



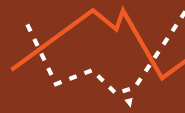
International Visitors in Australia

SEPTEMBER 2011

**QUARTERLY RESULTS OF THE
INTERNATIONAL VISITOR SURVEY**



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



TRA TOURISM
RESEARCH
AUSTRALIA

International Visitors in Australia

**September 2011
Quarterly Results of the
International Visitor Survey**

Image: Byron Bay, New South Wales
Courtesy of Tourism Australia

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

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

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Main Findings

Year ended 30 September 2011

All visitors

Total visitors

During the year ended 30 September 2011, there were 5,434,056 visitors to Australia aged 15 years and over. This was a slight increase of 1% from the year ended 30 September 2010.

Reason

The main reasons for visitors coming to Australia were:

Holiday	2,410,312	44%
Visiting friends & relatives	1,337,493	25%
Business	897,885	17%
Education	431,107	8%
Employment	132,698	2%
Other	224,561	4%

Source

New Zealand was the largest source of visitors during the period (1,059,685), followed by the United Kingdom (594,969), China (490,427) and USA (426,694).

Expenditure

The average trip expenditure in Australia per international visitor was \$3,380, while the average nightly expenditure was \$96. Total expenditure in Australia for the year ended 30 September 2011 (\$18 billion) increased 5% from the year ended 30 September 2010.

Nights

A total of 192 million visitor nights were spent in Australia, an increase of 4% compared with the year ended 30 September 2010.

Return visits

Of all visitors to Australia, 64% had visited before.

Tours

Inclusive package travellers accounted for 15% of all visitors to Australia, while those arriving on group tours accounted for 8% of all visitor arrivals.

States

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

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

Holiday visitors

Share	Of all international visitors to Australia, 44% stated 'holiday' as their main purpose of visit.
Expenditure	The average trip expenditure of holiday visitors in Australia was \$2,411, with the largest component being food, drink and accommodation (\$1,163). Their average expenditure per night was \$94.
Nights	Holiday visitors spent a total of 62 million nights in Australia, with 26% spent in the home of a friend or relative; 26% spent in a rented house, apartment, flat or unit; and 18% spent in a hotel, resort, motel or motor inn.
Return visits	Of all holiday visitors, 52% had visited Australia before.
Tours	Inclusive package travellers accounted for 28% of all holiday visitors, while those arriving on a group tour accounted for 14%.
States	Of all holiday visitors, 57% visited New South Wales, 47% visited Queensland and 33% visited Victoria.
Duration of stay	The average duration of stay in Australia for holiday visitors was 26 nights.

Visiting friends and relatives (VFR) visitors

Share	International visitors with a main purpose of VFR accounted for 25% of all international visitors.
Expenditure	The average trip expenditure in Australia by VFR visitors was \$1,579, with the largest component being food, drink and accommodation (\$674). Their average expenditure per night was \$58.
Nights	These visitors spent a total of 36 million nights in Australia and spent 84% of their nights in the home of a friend or relative.
Return visits	Of all VFR visitors, 76% had been to Australia before.
States	Of all VFR visitors, 44% visited New South Wales, 31% visited Victoria and 29% visited Queensland.
Duration of stay	The average duration of stay in Australia for VFR visitors was 27 nights.

Business visitors

Share	Of all international visitors to Australia, 17% stated 'business' as their main purpose of visit and these visitors spent a total of 13 million nights in Australia.
Expenditure	The average trip expenditure in Australia by business visitors was \$2,557, with the largest component being food, drink and accommodation (\$1,495). Their average expenditure per night was \$182.
Nights	Business visitors spent 33% of their nights in Sydney and 21% in Melbourne, while 50% of their nights in Australia were spent in a hotel, resort, motel, or motor inn.
Return visits	Of all business visitors, 70% had visited Australia before.
States	Of all business visitors, 49% visited New South Wales, 33% visited Victoria and 23% visited Queensland.
Duration of stay	The average duration of stay in Australia for business visitors was 14 nights.

Education visitors

Share	Of all international visitors to Australia, 8% stated 'education' as their main purpose of visit and these visitors spent a total of 60 million nights in Australia, representing 31% of all international visitor nights.
Expenditure	The average trip expenditure in Australia by education visitors was \$15,304, with the largest component being education fees (\$6,992). Their average expenditure per night was \$111.
Nights	While in Australia, education visitors spent 66% of their nights in a rented house, apartment, flat or unit.
Return visits	Of all education visitors, 69% had visited Australia before.
States	Of all education visitors, 50% visited New South Wales, 35% visited Victoria and 27% visited Queensland.
Duration of stay	The average duration of stay in Australia for education visitors was 138 nights.

Employment visitors

Share	Of all international visitors to Australia, 2% stated 'employment' as their main purpose of visit and these visitors spent a total of 14 million nights in Australia.
Expenditure	The average trip expenditure in Australia by employment visitors was \$8,209, with the largest component being food, drink and accommodation (\$4,696). Their average expenditure per night was \$76.
Nights	Employment visitors spent 24% of their nights in Sydney and 21% in Melbourne, while 65% of their nights in Australia were spent in a rented house, apartment, flat or unit.
Return visits	Of all employment visitors, 72% had visited Australia before.
States	Of all employment visitors, 46% visited New South Wales, 30% visited Victoria and 26% visited Queensland.
Duration of stay	The average duration of stay in Australia for employment visitors was 108 nights.

Backpacker visitors

Share	Of all international visitors to Australia, 566,000 (10%) were classified as backpackers and they spent 41 million nights in Australia. Holiday was the main purpose of visit for 71% of backpackers.
Expenditure	Backpackers' average trip expenditure in Australia was \$5,423, with \$2,654 being spent on food, drink and accommodation. Their average expenditure per night was \$74.
Nights	While in Australia, backpackers spent 36% of their nights in a rented house, apartment, flat or unit and 32% in backpacker or hostel accommodation.
Return visits	Of all backpackers, 36% had visited Australia before.
States	Of all backpackers, 76% visited New South Wales, 57% visited Queensland and 45% visited Victoria.
Duration of stay	The average duration of stay in Australia for backpackers was 73 nights.

Expenditure

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

Total Inbound Economic Value (TIEV)

Total Inbound Economic Value During the 12 months to September 2011, international visitors consumed around \$24 billion of Australian goods and services. This was a increase of 3.7% (in nominal terms), compared with the previous 12 month period.

Source China is now Australia's largest source market in terms of economic value, worth \$3.4 billion, followed by United Kingdom (\$2.7 billion), New Zealand (\$2 billion), and other countries (\$1.8 billion).

Regional Expenditure

Total expenditure For the year ended 30 September 2011, modelled international visitor expenditure increased by 3.9% to \$18.1 billion, compared with the year ended 30 September 2010.

States/territories New South Wales received the largest share of expenditure (\$6.5 billion, up 5.8%), followed by Victoria (\$4.2 billion, up 9%) and Queensland (\$3.7 billion, down 4.2%).

Regional expenditure International visitors spent approximately 83% of their expenditure in the capital cities and the Gold Coast (\$15 billion). The Northern Territory was the most reliant on expenditure in regional areas (68%), followed by Tasmania (48%) and Queensland (37%).

Tourism regions Among the capital cities and the Gold Coast, the highest expenditure was received by Sydney (\$5.8 billion), followed by Melbourne (\$3.9 billion), Experience Perth (\$1.7 billion) and Brisbane (\$1.5 billion).

Among regional areas, Tropical North Queensland received the highest expenditure (\$742 million), followed by the Sunshine Coast (\$224 million) and South Coast (\$191 million).

Expenditure per visitor Expenditure per visitor was highest in Experience Perth (\$2,406), followed by Melbourne (\$2,364) and Canberra (\$2,306).

Expenditure per night Expenditure per night was highest in Petermann (\$296), followed by Tropical North Queensland (\$138), Whitsundays (\$113).

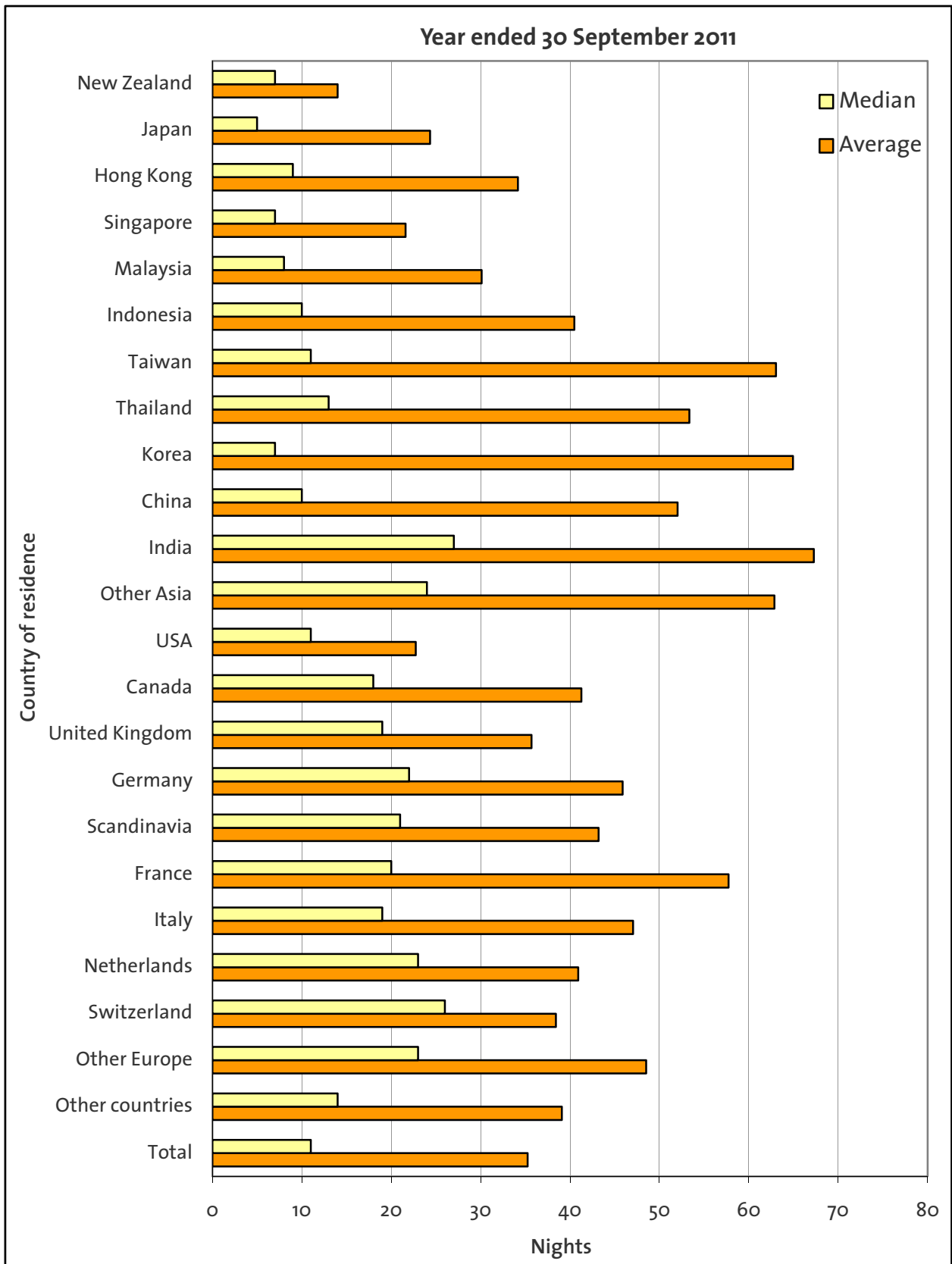
Country of origin Visitors from Asia had the highest expenditure (\$9.5 billion, up 9.3%) – including \$2.7 billion by Chinese visitors, \$999 million by Korean visitors and \$992 million by visitors from Singapore. Visitors from Europe spent \$4.2 billion (down 4.9%) – including \$1.7 billion by United Kingdom visitors and \$532 million by German visitors. Visitors from New Zealand spent \$1.5 billion (up 3%) and visitors from the USA spent \$1.2 billion (down 2.2%).

Expenditure by visitors from China, the United Kingdom, Korea and the USA was highest in New South Wales (\$1.2 billion, \$608 million, \$562 million and \$501 million respectively). In contrast, New Zealand visitors spent more in Queensland than in any other state or territory (\$509 million).

Purpose of visit Visitors who travelled for education purposes contributed the most expenditure in Australia (\$6.14 billion, up 4.2%), followed by holiday visitors (\$6.13 billion, down 3.2%).

New South Wales received the second highest expenditure for visiting friend and relatives and the most expenditure for all other purposes of visit: education (\$2.4 billion), holiday (\$2.1 billion), business (\$807 million) and visiting friends and relatives (\$749 million). Queensland received the second highest expenditure from holiday visitors (\$1.9 billion) and Victoria received the highest expenditure for visiting friend and relatives, and the second highest expenditure for all other purposes of visit: education (\$1.7 billion), visiting friends and relatives (\$750 million) and business (\$567 million).

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



Base: All visitors aged 15 years and over.

