



# MEDIA RELEASE

**MARTIN FERGUSON**

Minister for Resources and Energy  
Minister for Tourism

**SENATOR NICK SHERRY**

Minister for Small Business  
Minister Assisting on Deregulation and  
Public Sector Superannuation  
Minister Assisting on Tourism

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6 June 2011

## BUSINESS TRAVEL STRENGTHENS TOURISM RECOVERY

Today's March quarter *International Visitors Survey* figures show that while inbound tourism has held up nationally, the natural disasters in Queensland caused heavy cancellations by international visitors.

The number of visitors and visitor nights to Australia in the March quarter 2011 were unchanged from March 2010. Business visitors were up 11 per cent and there were increases in visitors from China (up 23 per cent), India (up 13 per cent), and Indonesia (up 10 per cent) while Japan declined 16 per cent.

“These figures reflect the impact of the Queensland and Japanese natural disasters on Australia's inbound tourism industry,” said the Minister for Tourism, Martin Ferguson AM MP.

“While Queensland's inbound visitation was down 9 per cent and New South Wales remained unchanged other States and Territories performed well - Victoria had a 10 per cent increase in international visitors while Western Australia and the ACT were up 9 per cent.

“These are robust figures in light of recent challenges and show that, by and large, Australia's tourism industry has come through a turbulent few months in better shape than many had feared.

“Our challenge is to make the most of emerging markets and that's what the Australia-China Tourism Summit in Cairns this week is doing.” Minister Ferguson said.

The Minister Assisting on Tourism, Senator Nick Sherry, welcomed the rebound in business travel.

“Total business spend leapt by one third during the March quarter, underpinned by an increase in business visitor arrivals from China of 55 per cent,” Senator Sherry said.

The recovery in expenditure began in the first half of 2010 and broadened during the rest of the year to record seven per cent annual growth on 2009.

“In dollar terms, expenditure on business events rose by \$539 million to \$8.4 billion in 2010. But the sector is yet to reach the levels last seen before the global financial crisis,” Minister Sherry said.

“Business events visitors are an important market for Australia’s tourism industry.

“These are high-yielding visitors who spent on average \$212 per night in 2010. That compared with \$136 per night for all overnight visitors in Australia.

“The outlook is good - the Tourism Forecasting Committee expects average annual growth of 3.3 per cent over the next ten years.

“That’s a signal to investors that high-yield visitors are looking for more hotels and other tourism infrastructure.”

The Business Events Factsheet and the *International Visitor Survey* is at [www.ret.gov.au/tra](http://www.ret.gov.au/tra)

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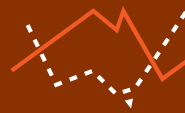
# International Visitors in Australia

**MARCH 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**

**March 2011**

**Quarterly Results of the  
International Visitor Survey**



Image: Mt Rouse, The Grampians, Victoria  
Courtesy of Southern Grampians Shire

ISSN 1447 8595

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Acknowledgements: ORC International

Publication Date: Wednesday, 8 June 2011



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# Main Findings

Year ended 31 March 2011

## All visitors

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**Total visitors** During the year ended 31 March 2011, there were 5,439,567 visitors to Australia aged 15 years and over. This was an increase of 3% from the year ended 31 March 2010.

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**Reason** The main reasons for visitors coming to Australia were:

Holiday	2,457,169	45%
Visiting friends & relatives	1,320,273	24%
Business	891,887	16%
Education	430,416	8%
Employment	127,388	2%
Other	212,434	4%

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**Source** New Zealand was the largest source of visitors during the period (1,064,272), followed by the United Kingdom (587,032), China (462,896) and USA (438,131).

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**Expenditure** The average trip expenditure in Australia per international visitor was \$3,315, while the average nightly expenditure was \$96. Total expenditure in Australia for the year ended 31 March 2011 (\$18 billion) increased 4% from the year ended 31 March 2010.

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**Nights** A total of 187 million visitor nights were spent in Australia, an increase of 3% compared with the year ended 31 March 2010.

