3	33	2	36	3	39	3	46	3
Indonesia	20	1	19	1	18	1	21	1	19	1
Taiwan	26	2	26	2	23	2	19	1	25	2
Thailand	17	1	16	1	18	1	18	1	18	1
Korea	67	5	62	5	68	5	60	4	47	3
China	89	6	84	6	107	8	114	8	127	9
India	15	1	19	1	21	1	26	2	29	2
Other Asia	19	1	20	2	28	2	31	2	33	2
USA	118	9	119	9	120	9	124	9	115	8
Canada	33	2	35	3	35	3	40	3	38	3
United Kingdom	221	16	214	16	219	16	218	16	200	15
Germany	41	3	43	3	44	3	46	3	44	3
Scandinavia	27	2	26	2	28	2	29	2	26	2
France	15	1	16	1	18	1	20	1	21	2
Italy	11	1	11	1	13	1	11	1	12	1
Netherlands	14	1	14	1	14	1	15	1	13	1
Switzerland	12	1	12	1	12	1	12	1	12	1
Other Europe	42	3	42	3	52	4	52	4	50	4
Other countries	70	5	74	5	84	6	89	6	93	7
<b>Main purpose of journey (including backpackers)</b>										
Holiday	743	54	699	52	699	50	677	48	638	47
Visiting friends & relatives	274	20	252	19	271	19	285	20	297	22
Business	183	13	198	15	220	16	222	16	190	14
Education	107	8	113	8	115	8	138	10	147	11
Employment	20	1	31	2	46	3	37	3	41	3
Other	42	3	48	4	48	3	49	3	50	4
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	630	46	587	44	586	42	568	40	529	39
Visiting friends & relatives	265	19	241	18	261	19	273	19	288	21
Business	181	13	193	14	216	15	220	16	188	14
Education	88	6	94	7	96	7	113	8	125	9
Employment	16	1	22	2	32	2	33	2	34	2
Other	39	3	46	3	44	3	46	3	47	3
Backpackers	149	11	157	12	163	12	155	11	153	11
<b>Total</b>	<b>1 368</b>	<b>100</b>	<b>1 341</b>	<b>100</b>	<b>1 398</b>	<b>100</b>	<b>1 408</b>	<b>100</b>	<b>1 364</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 31 March 2005 - 2009

Country of residence	Year ended 31 March									
	2005		2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	12 490	9	14 200	10	13 849	9	13 841	9	14 248	8
Japan	10 560	8	10 530	8	10 932	7	10 497	7	8 366	5
Hong Kong	2 885	2	3 986	3	4 236	3	4 217	3	4 496	3
Singapore	3 898	3	4 848	3	5 483	3	5 207	3	5 238	3
Malaysia	4 393	3	5 063	4	5 034	3	5 769	4	6 062	4
Indonesia	2 810	2	2 877	2	3 434	2	3 515	2	3 548	2
Taiwan	1 946	1	2 064	1	2 561	2	2 732	2	3 506	2
Thailand	2 987	2	2 851	2	2 834	2	3 363	2	3 585	2
Korea	6 384	5	8 191	6	11 122	7	10 798	7	11 070	6
China	11 468	9	12 031	9	15 153	10	15 634	10	17 040	10
India	na	-	3 165	2	4 128	3	5 122	3	7 372	4
Other Asia	5 413	4	3 485	2	4 439	3	6 045	4	7 612	4
USA	9 929	8	9 433	7	9 739	6	9 764	6	9 211	5
Canada	3 550	3	4 152	3	4 187	3	4 229	3	5 061	3
United Kingdom	23 013	17	21 171	15	23 228	15	20 920	13	21 441	12
Germany	5 764	4	5 975	4	6 980	4	6 683	4	7 210	4
Scandinavia	na	-	3 167	2	3 460	2	3 069	2	3 272	2
France	na	-	2 127	2	3 412	2	3 397	2	4 230	2
Italy	na	-	1 949	1	1 863	1	2 035	1	2 738	2
Netherlands	na	-	1 804	1	1 969	1	2 261	1	2 107	1
Switzerland	na	-	1 582	1	1 713	1	1 734	1	1 492	1
Other Europe	16 592	13	6 890	5	7 808	5	8 146	5	9 199	5
Other countries	7 774	6	8 370	6	10 146	6	11 549	7	14 092	8
<b>Main purpose of journey (including backpackers)</b>										
Holiday	53 786	41	53 309	38	58 560	37	59 019	37	61 070	35
Visiting friends & relatives	25 410	19	24 282	17	28 008	18	27 262	17	29 162	17
Business	7 412	6	10 187	7	10 951	7	10 338	6	10 462	6
Education	36 498	28	38 946	28	44 546	28	51 170	32	54 133	31
Employment	6 213	5	9 471	7	12 383	8	9 505	6	13 529	8
Other	2 535	2	3 717	3	3 260	2	3 231	2	3 840	2
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	31 612	24	32 276	23	34 037	22	33 935	21	33 889	20
Visiting friends & relatives	23 769	18	22 969	16	26 478	17	25 536	16	27 524	16
Business	7 173	5	9 556	7	10 332	7	9 885	6	10 063	6
Education	28 933	22	32 007	23	36 626	23	41 072	26	44 591	26
Employment	5 013	4	6 806	5	7 926	5	7 658	5	10 951	6
Other	2 043	2	3 131	2	2 687	2	2 311	1	2 905	2
Backpackers	33 311	25	33 168	24	39 623	25	40 128	25	42 274	25
<b>Total</b>	<b>131 855</b>	<b>100</b>	<b>139 912</b>	<b>100</b>	<b>157 708</b>	<b>100</b>	<b>160 525</b>	<b>100</b>	<b>172 197</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, 21, 24, 26 & 27) because nights spent in transit are included.

Table 6

Visitor nights by country of residence and main purpose of journey,  
quarter ended 31 March 2005 - 2009

Country of residence	Quarter ended 31 March									
	2005		2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	3 010	7	2 783	6	2 918	6	2 970	6	3 086	6
Japan	3 079	7	3 320	7	3 373	7	2 657	5	2 331	4
Hong Kong	952	2	1 621	4	1 751	4	1 739	3	1 908	3
Singapore	1 218	3	1 130	2	1 385	3	1 436	3	1 400	3
Malaysia	1 814	4	2 120	5	2 109	4	2 602	5	2 697	5
Indonesia	1 112	3	1 032	2	1 046	2	1 188	2	1 163	2
Taiwan	683	2	743	2	956	2	1 006	2	1 233	2
Thailand	965	2	1 013	2	935	2	1 037	2	1 298	2
Korea	2 755	7	3 150	7	3 694	8	3 668	7	4 273	8
China	4 650	11	5 443	12	6 449	13	7 189	14	8 150	15
India	834	2	1 075	2	1 275	3	1 571	3	2 368	4
Other Asia	1 302	3	1 269	3	1 574	3	2 306	5	2 344	4
USA	2 656	6	3 219	7	2 601	5	2 446	5	2 357	4
Canada	987	2	1 466	3	1 261	3	1 175	2	1 544	3
United Kingdom	7 413	18	6 982	15	6 840	14	6 442	13	7 038	13
Germany	1 600	4	2 132	5	2 080	4	2 012	4	2 054	4
Scandinavia	982	2	1 154	2	1 214	2	1 147	2	963	2
France	593	1	603	1	816	2	706	1	1 187	2
Italy	264	1	576	1	335	1	400	1	594	1
Netherlands	462	1	524	1	546	1	559	1	523	1
Switzerland	530	1	500	1	468	1	514	1	412	1
Other Europe	1 682	4	1 943	4	2 055	4	2 640	5	2 348	4
Other countries	2 188	5	2 414	5	3 219	7	3 796	7	4 289	8
<b>Main purpose of journey (including backpackers)</b>										
Holiday	15 809	38	16 016	35	16 053	33	15 635	31	17 806	32
Visiting friends & relatives	6 662	16	6 582	14	7 877	16	7 752	15	7 893	14
Business	2 232	5	2 885	6	2 526	5	2 457	5	2 445	4
Education	14 556	35	16 570	36	16 281	33	21 187	41	22 070	40
Employment	2 003	5	3 423	7	4 789	10	3 216	6	4 545	8
Other	466	1	737	2	1 376	3	960	2	800	1
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	9 250	22	9 054	20	9 627	20	9 013	18	9 632	17
Visiting friends & relatives	6 361	15	6 184	13	7 504	15	7 357	14	7 590	14
Business	2 105	5	2 684	6	2 385	5	2 394	5	2 360	4
Education	11 668	28	13 770	30	13 399	27	17 037	33	18 471	33
Employment	1 359	3	2 045	4	2 897	6	2 762	5	3 658	7
Other	433	1	692	1	967	2	787	2	484	1
Backpackers	10 553	25	11 785	26	12 123	25	11 856	23	13 365	24
<b>Total</b>	<b>41 728</b>	<b>100</b>	<b>46 213</b>	<b>100</b>	<b>48 902</b>	<b>100</b>	<b>51 207</b>	<b>100</b>	<b>55 559</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 31 March 2009				
	First visit		Return visit		Total visitors
	'000	%	'000	%	'000
New Zealand	73	7	933	93	1 006
Japan	237	60	159	40	396
Hong Kong	44	33	89	67	132
Singapore	52	22	183	78	235
Malaysia	45	28	115	72	160
Indonesia	24	29	59	71	84
Taiwan	48	61	31	39	79
Thailand	29	39	45	61	73
Korea	125	66	64	34	189
China	166	47	186	53	352
India	64	57	48	43	112
Other Asia	50	40	75	60	125
USA	245	58	176	42	420
Canada	63	54	54	46	117
United Kingdom	269	44	345	56	614
Germany	92	60	61	40	153
Scandinavia	40	52	38	48	78
France	53	63	30	37	83
Italy	39	68	18	32	57
Netherlands	27	54	23	46	51
Switzerland	22	59	15	41	37
Other Europe	114	60	76	40	190
Other countries	156	41	223	59	379
<b>Main purpose of journey (including backpackers)</b>					
Holiday	1 223	51	1 174	49	2 397
Visiting friends & relatives	305	26	853	74	1 158
Business	266	31	579	69	846
Education	160	42	222	58	382
Employment	42	34	82	66	124
Other	80	37	136	63	216
<b>Main purpose of journey (excluding backpackers)</b>					
Holiday	945	47	1 059	53	2 003
Visiting friends & relatives	280	25	834	75	1 114
Business	259	31	572	69	831
Education	117	37	201	63	318
Employment	31	30	73	70	104
Other	67	35	128	65	195
Backpackers	378	68	180	32	558
<b>Total</b>	<b>2 076</b>	<b>41</b>	<b>3 047</b>	<b>59</b>	<b>5 123</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 31 March 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	12	103	116	8	881	890	1 006
Japan	80	158	238	5	153	158	396
Hong Kong	6	12	18	1	114	114	132
Singapore	8	21	29	2	205	206	235
Malaysia	5	10	15	1	144	145	160
Indonesia	5	4	10	1	73	74	84
Taiwan	25	7	32	2	45	46	79
Thailand	4	1	5	1	68	68	73
Korea	53	16	69	5	115	120	189
China	127	22	149	3	200	204	352
India	1	10	11	1	100	100	112
Other Asia	3	4	7	3	115	118	125
USA	22	39	62	8	351	359	420
Canada	2	8	11	1	105	106	117
United Kingdom	7	69	76	2	535	538	614
Germany	5	18	23	3	127	130	153
Scandinavia	3	12	14	1	63	63	78
France	4	10	14	1	68	69	83
Italy	4	11	15	1	41	42	57
Netherlands	2	6	8	1	42	43	51
Switzerland	1	6	7	1	30	30	37
Other Europe	9	17	26	2	162	164	190
Other countries	8	26	34	5	339	344	379
<b>Main purpose of journey (including backpackers)</b>							
Holiday	333	466	798	23	1 576	1 599	2 397
Visiting friends & relatives	2	35	37	1	1 120	1 122	1 158
Business	27	53	80	18	748	766	846
Education	13	19	32	4	346	350	382
Employment	1	4	5	2	117	119	124
Other	24	13	38	12	167	178	216
<b>Main purpose of journey (excluding backpackers)</b>							
Holiday	326	441	767	20	1 216	1 236	2 003
Visiting friends & relatives	2	34	35	1	1 077	1 078	1 114
Business	26	52	78	17	736	753	831
Education	10	13	23	2	293	295	318
Employment	1	4	4	2	98	100	104
Other	20	12	32	11	152	163	195
Backpackers	15	34	49	7	502	509	558
<b>Total</b>	<b>399</b>	<b>590</b>	<b>989</b>	<b>59</b>	<b>4 074</b>	<b>4 133</b>	<b>5 123</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