Figure 2 Visitors to Australia by main purpose of journey

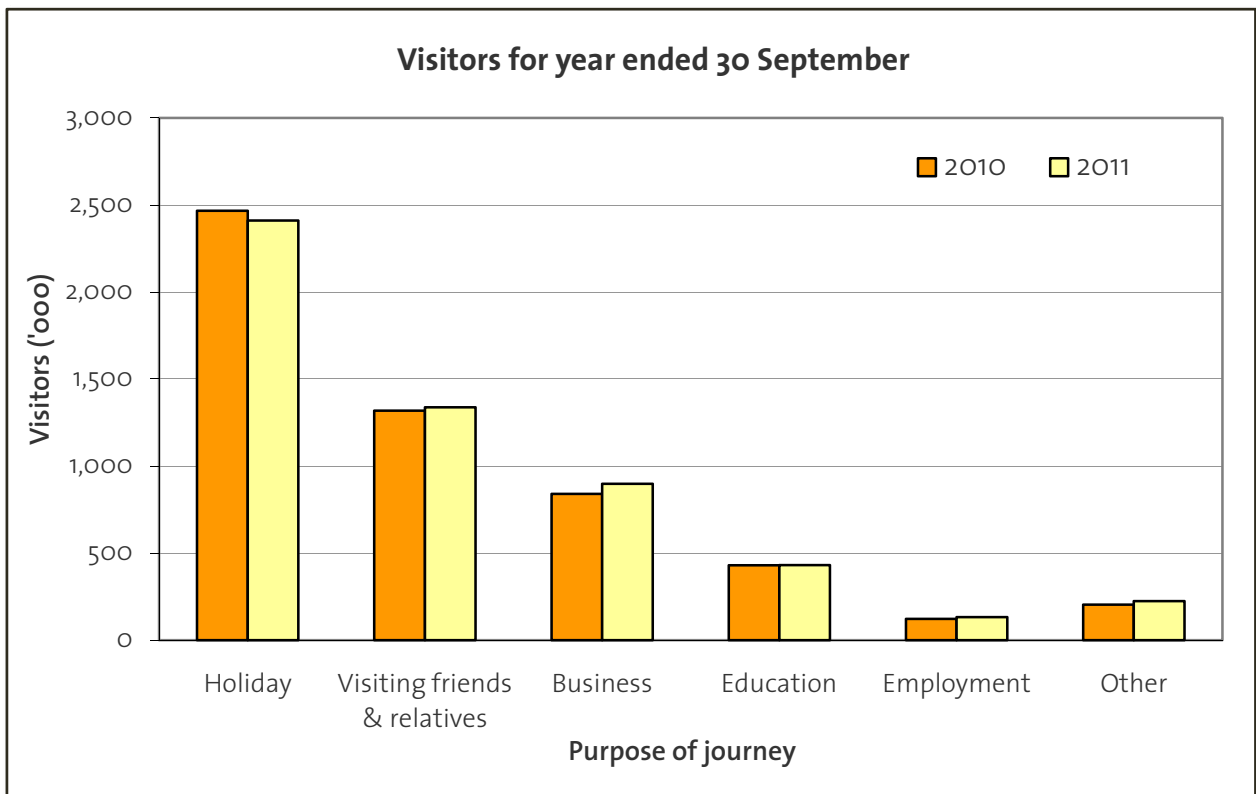
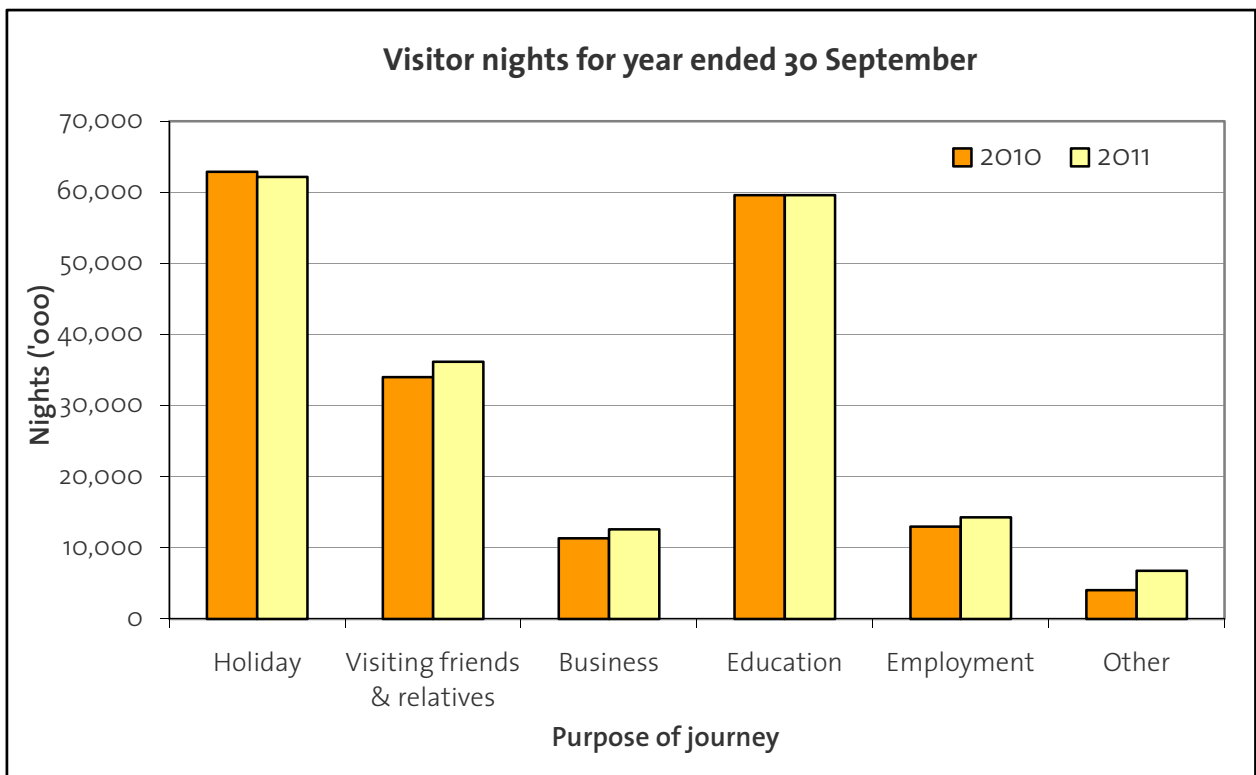


Figure 3 Visitor nights in Australia by main purpose of journey



Base: All visitors aged 15 years and over.

Table 1

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

Country of residence	Year ended 30 September 2010					Year ended 30 September 2011				
	Visitors	Nights in Australia			Expenditure in Australia	Visitors	Nights in Australia			Expenditure in Australia
		Total ^(a)	Average	Median			Total ^(a)	Average	Median	
'000	'000			\$million	'000	'000			\$million	
New Zealand	1 038	13 832	13	7	1 481	1 060	14 835	14	7	1 574
Japan	364	8 169	22	5	751	315	7 669	24	5	703
Hong Kong	147	5 303	36	9	601	152	5 192	34	9	629
Singapore	262	5 640	22	7	888	280	6 049	22	7	1 031
Malaysia	206	6 891	33	8	836	220	6 635	30	8	864
Indonesia	110	4 634	42	11	467	123	4 986	40	10	543
Taiwan	83	4 803	58	7	337	77	4 858	63	11	331
Thailand	78	3 738	48	10	366	82	4 384	53	13	409
Korea	189	12 025	64	7	915	187	12 124	65	7	1 008
China	408	23 623	58	11	2 505	490	25 520	52	10	2 822
India	125	7 759	62	22	608	137	9 187	67	27	684
Other Asia	142	8 334	59	20	600	145	9 139	63	24	689
USA	451	9 696	21	10	1 149	427	9 705	23	11	1 134
Canada	118	4 333	37	17	429	112	4 623	41	18	439
United Kingdom	607	22 032	36	20	1 860	595	21 238	36	19	1 710
Germany	158	6 755	43	22	537	151	6 936	46	22	518
Scandinavia	84	3 496	42	20	336	82	3 540	43	21	316
France	93	5 089	54	21	359	89	5 118	58	20	389
Italy	54	2 645	49	19	206	53	2 481	47	19	179
Netherlands	49	2 074	43	26	175	46	1 868	41	23	159
Switzerland	42	1 525	36	24	178	42	1 602	38	26	194
Other Europe	178	8 399	47	21	741	171	8 311	49	23	738
Other countries	396	14 125	36	13	1 255	399	15 587	39	14	1 303
Main purpose of journey (including backpackers)										
Holiday	2 467	62 894	25	9	5 955	2 410	62 164	26	9	5 812
Visiting friends & relatives	1 318	34 021	26	14	2 187	1 337	36 164	27	15	2 112
Business	840	11 353	14	6	1 819	898	12 594	14	6	2 296
Education	430	59 609	139	126	6 361	431	59 599	138	126	6 598
Employment	122	12 994	107	72	921	133	14 291	108	79	1 089
Other	204	4 049	20	2	334	225	6 775	30	4	462
Main purpose of journey (excluding backpackers)										
Holiday	2 049	35 547	17	7	3 929	2 007	36 025	18	8	4 001
Visiting friends & relatives	1 268	32 401	26	14	2 054	1 287	34 702	27	15	1 988
Business	824	10 718	13	6	1 769	883	12 119	14	6	2 252
Education	368	50 829	138	124	5 533	371	50 702	137	123	5 785
Employment	105	10 336	98	61	767	114	11 514	101	66	905
Other	183	2 718	15	2	240	205	5 172	25	4	366
Backpackers	585	42 372	72	31	3 285	566	41 355	73	29	3 071
Total	5 382	184 921	34	10	17 577	5 434	191 588	35	11	18 369

Base: All visitors aged 15 years and over.

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

Table 2

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

Country of residence	Quarter ended 30 September 2010					Quarter ended 30 September 2011				
	Visitors '000	Nights in Australia			Expenditure in Australia \$million	Visitors '000	Nights in Australia			Expenditure in Australia \$million
		Total '000	Average	Median			Total '000	Average	Median	
New Zealand	297	4 202	14	7	437	284	4 182	15	7	440
Japan	104	2 215	21	5	191	85	2 030	24	5	190
Hong Kong	38	1 150	30	9	154	36	1 372	38	10	155
Singapore	62	1 273	21	7	213	64	1 412	22	7	249
Malaysia	56	1 781	32	8	236	56	1 617	29	9	219
Indonesia	33	1 229	37	10	118	36	1 136	31	10	136
Taiwan	22	1 243	57	9	92	23	1 396	62	11	99
Thailand	19	993	52	10	110	19	1 067	55	15	90
Korea	46	2 785	61	8	214	43	2 757	64	11	236
China	105	5 799	55	15	638	121	6 153	51	13	660
India	29	1 707	58	21	135	30	1 666	56	29	109
Other Asia	34	1 986	59	20	135	36	2 666	74	29	161
USA	102	2 146	21	11	249	94	2 077	22	12	231
Canada	22	764	35	14	71	21	972	46	16	88
United Kingdom	100	4 087	41	22	357	100	4 171	42	19	342
Germany	37	1 696	45	24	127	34	1 975	57	23	126
Scandinavia	13	710	53	20	60	13	748	58	24	59
France	24	1 321	55	21	87	23	1 511	65	21	119
Italy	16	938	58	20	66	15	673	45	19	50
Netherlands	10	471	45	27	40	10	439	45	24	39
Switzerland	8	328	40	22	36	8	370	47	28	43
Other Europe	38	1 808	47	22	155	38	2 041	53	26	174
Other countries	97	3 686	38	14	327	98	3 880	39	14	337
Main purpose of journey (including backpackers)										
Holiday	587	14 259	24	9	1 302	547	14 530	27	9	1 305
Visiting friends & relatives	297	7 724	26	14	511	295	7 531	25	15	458
Business	226	2 801	12	6	496	233	3 294	14	6	562
Education	117	14 506	124	123	1 531	117	14 524	124	124	1 582
Employment	37	4 112	111	78	317	38	4 348	114	89	323
Other	52	918	18	2	87	57	2 083	37	5	121
Main purpose of journey (excluding backpackers)										
Holiday	489	8 212	17	7	875	466	8 224	18	8	903
Visiting friends & relatives	285	7 348	26	13	481	282	7 125	25	14	427
Business	220	2 678	12	6	483	228	3 205	14	6	551
Education	99	12 390	125	124	1 356	99	11 906	121	117	1 363
Employment	31	3 061	99	63	258	33	3 503	106	79	265
Other	46	587	13	2	61	53	1 733	33	4	97
Backpackers	144	10 044	70	29	730	127	10 614	83	31	745
Total	1 315	44 320	34	10	4 244	1 287	46 311	36	11	4 351

Base: All visitors aged 15 years and over.

