

International

Definition

An indigenous tourism visitor is one who participates in at least one indigenous tourism activity during their trip. International visitors may participate in any of the following:

- Visit an aboriginal site or community
- Experience aboriginal art/craft or cultural display
- Attend aboriginal performance

Visitors may also participate in other tourism activities.

What are the recent visitor trends?

Participation in indigenous activities by international visitors has declined around 1% since 2006. Overall, international visitation during this period increased by 2%.

International indigenous tourism visitors accounted for around 16% of all international visitors to Australia during 2007. This was a decrease from 18% in 2005.

Table 1: International visitors who participated in indigenous activities, 2005-2007

	Visitors '000	Proportion %
2005	915	18
2006	842	17
2007	837	16
% Change 2006-2007	-1%	

Who are they?

Visitors from the UK (19%), USA (14%) and Japan (9%) comprised the largest number of indigenous tourism visitors. However, European visitors were more likely to participate in indigenous activities. Around 40% of visitors from Switzerland and 39% of visitors from France participated in at least one indigenous activity. Visitors from the USA and Germany were the most likely to participate in more than one activity (48% and 46% respectively).

Major markets such as UK, USA and Japan have all experienced a decline in the number of indigenous tourism visitors since 2005. This has contributed to the decline in the total size of the market.

Switzerland (22%) and Canada (19%) have recorded the largest growth since 2005.

International indigenous tourism visitors were more likely to travel unaccompanied (43%) or as part of an adult couple (31%). People travelling with family, friends or business associates were less likely to participate in indigenous activities. International indigenous tourism visitors were most likely to be aged between 15 and 29 years (35%).

How much do they spend?

International indigenous tourism visitors spent more per person (\$4,366) than other international visitors (\$2,578). This is most likely because indigenous tourism visitors stay longer on average than other international visitors (49 nights compared to 27 nights). This expenditure was over their entire trip and not limited to indigenous tourism activities.

International visitors who did not participate in indigenous tourism activities spent on average slightly more per night (\$96) than indigenous tourism visitors (\$90). However, indigenous tourism visitors spent significantly more per person on average, reflecting the longer average length of stay.

Indigenous tourism visitors had similar spend patterns to other visitors. While overall spend was higher by indigenous tourism visitors, proportionally they were inclined to spend more on organised tours (\$388) than non-indigenous tourism visitors (\$80).

Table 2: Expenditure by international indigenous tourism visitors and non-indigenous tourism visitors, 2007

	Indigenous visitors	Non-indigenous visitors
	Expenditure per visitor \$	
Accommodation, food and beverages	2 013	1 168
Shopping	504	391
Domestic airfares	150	44
Other transport	439	198
Organised tours	388	80
Education	551	474
Entertainment	110	58
Other	211	166
Total per visitor	4 366	2 578
Total expenditure (\$ million)	3 655	11 236

What do they do?

Almost two thirds (65%) of international indigenous tourism visitors participated in only one indigenous tourism activity during their trip, while around 25% participated in two activities and 10% participated in all three activities.

'Experience aboriginal art/craft or cultural display' was the most popular indigenous tourism activity accounting for around three quarters (76%) of all indigenous tourism visitors or 634,000 visitors. 'Attending an aboriginal performance' was the only activity that recorded a growth in participation between 2005 and 2007, increasing around 4% and involving 271,000 visitors.

Where do they go?

International indigenous tourism visitors were more likely to visit both the Northern Territory (30%) and Queensland (60%) than other visitors (2% and 38% respectively).

International indigenous tourism visitors were more likely to disperse into regional areas (74%) than other visitors (34%). The most popular regional destinations for indigenous tourism visitors were Tropical North Queensland and Petermann (Uluru), Northern Territory.

Where do they stay?

International indigenous tourism visitors were most likely to stay in a rented house, apartment, unit or flat (28% of nights) and backpacker or hostel accommodation (18% of nights). Indigenous tourism visitors were more likely to stay in backpacker or hostel accommodation than other visitors, and were less likely to stay with friends and relatives.

Why do they travel?

Visitors travelling for the purpose of holiday were more inclined to participate in indigenous activities. Two thirds (66%) of visitors participating in these activities travelled for this purpose.

There has been a strong increase in the number of visitors travelling for employment participating in indigenous activities, experiencing an average annual growth of around 16% since 2005. This mirrors the overall increase in the number of visitors travelling for this purpose.