Country of residence	Year ended 31 March 2009							
	New South Wales		Victoria		Queensland		South Australia	
	'000	%	'000	%	'000	%	'000	%
New Zealand	363	13	228	15	407	20	38	11
Japan	157	6	42	3	252	12	10	3
Hong Kong	79	3	39	3	35	2	6	2
Singapore	73	3	71	5	42	2	11	3
Malaysia	40	1	57	4	41	2	9	3
Indonesia	37	1	28	2	14	1	2	0
Taiwan	49	2	23	2	46	2	4	1
Thailand	40	1	23	2	10	0	3	1
Korea	148	5	35	2	67	3	6	2
China	244	9	163	11	140	7	8	2
India	59	2	44	3	31	2	4	1
Other Asia	59	2	41	3	24	1	5	2
USA	286	10	122	8	159	8	32	9
Canada	84	3	39	3	55	3	14	4
United Kingdom	375	14	201	14	246	12	76	22
Germany	106	4	59	4	77	4	31	9
Scandinavia	51	2	27	2	41	2	10	3
France	57	2	27	2	36	2	12	3
Italy	42	2	23	2	27	1	11	3
Netherlands	31	1	20	1	24	1	10	3
Switzerland	25	1	13	1	17	1	8	2
Other Europe	135	5	66	4	86	4	23	6
Other countries	201	7	86	6	141	7	18	5
<b>Main purpose of journey (including backpackers)</b>								
Holiday	1 391	51	693	47	1 288	64	197	56
Visiting friends & relatives	532	19	336	23	355	18	68	19
Business	447	16	239	16	178	9	39	11
Education	199	7	134	9	114	6	27	8
Employment	57	2	31	2	40	2	9	3
Other	113	4	43	3	44	2	10	3
<b>Main purpose of journey (excluding backpackers)</b>								
Holiday	1 074	39	512	35	1 025	51	125	36
Visiting friends & relatives	500	18	318	22	328	16	62	18
Business	439	16	235	16	171	8	38	11
Education	149	5	102	7	70	3	18	5
Employment	45	2	24	2	29	1	6	2
Other	97	4	35	2	35	2	8	2
Backpackers	437	16	251	17	361	18	92	26
<b>Total</b>	<b>2 740</b>	<b>100</b>	<b>1 477</b>	<b>100</b>	<b>2 019</b>	<b>100</b>	<b>350</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.

Continued...

Table 9 (continued)

Visitors by country of residence and main purpose of journey  
by State/Territory visited

Country of residence	Year ended 31 March 2009							
	Western Australia		Tasmania		Northern Territory		Australian Capital Territory	
	'000	%	'000	%	'000	%	'000	%
New Zealand	66	10	16	11	14	4	13	8
Japan	29	4	6	4	30	9	4	3
Hong Kong	10	1	5	3	3	1	3	2
Singapore	65	10	7	4	5	1	3	2
Malaysia	43	6	4	3	2	1	3	2
Indonesia	20	3	1	1	2	0	3	2
Taiwan	5	1	3	2	2	0	2	1
Thailand	10	2	1	1	1	0	2	1
Korea	9	1	3	2	3	1	4	3
China	11	2	4	3	2	1	16	10
India	11	2	2	2	1	0	2	1
Other Asia	19	3	1	1	5	2	6	4
USA	42	6	22	15	35	11	17	11
Canada	16	2	9	6	12	4	5	3
United Kingdom	155	23	27	18	60	19	29	18
Germany	26	4	8	5	39	12	8	5
Scandinavia	13	2	4	2	12	4	5	3
France	13	2	4	3	18	6	5	3
Italy	8	1	1	1	15	5	2	1
Netherlands	10	2	3	2	12	4	3	2
Switzerland	11	2	1	1	11	3	2	1
Other Europe	31	5	7	5	30	9	7	5
Other countries	52	8	8	5	10	3	10	7
<b>Main purpose of journey (including backpackers)</b>								
Holiday	307	46	80	54	252	78	74	47
Visiting friends & relatives	175	26	33	22	21	7	32	20
Business	102	15	13	9	19	6	24	15
Education	41	6	13	9	15	5	18	12
Employment	31	5	5	3	10	3	3	2
Other	18	3	3	2	6	2	6	4
<b>Main purpose of journey (excluding backpackers)</b>								
Holiday	227	34	50	34	157	49	47	30
Visiting friends & relatives	167	25	30	21	16	5	30	19
Business	99	15	13	9	18	6	23	15
Education	33	5	8	5	4	1	13	8
Employment	26	4	4	3	6	2	2	1
Other	16	2	2	2	4	1	5	3
Backpackers	106	16	40	27	118	36	38	24
<b>Total</b>	<b>674</b>	<b>100</b>	<b>147</b>	<b>100</b>	<b>323</b>	<b>100</b>	<b>157</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.