Table 3

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

Country of residence	Year ended 30 September									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	1 017	19	1 000	19	1 006	20	1 038	19	1 060	20
Japan	552	11	458	9	348	7	364	7	315	6
Hong Kong	136	3	130	2	140	3	147	3	152	3
Singapore	229	4	234	4	243	5	262	5	280	5
Malaysia	142	3	151	3	184	4	206	4	220	4
Indonesia	79	2	88	2	92	2	110	2	123	2
Taiwan	86	2	72	1	91	2	83	2	77	1
Thailand	75	1	75	1	73	1	78	1	82	2
Korea	245	5	215	4	169	3	189	4	187	3
China	330	6	347	7	344	7	408	8	490	9
India	85	2	106	2	115	2	125	2	137	3
Other Asia	104	2	120	2	127	2	142	3	145	3
USA	426	8	432	8	431	8	451	8	427	8
Canada	107	2	117	2	114	2	118	2	112	2
United Kingdom	683	13	638	12	620	12	607	11	595	11
Germany	145	3	153	3	152	3	158	3	151	3
Scandinavia	79	2	81	2	77	2	84	2	82	2
France	67	1	78	2	84	2	93	2	89	2
Italy	52	1	57	1	51	1	54	1	53	1
Netherlands	49	1	50	1	50	1	49	1	46	1
Switzerland	40	1	39	1	38	1	42	1	42	1
Other Europe	175	3	192	4	179	4	178	3	171	3
Other countries	324	6	365	7	370	7	396	7	399	7
Main purpose of journey (including backpackers)										
Holiday	2 639	50	2 477	48	2 380	47	2 467	46	2 410	44
Visiting friends & relatives	1 086	21	1 126	22	1 244	24	1 318	24	1 337	25
Business	865	17	897	17	761	15	840	16	898	17
Education	344	7	374	7	402	8	430	8	431	8
Employment	115	2	114	2	121	2	122	2	133	2
Other	179	3	215	4	190	4	204	4	225	4
Main purpose of journey (excluding backpackers)										
Holiday	2 240	43	2 080	40	1 975	39	2 049	38	2 007	37
Visiting friends & relatives	1 040	20	1 074	21	1 201	24	1 268	24	1 287	24
Business	849	16	881	17	750	15	824	15	883	16
Education	283	5	306	6	338	7	368	7	371	7
Employment	87	2	97	2	102	2	105	2	114	2
Other	163	3	195	4	174	3	183	3	205	4
Backpackers	566	11	567	11	557	11	585	11	566	10
Total	5 228	100	5 201	100	5 098	100	5 382	100	5 434	100

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Table 4

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

Country of residence	Quarter ended 30 September									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	287	23	273	22	280	23	297	23	284	22
Japan	132	11	107	9	81	7	104	8	85	7
Hong Kong	32	3	29	2	33	3	38	3	36	3
Singapore	50	4	53	4	53	4	62	5	64	5
Malaysia	33	3	35	3	44	4	56	4	56	4
Indonesia	20	2	24	2	29	2	33	3	36	3
Taiwan	24	2	17	1	21	2	22	2	23	2
Thailand	20	2	17	1	18	2	19	1	19	1
Korea	51	4	50	4	40	3	46	3	43	3
China	79	6	69	6	73	6	105	8	121	9
India	20	2	25	2	27	2	29	2	30	2
Other Asia	26	2	33	3	32	3	34	3	36	3
USA	98	8	103	8	110	9	102	8	94	7
Canada	22	2	24	2	22	2	22	2	21	2
United Kingdom	112	9	107	9	108	9	100	8	100	8
Germany	35	3	39	3	37	3	37	3	34	3
Scandinavia	14	1	14	1	14	1	13	1	13	1
France	19	2	25	2	24	2	24	2	23	2
Italy	16	1	22	2	16	1	16	1	15	1
Netherlands	12	1	12	1	11	1	10	1	10	1
Switzerland	8	1	8	1	8	1	8	1	8	1
Other Europe	39	3	48	4	40	3	38	3	38	3
Other countries	81	7	103	8	91	8	97	7	98	8
Main purpose of journey (including backpackers)										
Holiday	583	47	540	44	528	44	587	45	547	43
Visiting friends & relatives	241	20	244	20	288	24	297	23	295	23
Business	230	19	240	19	202	17	226	17	233	18
Education	103	8	104	8	116	10	117	9	117	9
Employment	26	2	30	2	27	2	37	3	38	3
Other	48	4	77	6	51	4	52	4	57	4
Main purpose of journey (excluding backpackers)										
Holiday	488	40	446	36	429	35	489	37	466	36
Visiting friends & relatives	228	19	233	19	276	23	285	22	282	22
Business	224	18	234	19	198	16	220	17	228	18
Education	84	7	85	7	99	8	99	8	99	8
Employment	23	2	26	2	24	2	31	2	33	3
Other	43	4	68	5	45	4	46	3	53	4
Backpackers	142	12	144	12	142	12	144	11	127	10
Total	1 230	100	1 235	100	1 213	100	1 315	100	1 287	100

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Table 5

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

Country of residence	Year ended 30 September									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	14 147	9	13 536	8	13 906	8	13 832	7	14 835	8
Japan	11 054	7	9 337	6	7 413	4	8 169	4	7 669	4
Hong Kong	4 399	3	4 015	2	4 750	3	5 303	3	5 192	3
Singapore	5 331	3	5 455	3	5 344	3	5 640	3	6 049	3
Malaysia	5 461	3	5 595	3	6 847	4	6 891	4	6 635	3
Indonesia	3 514	2	3 700	2	3 682	2	4 634	3	4 986	3
Taiwan	2 674	2	2 899	2	4 134	2	4 803	3	4 858	3
Thailand	3 223	2	3 228	2	3 927	2	3 738	2	4 384	2
Korea	11 371	7	10 718	7	11 697	7	12 025	7	12 124	6
China	15 317	10	15 959	10	18 408	11	23 623	13	25 520	13
India	4 472	3	6 061	4	7 387	4	7 759	4	9 187	5
Other Asia	5 092	3	7 002	4	7 332	4	8 334	5	9 139	5
USA	9 568	6	9 851	6	9 360	5	9 696	5	9 705	5
Canada	4 293	3	4 515	3	4 909	3	4 333	2	4 623	2
United Kingdom	22 892	14	20 620	13	22 287	13	22 032	12	21 238	11
Germany	6 775	4	6 694	4	7 554	4	6 755	4	6 936	4
Scandinavia	3 255	2	3 316	2	3 215	2	3 496	2	3 540	2
France	3 623	2	3 710	2	4 444	3	5 089	3	5 118	3
Italy	2 034	1	2 289	1	2 428	1	2 645	1	2 481	1
Netherlands	2 152	1	2 294	1	1 965	1	2 074	1	1 868	1
Switzerland	1 771	1	1 709	1	1 551	1	1 525	1	1 602	1
Other Europe	7 716	5	8 932	5	8 658	5	8 399	5	8 311	4
Other countries	10 644	7	13 056	8	14 062	8	14 125	8	15 587	8
Main purpose of journey (including backpackers)										
Holiday	60 280	37	58 409	36	62 797	36	62 894	34	62 164	32
Visiting friends & relatives	28 772	18	27 360	17	30 637	17	34 021	18	36 164	19
Business	10 683	7	10 764	7	9 431	5	11 353	6	12 594	7
Education	45 430	28	53 099	32	56 465	32	59 609	32	59 599	31
Employment	11 857	7	10 915	7	12 777	7	12 994	7	14 291	7
Other	3 755	2	3 946	2	3 150	2	4 049	2	6 775	4
Main purpose of journey (excluding backpackers)										
Holiday	35 025	22	33 165	20	34 162	19	35 547	19	36 025	19
Visiting friends & relatives	27 097	17	25 633	16	29 026	17	32 401	18	34 702	18
Business	10 069	6	10 382	6	9 098	5	10 718	6	12 119	6
Education	36 886	23	42 736	26	47 087	27	50 829	27	50 702	26
Employment	7 945	5	9 039	5	10 041	6	10 336	6	11 514	6
Other	2 786	2	3 127	2	2 167	1	2 718	1	5 172	3
Backpackers	40 971	25	40 410	25	43 678	25	42 372	23	41 355	22
Total	160 777	100	164 493	100	175 258	100	184 921	100	191 588	100

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

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

Table 6

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

Country of residence	Quarter ended 30 September									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	3 929	10	3 495	9	3 474	8	4 202	9	4 182	9
Japan	2 692	7	2 309	6	1 707	4	2 215	5	2 030	4
Hong Kong	1 012	3	922	2	1 095	3	1 150	3	1 372	3
Singapore	980	3	1 310	3	1 398	3	1 273	3	1 412	3
Malaysia	1 256	3	1 168	3	1 496	4	1 781	4	1 617	3
Indonesia	792	2	1 013	2	1 042	2	1 229	3	1 136	2
Taiwan	754	2	793	2	1 016	2	1 243	3	1 396	3
Thailand	817	2	778	2	964	2	993	2	1 067	2
Korea	2 556	7	2 741	7	2 955	7	2 785	6	2 757	6
China	3 464	9	3 534	9	4 635	11	5 799	13	6 153	13
India	984	3	1 203	3	1 453	3	1 707	4	1 666	4
Other Asia	1 313	3	2 006	5	1 873	4	1 986	4	2 666	6
USA	2 180	6	2 468	6	2 574	6	2 146	5	2 077	4
Canada	999	3	1 042	3	882	2	764	2	972	2
United Kingdom	4 378	12	4 317	11	4 501	11	4 087	9	4 171	9
Germany	2 060	5	1 984	5	2 056	5	1 696	4	1 975	4
Scandinavia	574	2	859	2	765	2	710	2	748	2
France	996	3	1 275	3	1 275	3	1 321	3	1 511	3
Italy	610	2	899	2	553	1	938	2	673	1
Netherlands	594	2	627	2	537	1	471	1	439	1
Switzerland	391	1	394	1	328	1	328	1	370	1
Other Europe	1 737	5	2 287	6	2 116	5	1 808	4	2 041	4
Other countries	2 648	7	3 555	9	3 382	8	3 686	8	3 880	8
Main purpose of journey (including backpackers)										
Holiday	14 441	38	14 521	35	14 584	35	14 259	32	14 530	31
Visiting friends & relatives	5 871	16	5 938	14	6 989	17	7 724	17	7 531	16
Business	2 541	7	2 815	7	2 417	6	2 801	6	3 294	7
Education	11 485	30	13 137	32	14 385	34	14 506	33	14 524	31
Employment	2 604	7	3 210	8	2 658	6	4 112	9	4 348	9
Other	776	2	1 357	3	1 043	2	918	2	2 083	4
Main purpose of journey (excluding backpackers)										
Holiday	8 076	21	7 804	19	7 570	18	8 212	19	8 224	18
Visiting friends & relatives	5 329	14	5 459	13	6 488	15	7 348	17	7 125	15
Business	2 369	6	2 694	7	2 372	6	2 678	6	3 205	7
Education	9 120	24	10 458	26	12 131	29	12 390	28	11 906	26
Employment	2 104	6	2 680	7	2 118	5	3 061	7	3 503	8
Other	581	2	1 041	3	699	2	587	1	1 733	4
Backpackers	10 139	27	10 842	26	10 699	25	10 044	23	10 614	23
Total	37 718	100	40 978	100	42 076	100	44 320	100	46 311	100

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Table 7

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

Country of residence	Year ended 30 September 2011				
	First visit		Return visit		Total visitors
	'000	%	'000	%	'000
New Zealand	68	6	992	94	1 060
Japan	178	57	137	43	315
Hong Kong	46	30	106	70	152
Singapore	45	16	234	84	280
Malaysia	58	26	162	74	220
Indonesia	31	25	93	75	123
Taiwan	42	54	35	46	77
Thailand	29	35	53	65	82
Korea	129	69	58	31	187
China	231	47	259	53	490
India	59	43	77	57	137
Other Asia	53	37	92	63	145
USA	232	54	195	46	427
Canada	58	51	54	49	112
United Kingdom	241	40	354	60	595
Germany	85	56	66	44	151
Scandinavia	46	56	36	44	82
France	50	56	39	44	89
Italy	31	58	22	42	53
Netherlands	21	47	24	53	46
Switzerland	20	49	21	51	42
Other Europe	99	58	73	42	171
Other countries	126	31	273	69	399
Main purpose of journey (including backpackers)					
Holiday	1 149	48	1 262	52	2 410
Visiting friends & relatives	323	24	1 014	76	1 337
Business	270	30	628	70	898
Education	136	31	295	69	431
Employment	37	28	95	72	133
Other	63	28	162	72	225
Main purpose of journey (excluding backpackers)					
Holiday	880	44	1 127	56	2 007
Visiting friends & relatives	296	23	991	77	1 287
Business	261	30	622	70	883
Education	97	26	274	74	371
Employment	28	25	86	75	114
Other	53	26	152	74	205
Backpackers	362	64	204	36	566
Total	1 977	36	3 457	64	5 434

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Total visitors includes 'not stated' responses.

Table 8

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

Country of residence	Year ended 30 September 2011						Total visitors '000
	Package tour visitors			Non-package tour visitors			
	Group tour '000	Non-group '000	Total '000	Group tour '000	Non-group '000	Total '000	
New Zealand	6	74	80	11	969	980	1 060
Japan	36	119	155	4	156	160	315
Hong Kong	6	13	19	1	132	133	152
Singapore	10	15	25	4	251	255	280
Malaysia	6	10	16	3	201	204	220
Indonesia	9	3	12	3	108	111	123
Taiwan	19	4	23	1	54	54	77
Thailand	3	3	6	1	76	76	82
Korea	56	7	63	2	122	124	187
China	167	16	183	6	301	307	490
India	4	6	10	1	125	126	137
Other Asia	6	3	9	2	135	137	145
USA	19	31	50	8	369	377	427
Canada	4	5	10	1	102	103	112
United Kingdom	5	53	59	3	533	536	595
Germany	4	18	22	1	128	129	151
Scandinavia	2	12	14	0	68	68	82
France	1	7	8	0	80	80	89
Italy	1	12	13	0	39	40	53
Netherlands	1	6	7	0	39	39	46
Switzerland	1	7	7	1	34	35	42
Other Europe	3	11	14	2	155	157	171
Other countries	4	22	26	6	367	372	399
Main purpose of journey (including backpackers)							
Holiday	325	359	684	21	1 706	1 727	2 410
Visiting friends & relatives	1	29	30	2	1 306	1 308	1 337
Business	29	43	72	21	805	825	898
Education	7	17	24	5	402	407	431
Employment	0	2	2	1	129	130	133
Other	10	8	18	10	197	207	225
Main purpose of journey (excluding backpackers)							
Holiday	321	335	657	17	1 334	1 350	2 007
Visiting friends & relatives	1	28	29	2	1 257	1 259	1 287
Business	29	43	72	21	791	811	883
Education	6	12	18	4	350	353	371
Employment	0	2	2	1	111	112	114
Other	9	7	16	10	180	190	205
Backpackers	5	32	37	6	523	529	566
Total	372	458	830	60	4 544	4 604	5 434

Base: All visitors aged 15 years and over.

