

Nature Tourism Fact Sheet 2008

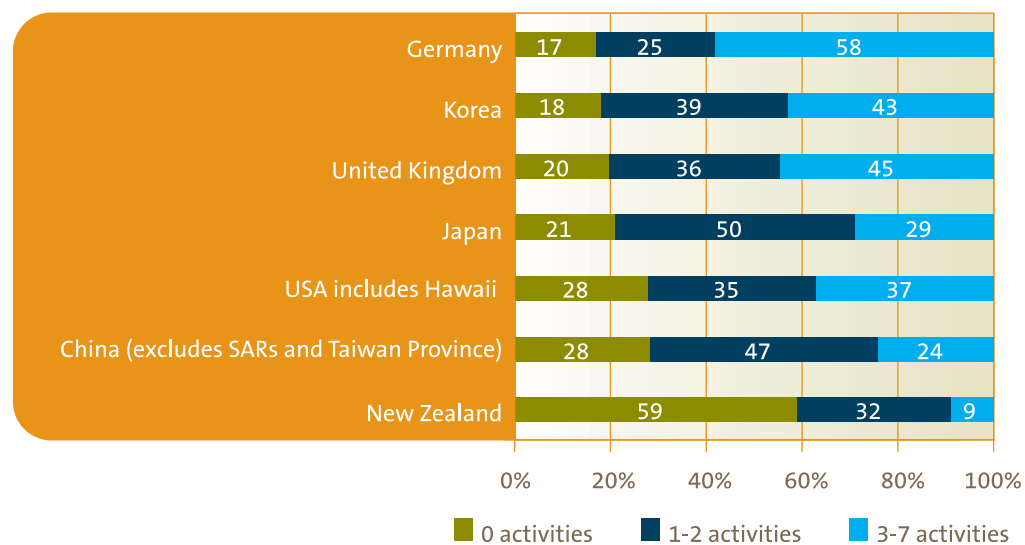
International visitors

- In 2008, there were 3.4 million international nature visitors. This was 65% of all international visitors to Australia.
- Of those that participated in nature activities, 30% took part in only one nature activity, 26% in two, and 44% in three or more nature activities.

- The top nature activities for international visitors were *visiting National/State Parks* (66%); *visiting wildlife park/zoo/aquarium* (58%); and *visiting botanical or other public gardens* (56%).
- Visitors from Switzerland (63%), Germany (58%) and Netherlands (58%) were the most likely to participate in nature activities while in Australia, and the least likely not to participate in any (14%, 17% and 17% respectively).
- Over half of visitors from New Zealand (59%) did not participate in any nature activities.

	No nature activities	1-2 nature activities	3 or more nature activities
Average length of stay	20 nights	32 nights	48 nights
Expenditure	\$190 per night \$3,747 per trip	\$158 per night \$5,111 per trip	\$148 per night \$7,129 per visitor
Purpose of visit	32% business 28% holiday 24% visiting friends or relatives	50% holiday 25% visiting friends or relatives	68% holiday 16% visiting friends or relatives
Number of stopovers	74% 1 stopover 5% 4 or more stopovers	54% 1 stopover 15% 4 or more stopovers	24% 1 stopover 49% 4 or more stopovers
Travel party	70% singles 14% adult couple	51% singles 25% adult couple	42% singles 32% adult couple
Origin of visitors	33% New Zealand	17% New Zealand 12% United Kingdom 11% Japan	19% United Kingdom 11% USA

Tier 1 markets



Domestic overnight visitors

- In 2008, there were 12.9 million domestic overnight trips that included a nature activity. This was 18% of all domestic overnight trips.
- Of those that participated in nature activities in 2008, 66% participated in only one nature activity, 28% in two, and 6% in three or more nature activities.
- The top three nature activities in 2008 were *bushwalking/rainforest walks* (51%); *visiting National/State Parks* (47%); and *visiting botanical or other public gardens* (19%).

	No nature activities	1-2 nature activities	3 or more nature activities
Average length of stay	3 nights	5 nights	12 nights
Expenditure	\$164 per night \$567 per trip	\$166 per night \$865 per trip	\$155 per night \$1,896 per trip
Purpose of visit	40% holiday 35% visiting friends or relatives 22% business	69% holiday 25% visiting friends or relatives	85% holiday 16% visiting friends or relatives
Number of stopovers	91% 1 stopover	84% 1 stopover	57% 1 stopover
Travel party	28% singles 27% adult couple 20% family groups 17% friends or relatives travelling together	31% family group 31% adult couple 23% friends or relatives travelling together 11% singles	38% adult couple 33% family group 19% friends or relatives travelling together 5% singles

Notes

The following activities are defined as nature activities: (1) *visit National Parks or State Parks*; (2) *visit botanical or other public gardens*; (3) *bushwalking or rainforest walks*; (4) *visit wildlife parks, zoos or aquariums*; (5) *go whale or dolphin watching*; (6) *scuba diving*; (7) *snorkelling*

Data sources

Tourism Research Australia, National Visitor Survey and International Visitor Survey (unpublished data)

All figures refer to persons over the age of 15 years

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