Table 10

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

Country of residence	Year ended 31 March 2009				
	Sydney '000	Melbourne '000	Brisbane '000	Gold Coast '000	Tropical North Queensland '000
New Zealand	315	201	171	207	41
Japan	151	40	30	109	142
Hong Kong	77	38	18	15	13
Singapore	71	68	21	23	2
Malaysia	36	54	17	31	1
Indonesia	35	27	6	7	1
Taiwan	48	22	30	20	5
Thailand	37	22	6	3	1
Korea	146	34	30	37	10
China	238	162	52	92	32
India	57	43	14	12	11
Other Asia	55	39	15	6	3
USA	272	114	61	31	89
Canada	79	36	29	17	27
United Kingdom	349	179	138	67	127
Germany	99	54	45	20	51
Scandinavia	48	24	21	13	23
France	56	25	19	8	21
Italy	41	22	13	4	16
Netherlands	28	18	14	6	15
Switzerland	24	13	12	4	10
Other Europe	128	62	50	21	47
Other countries	186	80	88	36	35
<b>Main purpose of journey (including backpackers)</b>					
Holiday	1 337	659	472	578	585
Visiting friends & relatives	468	296	191	122	55
Business	427	227	120	36	27
Education	184	129	68	39	32
Employment	52	28	23	8	10
Other	110	40	28	7	11
<b>Main purpose of journey (excluding backpackers)</b>					
Holiday	1 031	483	297	478	414
Visiting friends & relatives	439	279	174	113	46
Business	419	222	116	35	25
Education	138	99	41	23	10
Employment	41	20	15	5	5
Other	93	32	21	5	7
Backpackers <sup>(b)</sup>	417	243	237	131	215
<b>Total</b>	<b>2 577</b>	<b>1 378</b>	<b>901</b>	<b>790</b>	<b>722</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 31 March 2009				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
<b>Country of residence</b>					
New Zealand	33	60	9	11	4
Japan	9	27	5	3	4
Hong Kong	6	10	5	0	2
Singapore	11	64	5	4	1
Malaysia	9	42	3	1	0
Indonesia	1	20	1	1	0
Taiwan	4	5	3	1	1
Thailand	3	10	1	1	0
Korea	5	9	2	2	1
China	8	11	3	1	0
India	4	11	1	1	0
Other Asia	5	16	1	5	0
USA	28	40	17	11	19
Canada	12	15	8	6	8
United Kingdom	68	152	21	23	34
Germany	26	25	7	19	24
Scandinavia	10	12	3	7	7
France	11	11	4	11	14
Italy	10	8	1	7	7
Netherlands	9	10	3	8	8
Switzerland	7	11	1	6	7
Other Europe	21	29	6	18	17
Other countries	16	50	6	7	5
<b>Main purpose of journey (including backpackers)</b>					
Holiday	180	298	67	110	137
Visiting friends & relatives	58	168	22	12	9
Business	36	97	7	15	3
Education	26	40	11	7	9
Employment	8	27	4	6	4
Other	9	17	2	5	3
<b>Main purpose of journey (excluding backpackers)</b>					
Holiday	112	221	40	57	74
Visiting friends & relatives	53	160	20	9	6
Business	34	94	7	14	3
Education	17	32	6	2	2
Employment	5	21	3	4	2
Other	8	15	1	3	1
Backpackers	87	101	36	65	77
<b>Total</b>	<b>316</b>	<b>646</b>	<b>114</b>	<b>154</b>	<b>165</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 31 March 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	105	104	5	8	109	30
Japan	13	5	0	1	122	6
Hong Kong	7	5	0	1	31	4
Singapore	14	20	1	2	33	2
Malaysia	12	9	0	2	29	4
Indonesia	5	2	0	1	17	1
Taiwan	4	3	0	0	31	3
Thailand	5	2	0	0	12	1
Korea	15	3	0	2	61	6
China	20	9	0	2	139	4
India	9	2	0	2	29	2
Other Asia	20	3	0	1	24	2
USA	46	45	3	6	159	18
Canada	22	18	3	2	53	8
United Kingdom	112	94	22	12	270	38
Germany	24	34	18	2	75	13
Scandinavia	12	12	3	1	38	6
France	13	16	5	1	38	5
Italy	6	12	2	1	29	3
Netherlands	9	12	6	0	22	5
Switzerland	4	10	5	0	19	1
Other Europe	29	26	11	3	90	13
Other countries	50	18	3	4	97	10
<b>Main purpose of journey (including backpackers)</b>						
Holiday	216	311	72	24	925	110
Visiting friends & relatives	213	88	9	5	260	39
Business	41	35	2	13	169	10
Education	51	18	4	7	100	19
Employment	20	8	2	4	41	5
Other	15	7	1	1	31	3
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	147	244	40	16	688	54
Visiting friends & relatives	202	79	8	5	231	35
Business	39	33	1	13	161	8
Education	38	7	1	5	50	10
Employment	14	4	0	3	31	2
Other	11	7	1	1	22	1
Backpackers	105	93	38	12	343	75
<b>Total</b>	<b>556</b>	<b>466</b>	<b>89</b>	<b>55</b>	<b>1,526</b>	<b>185</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 31 March 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	17	9	19	5	10	1	3
Japan	9	6	8	1	14	0	1
Hong Kong	4	1	4	0	4	0	0
Singapore	2	1	2	2	5	0	0
Malaysia	2	1	5	1	2	0	0
Indonesia	1	1	2	0	0	0	0
Taiwan	4	1	3	1	9	0	0
Thailand	1	1	2	0	0	0	0
Korea	11	2	8	0	4	0	1
China	7	1	2	1	31	0	0
India	2	1	1	0	1	0	0
Other Asia	3	1	3	0	0	0	1
USA	20	20	11	3	25	1	5
Canada	15	10	6	1	7	1	2
United Kingdom	67	48	24	4	39	3	8
Germany	28	18	8	1	20	2	4
Scandinavia	16	9	4	0	8	0	1
France	13	9	4	0	10	2	2
Italy	7	7	5	0	5	0	1
Netherlands	7	8	2	0	9	0	1
Switzerland	7	5	1	0	6	0	1
Other Europe	25	18	10	1	18	1	3
Other countries	18	6	11	1	6	0	5
<b>Main purpose of journey (including backpackers)</b>							
Holiday	205	141	82	19	184	9	23
Visiting friends & relatives	29	19	20	1	13	1	2
Business	8	6	10	2	9	0	3
Education	25	11	19	2	18	1	3
Employment	8	5	5	1	2	0	1
Other	10	4	8	0	8	0	6
<b>Main purpose of journey (excluding backpackers)</b>							
Holiday	43	52	33	13	116	3	5
Visiting friends & relatives	20	12	16	1	9	1	2
Business	7	5	8	2	8	0	2
Education	7	2	10	1	7	0	1
Employment	2	2	2	0	1	0	0
Other	5	1	8	0	5	0	5
Backpackers	202	110	67	8	88	8	24
<b>Total</b>	<b>285</b>	<b>185</b>	<b>144</b>	<b>25</b>	<b>235</b>	<b>12</b>	<b>39</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 31 March 2009									
	New South Wales		Victoria		Queensland		South Australia		Western Australia	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	3 589	6	2 264	6	5 461	14	420	6	1 890	9
Japan	2 632	4	1 201	3	2 912	7	242	3	1 014	5
Hong Kong	1 750	3	1 095	3	682	2	283	4	289	1
Singapore	1 203	2	1 898	5	569	1	181	3	1 201	6
Malaysia	717	1	2 335	7	417	1	480	7	1 523	7
Indonesia	1 248	2	1 234	3	353	1	51	1	538	3
Taiwan	1 001	2	388	1	1 527	4	47	1	419	2
Thailand	1 476	2	1 057	3	262	1	61	1	599	3
Korea	5 569	9	1 404	4	2 712	7	322	5	789	4
China	8 214	14	5 020	14	1 648	4	844	12	404	2
India	2 624	4	2 576	7	1 351	3	46	1	534	3
Other Asia	2 624	4	1 633	5	1 182	3	379	5	1 328	6
USA	3 629	6	1 587	4	2 038	5	358	5	920	4
Canada	1 814	3	869	2	1 226	3	270	4	495	2
United Kingdom	6 958	12	3 444	10	5 030	13	1 167	16	3 599	18
Germany	2 014	3	1 161	3	2 076	5	494	7	828	4
Scandinavia	998	2	524	1	1 075	3	115	2	297	1
France	1 408	2	662	2	1 130	3	150	2	521	3
Italy	1 062	2	606	2	594	2	172	2	146	1
Netherlands	586	1	319	1	562	1	107	2	335	2
Switzerland	392	1	137	0	506	1	61	1	274	1
Other Europe	3 505	6	1 491	4	2 193	6	415	6	990	5
Other countries	4 964	8	2 918	8	3 545	9	436	6	1 629	8
<b>Main purpose of journey (including backpackers)</b>										
Holiday	19 683	33	8 962	25	19 209	49	2 120	30	7 480	36
Visiting friends & relatives	9 678	16	6 814	19	6 154	16	1 204	17	4 008	19
Business	3 671	6	2 732	8	1 478	4	460	6	1 599	8
Education	20 947	35	14 332	40	8 621	22	2 735	39	4 342	21
Employment	4 209	7	2 311	6	3 011	8	497	7	2 713	13
Other	1 792	3	671	2	579	1	85	1	420	2
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	11 637	19	5 210	15	10 021	26	1 192	17	4 027	20
Visiting friends & relatives	9 145	15	6 574	18	5 618	14	1 127	16	3 866	19
Business	3 514	6	2 678	7	1 400	4	447	6	1 537	7
Education	17 998	30	12 703	35	5 679	15	2 218	31	3 602	18
Employment	3 527	6	1 734	5	2 425	6	424	6	2 253	11
Other	1 436	2	588	2	352	1	65	1	322	2
Backpackers	12 722	21	6 336	18	13 556	35	1 628	23	4 954	24
<b>Total</b>	<b>59 980</b>	<b>100</b>	<b>35 822</b>	<b>100</b>	<b>39 052</b>	<b>100</b>	<b>7 100</b>	<b>100</b>	<b>20 562</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 31 March 2009							
	Tasmania		Northern Territory		Australian Capital Territory		Total nights <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%
New Zealand	217	7	209	7	155	5	14 207	8
Japan	175	6	85	3	94	3	8 355	5
Hong Kong	125	4	16	1	254	8	4 492	3
Singapore	103	4	36	1	45	1	5 237	3
Malaysia	342	12	51	2	193	6	6 058	4
Indonesia	36	1	30	1	57	2	3 548	2
Taiwan	70	2	26	1	26	1	3 503	2
Thailand	30	1	23	1	76	2	3 583	2
Korea	80	3	88	3	97	3	11 061	6
China	217	7	35	1	653	21	17 035	10
India	113	4	42	1	83	3	7 370	4
Other Asia	86	3	185	6	191	6	7 609	4
USA	151	5	236	8	222	7	9 142	5
Canada	129	4	152	5	79	3	5 033	3
United Kingdom	369	13	473	15	281	9	21 323	12
Germany	153	5	319	10	108	3	7 154	4
Scandinavia	49	2	132	4	61	2	3 253	2
France	76	3	225	7	36	1	4 209	2
Italy	26	1	114	4	5	0	2 725	2
Netherlands	50	2	115	4	15	0	2 089	1
Switzerland	22	1	81	3	8	0	1 480	1
Other Europe	77	3	324	10	165	5	9 159	5
Other countries	227	8	135	4	217	7	14 070	8
<b>Main purpose of journey (including backpackers)</b>								
Holiday	864	30	1 906	61	465	15	60 693	35
Visiting friends & relatives	609	21	230	7	420	13	29 117	17
Business	130	4	201	6	165	5	10 435	6
Education	1 101	38	330	11	1 704	55	54 111	32
Employment	179	6	382	12	206	7	13 508	8
Other	37	1	86	3	161	5	3 831	2
<b>Main purpose of journey (excluding backpackers)</b>								
Holiday	469	16	854	27	309	10	33 723	20
Visiting friends & relatives	561	19	188	6	408	13	27 488	16
Business	129	4	193	6	141	5	10 040	6
Education	871	30	168	5	1 348	43	44 586	26
Employment	168	6	259	8	147	5	10 937	6
Other	23	1	38	1	75	2	2 899	2
Backpackers	700	24	1 434	46	692	22	42 023	24
<b>Total</b>	<b>2 921</b>	<b>100</b>	<b>3 134</b>	<b>100</b>	<b>3 120</b>	<b>100</b>	<b>171 695</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