Table 9

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

Country of residence	Year ended 30 September 2011							
	New South Wales		Victoria		Queensland		South Australia	
	'000	%	'000	%	'000	%	'000	%
New Zealand	382	14	259	15	398	20	41	11
Japan	145	5	34	2	177	9	11	3
Hong Kong	84	3	48	3	39	2	10	3
Singapore	91	3	89	5	49	3	12	3
Malaysia	46	2	90	5	44	2	12	3
Indonesia	51	2	42	2	20	1	7	2
Taiwan	45	2	25	1	41	2	3	1
Thailand	39	1	30	2	14	1	4	1
Korea	151	5	41	2	60	3	8	2
China	290	10	252	14	202	10	19	5
India	68	2	62	4	26	1	8	2
Other Asia	65	2	54	3	25	1	7	2
USA	280	10	122	7	149	8	29	8
Canada	80	3	39	2	48	2	12	3
United Kingdom	348	13	204	12	217	11	64	18
Germany	103	4	57	3	74	4	27	7
Scandinavia	52	2	28	2	39	2	6	2
France	57	2	31	2	36	2	11	3
Italy	36	1	25	1	22	1	14	4
Netherlands	28	1	21	1	20	1	8	2
Switzerland	29	1	18	1	19	1	9	3
Other Europe	108	4	67	4	72	4	21	6
Other countries	200	7	105	6	153	8	19	5
Main purpose of journey (including backpackers)								
Holiday	1 363	49	799	46	1 134	58	186	51
Visiting friends & relatives	592	21	414	24	388	20	81	22
Business	444	16	296	17	209	11	44	12
Education	217	8	150	9	117	6	30	8
Employment	61	2	40	2	34	2	11	3
Other	101	4	44	3	61	3	10	3
Main purpose of journey (excluding backpackers)								
Holiday	1 053	38	612	35	903	46	121	33
Visiting friends & relatives	555	20	396	23	363	19	75	21
Business	435	16	289	17	202	10	42	12
Education	170	6	122	7	80	4	23	6
Employment	48	2	32	2	23	1	9	2
Other	86	3	40	2	52	3	8	2
Backpackers	431	15	253	15	321	17	84	23
Total	2 778	100	1 743	100	1 943	100	362	100

Base: All visitors aged 15 years and over.

Note: Rounded shares may sum to more than 100.

Visitors by state or territory sum to more than total visitors because some visitors stopover in more than one state or territory.

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

Continued...

Table 9 (continued)

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

Country of residence	Year ended 30 September 2011							
	Western Australia		Tasmania		Northern Territory		Australian Capital Territory	
	'000	%	'000	%	'000	%	'000	%
New Zealand	74	10	14	9	14	5	14	8
Japan	24	3	6	4	24	8	5	3
Hong Kong	12	2	11	8	2	1	3	2
Singapore	78	11	7	4	4	1	6	4
Malaysia	61	8	7	5	3	1	4	2
Indonesia	30	4	3	2	2	1	5	3
Taiwan	7	1	2	2	5	2	1	1
Thailand	14	2	2	2	2	1	2	1
Korea	8	1	4	3	5	2	6	4
China	19	3	8	5	2	1	20	12
India	12	2	2	1	1	0	5	3
Other Asia	18	2	2	1	7	2	6	4
USA	50	7	17	11	34	11	20	12
Canada	15	2	7	5	13	4	6	4
United Kingdom	147	20	23	15	44	15	20	12
Germany	31	4	8	5	34	11	8	5
Scandinavia	14	2	3	2	13	4	5	3
France	17	2	4	3	18	6	3	2
Italy	7	1	2	1	14	5	1	1
Netherlands	9	1	2	2	9	3	2	1
Switzerland	12	2	3	2	11	4	3	2
Other Europe	31	4	4	3	23	8	5	3
Other countries	45	6	8	5	12	4	15	9
Main purpose of journey (including backpackers)								
Holiday	311	42	86	58	219	74	65	39
Visiting friends & relatives	198	27	29	19	28	9	37	22
Business	129	17	13	9	19	6	26	16
Education	49	7	14	9	11	4	26	16
Employment	30	4	4	3	8	3	5	3
Other	20	3	1	1	13	4	7	4
Main purpose of journey (excluding backpackers)								
Holiday	230	31	58	40	138	46	43	26
Visiting friends & relatives	189	26	25	17	22	7	34	21
Business	126	17	13	8	17	6	26	16
Education	40	5	9	6	3	1	20	12
Employment	25	3	3	2	5	2	4	2
Other	18	2	1	1	10	3	6	4
Backpackers	109	15	39	26	102	34	33	20
Total	737	100	147	100	297	100	165	100

Base: All visitors aged 15 years and over.

Note: Rounded shares may sum to more than 100.

Visitors by state or territory sum to more than total visitors because some visitors stopover in more than one state or territory.

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

Table 10

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

Country of residence	Year ended 30 September 2011				
	Sydney '000	Melbourne '000	Brisbane '000	Gold Coast '000	Tropical North Queensland '000
New Zealand	333	235	164	173	37
Japan	139	33	25	77	92
Hong Kong	81	46	21	16	12
Singapore	88	86	31	22	2
Malaysia	43	86	20	29	3
Indonesia	50	41	12	10	2
Taiwan	44	24	26	15	5
Thailand	36	27	8	6	1
Korea	147	40	32	29	8
China	280	249	84	118	75
India	65	60	15	11	7
Other Asia	60	52	15	7	4
USA	260	113	59	24	74
Canada	72	35	24	14	23
United Kingdom	320	182	128	61	88
Germany	97	54	45	17	45
Scandinavia	49	26	22	11	21
France	55	29	19	8	20
Italy	35	23	8	3	14
Netherlands	25	19	12	5	12
Switzerland	27	16	11	7	11
Other Europe	98	63	40	20	35
Other countries	186	96	92	36	34
Main purpose of journey (including backpackers)					
Holiday	1 310	762	439	495	491
Visiting friends & relatives	514	367	210	120	57
Business	419	282	143	41	24
Education	199	143	65	42	28
Employment	53	37	19	9	10
Other	96	42	36	14	15
Main purpose of journey (excluding backpackers)					
Holiday	1 009	582	291	409	354
Visiting friends & relatives	480	350	197	112	47
Business	411	275	140	40	22
Education	155	117	46	28	10
Employment	40	28	12	5	4
Other	80	38	29	10	11
Backpackers	415	244	197	116	178
Total	2 590	1 634	913	720	626

Base: All visitors aged 15 years and over.

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

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

Continued...

Table 10 (continued)

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

Country of residence	Year ended 30 September 2011				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
New Zealand	37	64	10	10	4
Japan	10	24	5	2	2
Hong Kong	10	12	9	0	2
Singapore	10	77	4	4	1
Malaysia	12	60	6	2	0
Indonesia	7	30	3	2	0
Taiwan	3	6	2	3	2
Thailand	4	14	2	2	0
Korea	8	8	3	1	3
China	18	18	7	1	0
India	7	12	1	1	0
Other Asia	6	15	0	7	1
USA	27	46	13	12	15
Canada	11	14	5	6	8
United Kingdom	58	141	16	20	23
Germany	25	29	7	17	23
Scandinavia	5	14	3	5	8
France	10	16	3	10	11
Italy	12	7	2	6	7
Netherlands	7	8	2	5	7
Switzerland	9	11	2	6	7
Other Europe	18	30	3	11	12
Other countries	17	42	6	8	3
Main purpose of journey (including backpackers)					
Holiday	169	296	74	94	117
Visiting friends & relatives	72	189	19	13	10
Business	41	122	8	15	3
Education	29	48	10	5	6
Employment	11	25	3	6	2
Other	10	19	1	8	3
Main purpose of journey (excluding backpackers)					
Holiday	109	217	50	54	65
Visiting friends & relatives	67	179	16	10	7
Business	39	119	7	14	2
Education	22	40	6	2	1
Employment	8	20	2	4	1
Other	8	17	1	7	1
Backpackers	78	106	33	49	64
Total	331	699	115	141	141

Base: All visitors aged 15 years and over.

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

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

Table 11

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

Country of residence	Year ended 30 September 2011					
	Private or company car '000	Rental car '000	Self-drive van, motor-home or campervan '000	Taxi or chauffeur driven hire car '000	Aircraft '000	Long distance train '000
New Zealand	102	79	7	10	114	22
Japan	15	6	0	3	95	3
Hong Kong	10	12	0	3	39	4
Singapore	18	27	1	3	44	3
Malaysia	16	15	0	2	36	3
Indonesia	6	4	0	1	28	2
Taiwan	8	3	0	1	27	4
Thailand	6	6	0	0	16	2
Korea	13	3	1	0	64	6
China	30	7	1	2	211	6
India	14	3	0	2	32	2
Other Asia	16	1	0	1	32	2
USA	50	36	4	5	163	15
Canada	21	14	3	1	49	8
United Kingdom	116	77	19	9	240	32
Germany	26	29	18	2	71	12
Scandinavia	12	12	4	2	34	7
France	14	14	9	1	37	5
Italy	4	11	2	1	26	2
Netherlands	10	8	7	1	21	3
Switzerland	5	9	7	1	19	3
Other Europe	29	26	9	4	76	10
Other countries	51	18	3	5	96	13
Main purpose of journey (including backpackers)						
Holiday	215	281	76	25	894	102
Visiting friends & relatives	247	78	12	7	271	36
Business	49	32	1	16	218	8
Education	49	16	5	6	109	13
Employment	17	8	3	2	43	5
Other	13	8	1	2	33	6
Main purpose of journey (excluding backpackers)						
Holiday	150	218	41	18	657	50
Visiting friends & relatives	235	69	10	6	240	31
Business	48	30	0	15	211	6
Education	39	7	2	5	65	6
Employment	13	6	1	2	31	2
Other	9	6	0	0	25	2
Backpackers	96	86	43	12	340	72
Total	590	422	97	59	1 569	169

Base: All visitors aged 15 years and over.

Continued...

Table 11 (continued)

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

	Year ended 30 September 2011						
	Long distance coach or bus '000	Ship, boat or ferry '000	Local public transport '000	Hotel or motel shuttle/ courtesy bus '000	Charter/ tour bus '000	Four wheel drive '000	Other '000
Country of residence							
New Zealand	13	6	23	3	6	0	2
Japan	7	5	9	1	8	0	2
Hong Kong	5	1	2	0	3	1	0
Singapore	2	3	4	2	6	0	1
Malaysia	3	1	6	0	3	0	0
Indonesia	2	0	2	0	2	0	0
Taiwan	4	1	4	0	5	0	1
Thailand	2	1	2	0	0	0	1
Korea	8	2	8	0	2	0	1
China	10	2	5	3	20	0	0
India	2	1	2	0	1	0	0
Other Asia	2	1	2	0	0	0	0
USA	14	15	10	2	14	1	2
Canada	11	9	5	1	7	0	3
United Kingdom	51	33	26	4	21	4	6
Germany	24	15	6	2	14	2	2
Scandinavia	15	8	6	0	9	1	2
France	10	6	5	1	5	1	1
Italy	5	7	2	0	4	0	1
Netherlands	6	4	2	0	5	0	1
Switzerland	6	4	2	1	7	1	0
Other Europe	17	10	5	1	7	3	2
Other countries	13	5	11	1	3	0	2
Main purpose of journey (including backpackers)							
Holiday	166	101	80	17	119	12	21
Visiting friends & relatives	25	17	22	2	10	1	2
Business	6	6	10	1	5	1	2
Education	22	9	24	2	11	1	3
Employment	7	5	6	1	3	0	1
Other	7	2	4	0	4	0	1
Main purpose of journey (excluding backpackers)							
Holiday	40	43	35	14	74	5	6
Visiting friends & relatives	16	13	18	1	7	1	1
Business	4	5	8	1	5	1	2
Education	8	2	14	1	4	0	1
Employment	2	2	4	0	1	0	0
Other	3	1	1	0	3	0	0
Backpackers	159	73	66	6	59	9	19
Total	232	140	146	23	153	15	30

Base: All visitors aged 15 years and over.

Table 12

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

Country of residence	Year ended 30 September 2011									
	New South Wales		Victoria		Queensland		South Australia		Western Australia	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	4 139	6	2 267	5	5 242	13	467	5	2 017	9
Japan	3 004	4	791	2	2 519	6	213	2	705	3
Hong Kong	2 328	3	1 284	3	611	2	319	4	454	2
Singapore	1 430	2	2 005	5	673	2	233	3	1 391	6
Malaysia	999	1	2 410	6	734	2	586	7	1 518	7
Indonesia	1 443	2	1 728	4	252	1	314	4	789	4
Taiwan	1 200	2	804	2	1 783	4	143	2	555	3
Thailand	1 664	2	1 064	3	503	1	247	3	671	3
Korea	6 130	9	1 284	3	3 255	8	222	3	458	2
China	10 743	16	7 446	18	3 729	9	1 381	16	991	5
India	3 231	5	3 905	9	804	2	444	5	572	3
Other Asia	2 966	4	3 042	7	844	2	418	5	1 226	6
USA	3 925	6	1 539	4	1 843	5	384	4	1 299	6
Canada	1 633	2	753	2	969	2	263	3	560	3
United Kingdom	7 242	11	3 678	9	4 666	12	1 076	12	3 507	16
Germany	2 057	3	960	2	2 124	5	409	5	922	4
Scandinavia	1 373	2	515	1	1 025	3	49	1	381	2
France	1 760	3	832	2	1 346	3	169	2	659	3
Italy	1 031	2	492	1	524	1	122	1	190	1
Netherlands	526	1	360	1	502	1	71	1	207	1
Switzerland	418	1	189	0	469	1	102	1	273	1
Other Europe	3 322	5	1 296	3	1 860	5	408	5	1 072	5
Other countries	5 399	8	3 413	8	4 052	10	579	7	1 520	7
Main purpose of journey (including backpackers)										
Holiday	20 869	31	10 025	24	17 890	44	2 064	24	7 273	33
Visiting friends & relatives	12 322	18	8 956	21	7 010	17	1 703	20	4 637	21
Business	4 546	7	2 981	7	1 747	4	508	6	2 235	10
Education	22 860	34	15 024	36	10 075	25	3 364	39	5 013	23
Employment	4 600	7	3 439	8	2 466	6	781	9	2 320	11
Other	2 764	4	1 633	4	1 141	3	204	2	458	2
Main purpose of journey (excluding backpackers)										
Holiday	12 527	18	6 144	15	9 806	24	1 212	14	4 241	19
Visiting friends & relatives	11 840	17	8 747	21	6 628	16	1 642	19	4 437	20
Business	4 412	6	2 822	7	1 680	4	496	6	2 156	10
Education	19 886	29	13 678	33	7 340	18	2 766	32	4 263	19
Employment	3 716	5	2 911	7	1 662	4	696	8	1 918	9
Other	2 006	3	1 575	4	618	2	181	2	389	2
Backpackers	13 574	20	6 181	15	12 594	31	1 629	19	4 533	21
Total	67 962	100	42 058	100	40 328	100	8 622	100	21 936	100

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Continued...

