

Nature Tourism Fact Sheet 2007

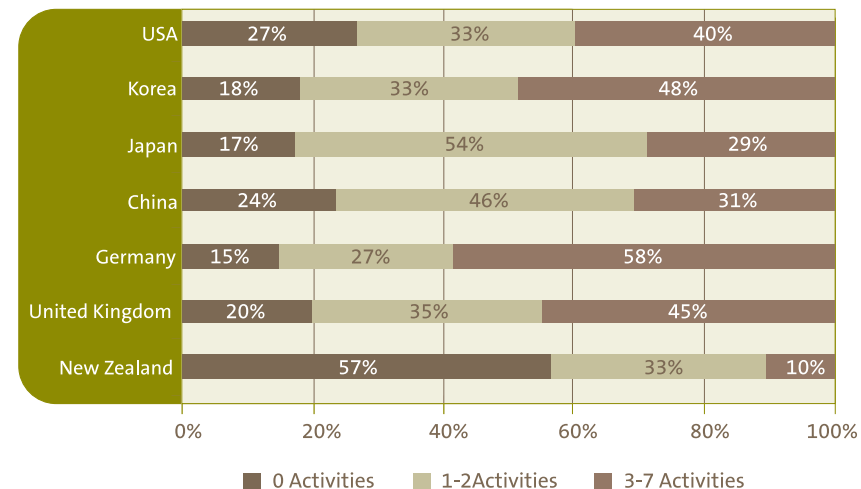


INTERNATIONAL VISITORS

- In the year ending June 2007 there were 3.5 million international nature visitors. This was 68% of all international visitors to Australia.
- Of those that participated in nature activities, 55% participated in either one or two activities. The remaining 45% participated in three or more nature activities.
- The top three nature activities for international visitors were: visiting a National/State Park (68%); visiting wildlife park/zoo/aquarium (58%); and visiting botanical and other public gardens (53%).
- Visitors from Germany (58%) were the most likely to participate in three or more nature activities while in Australia and the least likely not to participate in any nature activities (15%).
- Korean visitors (82%) were one of the most likely to participate in at least one nature activity.
- Over half of the visitors from New Zealand (57%) 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	30 nights	44 nights
Expenditure	\$105 per night \$2 059 per trip	\$91 per night \$2 731 per trip	\$87 per night \$3 850 per trip
Purpose of visit	30% holiday 27% business	55% holiday 22% visiting friends and relatives	69% holiday 15% visiting friends and relatives
Number of stopovers	71% 1 stopover 3% 5 or more stopovers	52% 1 stopover 9% 5 or more stopovers	27% 1 stopover 36% 5 or more stopovers
Travel party	69% singles 14% adult couple	48% singles 25% adult couple	41% singles 32% adult couple
Origin of visitors	33% New Zealand	17% New Zealand 16% Japan	19% United Kingdom 14% Other Europe (excluding Germany)

Tier 1 Markets



DOMESTIC OVERNIGHT VISITORS

- In the year ending June 2007 there were 15.6 million trips taken by domestic overnight visitors that included a nature activity. This was 21% of all domestic overnight trips.
- Of those that participated in nature activities, 65% participated in only one nature activity, 28% in two activities and 7% in three or more.
- The top three nature activities for domestic overnight visitors were: bushwalking/rainforest walks (52%); 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	6 nights	11 nights
Expenditure	\$148 per night \$496 per trip	\$153 per night \$860 per trip	\$160 per night \$1 751 per trip
Purpose of visit	37% holiday 36% visiting friends and relatives	66% holiday 25% visiting friends and relatives	80% holiday 14% visiting friends and relatives
Number of stopovers	92% 1 stopover 1% 5 or more stopovers	83% 1 stopover 4% 5 or more stopovers	62% 1 stopover 14% 5 or more stopovers
Travel party	30% singles 26% adult couple 19% family group 18% friends or relatives	31% adult couples 30% family group 24% friends or relatives 11% singles	35% adult couple 31% family group 22% friends or relatives 7% singles

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 in the ocean (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.

CONTACT DETAILS:

Tourism Research Australia

Level 3 11-17 Swanson Plaza

Belconnen ACT 2617

PO Box 1110

Belconnen ACT 2616

Telephone: + 61 2 6228 6100

Facsimile: + 61 2 6228 6180

Email: tra@tourism.australia.com