Country of residence	Year ended 31 March 2009				
	Sydney	Melbourne	Brisbane	Gold Coast	Tropical North Queensland
	'000	'000	'000	'000	'000
New Zealand	2 827	1 682	1 727	2 095	463
Japan	2 406	1 033	704	1 047	746
Hong Kong	1 699	1 036	467	77	61
Singapore	1 117	1 816	288	143	12
Malaysia	587	2 128	182	205	4
Indonesia	1 101	1 126	160	97	34
Taiwan	942	342	1 241	163	35
Thailand	1 324	991	171	14	39
Korea	5 252	1 353	1 521	339	319
China	7 519	4 991	987	487	94
India	2 294	2 436	935	125	94
Other Asia	2 398	1 482	667	82	154
USA	2 907	1 292	526	369	594
Canada	1 448	719	256	213	236
United Kingdom	5 293	2 610	1 474	685	1 265
Germany	1 494	905	672	119	513
Scandinavia	752	443	234	230	252
France	1 109	565	445	77	270
Italy	882	550	162	109	147
Netherlands	397	238	151	41	163
Switzerland	292	108	165	98	124
Other Europe	2 890	1 344	1 036	288	395
Other countries	4 061	2 668	1 663	709	460
<b>Main purpose of journey (including backpackers)</b>					
Holiday	16 413	7 403	5 480	4 086	4 634
Visiting friends & relatives	7 579	5 634	2 623	1 369	647
Business	3 271	2 497	806	186	151
Education	18 691	13 893	5 288	1 610	607
Employment	3 476	1 836	1 438	461	351
Other	1 561	591	202	100	84
<b>Main purpose of journey (excluding backpackers)</b>					
Holiday	10 169	4 190	2 614	3 098	2 329
Visiting friends & relatives	7 174	5 435	2 400	1 298	582
Business	3 137	2 465	775	180	134
Education	16 295	12 396	3 654	1 157	294
Employment	2 933	1 343	1 157	393	259
Other	1 264	514	127	75	43
Backpackers	10 019	5 512	5 110	1 612	2 833
<b>Total</b>	<b>50 991</b>	<b>31 855</b>	<b>15 837</b>	<b>7 812</b>	<b>6 474</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 31 March 2009				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
<b>Country of residence</b>					
New Zealand	282	1 104	94	85	50
Japan	174	767	130	21	16
Hong Kong	278	275	62	1	9
Singapore	178	1 135	74	17	9
Malaysia	473	1 484	206	42	2
Indonesia	50	499	13	22	1
Taiwan	35	280	54	19	4
Thailand	52	471	11	22	1
Korea	249	672	56	49	22
China	842	380	176	33	1
India	46	516	18	40	1
Other Asia	365	1 025	15	94	11
USA	222	709	90	90	68
Canada	190	382	76	93	31
United Kingdom	937	2 859	182	204	119
Germany	327	523	84	115	80
Scandinavia	98	204	35	69	20
France	100	300	26	90	58
Italy	87	103	8	60	14
Netherlands	61	168	18	43	26
Switzerland	34	183	15	27	19
Other Europe	374	763	57	171	63
Other countries	379	1 426	186	65	20
<b>Main purpose of journey (including backpackers)</b>					
Holiday	1 430	5 435	392	747	436
Visiting friends & relatives	976	3 330	302	133	46
Business	354	1 132	77	105	17
Education	2 604	4 228	801	251	38
Employment	389	1 772	93	174	93
Other	79	333	21	62	16
<b>Main purpose of journey (excluding backpackers)</b>					
Holiday	837	3 152	220	266	182
Visiting friends & relatives	905	3 233	272	118	36
Business	344	1 104	77	102	16
Education	2 158	3 529	613	136	14
Employment	331	1 505	88	134	42
Other	63	266	18	34	1
Backpackers	1 193	3 440	398	680	355
<b>Total</b>	<b>5 832</b>	<b>16 229</b>	<b>1 686</b>	<b>1 471</b>	<b>646</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 31 March 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	3 315	374	2 881	5 647	471	48
Japan	1 477	742	3 404	664	99	18
Hong Kong	428	261	1 859	1 007	11	4
Singapore	1 013	69	1 933	939	11	2
Malaysia	593	163	2 973	1 478	10	1
Indonesia	328	16	1 739	848	1	7
Taiwan	293	306	1 560	519	125	14
Thailand	267	49	1 900	842	7	1
Korea	797	639	6 509	1 210	154	4
China	1 620	25	10 377	3 508	2	3
India	870	36	3 718	2 187	3	13
Other Asia	352	56	3 009	3 205	24	1
USA	2 488	523	1 864	2 346	119	90
Canada	711	805	1 507	1 326	101	92
United Kingdom	3 335	3 659	3 819	8 169	635	193
Germany	829	1 727	1 269	1 229	569	170
Scandinavia	447	840	898	553	112	39
France	427	1 214	1 030	648	207	152
Italy	417	257	971	642	85	58
Netherlands	295	465	384	475	212	83
Switzerland	239	266	110	206	159	37
Other Europe	1 015	1 673	2 806	1 958	267	67
Other countries	1 415	588	4 632	4 731	121	78
<b>Main purpose of journey (including backpackers)</b>						
Holiday	12 574	11 901	13 687	14 022	2 709	836
Visiting friends & relatives	2 017	490	1 767	23 806	321	78
Business	5 668	110	2 375	871	43	48
Education	994	1 180	34 524	3 381	174	54
Employment	1 177	862	7 694	1 661	206	56
Other	540	207	1 104	595	51	102
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	11 584	na	6 955	11 052	1 357	213
Visiting friends & relatives	1 946	na	1 583	23 063	254	53
Business	5 580	na	2 301	842	40	30
Education	842	na	29 587	3 063	44	9
Employment	1 112	na	6 664	1 489	159	17
Other	521	na	842	501	21	30
Backpackers	1 385	14 749	13 220	4 327	1 628	823
<b>Total</b>	<b>22 970</b>	<b>14 749</b>	<b>61 151</b>	<b>44 337</b>	<b>3 503</b>	<b>1 174</b>

Base: All visitors aged 15 years and over.

Continued...

Table 14 (continued)