Table 12 (continued)

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

Country of residence	Year ended 30 September 2011							
	Tasmania		Northern Territory		Australian Capital Territory		Total nights ^(a)	
	'000	%	'000	%	'000	%	'000	%
New Zealand	173	6	292	8	207	5	14 804	8
Japan	157	6	110	3	164	4	7 663	4
Hong Kong	107	4	35	1	51	1	5 190	3
Singapore	131	5	21	1	163	4	6 047	3
Malaysia	217	8	57	2	112	3	6 633	3
Indonesia	72	3	123	3	264	7	4 984	3
Taiwan	25	1	271	7	74	2	4 855	3
Thailand	105	4	65	2	61	2	4 380	2
Korea	209	8	158	4	398	10	12 114	6
China	282	10	82	2	858	22	25 511	13
India	79	3	42	1	107	3	9 183	5
Other Asia	51	2	287	8	299	8	9 133	5
USA	183	7	234	6	239	6	9 645	5
Canada	68	3	316	9	38	1	4 601	2
United Kingdom	352	13	420	11	218	6	21 159	11
Germany	83	3	305	8	20	1	6 879	4
Scandinavia	17	1	113	3	46	1	3 519	2
France	114	4	173	5	49	1	5 101	3
Italy	27	1	66	2	21	1	2 473	1
Netherlands	24	1	142	4	24	1	1 856	1
Switzerland	34	1	89	2	11	0	1 586	1
Other Europe	50	2	191	5	77	2	8 277	4
Other countries	142	5	107	3	353	9	15 565	8
Main purpose of journey (including backpackers)								
Holiday	1 130	42	2 011	54	610	16	61 872	32
Visiting friends & relatives	453	17	615	17	422	11	36 118	19
Business	122	5	165	4	257	7	12 560	7
Education	871	32	261	7	2 117	55	59 585	31
Employment	87	3	386	10	186	5	14 265	7
Other	38	1	259	7	263	7	6 759	4
Main purpose of journey (excluding backpackers)								
Holiday	630	23	968	26	371	10	35 899	19
Visiting friends & relatives	407	15	572	15	388	10	34 662	18
Business	114	4	156	4	250	6	12 087	6
Education	723	27	208	6	1 832	48	50 695	27
Employment	76	3	338	9	178	5	11 496	6
Other	15	1	210	6	171	4	5 166	3
Backpackers	735	27	1 245	34	664	17	41 154	22
Total	2 700	100	3 697	100	3 855	100	191 159	100

Base: All visitors aged 15 years and over.

Note: Rounded shares may sum to more than 100.

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

Table 13

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

	Year ended 30 September 2011				
	Sydney '000	Melbourne '000	Brisbane '000	Gold Coast '000	Tropical North Queensland '000
Country of residence					
New Zealand	3 063	1 871	1 569	1 814	452
Japan	2 721	683	813	902	487
Hong Kong	2 109	1 096	387	78	60
Singapore	1 244	1 846	403	111	14
Malaysia	871	2 192	495	184	19
Indonesia	1 345	1 676	166	40	24
Taiwan	978	606	1 203	135	50
Thailand	1 359	940	193	184	53
Korea	5 614	1 182	1 787	453	211
China	9 621	7 202	2 569	844	190
India	3 062	3 742	583	141	22
Other Asia	2 647	2 856	495	95	58
USA	3 018	1 309	578	305	480
Canada	1 156	611	263	182	209
United Kingdom	5 464	2 775	1 561	779	912
Germany	1 489	757	560	192	618
Scandinavia	980	399	283	165	233
France	1 471	549	495	131	293
Italy	924	381	160	60	147
Netherlands	328	256	122	33	134
Switzerland	305	139	142	64	108
Other Europe	2 593	1 010	884	239	308
Other countries	4 579	2 973	2 210	965	310
Main purpose of journey (including backpackers)					
Holiday	16 752	8 017	5 514	3 625	3 659
Visiting friends & relatives	9 888	7 478	3 377	1 445	568
Business	4 165	2 677	934	276	173
Education	20 242	14 316	6 564	2 179	341
Employment	3 489	3 017	1 094	353	462
Other	2 404	1 548	438	219	188
Main purpose of journey (excluding backpackers)					
Holiday	10 538	5 064	2 983	2 799	1 930
Visiting friends & relatives	9 538	7 332	3 253	1 386	497
Business	4 046	2 546	913	273	147
Education	17 730	13 072	4 961	1 643	135
Employment	2 812	2 531	854	232	225
Other	1 765	1 508	179	176	88
Backpackers	10 513	5 000	4 778	1 588	2 370
Total	56 941	37 053	17 922	8 097	5 390

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

Country of residence	Year ended 30 September 2011				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
New Zealand	316	1 094	80	123	130
Japan	203	512	129	12	6
Hong Kong	302	392	64	15	15
Singapore	212	1 318	47	16	2
Malaysia	577	1 450	90	49	0
Indonesia	306	726	57	120	1
Taiwan	127	338	11	197	34
Thailand	228	499	43	42	1
Korea	140	371	72	58	62
China	1 349	918	202	76	1
India	416	480	24	16	24
Other Asia	382	939	21	116	62
USA	295	953	118	89	70
Canada	195	432	32	242	42
United Kingdom	821	2 847	130	233	97
Germany	245	541	38	107	83
Scandinavia	31	299	13	60	22
France	120	417	45	63	51
Italy	90	152	10	21	11
Netherlands	52	90	9	25	22
Switzerland	77	172	6	28	24
Other Europe	314	869	25	89	34
Other countries	530	1 210	90	68	12
Main purpose of journey (including backpackers)					
Holiday	1 439	5 016	545	871	460
Visiting friends & relatives	1 399	3 802	229	392	100
Business	426	1 501	53	67	12
Education	3 235	4 901	482	181	53
Employment	653	1 416	33	190	128
Other	177	382	11	164	51
Main purpose of journey (excluding backpackers)					
Holiday	844	3 049	356	396	193
Visiting friends & relatives	1 347	3 659	205	374	92
Business	416	1 465	51	64	10
Education	2 667	4 197	385	165	38
Employment	606	1 092	29	168	118
Other	160	351	9	153	40
Backpackers	1 289	3 205	319	544	315
Total	7 329	17 019	1 354	1 864	805

Base: All visitors aged 15 years and over.

Table 14

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

Country of residence	Year ended 30 September 2011					
	Hotel, resort, motel, motor inn '000	Backpacker hostel '000	Rented house/ apartment/ flat/unit '000	Home of friend or relative '000	Caravan park/ commercial camping ground '000	Caravan/ camping by the side of the road '000
	New Zealand	3 057	280	3 278	6 578	345
Japan	1 060	641	3 376	859	35	21
Hong Kong	562	244	2 073	1 177	35	13
Singapore	1 142	110	2 370	1 385	11	3
Malaysia	667	98	2 928	1 916	12	1
Indonesia	510	33	2 418	1 324	8	1
Taiwan	250	443	2 827	560	113	6
Thailand	376	25	1 939	1 315	23	0
Korea	536	703	8 133	1 339	116	10
China	2 075	126	14 249	5 728	2	2
India	1 031	4	4 242	3 336	4	0
Other Asia	392	29	4 081	3 559	2	1
USA	2 515	556	2 134	2 937	92	71
Canada	685	495	1 333	1 526	92	44
United Kingdom	2 819	3 409	4 239	8 947	473	175
Germany	792	1 778	1 308	1 300	553	206
Scandinavia	472	755	865	653	158	36
France	327	970	1 610	922	388	189
Italy	371	244	992	539	69	20
Netherlands	226	398	361	465	185	77
Switzerland	274	248	247	259	179	68
Other Europe	1 188	897	2 862	2 108	227	55
Other countries	1 280	527	5 710	6 174	100	27
Main purpose of journey (including backpackers)						
Holiday	11 323	10 345	16 070	16 202	2 528	892
Visiting friends & relatives	2 143	416	1 767	30 401	306	69
Business	6 309	91	3 299	1 243	38	13
Education	1 045	975	39 523	4 611	96	57
Employment	1 069	764	9 262	1 474	191	27
Other	719	423	3 656	975	63	29
Main purpose of journey (excluding backpackers)						
Holiday	10 356	na	8 654	13 083	1 153	259
Visiting friends & relatives	2 058	na	1 690	29 620	272	38
Business	6 203	na	3 130	1 204	36	8
Education	888	na	34 393	4 396	28	10
Employment	975	na	7 941	1 192	133	11
Other	704	na	2 758	869	37	15
Backpackers	1 424	13 014	15 011	4 541	1 564	745
Total	22 608	13 014	73 576	54 905	3 223	1 087

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

Continued...

Table 14 (continued)

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

Country of residence	Year ended 30 September 2011					Total nights ^(a) '000
	Guest house, bed and breakfast '000	Boat, houseboat, cabin cruiser or cruise ship '000	Educational institution '000	Homestay '000	Other '000	
New Zealand	47	91	161	22	681	14 804
Japan	36	3	289	1 236	61	7 663
Hong Kong	21	0	303	610	78	5 190
Singapore	40	13	483	149	182	6 047
Malaysia	17	7	570	164	59	6 633
Indonesia	7	12	249	247	46	4 984
Taiwan	15	0	148	324	162	4 855
Thailand	12	12	184	343	120	4 380
Korea	48	1	278	811	134	12 114
China	23	3	624	1 456	181	25 511
India	39	12	332	90	87	9 183
Other Asia	4	55	323	370	235	9 133
USA	71	60	790	115	260	9 645
Canada	21	18	174	62	101	4 601
United Kingdom	179	83	136	155	401	21 159
Germany	55	31	136	456	254	6 879
Scandinavia	18	18	255	107	124	3 519
France	37	11	153	318	178	5 101
Italy	14	8	75	84	54	2 473
Netherlands	16	26	15	16	59	1 856
Switzerland	22	5	9	260	3	1 586
Other Europe	66	31	322	349	154	8 277
Other countries	47	39	616	770	151	15 565
Main purpose of journey (including backpackers)						
Holiday	462	270	183	1 738	1 396	61 872
Visiting friends & relatives	139	21	23	67	126	36 118
Business	57	116	78	133	855	12 560
Education	103	13	6 066	6 150	197	59 585
Employment	58	94	56	191	909	14 265
Other	36	22	221	234	282	6 759
Main purpose of journey (excluding backpackers)						
Holiday	304	159	127	824	518	35 899
Visiting friends & relatives	133	11	19	65	114	34 662
Business	55	113	75	103	832	12 087
Education	82	3	4 792	5 244	126	50 695
Employment	28	91	40	115	801	11 496
Other	22	20	190	182	273	5 166
Backpackers	233	138	1 384	1 980	1 100	41 154
Total	856	536	6 626	8 513	3 765	191 159

Base: All visitors aged 15 years and over.

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

Table 15

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

Country of residence	Year ended 30 September 2011								Number of package tour visitors '000
	Package tour ^(a)		Other pre-payments		Expenditure within Australia		Total	Average	
	Total \$million	Average \$	Total \$million	Average \$	Total \$million	Average \$			
New Zealand	100	1 256	8	102	74	925	183	2 284	80
Japan	461	2 974	14	87	124	802	599	3 864	155
Hong Kong	39	2 028	2	125	21	1 089	62	3 241	19
Singapore	45	1 834	3	125	19	754	67	2 713	25
Malaysia	25	1 575	2	131	12	748	39	2 454	16
Indonesia	31	2 525	2	160	12	970	44	3 655	12
Taiwan	40	1 774	1	25	20	867	61	2 666	23
Thailand	14	2 456	2	345	6	1 111	23	3 912	6
Korea	161	2 554	0	2	49	777	210	3 332	63
China	463	2 521	6	32	201	1 096	670	3 649	183
India	37	3 680	0	36	8	799	46	4 516	10
Other Asia	21	2 414	0	48	7	786	29	3 248	9
USA	277	5 571	6	115	58	1 164	340	6 851	50
Canada	60	6 303	5	477	11	1 170	76	7 950	10
United Kingdom	278	4 747	13	221	96	1 635	387	6 602	59
Germany	104	4 720	3	142	46	2 085	154	6 947	22
Scandinavia	85	6 256	2	123	31	2 291	118	8 670	14
France	42	4 977	0	43	13	1 536	55	6 556	8
Italy	100	7 758	1	80	17	1 282	118	9 120	13
Netherlands	31	4 702	1	197	17	2 530	49	7 428	7
Switzerland	38	5 279	4	625	25	3 467	67	9 371	7
Other Europe	73	5 097	3	215	38	2 679	114	7 991	14
Other countries	89	3 364	5	202	46	1 759	140	5 325	26
Main purpose of journey (including backpackers)									
Holiday	2 123	3 104	50	74	735	1 075	2 908	4 252	684
Visiting friends & relatives	94	3 130	4	118	40	1 320	137	4 569	30
Business	187	2 583	13	183	78	1 075	278	3 840	72
Education	144	6 083	16	674	74	3 147	234	9 904	24
Employment	5	2 160	0	72	9	3 579	14	5 811	2
Other	61	3 471	1	47	15	842	77	4 360	18
Main purpose of journey (excluding backpackers)									
Holiday	2 019	3 074	45	69	642	978	2 707	4 122	657
Visiting friends & relatives	90	3 147	3	119	36	1 256	130	4 522	29
Business	185	2 587	13	184	77	1 076	276	3 846	72
Education	103	5 724	12	692	50	2 777	166	9 193	18
Employment	4	2 082	0	81	4	2 030	9	4 193	2
Other	54	3 504	1	53	9	598	65	4 155	16
Backpackers	157	4 227	9	231	131	3 521	296	7 979	37
Total	2 614	3 150	84	101	950	1 145	3 648	4 396	830

Base: All visitors aged 15 years and over.

