

More Visitors to Australia

Good news for the industry as international tourism has bounced back from 2010, however domestic tourism still struggles as the overseas market and the high Australian dollar is enticing Australians to travel overseas.

♣ International tourism rebounded in 2010, with the Asia and the Pacific region the first to recover.

Australia is well positioned for future growth with outbound travel in the region up by more than 10 percent in 2010.

♣ The growth in international visitors to Australia is slowing, with arrivals flat in the first quarter and annual growth of 3.1 per cent forecast for the year, down from 5.4 percent in 2010.

♣ The trend for outbound travel by Australians continues, with departures up 4.9 per cent in the first quarter and forecasted growth of 10.1 per cent for the year. Australians have moved into the list of top ten tourism spenders in 2010, with the highest expenditure per capita among those on the list.

♣ Domestic tourism has struggled in the first quarter impacted by severe weather events.