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

Country of residence	Year ended 31 March 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	54	73	150	59	654
Japan	41	5	215	1 473	66	8 355
Hong Kong	9	1	339	522	3	4 492
Singapore	43	6	442	330	219	5 237
Malaysia	4	8	545	105	31	6 058
Indonesia	13	14	165	235	75	3 548
Taiwan	1	1	114	508	58	3 503
Thailand	2	0	259	154	62	3 583
Korea	74	1	231	1 335	91	11 061
China	19	8	352	931	47	17 035
India	47	6	206	60	214	7 370
Other Asia	18	8	279	367	211	7 609
USA	100	104	906	180	311	9 142
Canada	64	86	126	81	115	5 033
United Kingdom	156	126	267	185	600	21 323
Germany	159	37	158	722	282	7 154
Scandinavia	32	42	134	102	48	3 253
France	39	14	167	212	67	4 209
Italy	32	5	41	171	37	2 725
Netherlands	17	19	43	57	32	2 089
Switzerland	23	10	71	348	10	1 480
Other Europe	52	60	252	809	175	9 159
Other countries	33	42	781	1 264	244	14 070
<b>Main purpose of journey (including backpackers)</b>						
Holiday	643	400	141	2 162	973	60 693
Visiting friends & relatives	76	31	44	65	84	29 117
Business	88	111	139	136	606	10 435
Education	136	28	5 653	7 171	327	54 111
Employment	67	100	105	150	1 231	13 508
Other	24	6	161	526	430	3 831
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	323	213	109	1 065	214	33 723
Visiting friends & relatives	72	22	27	53	80	27 488
Business	88	105	125	100	589	10 040
Education	105	10	4 269	5 887	282	44 586
Employment	45	93	86	44	1 030	10 937
Other	22	3	127	455	293	2 899
Backpackers	380	229	1 501	2 607	1 164	42 023
<b>Total</b>	<b>1 034</b>	<b>676</b>	<b>6 242</b>	<b>10 210</b>	<b>3 652</b>	<b>171 695</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 31 March 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	162	1 397	13	116	115	989	290	2 502	116
Japan	760	3 192	15	61	227	953	1 001	4 206	238
Hong Kong	40	2 232	3	172	26	1 451	69	3 855	18
Singapore	50	1 750	2	69	24	834	76	2 653	29
Malaysia	27	1 824	4	261	14	915	45	3 000	15
Indonesia	24	2 446	4	438	16	1 613	44	4 496	10
Taiwan	73	2 282	3	96	22	699	99	3 076	32
Thailand	12	2 350	1	265	6	1 247	19	3 862	5
Korea	189	2 744	2	28	63	913	254	3 684	69
China	504	3 393	10	65	226	1 522	740	4 979	149
India	36	3 162	2	165	20	1 789	59	5 117	11
Other Asia	18	2 499	2	319	7	1 017	27	3 835	7
USA	435	7 070	12	188	74	1 196	520	8 454	62
Canada	71	6 587	3	284	20	1 850	94	8 721	11
United Kingdom	479	6 275	17	227	132	1 730	629	8 232	76
Germany	139	5 938	12	524	63	2 669	214	9 131	23
Scandinavia	100	6 963	2	157	32	2 223	134	9 344	14
France	82	5 970	3	235	26	1 911	111	8 117	14
Italy	114	7 578	1	36	20	1 304	135	8 917	15
Netherlands	47	5 806	2	211	22	2 654	70	8 671	8
Switzerland	47	6 990	3	371	19	2 791	69	10 152	7
Other Europe	179	6 800	6	217	46	1 749	230	8 766	26
Other countries	111	3 254	21	608	57	1 654	189	5 515	34
<b>Main purpose of journey (including backpackers)</b>									
Holiday	2 984	3 737	65	82	977	1 224	4 026	5 043	798
Visiting friends & relatives	135	3 681	4	102	53	1 434	191	5 218	37
Business	242	3 024	20	247	76	955	337	4 225	80
Education	201	6 315	48	1 498	129	4 052	378	11 865	32
Employment	15	3 264	2	402	17	3 668	34	7 333	5
Other	124	3 270	4	103	23	613	151	3 986	38
<b>Main purpose of journey (excluding backpackers)</b>									
Holiday	2 840	3 702	60	78	863	1 124	3 763	4 905	767
Visiting friends & relatives	131	3 730	3	84	50	1 409	184	5 223	35
Business	238	3 040	19	238	75	958	332	4 235	78
Education	129	5 604	40	1 712	77	3 328	246	10 644	23
Employment	15	3 342	2	427	16	3 591	32	7 360	4
Other	103	3 182	2	75	19	586	124	3 843	32
Backpackers	245	4 998	17	342	177	3 609	438	8 949	49
<b>Total</b>	<b>3 700</b>	<b>3 741</b>	<b>142</b>	<b>144</b>	<b>1 275</b>	<b>1 289</b>	<b>5 118</b>	<b>5 173</b>	<b>989</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 31 March 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	488	548	143	161	1 244	1 398	1 875	2 107	890
Japan	302	1 916	80	509	479	3 036	861	5 461	158
Hong Kong	138	1 206	48	418	455	3 979	641	5 603	114
Singapore	216	1 049	137	666	627	3 044	981	4 758	206
Malaysia	153	1 054	133	913	553	3 799	839	5 765	145
Indonesia	85	1 152	80	1 084	284	3 838	450	6 075	74
Taiwan	67	1 452	27	578	213	4 572	307	6 601	46
Thailand	81	1 192	50	731	296	4 333	428	6 255	68
Korea	172	1 434	116	969	794	6 607	1 083	9 010	120
China	259	1 274	192	943	1 371	6 735	1 823	8 952	204
India	157	1 564	104	1 037	438	4 364	700	6 965	100
Other Asia	149	1 262	66	556	443	3 754	658	5 572	118
USA	960	2 674	196	546	827	2 305	1 983	5 526	359
Canada	266	2 514	42	397	421	3 973	729	6 884	106
United Kingdom	1 340	2 493	150	279	1 575	2 929	3 064	5 701	538
Germany	368	2 827	65	503	467	3 587	900	6 918	130
Scandinavia	185	2 912	26	405	262	4 139	473	7 457	63
France	171	2 470	18	259	279	4 034	469	6 763	69
Italy	115	2 719	12	293	185	4 386	312	7 397	42
Netherlands	130	3 038	18	422	142	3 325	290	6 786	43
Switzerland	96	3 189	28	932	115	3 805	239	7 925	30
Other Europe	436	2 658	61	370	721	4 397	1 217	7 425	164
Other countries	656	1 905	129	374	1 139	3 306	1 924	5 585	344
<b>Main purpose of journey (including backpackers)</b>									
Holiday	2 806	1 755	471	294	4 643	2 904	7 920	4 953	1 599
Visiting friends & relatives	1 735	1 547	110	98	1 749	1 560	3 594	3 204	1 122
Business	1 451	1 895	198	258	1 464	1 911	3 113	4 065	766
Education	504	1 442	1 084	3 099	4 256	12 168	5 844	16 709	350
Employment	164	1 375	11	88	949	7 965	1 123	9 428	119
Other	332	1 862	50	279	270	1 513	651	3 654	178
<b>Main purpose of journey (excluding backpackers)</b>									
Holiday	2 026	1 639	387	313	2 802	2 267	5 216	4 219	1 236
Visiting friends & relatives	1 655	1 535	105	98	1 625	1 507	3 385	3 139	1 078
Business	1 427	1 896	190	253	1 430	1 900	3 047	4 049	753
Education	393	1 333	918	3 112	3 643	12 352	4 954	16 797	295
Employment	133	1 338	7	68	768	7 711	908	9 117	100
Other	296	1 819	46	281	225	1 379	567	3 478	163
Backpackers	1 061	2 085	269	528	2 837	5 575	4 167	8 188	509
<b>Total</b>	<b>6 992</b>	<b>1 691</b>	<b>1 922</b>	<b>465</b>	<b>13 330</b>	<b>3 225</b>	<b>22 244</b>	<b>5 382</b>	<b>4 133</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 31 March 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	161	485	30	25	17	59	55
Japan	1 920	763	206	46	30	66	18
Hong Kong	303	1 042	84	46	42	131	57
Singapore	215	920	43	22	23	94	67
Malaysia	169	956	34	40	45	106	39
Indonesia	283	1 019	31	71	25	128	18
Taiwan	934	858	89	42	45	127	21
Thailand	161	1 110	34	61	32	162	35
Korea	1 001	910	88	114	56	185	21
China	1 431	736	68	196	27	125	16
India	324	1 404	61	132	33	220	30
Other Asia	141	1 191	31	119	33	146	17
USA	1 035	2 283	164	31	79	101	74
Canada	606	2 282	214	92	143	156	100
United Kingdom	780	2 182	212	58	99	133	121
Germany	907	2 395	326	51	130	166	260
Scandinavia	1 283	2 376	318	69	120	188	115
France	987	2 061	203	66	133	170	172
Italy	1 998	2 002	156	70	132	189	125
Netherlands	926	2 554	384	42	104	138	261
Switzerland	1 276	2 607	416	37	164	152	324
Other Europe	939	2 291	231	109	134	186	148
Other countries	294	1 733	58	67	55	130	55
<b>Main purpose of journey (including backpackers)</b>							
Holiday	1 245	1 170	204	33	69	103	96
Visiting friends & relatives	117	1 498	49	30	45	61	50
Business	286	1 716	21	20	34	105	55
Education	527	1 321	127	373	90	382	53
Employment	122	1 324	71	349	107	269	124
Other	573	1 536	34	42	21	70	20
<b>Main purpose of journey (excluding backpackers)</b>							
Holiday	1 418	1 011	143	20	40	68	84
Visiting friends & relatives	118	1 486	40	29	39	57	48
Business	286	1 717	19	20	33	104	54
Education	407	1 236	61	408	45	381	36
Employment	140	1 282	40	345	79	237	125
Other	525	1 518	18	41	14	59	19
Backpackers	438	1 902	453	115	221	280	143
<b>Total</b>	<b>722</b>	<b>1 365</b>	<b>122</b>	<b>64</b>	<b>58</b>	<b>117</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 31 March 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	38	63	251	314	720	18	48
Japan	15	60	388	448	744	17	34
Hong Kong	39	152	313	465	1 653	30	90
Singapore	35	118	313	431	1 270	42	57
Malaysia	46	210	326	536	1 595	47	77
Indonesia	28	164	317	481	1 692	29	70
Taiwan	38	150	363	513	1 321	38	60
Thailand	44	179	336	515	1 938	19	83
Korea	66	229	347	576	2 209	64	66
China	36	182	757	939	1 496	74	82
India	69	225	280	506	2 027	22	75
Other Asia	62	182	338	520	1 575	25	68
USA	41	66	234	300	1 319	24	68
Canada	92	148	246	395	2 089	15	127
United Kingdom	72	132	201	334	1 676	19	100
Germany	171	134	207	340	1 891	5	99
Scandinavia	80	197	285	482	2 094	14	102
France	138	196	248	444	2 013	8	98
Italy	114	124	275	399	2 040	9	116
Netherlands	171	126	203	329	1 695	6	96
Switzerland	167	132	322	453	1 927	3	113
Other Europe	92	200	300	501	2 413	12	127
Other countries	65	182	399	581	1 500	22	81
<b>Main purpose of journey (including backpackers)</b>							
Holiday	62	85	377	463	1 201	31	84
Visiting friends & relatives	43	99	293	391	723	19	47
Business	22	49	204	253	1 214	20	24
Education	115	579	357	936	4 935	37	211
Employment	218	601	259	860	4 299	40	158
Other	25	52	212	265	645	16	29
<b>Main purpose of journey (excluding backpackers)</b>							
Holiday	44	60	405	465	903	32	67
Visiting friends & relatives	41	97	295	392	694	19	45
Business	22	48	204	251	1 208	20	24
Education	114	594	366	960	4 905	36	202
Employment	201	602	260	862	4 107	24	136
Other	20	49	215	264	568	17	24
Backpackers	142	249	243	492	2 890	28	167
<b>Total</b>	<b>57</b>	<b>130</b>	<b>318</b>	<b>448</b>	<b>1 424</b>	<b>26</b>	<b>74</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 31 March 2009					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	74	24	21	63	2 152	1 506	1 006
Japan	17	321	31	28	4 706	2 022	396
Hong Kong	103	1 125	71	83	5 366	4 020	132
Singapore	64	1 092	50	73	4 500	3 365	235
Malaysia	134	1 532	79	71	5 509	4 383	160
Indonesia	73	1 779	90	74	5 892	4 590	84
Taiwan	57	930	57	29	5 159	3 367	79
Thailand	78	1 645	102	72	6 092	4 821	73
Korea	165	1 380	103	62	7 066	5 154	189
China	277	1 633	77	62	7 276	5 109	352
India	76	1 561	132	105	6 775	5 048	112
Other Asia	148	1 230	111	56	5 474	4 142	125
USA	10	297	48	82	5 954	2 637	420
Canada	73	521	74	74	7 053	4 164	117
United Kingdom	81	23	53	72	6 015	3 053	614
Germany	124	275	67	49	7 256	3 953	153
Scandinavia	84	341	76	64	7 805	4 146	78
France	99	240	88	67	6 987	3 938	83
Italy	66	253	72	59	7 798	3 798	57
Netherlands	106	150	63	63	7 086	3 607	51
Switzerland	99	499	63	34	8 332	4 449	37
Other Europe	57	204	100	66	7 610	4 380	190
Other countries	160	578	89	111	5 579	3 552	379
<b>Main purpose of journey (including backpackers)</b>							
Holiday	63	92	39	27	4 983	2 568	2 397
Visiting friends & relatives	30	103	22	42	3 268	1 654	1 158
Business	68	38	43	160	4 080	2 078	846
Education	310	6 452	294	143	16 305	14 457	382
Employment	777	166	275	192	9 350	7 904	124
Other	115	195	39	90	3 712	1 604	216
<b>Main purpose of journey (excluding backpackers)</b>							
Holiday	55	89	22	19	4 482	2 053	2 003
Visiting friends & relatives	30	103	21	42	3 205	1 601	1 114
Business	69	38	43	157	4 067	2 063	831
Education	330	6 785	302	142	16 351	14 707	318
Employment	852	149	266	197	9 044	7 622	104
Other	120	203	36	93	3 538	1 494	195
Backpackers	117	644	136	86	8 254	5 914	558
<b>Total</b>	<b>94</b>	<b>566</b>	<b>60</b>	<b>68</b>	<b>5 341</b>	<b>3 254</b>	<b>5 123</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 31 March 2009					
	Package tour \$	Pre-paid international airfares \$	Organised tours \$	International airfares bought in Australia \$	Domestic airfares \$	Other transport fares \$
New Zealand	1 397	548	283	498	267	82
Japan	3 192	1 916	407	1 076	486	128
Hong Kong	2 232	1 206	449	1 126	399	170
Singapore	1 750	1 049	269	1 084	317	135
Malaysia	1 824	1 054	244	720	307	143
Indonesia	2 446	1 152	256	1 141	299	173
Taiwan	2 282	1 452	482	1 004	339	231
Thailand	2 350	1 192	286	953	303	223
Korea	2 744	1 434	319	1 144	373	303
China	3 393	1 274	563	1 282	331	259
India	3 162	1 564	474	1 369	317	297
Other Asia	2 499	1 262	455	1 246	317	216
USA	7 070	2 674	543	928	443	132
Canada	6 587	2 514	600	1 034	424	182
United Kingdom	6 275	2 493	616	1 134	363	160
Germany	5 938	2 827	764	956	455	203
Scandinavia	6 963	2 912	736	979	409	227
France	5 970	2 470	691	1 081	467	201
Italy	7 578	2 719	476	1 530	480	248
Netherlands	5 806	3 038	878	746	391	176
Switzerland	6 990	3 189	894	1 211	494	189
Other Europe	6 800	2 658	669	1 165	416	224
Other countries	3 254	1 905	444	1 326	370	170
<b>Main purpose of journey (including backpackers)</b>						
Holiday	3 737	1 755	560	850	399	149
Visiting friends & relatives	3 681	1 547	372	805	309	91
Business	3 024	1 895	264	1 173	434	138
Education	6 315	1 442	550	1 241	403	415
Employment	3 264	1 375	494	1 147	464	342
Other	3 270	1 862	319	1 011	321	102
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	3 702	1 639	451	834	371	107
Visiting friends & relatives	3 730	1 535	348	820	297	86
Business	3 040	1 896	256	1 179	435	137
Education	5 604	1 333	396	1 269	343	420
Employment	3 342	1 338	429	1 188	459	314
Other	3 182	1 819	209	1 185	300	88
Backpackers	4 998	2 085	795	881	429	297
<b>Total</b>	<b>3 741</b>	<b>1 691</b>	<b>514</b>	<b>1 042</b>	<b>383</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 31 March 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	289	115	163	331	375	749
Japan	396	225	232	424	478	791
Hong Kong	501	213	458	397	539	1 716
Singapore	361	139	382	380	494	1 311
Malaysia	268	191	561	380	589	1 662
Indonesia	249	204	408	390	549	1 887
Taiwan	333	340	482	404	547	1 470
Thailand	477	293	538	401	579	2 127
Korea	452	623	655	401	626	2 445
China	323	442	748	903	1 074	1 870
India	419	484	620	393	627	2 403
Other Asia	279	351	468	436	628	1 889
USA	429	155	171	291	349	1 368
Canada	456	248	285	307	439	2 133
United Kingdom	493	175	249	262	376	1 710
Germany	840	376	270	254	383	1 935
Scandinavia	622	250	368	369	555	2 132
France	634	358	469	310	507	2 081
Italy	552	331	296	325	445	2 145
Netherlands	794	351	251	251	367	1 744
Switzerland	952	383	263	411	531	2 028
Other Europe	604	264	383	369	551	2 470
Other countries	521	278	435	499	666	1 612
<b>Main purpose of journey (including backpackers)</b>						
Holiday	466	215	216	436	502	1 259
Visiting friends & relatives	392	132	246	362	445	793
Business	509	174	206	296	338	1 305
Education	471	498	822	450	997	5 016
Employment	685	520	907	385	974	4 535
Other	294	204	193	317	368	710
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	434	165	173	461	505	956
Visiting friends & relatives	396	129	245	364	445	764
Business	510	173	205	295	337	1 301
Education	455	564	865	472	1 030	5 001
Employment	841	501	953	385	984	4 379
Other	292	167	195	331	377	629
Backpackers	536	376	381	303	530	2 909
<b>Total</b>	<b>461</b>	<b>218</b>	<b>330</b>	<b>395</b>	<b>512</b>	<b>1 515</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 31 March 2009					
	Horse racing and gambling \$	Entertainment \$	Motor vehicles \$	Education fees \$	Phone, internet, fax and/or postage \$	Other <sup>(b)</sup> \$
New Zealand	104	121	9 690	2 360	60	408
Japan	200	103	5 486	6 427	117	277
Hong Kong	301	195	10 954	10 827	142	515
Singapore	366	153	10 012	11 799	125	544
Malaysia	436	181	11 362	12 824	175	467
Indonesia	309	168	10 053	10 656	183	471
Taiwan	213	138	3 352	9 148	137	261
Thailand	200	193	7 241	9 309	202	475
Korea	375	196	7 033	7 189	233	354
China	486	224	17 816	12 114	205	596
India	247	177	3 769	11 819	278	601
Other Asia	439	187	6 204	10 397	229	298
USA	241	131	2 344	8 896	83	356
Canada	111	204	2 996	12 934	110	209
United Kingdom	162	162	6 212	2 081	93	237
Germany	79	150	4 456	5 324	101	146
Scandinavia	252	153	5 391	6 911	122	202
France	120	165	2 667	5 553	133	240
Italy	165	197	2 900	3 925	112	259
Netherlands	64	158	4 037	4 761	98	168
Switzerland	58	178	5 538	4 607	100	98
Other Europe	140	209	2 921	5 032	156	199
Other countries	247	185	8 189	7 300	168	505
<b>Main purpose of journey (including backpackers)</b>						
Holiday	219	155	5 304	4 422	81	145
Visiting friends & relatives	142	109	7 028	7 601	64	267
Business	329	111	18 924	4 000	100	857
Education	359	285	7 290	10 618	341	354
Employment	313	279	7 533	3 256	361	448
Other	263	124	18 739	4 646	99	584
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	223	138	10 669	5 605	54	141
Visiting friends & relatives	144	107	7 471	7 918	63	276
Business	335	111	18 924	4 111	101	876
Education	424	285	7 387	10 935	354	378
Employment	206	265	8 699	3 235	359	490
Other	286	115	28 724	5 180	97	675
Backpackers	210	213	2 734	6 278	163	188
<b>Total</b>	<b>221</b>	<b>160</b>	<b>7 219</b>	<b>9 024</b>	<b>128</b>	<b>337</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 31 March 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	35	961	28	84	354	1 193	2 410
Japan	26	2 532	97	158	512	2 773	6 042
Hong Kong	9	742	85	63	668	3 443	7 179
Singapore	7	360	51	40	342	2 232	5 623
Malaysia	9	585	66	59	468	2 289	6 615
Indonesia	2	218	98	18	320	2 466	8 099
Taiwan	10	1 455	145	79	633	3 893	7 880
Thailand	3	186	64	17	552	2 570	5 867
Korea	26	3 639	139	232	827	4 409	8 871
China	4	362	83	43	832	2 777	9 721
India	2	184	99	19	779	3 442	10 149
Other Asia	3	178	67	25	765	2 387	9 402
USA	46	2 240	49	230	321	1 944	5 005
Canada	27	2 071	76	164	450	3 193	5 985
United Kingdom	115	7 884	69	629	414	3 044	5 472
Germany	52	4 164	80	287	408	2 545	5 493
Scandinavia	27	1 866	69	164	580	3 011	6 027
France	30	2 765	93	177	546	2 996	5 940
Italy	13	1 081	84	72	430	2 759	5 565
Netherlands	15	1 081	71	86	411	2 457	5 633
Switzerland	14	894	66	93	602	2 765	6 859
Other Europe	52	4 359	84	387	687	4 162	7 430
Other countries	30	2 216	73	174	502	2 655	5 705
<b>Main purpose of journey</b>							
Holiday	394	26 971	68	2 044	451	2 713	5 186
Visiting friends & relatives	45	1 629	36	132	390	1 424	2 961
Business	15	396	27	43	356	1 522	2 933
Education	64	9 525	150	839	816	5 085	13 202
Employment	20	2 571	130	186	848	5 307	9 388
Other	21	931	44	55	272	1 363	2 620
<b>Total</b>	<b>558</b>	<b>42 023</b>	<b>75</b>	<b>3 299</b>	<b>492</b>	<b>2 890</b>	<b>5 914</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 31 March 2005 - 2009