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

Table 16

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

Country of residence	Year ended 30 September 2011								Number of non-package tour visitors '000
	Pre-paid international airfares ^(a)		Other pre-payments		Expenditure within Australia		Total		
	Total	Average	Total	Average	Total	Average	Total	Average	
	\$million	\$	\$million	\$	\$million	\$	\$million	\$	
New Zealand	474	484	165	169	1 327	1 354	1 967	2 007	980
Japan	227	1 419	98	614	467	2 920	793	4 953	160
Hong Kong	147	1 104	98	738	508	3 825	753	5 668	133
Singapore	229	899	215	844	793	3 110	1 238	4 853	255
Malaysia	148	723	210	1 029	640	3 129	998	4 880	204
Indonesia	97	873	115	1 040	414	3 727	626	5 640	111
Taiwan	58	1 062	36	659	275	5 061	368	6 782	54
Thailand	70	917	61	796	340	4 445	471	6 158	76
Korea	143	1 159	97	783	862	6 968	1 103	8 910	124
China	314	1 023	254	829	2 360	7 690	2 929	9 541	307
India	147	1 160	73	580	602	4 764	822	6 504	126
Other Asia	137	1 000	122	893	560	4 098	818	5 991	137
USA	729	1 933	170	452	900	2 387	1 799	4 772	377
Canada	204	1 989	48	472	375	3 663	628	6 123	103
United Kingdom	994	1 853	147	274	1 455	2 712	2 596	4 839	536
Germany	260	2 013	51	392	418	3 243	729	5 648	129
Scandinavia	139	2 029	22	318	261	3 826	422	6 173	68
France	144	1 787	33	416	343	4 269	520	6 472	80
Italy	72	1 802	17	424	144	3 621	233	5 847	40
Netherlands	76	1 939	14	366	127	3 256	217	5 562	39
Switzerland	85	2 458	36	1 047	129	3 734	250	7 240	35
Other Europe	286	1 823	51	322	647	4 117	983	6 262	157
Other countries	507	1 360	137	368	1 114	2 991	1 758	4 719	372
Main purpose of journey (including backpackers)									
Holiday	2 124	1 230	587	340	4 440	2 572	7 151	4 142	1 727
Visiting friends & relatives	1 510	1 155	127	97	1 941	1 485	3 579	2 737	1 308
Business	1 309	1 585	261	316	1 944	2 355	3 513	4 256	825
Education	359	882	1 246	3 058	5 261	12 912	6 867	16 853	407
Employment	130	1 000	15	113	1 066	8 180	1 211	9 292	130
Other	253	1 221	36	172	411	1 984	699	3 378	207
Main purpose of journey (excluding backpackers)									
Holiday	1 579	1 169	499	369	2 815	2 084	4 892	3 623	1 350
Visiting friends & relatives	1 440	1 144	120	96	1 828	1 452	3 388	2 692	1 259
Business	1 290	1 591	255	314	1 907	2 351	3 452	4 256	811
Education	286	810	1 067	3 018	4 656	13 176	6 009	17 004	353
Employment	107	955	10	90	891	7 956	1 008	9 001	112
Other	233	1 229	32	167	324	1 710	589	3 107	190
Backpackers	749	1 415	290	548	2 642	4 992	3 680	6 956	529
Total	5 685	1 235	2 272	494	15 062	3 271	23 019	5 000	4 604

Base: All visitors aged 15 years and over.

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

(a) Excludes international airfares purchased in Australia.

Table 17

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

Country of residence	Year ended 30 September 2011						
	Package tour \$	Pre-paid international airfares \$	Organised tours \$	International airfares		Other transport fares \$	Self-drive cars, rent-a-cars, campervans \$
				bought in Australia \$	Domestic airfares \$		
New Zealand	95	448	21	32	15	59	51
Japan	1 463	721	168	67	31	72	23
Hong Kong	255	965	85	57	38	122	59
Singapore	162	820	36	36	32	96	73
Malaysia	114	670	36	51	33	92	35
Indonesia	248	787	20	95	39	144	41
Taiwan	523	749	104	119	69	140	14
Thailand	173	853	32	99	64	187	43
Korea	861	768	96	134	62	193	28
China	943	640	103	199	42	123	12
India	274	1 074	42	157	37	196	23
Other Asia	146	939	20	150	33	144	28
USA	648	1 708	147	62	82	96	69
Canada	536	1 820	237	98	152	137	117
United Kingdom	467	1 670	156	66	84	124	98
Germany	691	1 719	251	41	117	141	246
Scandinavia	1 040	1 691	230	154	102	142	118
France	469	1 619	142	106	136	157	162
Italy	1 900	1 361	140	96	99	182	106
Netherlands	674	1 661	261	52	109	125	232
Switzerland	909	2 035	594	37	163	156	469
Other Europe	424	1 671	183	102	110	181	149
Other countries	222	1 270	56	92	54	118	57
Main purpose of journey (including backpackers)							
Holiday	881	881	167	39	63	94	94
Visiting friends & relatives	70	1 129	40	33	38	54	43
Business	208	1 457	21	41	44	121	62
Education	334	834	112	484	87	359	36
Employment	39	982	105	389	115	250	69
Other	272	1 125	39	63	34	90	37
Main purpose of journey (excluding backpackers)							
Holiday	1 006	787	122	25	38	66	84
Visiting friends & relatives	70	1 119	32	32	34	51	41
Business	210	1 462	19	41	43	120	61
Education	278	771	55	519	57	358	25
Employment	37	938	41	402	81	233	67
Other	265	1 136	24	60	23	71	28
Backpackers	277	1 322	377	124	195	243	131
Total	481	1 046	101	82	56	113	68

Base: All visitors aged 15 years and over.

Continued...

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

Table 17 (continued)

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

Year ended 30 September 2011							
Country of residence	Petrol and oil for self-drive cars or other vehicles	Shopping - items for use in Australia	Shopping - items to take home	Total shopping	Food, drink and accommodation	Horse racing and gambling	Entertainment
	\$	\$	\$	\$	\$	\$	\$
New Zealand	35	68	214	282	742	17	43
Japan	12	80	276	356	945	19	33
Hong Kong	42	167	246	412	1 656	18	68
Singapore	46	132	250	382	1 427	35	45
Malaysia	45	182	243	425	1 274	54	59
Indonesia	59	185	280	466	1 740	48	55
Taiwan	69	157	283	440	1 912	10	48
Thailand	47	229	287	516	2 160	21	79
Korea	69	251	395	646	2 420	92	58
China	49	254	668	922	1 834	60	80
India	75	221	217	437	2 265	13	63
Other Asia	68	262	335	597	1 561	26	67
USA	42	84	174	257	1 433	12	66
Canada	81	131	205	336	1 960	11	100
United Kingdom	75	145	135	281	1 657	13	98
Germany	178	124	134	257	1 756	4	84
Scandinavia	83	167	217	384	1 872	6	113
France	197	205	188	393	2 057	8	96
Italy	107	128	179	307	1 817	2	84
Netherlands	177	148	116	264	1 757	8	77
Switzerland	213	115	248	363	1 998	5	111
Other Europe	123	204	220	424	2 409	22	100
Other countries	65	170	325	495	1 460	18	66
Main purpose of journey (including backpackers)							
Holiday	65	90	297	386	1 163	26	72
Visiting friends & relatives	39	113	262	375	674	23	40
Business	29	68	218	286	1 495	19	27
Education	141	626	300	926	5 122	42	192
Employment	235	577	251	829	4 696	45	160
Other	46	122	157	279	1 051	8	31
Main purpose of journey (excluding backpackers)							
Holiday	46	66	321	387	924	26	61
Visiting friends & relatives	37	114	264	378	654	24	38
Business	29	68	219	287	1 495	19	26
Education	147	646	312	958	5 111	46	186
Employment	230	552	247	799	4 519	42	145
Other	29	101	157	258	888	8	24
Backpackers	147	248	184	432	2 654	26	136
Total	62	148	268	416	1 493	25	67

Base: All visitors aged 15 years and over.

Continued...

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

Table 17 (continued)

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

Country of residence	Year ended 30 September 2011					Total excluding package tours and pre-paid international airfares	Total visitors '000
	Motor vehicles	Education fees	Phone, internet, fax and/or postage	Other ^(b)	Total		
	\$	\$	\$	\$	\$		
New Zealand	83	34	20	49	2 028	1 486	1 060
Japan	41	372	31	62	4 417	2 233	315
Hong Kong	101	1 295	68	120	5 362	4 142	152
Singapore	152	1 174	46	103	4 664	3 682	280
Malaysia	137	1 550	60	68	4 705	3 921	220
Indonesia	45	1 494	78	86	5 445	4 410	123
Taiwan	60	1 124	83	104	5 568	4 296	77
Thailand	83	1 466	95	83	6 000	4 975	82
Korea	177	1 241	97	87	7 029	5 400	187
China	284	1 866	84	96	7 337	5 754	490
India	160	1 345	101	93	6 356	5 008	137
Other Asia	170	1 686	107	82	5 824	4 739	145
USA	36	239	43	72	5 014	2 657	427
Canada	58	497	60	80	6 279	3 923	112
United Kingdom	63	49	50	62	5 012	2 875	595
Germany	76	163	56	59	5 838	3 429	151
Scandinavia	78	425	70	78	6 588	3 857	82
France	435	343	78	80	6 480	4 392	89
Italy	91	215	72	69	6 649	3 388	53
Netherlands	193	121	50	70	5 829	3 494	46
Switzerland	23	411	55	64	7 607	4 662	42
Other Europe	110	242	81	76	6 406	4 311	171
Other countries	72	550	73	90	4 759	3 267	399
Main purpose of journey (including backpackers)							
Holiday	61	115	34	32	4 173	2 411	2 410
Visiting friends & relatives	51	112	20	36	2 778	1 579	1 337
Business	147	59	46	160	4 222	2 557	898
Education	357	6 992	267	188	16 471	15 304	431
Employment	698	172	233	212	9 229	8 209	133
Other	37	181	47	115	3 455	2 057	225
Main purpose of journey (excluding backpackers)							
Holiday	49	117	21	28	3 786	1 993	2 007
Visiting friends & relatives	52	116	20	36	2 733	1 544	1 287
Business	149	59	45	158	4 223	2 552	883
Education	399	7 241	273	200	16 625	15 576	371
Employment	747	184	236	214	8 915	7 939	114
Other	28	181	42	121	3 186	1 785	205
Backpackers	118	664	110	68	7 023	5 423	566
Total	111	655	57	74	4 907	3 380	5 434

Base: All visitors aged 15 years and over.

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

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

Table 18

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

Country of residence	Year ended 30 September 2011					
	Package tour	Pre-paid international airfares	Organised tours	International airfares bought in Australia	Domestic airfares	Other transport fares
	\$	\$	\$	\$	\$	\$
New Zealand	1 256	484	248	436	279	87
Japan	2 974	1 419	371	885	397	124
Hong Kong	2 028	1 104	404	807	300	165
Singapore	1 834	899	240	880	357	133
Malaysia	1 575	723	231	597	230	127
Indonesia	2 525	873	270	798	309	189
Taiwan	1 774	1 062	383	922	371	224
Thailand	2 456	917	215	861	415	246
Korea	2 554	1 159	327	968	340	318
China	2 521	1 023	521	1 077	349	263
India	3 680	1 160	335	1 207	324	284
Other Asia	2 414	1 000	305	1 137	320	232
USA	5 571	1 933	518	1 196	422	126
Canada	6 303	1 989	705	1 167	502	167
United Kingdom	4 747	1 853	532	976	355	154
Germany	4 720	2 013	656	731	407	178
Scandinavia	6 256	2 029	631	1 133	402	170
France	4 977	1 787	533	781	472	198
Italy	7 758	1 802	503	1 092	397	240
Netherlands	4 702	1 939	655	725	374	154
Switzerland	5 279	2 458	1 256	836	488	184
Other Europe	5 097	1 823	594	1 056	380	232
Other countries	3 364	1 360	475	1 129	380	169
Main purpose of journey (including backpackers)						
Holiday	3 104	1 230	496	705	364	137
Visiting friends & relatives	3 130	1 155	355	691	313	89
Business	2 583	1 585	266	1 076	467	161
Education	6 083	882	552	1 079	369	404
Employment	2 160	1 000	734	979	454	323
Other	3 471	1 221	429	847	396	136
Main purpose of journey (excluding backpackers)						
Holiday	3 074	1 169	412	691	348	104
Visiting friends & relatives	3 147	1 144	326	701	308	85
Business	2 587	1 591	255	1 096	466	160
Education	5 724	810	386	1 090	334	409
Employment	2 082	955	465	991	429	311
Other	3 504	1 229	332	877	353	112
Backpackers	4 227	1 415	719	768	394	258
Total	3 150	1 235	471	910	370	163

Base: All visitors aged 15 years and over.

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

Continued...