Domestic

Definition

An indigenous tourism visitor is one who participates in at least one indigenous tourism activity during their trip. Domestic visitors may participate in either of the following:

- Visit an aboriginal site or community
- Experience aboriginal art/craft or cultural display

Visitors may also participate in other tourism activities.

What are the recent visitor trends?

Domestic participation in indigenous tourism activities has increased since 2005 to involve 677,000 indigenous tourism visitors in 2007. This growth largely occurred between 2005 and 2006. There was a slight decline in 2007, yet the overall trend is positive.

While there has been growth in the number of visitors participating in indigenous tourism activities, only a very small proportion (less than 1%) of all domestic overnight visitors participated in these activities.

Table 3: Domestic overnight visitors who participated in indigenous tourism activities, 2005-2007

	Visitors '000	Proportion %
2005	584	0.8
2006	696	1.0
2007	677	0.9
% Change 2006-2007	-3%	

Who are they?

Older married couples (27%) and parents with youngest child aged under 14 years (26%) were the most likely to participate in indigenous tourism activities, with older single and midlife single visitors being the least likely (8% each).

Domestic visitors travelling with other people are more likely to participate in indigenous tourism activities than people travelling unaccompanied (13%), particularly adult couples (30%), people travelling with friends and relatives (25%) and family groups (22%).

How much do they spend?

Domestic overnight indigenous tourism visitors stay twice as long as other domestic overnight visitors (8 nights compared to 4 nights). Consequently, their expenditure per trip is higher. However, domestic overnight indigenous tourism visitors also spent more per night than other visitors (\$205 compared to \$150). This expenditure was over their entire trip and not limited to indigenous tourism activities.

Domestic overnight indigenous tourism visitors spent a greater proportion of their total expenditure on items such as organised tours and package tours than other domestic overnight visitors.

Table 4: Expenditure by domestic indigenous tourism visitors and non-indigenous tourism visitors, 2007

	Indigenous visitors	Non-indigenous visitors
	Expenditure per visitor \$	
Accommodation, food and beverages	595	292
Shopping	145	61
Domestic airfares	182	71
Other transport	249	91
Organised tours	98	6
Education	14	2
Entertainment	45	15
Other	377	42
Total per visitor	1 706	580
Total expenditure (\$ million)	1 155	42 390

What do they do?

'Experience aboriginal art/craft/cultural displays' was the most popular indigenous activity for domestic overnight indigenous tourism visitors with around three quarters (75%) undertaking this activity.

Domestic overnight visitors visiting an aboriginal site or community has increased in popularity over the past few years from 232,000 visitors in 2005 to 334,000 in 2007.

Where do they go?

The top five regions visited by domestic overnight visitors who had an indigenous experience were Darwin (NT), Alice Springs (NT), Petermann (Uluru NT), Kakadu (NT) and Australia's North West (WA).

Consequently, the Northern Territory was the most visited State/Territory, with 198,000 indigenous tourism visitors. Of all visitors to the Northern Territory, 18% had an indigenous experience on their trip.

Where do they stay?

Domestic overnight indigenous tourism visitors were more likely to stay in caravan or camping accommodation (36% of nights) or in hotel, resort, motel or motor inn accommodation (26% of nights). Indigenous tourism visitors were less likely to stay with friends and relatives than other domestic visitors.

Why do they travel?

The majority (72%) of domestic overnight indigenous tourism visitors travelled for a holiday. Visiting friends and relatives accounted for 15% of indigenous tourism visitors.

Table 5: Most popular tourist regions – domestic, 2007

Tourism region	State	Visitors ('000)
Darwin	Northern Territory	92
Alice Springs	Northern Territory	77
Petermann	Northern Territory	70
Kakadu	Northern Territory	52
Australia's North West	Western Australia	51

DATA SOURCES

Tourism Research Australia National Visitor Survey (NVS) and International Visitor Survey (IVS) 1999-2007 (unpublished data)

KEY FINDINGS

- International indigenous tourism visitors accounted for around 16% of all international visitors to Australia during 2007.
- There were 677,000 domestic overnight indigenous visitors during 2007.
- Almost two thirds (65%) of international indigenous tourism visitors participated in only one indigenous tourism activity during their trip, while around 25% participated in two activities and 10% participated in all three activities.
- 'Experience aboriginal art/craft or cultural display' was the most popular indigenous tourism activity accounting for around three quarters (76%) of all international indigenous tourism visitors or 634,000 visitors.
- The top five regions visited by domestic overnight visitors who had an indigenous experience were Darwin (NT), Alice Springs (NT), Petermann (Uluru NT), Kakadu (NT) and Australia's North West (WA).

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