State/Territory visited	Year ended 31 March									
	2005		2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	379	77	398	78	426	77	440	79	437	78
Victoria	216	44	221	44	257	47	253	45	251	45
Queensland	307	62	336	66	354	64	354	63	361	65
South Australia	92	19	89	18	103	19	92	16	92	17
Western Australia	106	22	90	18	104	19	103	18	106	19
Tasmania	30	6	35	7	40	7	44	8	40	7
Northern Territory	115	23	115	23	127	23	111	20	118	21
Australian Capital Territory	35	7	34	7	38	7	37	7	38	7
<b>Total<sup>(a)</sup></b>	<b>492</b>	<b>100</b>	<b>507</b>	<b>100</b>	<b>551</b>	<b>100</b>	<b>558</b>	<b>100</b>	<b>558</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 31 March 2005 - 2009

State/Territory visited	Year ended 31 March									
	2005		2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	10 193	31	11 006	33	12 488	32	12 600	32	12 722	30
Victoria	5 740	17	5 318	16	5 994	15	6 206	16	6 336	15
Queensland	9 286	28	9 362	28	12 435	32	12 575	32	13 556	32
South Australia	1 390	4	1 430	4	1 564	4	1 616	4	1 628	4
Western Australia	4 373	13	3 690	11	4 337	11	4 455	11	4 954	12
Tasmania	506	2	538	2	792	2	815	2	700	2
Northern Territory	1 166	4	1 190	4	1 300	3	1 215	3	1 434	3
Australian Capital Territory	394	1	353	1	458	1	402	1	692	2
<b>Total<sup>(a)</sup></b>	<b>33 047</b>	<b>100</b>	<b>32 887</b>	<b>100</b>	<b>39 368</b>	<b>100</b>	<b>39 884</b>	<b>100</b>	<b>42 023</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

## Value of inbound tourism by country of residence

Country of residence	Year ended 31 March 2009		
	Spend in Australia \$ million	Total trip expenditure \$ million	Total Inbound Economic Value (TIEV) <sup>(a)</sup> \$ million
New Zealand	1 515	2 165	2 172
Japan	800	1 862	1 485
Hong Kong	532	711	666
Singapore	791	1 057	954
Malaysia	703	883	849
Indonesia	384	493	468
Taiwan	265	406	360
Thailand	354	447	435
Korea, South	948	1 300	1 186
China	1 799	2 563	2 458
India	565	758	788
Other Asia	546	722	817
USA	1 109	2 504	1 995
Canada	486	823	729
United Kingdom	1 874	3 693	3 391
Germany	607	1 114	923
Scandinavia	322	607	508
France	327	580	490
Italy	218	447	390
Netherlands	183	360	305
Switzerland	164	308	248
Other Europe	833	1 447	1 272
Other countries	1 345	2 112	1 999
<b>Total</b>	<b>16 670</b>	<b>27 362</b>	<b>24 890</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 31 March 2005 - 2009**