Table 18 (continued)

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

Country of residence	Year ended 30 September 2011					
	Self-drive cars, rent-a-cars, campervans	Petrol and oil for self-drive cars or other vehicles	Shopping - items for use in Australia	Shopping - items to take home	Total shopping	Food, drink and accommodation
	\$	\$	\$	\$	\$	\$
New Zealand	308	123	174	305	352	776
Japan	418	166	244	300	378	981
Hong Kong	364	175	470	329	496	1 731
Singapore	346	167	387	320	440	1 468
Malaysia	222	168	426	290	464	1 339
Indonesia	525	291	472	326	504	1 870
Taiwan	240	467	417	328	465	2 135
Thailand	372	238	588	359	596	2 379
Korea	549	595	740	475	704	2 582
China	296	456	828	803	1 047	2 273
India	370	529	635	295	545	2 818
Other Asia	603	474	659	444	725	1 965
USA	457	187	215	229	309	1 482
Canada	570	245	264	258	376	2 002
United Kingdom	473	205	271	185	325	1 702
Germany	833	406	265	177	301	1 815
Scandinavia	655	272	307	295	430	1 957
France	660	482	450	268	477	2 137
Italy	585	316	337	232	368	1 893
Netherlands	805	402	275	158	309	1 798
Switzerland	1 360	472	224	313	420	2 006
Other Europe	646	339	386	287	474	2 484
Other countries	517	301	416	427	584	1 645
Main purpose of journey (including backpackers)						
Holiday	482	233	231	353	426	1 226
Visiting friends & relatives	399	139	266	342	439	761
Business	570	214	258	321	382	1 589
Education	352	569	849	412	1 001	5 218
Employment	445	584	906	401	991	4 864
Other	546	420	397	265	412	1 190
Main purpose of journey (excluding backpackers)						
Holiday	466	177	191	376	426	984
Visiting friends & relatives	398	135	270	346	444	741
Business	572	215	261	323	384	1 591
Education	313	633	893	435	1 042	5 219
Employment	475	591	903	398	968	4 708
Other	496	317	354	266	387	1 016
Backpackers	512	408	402	241	477	2 666
Total	471	249	363	348	485	1 602

Base: All visitors aged 15 years and over.

Continued...

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

Table 18 (continued)

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

Country of residence	Year ended 30 September 2011					
	Horse racing and gambling \$	Entertainment \$	Motor vehicles \$	Education fees \$	Phone, internet, fax and/or postage \$	Other ^(b) \$
New Zealand	113	119	11 921	3 253	65	378
Japan	230	87	6 736	6 333	121	549
Hong Kong	178	164	14 082	11 579	138	594
Singapore	348	130	14 453	13 214	108	632
Malaysia	485	146	12 323	12 219	151	489
Indonesia	578	148	4 292	9 812	149	389
Taiwan	76	123	2 907	8 908	175	586
Thailand	215	197	8 048	9 132	181	459
Korea	743	172	6 728	7 512	254	431
China	489	239	18 393	12 640	217	667
India	156	162	7 455	13 593	213	472
Other Asia	295	192	6 713	11 626	248	457
USA	141	141	8 440	8 203	84	342
Canada	119	166	3 357	10 470	105	258
United Kingdom	112	168	4 446	3 941	98	241
Germany	77	144	2 215	4 652	91	202
Scandinavia	108	184	6 098	7 717	105	244
France	145	169	7 750	6 793	126	264
Italy	53	174	4 343	4 444	130	356
Netherlands	114	133	7 305	4 969	87	199
Switzerland	96	177	3 011	4 148	91	186
Other Europe	257	161	3 015	5 069	134	243
Other countries	240	170	5 328	8 171	146	441
Main purpose of journey (including backpackers)						
Holiday	212	142	4 635	4 834	79	189
Visiting friends & relatives	202	109	11 617	7 600	69	264
Business	313	127	24 665	6 039	102	787
Education	437	267	8 693	11 645	319	447
Employment	354	287	7 262	2 859	306	502
Other	200	133	3 024	4 830	114	739
Main purpose of journey (excluding backpackers)						
Holiday	206	134	8 402	6 157	58	223
Visiting friends & relatives	209	104	12 753	7 786	69	271
Business	316	126	25 376	6 102	102	799
Education	506	268	9 251	11 880	329	480
Employment	400	285	8 372	2 968	317	540
Other	209	115	4 484	5 284	107	864
Backpackers	209	185	2 507	6 820	146	175
Total	239	155	7 908	9 850	128	386

Base: All visitors aged 15 years and over.

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

Table 19

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

Year ended 30 September 2011

Country of residence	Visitors '000	Nights in Australia ^(a) '000	Average duration of stay Nights	Expenditure in Australia ^(b) \$million	Average expenditure in Australia ^(c)		
					Shopping \$	Food, drink and accommodation \$	All items \$
New Zealand	32	809	25	62	232	1 048	1 924
Japan	25	2 400	96	136	489	2 697	5 449
Hong Kong	9	733	81	56	586	2 768	6 179
Singapore	11	311	28	43	343	1 368	3 856
Malaysia	13	409	31	50	287	1 253	3 778
Indonesia	3	263	99	26	712	4 535	9 742
Taiwan	15	2 163	141	105	570	3 731	6 839
Thailand	4	295	70	26	430	2 953	6 066
Korea	29	3 662	126	222	755	3 888	7 622
China	12	843	70	85	702	2 575	7 006
India	1	175	126	28	1 099	3 709	20 348
Other Asia	3	223	71	26	507	2 638	8 450
USA	47	2 225	47	217	293	1 900	4 616
Canada	24	1 762	75	144	412	2 960	6 124
United Kingdom	106	7 396	69	541	359	2 884	5 086
Germany	55	4 127	76	275	362	2 431	5 028
Scandinavia	27	1 944	73	150	492	2 777	5 624
France	34	2 929	87	192	474	2 703	5 709
Italy	11	980	92	62	377	3 238	5 882
Netherlands	14	965	69	72	342	2 590	5 124
Switzerland	14	816	60	87	382	2 529	6 336
Other Europe	42	3 229	77	264	527	3 394	6 263
Other countries	35	2 495	71	203	548	2 649	5 750
Main purpose of journey							
Holiday	403	25 973	64	1 811	383	2 353	4 492
Visiting friends & relatives	50	1 457	29	124	296	1 193	2 477
Business	15	474	31	43	243	1 488	2 854
Education	60	8 890	149	812	726	5 194	13 612
Employment	19	2 768	148	184	1 010	5 776	9 854
Other	19	1 593	82	96	500	2 778	4 945
Total	566	41 154	73	3 071	432	2 654	5 423

Base: Visitors aged 15 years and over.

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

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

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

Table 20

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

State/territory visited	Year ended 30 September									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	436	77	448	79	437	78	459	78	431	76
Victoria	265	47	259	46	251	45	262	45	253	45
Queensland	356	63	363	64	364	65	360	62	321	57
South Australia	102	18	93	16	93	17	97	17	84	15
Western Australia	107	19	102	18	106	19	95	16	109	19
Tasmania	42	7	45	8	41	7	37	6	39	7
Northern Territory	117	21	118	21	121	22	117	20	102	18
Australian Capital Territory	40	7	35	6	37	7	36	6	33	6
Total^(a)	566	100	567	100	557	100	585	100	566	100

Base: Visitors aged 15 years and over.

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

Table 21

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

State/territory visited	Year ended 30 September									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	12 838	32	11 916	30	13 232	30	13 934	33	13 574	33
Victoria	6 362	16	6 016	15	6 615	15	6 686	16	6 181	15
Queensland	12 745	31	12 934	32	14 371	33	12 901	31	12 594	31
South Australia	1 604	4	1 721	4	1 551	4	1 673	4	1 629	4
Western Australia	4 679	11	4 792	12	4 769	11	3 975	9	4 533	11
Tasmania	834	2	789	2	819	2	685	2	735	2
Northern Territory	1 166	3	1 378	3	1 514	3	1 608	4	1 245	3
Australian Capital Territory	505	1	589	1	558	1	624	1	664	2
Total^(a)	40 734	100	40 135	100	43 428	100	42 086	100	41 154	100

Base: Visitors aged 15 years and over.

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

Table 22

Total Inbound Economic Value (TIEV) by country of residence

Country of residence	Year ended 30 September 2011		
	Spend in Australia \$ million	Total trip expenditure \$ million	Total Inbound Economic Value (TIEV) ^(a) \$ million
New Zealand	1 574	2 149	2 032
Japan	703	1 391	1 102
Hong Kong	629	815	722
Singapore	1 031	1 305	1 138
Malaysia	864	1 037	947
Indonesia	543	671	614
Taiwan	331	429	378
Thailand	409	493	473
Korea, South	996	1 291	1 152
China	2 822	3 598	3 409
India	684	868	911
Other Asia	702	869	886
USA	1 134	2 139	1 729
Canada	439	703	620
United Kingdom	1 710	2 982	2 726
Germany	518	882	721
Scandinavia	316	540	456
France	389	574	486
Italy	179	351	296
Netherlands	159	266	228
Switzerland	194	317	257
Other Europe	738	1 097	974
Other countries	1 303	1 898	1 791
Total	18 369	26 667	24 048

Source: Tourism Research Australia (TRA)

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

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

Table 23

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

Country of residence	Year ended 30 September									
	2007		2008		2009		2010		2011	
	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change
New Zealand	1 974	5	1 993	1	1 848	-7	1 930	4	2 032	5
Japan	1 597	-15	1 356	-15	1 330	-2	1 197	-10	1 102	-8
Hong Kong	572	2	585	2	639	9	681	7	722	6
Singapore	876	11	927	6	923	0	992	7	1 138	15
Malaysia	695	19	753	8	914	21	916	0	947	3
Indonesia	395	2	480	22	452	-6	537	19	614	14
Taiwan	300	-2	299	-1	393	31	404	3	378	-7
Thailand	328	11	358	9	403	12	413	2	473	15
Korea, South	1 242	16	1 150	-7	1 053	-8	1 048	0	1 152	10
China	1 764	20	2 005	14	2 459	23	3 000	22	3 409	14
India	443	20	650	47	758	17	779	3	911	17
Other Asia	466	28	658	41	774	17	796	3	886	11
USA	1 872	-2	1 971	5	1 918	-3	1 720	-10	1 729	1
Canada	601	5	645	7	657	2	600	-9	620	3
United Kingdom	3 446	10	3 174	-8	3 097	-2	2 889	-7	2 726	-6
Germany	768	1	819	7	900	10	763	-15	721	-5
Scandinavia	428	1	489	14	462	-6	469	2	456	-3
France	372	32	413	11	461	11	482	5	486	1
Italy	284	12	316	11	325	3	314	-4	296	-6
Netherlands	246	2	285	16	280	-2	267	-5	228	-14
Switzerland	266	10	262	-1	259	-1	261	1	257	-2
Other Europe	951	4	1 177	24	1 129	-4	1 020	-10	974	-5
Other countries	1 324	16	1 694	28	1 808	7	1 699	-6	1 791	5
Total	21 208	7	22 460	6	23 243	3	23 179	0	24 048	4

Source: Tourism Research Australia (TRA)

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

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

Table 24

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

State/territory visited	Year ended 30 September 2011						
	Expenditure	Share of	Visitors ^(b)	Visitor	Expenditure	Expenditure	Average
	\$ million	expenditure	'000	nights	per visitor	per night	length of
Excluding package expenditure		%		'000	\$	\$	stay
							Nights
New South Wales	6 198	36	2 804	67 962	2 210	91	24
Victoria	4 118	24	1 748	42 058	2 355	98	24
Queensland	3 435	20	1 950	40 328	1 762	85	21
South Australia	740	4	362	8 622	2 042	86	24
Western Australia	1 919	11	738	21 936	2 600	87	30
Tasmania	229	1	147	2 700	1 552	85	18
Northern Territory	300	2	302	3 697	995	81	12
Australian Capital Territory	379	2	165	3 855	2 299	98	23
Total Australia^(b)	17 318	100	5 434	191 159	3 187	91	35
Including package expenditure							
New South Wales	6 510	36	2 804	67 962	2 322	96	24
Victoria	4 215	23	1 748	42 058	2 411	100	24
Queensland	3 683	20	1 950	40 328	1 889	91	21
South Australia	756	4	362	8 622	2 086	88	24
Western Australia	1 951	11	738	21 936	2 644	89	30
Tasmania	237	1	147	2 700	1 612	88	18
Northern Territory	370	2	302	3 697	1 227	100	12
Australian Capital Territory	381	2	165	3 855	2 306	99	23
Total Australia^(b)	18 102	100	5 434	191 159	3 331	95	35

Base: All visitors aged 15 and over.

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

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

Note: Figures may not sum due to rounding.

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

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

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

Table 25

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

Year ended 30 September 2011

State/territory visited	Year ended 30 September 2011										Total visitors	
	Holiday		VFR		Business		Education		Other purposes ^(c)		million	%
	\$	%	\$	%	\$	%	\$	%	\$	%		
Excluding package expenditure	million	share	million	share	million	share	million	share	million	share	million	share
New South Wales	1 863	34	738	29	782	38	2 402	39	398	36	6 198	36
Victoria	870	16	745	29	555	27	1 684	28	261	24	4 118	24
Queensland	1 666	30	491	19	252	12	840	14	180	16	3 435	20
South Australia	169	3	123	5	74	4	326	5	47	4	740	4
Western Australia	545	10	394	15	278	14	529	9	161	15	1 919	11
Tasmania	105	2	28	1	16	1	71	1	8	1	229	1
Northern Territory	228	4	17	1	19	1	np	np	24	2	300	2
Australian Capital Territory	43	1	34	1	56	3	230	4	np	np	379	2
Total Australia^(b)	5 491	100	2 570	100	2 032	100	6 093	100	1 095	100	17 318	100
Including package expenditure												
New South Wales	2 102	34	749	29	807	39	2 426	40	405	37	6 510	36
Victoria	947	15	750	29	567	27	1 686	27	262	24	4 215	23
Queensland	1 880	31	497	19	260	12	857	14	182	16	3 683	20
South Australia	181	3	125	5	75	4	327	5	47	4	756	4
Western Australia	567	9	398	15	281	14	531	9	162	15	1 951	11
Tasmania	114	2	28	1	16	1	71	1	8	1	237	1
Northern Territory	297	5	17	1	19	1	np	np	25	2	370	2
Australian Capital Territory	44	1	34	1	56	3	230	4	np	np	381	2
Total Australia^(b)	6 134	100	2 598	100	2 083	100	6 139	100	1 107	100	18 102	100

Base: All visitors aged 15 and over.