Country of residence	Year ended 31 March									
	2005		2006		2007		2008		2009	
	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change
New Zealand	1 906	16	2 006	5	2 036	1	2 202	8	2 172	- 1
Japan	2 044	8	2 051	0	1 775	- 13	1 510	- 15	1 485	- 2
Hong Kong	493	- 6	559	13	614	10	617	0	666	8
Singapore	671	- 5	751	12	867	15	973	12	954	- 2
Malaysia	594	0	614	3	645	5	839	30	849	1
Indonesia	357	- 17	386	8	406	5	472	16	468	- 1
Taiwan	308	1	297	- 4	326	10	331	1	360	9
Thailand	360	20	312	- 14	305	- 2	381	25	435	14
Korea, South	869	10	941	8	1 265	34	1 222	- 3	1 186	- 3
China	1 570	54	1 413	- 10	1 760	25	2 076	18	2 458	18
India	241	46	330	37	429	30	634	48	788	24
Other Asia	372	10	368	- 1	467	27	662	42	817	23
USA	1 974	3	1 829	- 7	1 982	8	2 078	5	1 995	- 4
Canada	490	11	532	9	620	16	657	6	729	11
United Kingdom	3 404	- 4	3 150	- 7	3 726	18	3 441	- 8	3 391	- 1
Germany	771	0	716	- 7	808	13	834	3	923	11
Scandinavia	441	- 12	429	- 3	447	4	481	8	508	6
France	205	- 14	252	23	358	42	394	10	490	24
Italy	200	38	240	20	293	22	300	2	390	30
Netherlands	315	- 21	242	- 23	258	6	285	10	305	7
Switzerland	268	- 10	247	- 8	262	6	280	7	248	- 12
Other Europe	839	15	896	7	1 018	14	1 132	11	1 272	12
Other countries	1 107	- 1	1 157	5	1 316	14	1 618	23	1 999	24
<b>Total</b>	<b>19 798</b>	<b>5</b>	<b>19 718</b>	<b>0</b>	<b>21 983</b>	<b>11</b>	<b>23 420</b>	<b>7</b>	<b>24 890</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

State/Territory visited	Year ended 31 March 2009						
	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	5 739	36	2 776	59 980	2 067	96	22
Victoria	3 532	22	1 485	35 822	2 378	99	24
Queensland	3 532	22	2 019	39 052	1 750	90	19
South Australia	576	4	351	7 100	1 643	81	20
Western Australia	1 698	11	675	20 562	2 516	83	30
Tasmania	237	1	147	2 921	1 608	81	20
Northern Territory	335	2	328	3 134	1 022	107	10
Australian Capital Territory	211	1	157	3 120	1 345	68	20
<b>Total Australia<sup>(b)</sup></b>	<b>15 860</b>	<b>100</b>	<b>5 123</b>	<b>171 695</b>	<b>3 096</b>	<b>92</b>	<b>34</b>
<b>Including package expenditure</b>							
New South Wales	6 141	36	2 776	59 980	2 212	102	22
Victoria	3 628	21	1 485	35 822	2 442	101	24
Queensland	3 936	23	2 019	39 052	1 950	101	19
South Australia	598	4	351	7 100	1 704	84	20
Western Australia	1 753	10	675	20 562	2 598	85	30
Tasmania	250	1	147	2 921	1 693	85	20
Northern Territory	451	3	328	3 134	1 376	144	10
Australian Capital Territory	215	1	157	3 120	1 370	69	20
<b>Total Australia<sup>(b)</sup></b>	<b>16 970</b>	<b>100</b>	<b>5 123</b>	<b>171 695</b>	<b>3 313</b>	<b>99</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 2008 International Visitor Survey data.

Table 25

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

State/Territory visited	Year ended 31 March 2009											
	Holiday		VFR		Business		Education		Other purposes <sup>(c)</sup>		Total visitors	
	\$	%	\$	%	\$	%	\$	%	\$	%	\$	%
<b>Excluding package expenditure</b>	<b>million</b>	<b>share</b>	<b>million</b>	<b>share</b>	<b>million</b>	<b>share</b>	<b>million</b>	<b>share</b>	<b>million</b>	<b>share</b>	<b>million</b>	<b>share</b>
New South Wales	1 951	34	730	32	610	38	2 074	40	360	37	5 739	36
Victoria	844	15	575	25	448	28	1 480	29	180	18	3 532	22
Queensland	1 927	33	501	22	216	14	694	13	187	19	3 532	22
South Australia	152	3	97	4	50	3	249	5	26	3	576	4
Western Australia	552	10	328	14	204	13	435	8	174	18	1 698	11
Tasmania	89	2	33	1	19	1	75	1	20	2	237	1
Northern Territory	270	5	11	0	20	1	np	np	19	2	335	2
Australian Capital Territory	24	0	25	1	22	1	127	2	np	np	211	1
<b>Total Australia<sup>(b)</sup></b>	<b>5 810</b>	<b>100</b>	<b>2 300</b>	<b>100</b>	<b>1 589</b>	<b>100</b>	<b>5 148</b>	<b>100</b>	<b>979</b>	<b>100</b>	<b>15 860</b>	<b>100</b>
<b>Including package expenditure</b>												
New South Wales	2 262	34	743	32	646	39	2 097	40	378	38	6 141	36
Victoria	910	14	584	25	457	28	1 487	29	183	18	3 628	21
Queensland	2 274	34	518	22	228	14	721	14	189	19	3 936	23
South Australia	166	2	100	4	54	3	249	5	26	3	598	4
Western Australia	587	9	336	14	209	13	440	8	176	17	1 753	10
Tasmania	100	1	34	1	19	1	76	1	20	2	250	1
Northern Territory	383	6	11	0	21	1	np	np	20	2	451	3
Australian Capital Territory	25	0	26	1	24	1	128	2	np	np	215	1
<b>Total Australia<sup>(b)</sup></b>	<b>6 707</b>	<b>100</b>	<b>2 352</b>	<b>100</b>	<b>1 657</b>	<b>100</b>	<b>5 212</b>	<b>100</b>	<b>1 005</b>	<b>100</b>	<b>16 970</b>	<b>100</b>

Base: All visitors aged 15 and over. Figures may not add to the total due to rounding.

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

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

(c) Other purposes include visiting a State/Territory for employment, medical reasons, transit and reason not stated.

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

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

np Not published due to reliability concerns.

Source: TRA expenditure allocation method applied to 2008 International Visitor Survey data.

Table 26

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

State/Territory visited	Year ended 31 March 2009						Average length of stay Nights
	Expenditure	Share of expenditure	Visitors <sup>(a)</sup>	Visitor nights <sup>(b)</sup>	Expenditure per visitor	Expenditure per night	
	\$million	%	'000	'000	\$	\$	
<b>Excluding package expenditure</b>							
Sydney	5 127	89	2 614	50 991	1 962	101	20
Regional New South Wales	611	11	591	8 989	1 035	68	15
<b>Total New South Wales</b>	<b>5 739</b>	<b>100</b>	<b>2 776</b>	<b>59 980</b>	<b>2 067</b>	<b>96</b>	<b>22</b>
Melbourne	3 263	92	1 387	31 855	2 353	102	23
Regional Victoria	270	8	318	3 967	847	68	12
<b>Total Victoria</b>	<b>3 532</b>	<b>100</b>	<b>1 485</b>	<b>35 822</b>	<b>2 378</b>	<b>99</b>	<b>24</b>
Gold Coast	879	25	790	7 812	1 112	113	10
Brisbane	1 282	36	901	15 837	1 422	81	18
Regional Queensland	1 371	39	1 054	15 402	1 301	89	15
<b>Total Queensland</b>	<b>3 532</b>	<b>100</b>	<b>2 019</b>	<b>39 052</b>	<b>1 750</b>	<b>90</b>	<b>19</b>
Adelaide	507	88	317	5 832	1 601	87	18
Regional South Australia	69	12	137	1 268	504	55	9
<b>Total South Australia</b>	<b>576</b>	<b>100</b>	<b>351</b>	<b>7 100</b>	<b>1 643</b>	<b>81</b>	<b>20</b>
Experience Perth	1 451	85	647	16 229	2 245	89	25
Regional Western Australia	246	15	205	4 333	1 201	57	21
<b>Total Western Australia</b>	<b>1 698</b>	<b>100</b>	<b>675</b>	<b>20 562</b>	<b>2 516</b>	<b>83</b>	<b>30</b>
Hobart	154	65	114	1 686	1 353	92	15
Regional Tasmania	83	35	91	1 235	910	67	14
<b>Total Tasmania</b>	<b>237</b>	<b>100</b>	<b>147</b>	<b>2 921</b>	<b>1 608</b>	<b>81</b>	<b>20</b>
Darwin	121	36	158	1 471	766	82	9
Regional Northern Territory	213	64	273	1 663	781	128	6
<b>Total Northern Territory</b>	<b>335</b>	<b>100</b>	<b>328</b>	<b>3 134</b>	<b>1 022</b>	<b>107</b>	<b>10</b>
Canberra	211	100	157	3 120	1 345	68	20
<b>Total Australian Capital Territory</b>	<b>211</b>	<b>100</b>	<b>157</b>	<b>3 120</b>	<b>1 345</b>	<b>68</b>	<b>20</b>
<b>Total capital cities</b>	<b>12 996</b>	<b>82</b>	<b>4 718</b>	<b>134 834</b>	<b>2 754</b>	<b>96</b>	<b>29</b>
<b>Total regional</b>	<b>2 864</b>	<b>18</b>	<b>1 876</b>	<b>36 861</b>	<b>1 526</b>	<b>78</b>	<b>20</b>
<b>Total Australia</b>	<b>15 860</b>	<b>100</b>	<b>5 123</b>	<b>171 695</b>	<b>3 096</b>	<b>92</b>	<b>34</b>
<b>Including package expenditure</b>							
Sydney	5 518	90	2 614	50 991	2 111	108	20
Regional NSW	622	10	591	8 989	1 054	69	15
<b>Total New South Wales</b>	<b>6 141</b>	<b>100</b>	<b>2 776</b>	<b>59 980</b>	<b>2 212</b>	<b>102</b>	<b>22</b>
Melbourne	3 349	92	1 387	31 855	2 415	105	23
Regional Victoria	279	8	318	3 967	876	70	12
<b>Total Victoria</b>	<b>3 628</b>	<b>100</b>	<b>1 485</b>	<b>35 822</b>	<b>2 442</b>	<b>101</b>	<b>24</b>
Gold Coast	1 012	26	790	7 812	1 280	130	10
Brisbane	1 320	34	901	15 837	1 465	83	18
Regional Queensland	1 604	41	1 054	15 402	1 521	104	15
<b>Total Queensland</b>	<b>3 936</b>	<b>100</b>	<b>2 019</b>	<b>39 052</b>	<b>1 950</b>	<b>101</b>	<b>19</b>
Adelaide	521	87	317	5 832	1 646	89	18
Regional South Australia	76	13	137	1 268	556	60	9
<b>Total South Australia</b>	<b>598</b>	<b>100</b>	<b>351</b>	<b>7 100</b>	<b>1 704</b>	<b>84</b>	<b>20</b>
Experience Perth	1 493	85	647	16 229	2 310	92	25
Regional Western Australia	260	15	205	4 333	1 265	60	21
<b>Total Western Australia</b>	<b>1 753</b>	<b>100</b>	<b>675</b>	<b>20 562</b>	<b>2 598</b>	<b>85</b>	<b>30</b>
Hobart	158	63	114	1 686	1 384	94	15
Regional Tasmania	92	37	91	1 235	1 009	74	14
<b>Total Tasmania</b>	<b>250</b>	<b>100</b>	<b>147</b>	<b>2 921</b>	<b>1 693</b>	<b>85</b>	<b>20</b>
Darwin	130	29	158	1 471	820	88	9
Regional Northern Territory	321	71	273	1 663	1 175	193	6
<b>Total Northern Territory</b>	<b>451</b>	<b>100</b>	<b>328</b>	<b>3 134</b>	<b>1 376</b>	<b>144</b>	<b>10</b>
Canberra	215	100	157	3 120	1 370	69	20
<b>Total Australian Capital Territory</b>	<b>215</b>	<b>100</b>	<b>157</b>	<b>3 120</b>	<b>1 370</b>	<b>69</b>	<b>20</b>
<b>Total capital cities</b>	<b>13 716</b>	<b>81</b>	<b>4 718</b>	<b>134 834</b>	<b>2 907</b>	<b>102</b>	<b>29</b>
<b>Total regional</b>	<b>3 254</b>	<b>19</b>	<b>1 876</b>	<b>36 861</b>	<b>1 734</b>	<b>88</b>	<b>20</b>
<b>Total Australia</b>	<b>16 970</b>	<b>100</b>	<b>5 123</b>	<b>171 695</b>	<b>3 313</b>	<b>99</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 2008 International Visitor Survey data.

Table 27

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

Tourism region		Year ended 31 March 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	5 127	32	1 962	101	2 614	50 991	20
Melbourne	VIC	3 263	21	2 353	102	1 387	31 855	23
Experience Perth	WA	1 451	9	2 245	89	647	16 229	25
Brisbane	QLD	1 282	8	1 422	81	901	15 837	18
Gold Coast	QLD	879	6	1 112	113	790	7 812	10
Tropical North Queensland	QLD	761	5	1 055	118	722	6 474	9
Adelaide	SA	507	3	1 601	87	317	5 832	18
Canberra	ACT	211	1	1 345	68	157	3 120	20
Sunshine Coast	QLD	185	1	722	86	257	2 151	8
Hobart and Surrounds	TAS	154	1	1 353	92	114	1 686	15
Hunter	NSW	129	1	1 139	85	113	1 523	13
South Coast	NSW	126	1	1 291	72	98	1 748	18
Whitsundays	QLD	123	1	563	95	218	1 299	6
Darwin	NT	121	1	766	82	158	1 471	9
Petermann	NT	117	1	622	265	189	443	2
Northern Rivers	NSW	117	1	517	62	226	1 887	8
Australia's South West	WA	97	1	901	72	107	1 341	12
Northern	QLD	80	1	553	63	145	1 270	9
Hervey Bay/Maryborough	QLD	75	0	348	73	216	1 032	5
Australia's North West	WA	74	0	1 177	56	62	1 302	21
Top 20 regions		14 879	94	2 975	96	5 002	155 303	31
<b>Total Australia</b>		<b>15 860</b>	<b>100</b>	<b>3 096</b>	<b>92</b>	<b>5 123</b>	<b>171 695</b>	<b>34</b>
Including package expenditure								
Sydney	NSW	5 518	33	2 111	108	2 614	50 991	20
Melbourne	VIC	3 349	20	2 415	105	1 387	31 855	23
Experience Perth	WA	1 493	9	2 310	92	647	16 229	25
Brisbane	QLD	1 320	8	1 465	83	901	15 837	18
Gold Coast	QLD	1 012	6	1 280	130	790	7 812	10
Tropical North Queensland	QLD	976	6	1 352	151	722	6 474	9
Adelaide	SA	521	3	1 646	89	317	5 832	18
Canberra	ACT	215	1	1 370	69	157	3 120	20
Petermann	NT	193	1	1 023	436	189	443	2
Sunshine Coast	QLD	192	1	747	89	257	2 151	8
Hobart and Surrounds	TAS	158	1	1 384	94	114	1 686	15
Hunter	NSW	131	1	1 157	86	113	1 523	13
Darwin	NT	130	1	820	88	158	1 471	9
Whitsundays	QLD	128	1	585	98	218	1 299	6
South Coast	NSW	127	1	1 301	73	98	1 748	18
Northern Rivers	NSW	117	1	520	62	226	1 887	8
Australia's South West	WA	99	1	924	74	107	1 341	12
Alice Springs	NT	85	0	513	131	165	646	4
Northern	QLD	81	0	559	64	145	1 270	9
Australia's North West	WA	77	0	1 234	59	62	1 302	21
Top 20 regions		15 922	94	3 185	103	4 998	154 917	31
<b>Total Australia</b>		<b>16 970</b>	<b>100</b>	<b>3 313</b>	<b>99</b>	<b>5 123</b>	<b>171 695</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 2008 International Visitor Survey data.

Table 28

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

Year ended 31 March 2009

## State/Territory visited

Country of residence	State/Territory visited								Total Australia <sup>(b)</sup>
	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	
<b>Excluding package expenditure</b>									
	\$ million								
New Zealand	381	289	532	33	133	18	19	11	1 416
United Kingdom	620	285	425	84	279	28	57	12	1 789
Germany	180	95	160	31	57	9	42	6	580
Scandinavia	101	49	98	9	33	np	14	np	310
Switzerland	46	14	52	5	28	np	12	np	159
Netherlands	52	26	49	7	24	4	13	1	176
France	108	50	80	10	38	4	19	np	313
Italy	91	36	47	12	np	np	12	np	210
Other Europe	297	132	207	32	75	np	37	np	802
USA	471	185	236	32	97	20	31	20	1 091
Canada	194	79	111	19	34	8	15	np	467
Japan	257	86	313	16	73	12	13	6	775
China	836	424	200	69	37	np	np	46	1 633
Korea	506	124	193	22	57	np	np	6	923
Singapore	151	302	80	30	184	np	np	np	771
Malaysia	68	303	55	54	154	np	np	np	675
Hong Kong	198	131	84	35	28	np	np	np	513
Indonesia	131	148	25	np	53	np	np	np	372
Thailand	140	122	20	np	44	np	np	np	344
India	183	212	94	np	38	np	np	np	542
Taiwan	88	33	100	np	np	np	np	np	257
Other Asia	170	138	56	np	69	np	np	10	485
Other countries	473	269	314	29	135	13	13	13	1 259
<b>Total</b>	<b>5 739</b>	<b>3 532</b>	<b>3 532</b>	<b>576</b>	<b>1 698</b>	<b>237</b>	<b>335</b>	<b>211</b>	<b>15 860</b>
<b>Including package expenditure</b>									
New Zealand	389	293	561	35	135	19	21	11	1 464
United Kingdom	667	298	463	89	293	31	79	12	1 933
Germany	190	98	173	32	61	9	53	6	622
Scandinavia	109	51	108	10	34	np	20	np	340
Switzerland	50	14	55	5	32	np	14	np	174
Netherlands	56	27	52	8	25	4	17	1	190
France	117	51	85	11	39	4	27	np	338
Italy	104	39	54	14	np	np	21	np	244
Other Europe	317	135	221	33	78	np	50	np	855
USA	523	196	273	34	101	23	51	21	1 222
Canada	203	80	117	20	34	9	17	np	488
Japan	306	92	458	16	82	13	30	6	1 003
China	916	453	239	70	38	np	np	48	1 784
Korea	549	126	204	22	57	np	np	6	979
Singapore	152	305	86	31	187	np	np	np	786
Malaysia	70	304	58	54	155	np	np	np	683
Hong Kong	202	133	90	35	28	np	np	np	525
Indonesia	134	150	26	np	53	np	np	np	379
Thailand	142	122	21	np	44	np	np	np	347
India	187	214	98	np	38	np	np	np	552
Taiwan	100	36	108	np	np	np	np	np	279
Other Asia	173	139	57	np	69	np	np	10	490
Other countries	485	272	328	29	138	13	14	13	1 292
<b>Total</b>	<b>6 141</b>	<b>3 628</b>	<b>3 936</b>	<b>598</b>	<b>1 753</b>	<b>250</b>	<b>451</b>	<b>215</b>	<b>16 970</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 2008 International Visitor Survey data.

# Introduction to the International Visitor Survey

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

## Survey methodology

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

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

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

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

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

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

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

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

## Sample size

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

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

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

The table below shows the number of interviews conducted in the March Quarter 2009 and for the year ended 31 March 2009.

### *Sample size by country of residence*

Country of residence	Sample (n)	
	March Quarter	Year ended 31 March 2009
New Zealand	1 227	5 748
Japan	1 503	5 677
Hong Kong	200	1 034
Singapore	416	1 986
Malaysia	359	1 623
Indonesia	226	941
Taiwan	138	749
Thailand	182	907
Korea	474	1 821
China	594	2 220
India	205	706
Other Asia	228	941
USA	916	3 215
Canada	374	1 035
United Kingdom	1 994	5 091
Germany	329	1 008
Scandinavia	260	776
France	193	685
Italy	95	469
Netherlands	191	654
Switzerland	146	454
Other Europe	350	1 019
Other countries	732	2 580
<b>Total</b>	<b>11 332</b>	<b>41 339</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>	<p>The main purpose, or the major reason for visiting a particular location. The major categories of purpose of visit in the IVS are:</p> <ul style="list-style-type: none"> <li>• Holiday/leisure</li> <li>• Visiting friends and relatives (VFR)</li> <li>• Business</li> <li>• Education</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>	<p>Based on a methodology devised and implemented by Tourism Research Australia. Two types of regional expenditure estimates are published, both exclude major purchases such as motor vehicles:</p> <ol style="list-style-type: none"> <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 Collins, D. and Galliano, K., 2006, <i>Travel expenditure by domestic and international visitors in Australia's regions, 2005</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>	<p>Formed predominantly through the aggregation of Statistical Local Areas (SLAs). Tourism regions are defined by the various State and Territory tourism organisations (STOs) according to their research and marketing needs.</p> <p>From 1998, the Bureau of Tourism Research (BTR – now Tourism Research Australia) and the Australian Bureau of Statistics (ABS) adopted a coordinated approach to the use of tourism regions to enable comparability of regional data from different tourism surveys.</p>
<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 to the benefit of the Australian community.

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

## **Research publications and reports**

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

## ***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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