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

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

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

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

Figures may not add to the total due to rounding.

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

np Not published due to reliability concerns.

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

Table 26

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

State/territory visited	Year ended 30 September 2011						
	Expenditure	Share of expenditure	Visitors ^(a)	Visitor nights ^(b)	Expenditure per visitor	Expenditure per night	Average length of stay
	\$ million	%	'000	'000	\$	\$	Nights
Excluding package expenditure							
Sydney	5 496	89	2 616	56 941	2 101	97	22
Regional New South Wales	702	11	599	11 021	1 171	64	18
Total New South Wales	6 198	100	2 804	67 962	2 210	91	24
Melbourne	3 780	92	1 639	37 053	2 307	102	23
Regional Victoria	338	8	337	5 005	1 002	68	15
Total Victoria	4 118	100	1 748	42 058	2 355	98	24
Gold Coast	757	22	720	8 097	1 051	93	11
Brisbane	1 469	43	920	17 922	1 597	82	19
Regional Queensland	1 210	35	941	14 309	1 286	85	15
Total Queensland	3 435	100	1 950	40 328	1 762	85	21
Adelaide	652	88	331	7 329	1 971	89	22
Regional South Australia	88	12	131	1 294	671	68	10
Total South Australia	740	100	362	8 622	2 042	86	24
Experience Perth	1 658	86	700	17 019	2 369	97	24
Regional Western Australia	261	14	232	4 918	1 123	53	21
Total Western Australia	1 919	100	738	21 936	2 600	87	30
Hobart	117	51	115	1 354	1 024	87	12
Regional Tasmania	111	49	86	1 347	1 290	83	16
Total Tasmania	229	100	147	2 700	1 552	85	18
Darwin	114	38	145	1 864	787	61	13
Regional Northern Territory	186	62	239	1 834	779	101	8
Total Northern Territory	300	100	302	3 697	995	81	12
Canberra	379	100	165	3 855	2 299	98	23
Total Australian Capital Territory	379	100	165	3 855	2 299	98	23
Total capital cities	14 423	83	5 006	151 432	2 881	95	30
Total regional	2 895	17	1 870	39 726	1 548	73	21
Total Australia	17 318	100	5 434	191 159	3 187	91	35
Including package expenditure							
Sydney	5 802	89	2 616	56 941	2 218	102	22
Regional New South Wales	708	11	599	11 021	1 182	64	18
Total New South Wales	6 510	100	2 804	67 962	2 322	96	24
Melbourne	3 875	92	1 639	37 053	2 364	105	23
Regional Victoria	340	8	337	5 005	1 008	68	15
Total Victoria	4 215	100	1 748	42 058	2 411	100	24
Gold Coast	838	23	720	8 097	1 165	104	11
Brisbane	1 492	41	920	17 922	1 623	83	19
Regional Queensland	1 353	37	941	14 309	1 438	95	15
Total Queensland	3 683	100	1 950	40 328	1 889	91	21
Adelaide	660	87	331	7 329	1 997	90	22
Regional South Australia	96	13	131	1 294	729	74	10
Total South Australia	756	100	362	8 622	2 086	88	24
Experience Perth	1 685	86	700	17 019	2 406	99	24
Regional Western Australia	266	14	232	4 918	1 146	54	21
Total Western Australia	1 951	100	738	21 936	2 644	89	30
Hobart	124	52	115	1 354	1 078	91	12
Regional Tasmania	114	48	86	1 347	1 322	85	16
Total Tasmania	237	100	147	2 700	1 612	88	18
Darwin	119	32	145	1 864	822	64	13
Regional Northern Territory	251	68	239	1 834	1 050	137	8
Total Northern Territory	370	100	302	3 697	1 227	100	12
Canberra	381	100	165	3 855	2 306	99	23
Total Australian Capital Territory	381	100	165	3 855	2 306	99	23
Total capital cities	14 975	83	5 006	151 432	2 991	99	30
Total regional	3 127	17	1 870	39 726	1 672	79	21
Total Australia	18 102	100	5 434	191 159	3 331	95	35

Base: All visitors aged 15 and over.

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

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

Note: Figures may not sum due to rounding.

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

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

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

Table 27

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

Tourism region		Year ended 30 September 2011						
		Expenditure in region				Visitors ^(a)	Nights in region ^(b)	
		Total \$ million	Share %	Per visitor \$	Per night \$		Total '000	Average Nights
Excluding package expenditure								
Sydney	NSW	5 496	32	2 101	97	2 616	56 941	22
Melbourne	Vic	3 780	22	2 307	102	1 639	37 053	23
Experience Perth	WA	1 658	10	2 369	97	700	17 019	24
Brisbane	Qld	1 469	8	1 597	82	920	17 922	19
Gold Coast	Qld	757	4	1 051	93	720	8 097	11
Adelaide	SA	652	4	1 971	89	331	7 329	22
Tropical North Queensland	Qld	612	4	978	114	626	5 390	9
Canberra	ACT	379	2	2 299	98	165	3 855	23
Sunshine Coast	Qld	220	1	920	87	239	2 530	11
South Coast	NSW	190	1	1 595	85	119	2 239	19
Hunter	NSW	142	1	1 113	63	127	2 240	18
Hobart and Surrounds	Tas	117	1	1 024	87	115	1 354	12
Darwin	NT	114	1	787	61	145	1 864	13
Northern Rivers	NSW	110	1	555	61	198	1 799	9
Whitsundays	Qld	100	1	579	106	173	946	5
Australia s South West	WA	98	1	757	56	130	1 753	13
Petermann	NT	74	0	461	163	161	457	3
Australia s North West	WA	68	0	1 073	46	63	1 471	23
Northern	Qld	67	0	611	57	109	1 173	11
Launceston and Tamar Valley	Tas	61	0	1 147	83	53	734	14
Top 20 regions		16 165	93	3 056	94	5 289	172 166	33
Total Australia		17 318	100	3 187	91	5 434	191 159	35
Including package expenditure								
Sydney	NSW	5 802	32	2 218	102	2 616	56 941	22
Melbourne	Vic	3 875	21	2 364	105	1 639	37 053	23
Experience Perth	WA	1 685	9	2 406	99	700	17 019	24
Brisbane	Qld	1 492	8	1 623	83	920	17 922	19
Gold Coast	Qld	838	5	1 165	104	720	8 097	11
Tropical North Queensland	Qld	742	4	1 185	138	626	5 390	9
Adelaide	SA	660	4	1 997	90	331	7 329	22
Canberra	ACT	381	2	2 306	99	165	3 855	23
Sunshine Coast	Qld	224	1	938	89	239	2 530	11
South Coast	NSW	191	1	1 599	85	119	2 239	19
Hunter	NSW	142	1	1 117	63	127	2 240	18
Petermann	NT	135	1	840	296	161	457	3
Hobart and Surrounds	Tas	124	1	1 078	91	115	1 354	12
Darwin	NT	119	1	822	64	145	1 864	13
Northern Rivers	NSW	111	1	561	62	198	1 799	9
Whitsundays	Qld	106	1	614	113	173	946	5
Australia s South West	WA	100	1	773	57	130	1 753	13
Australia s North West	WA	69	0	1 101	47	63	1 471	23
Northern	Qld	67	0	615	57	109	1 173	11
Mid North Coast	NSW	62	0	443	67	141	925	7
Top 20 regions		16 926	93	3 199	98	5 292	172 356	33
Total Australia		18 102	100	3 331	95	5 434	191 159	35

Base: All visitors aged 15 and over.

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

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

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

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

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

Table 28

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

Year ended 30 September 2011

State/territory visited

Country of residence	State/territory visited							Australian Capital Territory	Total Australia ^(b)
	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory		
Excluding package expenditure	\$ million								
New Zealand	415	303	495	50	128	15	25	22	1 452
United Kingdom	573	285	361	76	252	26	46	14	1 634
Germany	148	70	145	23	73	8	32	2	501
Scandinavia	110	51	88	4	29	np	11	np	297
Switzerland	52	24	55	10	33	np	13	np	192
Netherlands	38	30	39	9	18	np	10	np	148
France	120	60	84	12	40	np	15	np	341
Italy	74	27	34	12	11	np	9	np	169
Other Europe	259	118	163	37	93	np	25	np	702
USA	461	173	199	37	132	21	30	40	1 092
Canada	161	67	91	29	48	7	15	np	422
Japan	258	60	249	15	50	9	12	np	669
China	1 133	722	366	136	99	22	np	98	2 585
Korea	522	128	206	22	26	np	8	27	950
Singapore	211	350	92	39	230	np	np	np	978
Malaysia	141	315	84	63	188	np	np	np	823
Hong Kong	284	131	70	37	54	21	np	np	605
Indonesia	158	181	38	np	102	np	np	np	526
Thailand	143	127	39	np	52	np	np	np	394
India	199	303	52	26	47	np	np	np	641
Taiwan	91	76	105	np	23	np	np	np	317
Other Asia	228	231	51	20	72	np	8	np	642
Other countries	420	287	329	41	118	11	9	22	1 238
Total	6 198	4 118	3 435	740	1 919	229	300	379	17 318
Including package expenditure									
New Zealand	422	307	509	51	130	15	26	22	1 482
United Kingdom	608	296	378	79	260	28	54	14	1 717
Germany	157	73	154	25	75	9	38	2	532
Scandinavia	118	53	96	5	30	np	15	np	323
Switzerland	54	25	58	10	35	np	15	np	203
Netherlands	41	31	42	9	19	np	12	np	158
France	123	60	87	12	40	np	19	np	354
Italy	85	30	39	14	12	np	17	np	199
Other Europe	265	120	169	37	94	np	31	np	724
USA	501	180	219	38	133	22	41	41	1 175
Canada	167	69	96	30	49	8	18	np	440
Japan	296	63	327	16	55	10	24	np	808
China	1 187	762	409	136	100	22	np	98	2 723
Korea	562	129	212	22	27	np	8	27	999
Singapore	215	353	98	40	231	np	np	np	992
Malaysia	142	316	87	63	190	np	np	np	830
Hong Kong	288	133	74	38	54	22	np	np	617
Indonesia	163	183	39	np	103	np	np	np	535
Thailand	145	128	40	np	52	np	np	np	398
India	205	305	55	26	47	np	np	np	652
Taiwan	98	78	108	np	23	np	np	np	329
Other Asia	233	232	52	20	72	np	8	np	649
Other countries	434	289	337	42	119	12	9	22	1 264
Total	6 510	4 215	3 683	756	1 951	237	370	381	18 102

Base: All visitors aged 15 and over.

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

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

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

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

np Not published due to reliability concerns.

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

Introduction to the International Visitor Survey

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

Survey methodology

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

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

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

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

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

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

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

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

Sample size

Increase in sample size for 2005 survey

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

Visitor interviews by country or region of residence

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

Sample size by country of residence

Country of residence	Sample (n)	
	September Quarter 2011	Year ended 30 September 2011
New Zealand	1 660	5 679
Japan	737	2 803
Hong Kong	266	1 053
Singapore	463	2 085
Malaysia	412	1 652
Indonesia	257	916
Taiwan	192	614
Thailand	131	621
Korea	364	1 505
China	764	3 385
India	259	1 026
Other Asia	213	1 213
USA	796	3 169
Canada	195	996
United Kingdom	655	4 183
Germany	338	1 363
Scandinavia	107	738
France	179	782
Italy	230	614
Netherlands	148	683
Switzerland	98	499
Other Europe	465	1 279
Other countries	697	2 939
Total	9 626	39 797

Data reliability

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

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

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

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

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

- 95% Confidence Interval is greater than estimate.

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

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

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

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

Expenditure

Determining international visitor expenditure

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

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

There are subtle differences between each of these spend classifications.

Total trip expenditure

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

Spend in Australia

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

Total Inbound Economic Value (TIEV)

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

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

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

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

TIEV methodology

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

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

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

Regional expenditure

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

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

Regional expenditure allocation methodology

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

Two types of expenditure data are collected in the IVS:

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

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

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

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

Domestic airfares

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

Package expenditure

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

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

Expenditure on accommodation, food and beverages, and other expenditure

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

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

The iterative procedure

Steps in the iteration process are:

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

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

where

r = rescaled value for this stop

p = preliminary estimate for this stop

E = reported total expenditure for the trip

R = sum of preliminary estimates for the trip

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

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

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

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

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

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Glossary of terms

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

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

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

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

State and territory abbreviations

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

About Tourism Research Australia

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

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

Research publications and reports

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

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

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Charges apply for research services which will be dependent on the complexity of the information required. A consultancy quotation will be provided for data needs via email. All major credit cards are accepted with the exception of Diners. A tax invoice will be supplied on completion.

For further information on the Statistical Enquiry Service please contact tourism.research@ret.gov.au

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TRA's online facility allows paid subscribers access to real time research information using TRA databases.

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

- immediate access to the new data each quarter on the day of release
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- saved tables which can be built to update immediately when quarterly data is uploaded by TRA
- access from any computer with an internet service, allowing the user improved flexibility .

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

Online Student Data Package

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

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

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

Destination Visitor Surveys

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

The Destination Visitor Surveys program allows the analysis of visitor type, trip characteristics and destination specific issues. For further information on the regional Destination Visitor Surveys program, go to www.ret.gov.au/tra

Visitor Profile and Satisfaction program

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

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

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

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

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

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

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



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