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**Return visits** Of all visitors to Australia, 63% had visited before.

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**Tours** Inclusive package travellers accounted for 16% of all visitors to Australia, while those arriving on group tours accounted for 8% of all visitor arrivals.

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**States** Of all visitors to Australia during the period, 52% visited New South Wales, 37% visited Queensland and 31% visited Victoria.

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

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## Holiday visitors

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<b>Share</b>	Of all international visitors to Australia, 45% stated 'holiday' as their main purpose of visit.
<b>Expenditure</b>	The average trip expenditure of holiday visitors in Australia was \$2,370, with the largest component being food, drink and accommodation (\$1,119). Their average expenditure per night was \$95.
<b>Nights</b>	Holiday visitors spent a total of 62 million nights in Australia, with 26% spent in the home of a friend or relative; 25% spent in a rented house, apartment, flat or unit; and 19% spent in a hotel, resort, motel or motor inn.
<b>Return visits</b>	Of all holiday visitors, 52% had visited Australia before.
<b>Tours</b>	Inclusive package travellers accounted for 29% of all holiday visitors, while those arriving on a group tour accounted for 14%.
<b>States</b>	Of all holiday visitors, 57% visited New South Wales, 49% visited Queensland and 31% visited Victoria.
<b>Duration of stay</b>	The average duration of stay in Australia for holiday visitors was 25 nights.

## Visiting friends and relatives (VFR) visitors

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<b>Share</b>	International visitors with a main purpose of VFR accounted for 24% of all international visitors.
<b>Expenditure</b>	The average trip expenditure in Australia by VFR visitors was \$1,645, with the largest component being food, drink and accommodation (\$683). Their average expenditure per night was \$61.
<b>Nights</b>	These visitors spent a total of 36 million nights in Australia and spent 83% of their nights in the home of a friend or relative.
<b>Return visits</b>	Of all VFR visitors, 77% had been to Australia before.
<b>States</b>	Of all VFR visitors, 45% visited New South Wales, 31% visited Victoria and 29% visited Queensland.
<b>Duration of stay</b>	The average duration of stay in Australia for VFR visitors was 27 nights.

## Business visitors

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<b>Share</b>	Of all international visitors to Australia, 16% stated 'business' as their main purpose of visit and these visitors spent a total of 12 million nights in Australia.
<b>Expenditure</b>	The average trip expenditure in Australia by business visitors was \$2,396, with the largest component being food, drink and accommodation (\$1,377). Their average expenditure per night was \$176.
<b>Nights</b>	Business visitors spent 30% of their nights in Sydney and 23% in Melbourne, while 51% of their nights in Australia were spent in a hotel, resort, motel, or motor inn.
<b>Return visits</b>	Of all business visitors, 70% had visited Australia before.
<b>States</b>	Of all business visitors, 51% visited New South Wales, 33% visited Victoria and 23% visited Queensland.
<b>Duration of stay</b>	The average duration of stay in Australia for business visitors was 14 nights.

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## Education visitors

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<b>Share</b>	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 32% of all international visitor nights.
<b>Expenditure</b>	The average trip expenditure in Australia by education visitors was \$15,206, with the largest component being education fees (\$7,013). Their average expenditure per night was \$109.
<b>Nights</b>	While in Australia, education visitors spent 67% of their nights in a rented house, apartment, flat or unit.
<b>Return visits</b>	Of all education visitors, 66% had visited Australia before.
<b>States</b>	Of all education visitors, 50% visited New South Wales, 35% visited Victoria and 28% visited Queensland.
<b>Duration of stay</b>	The average duration of stay in Australia for education visitors was 139 nights.

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## Employment visitors

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<b>Share</b>	Of all international visitors to Australia, 2% stated 'employment' as their main purpose of visit and these visitors spent a total of 13 million nights in Australia.
<b>Expenditure</b>	The average trip expenditure in Australia by employment visitors was \$7,802, with the largest component being food, drink and accommodation (\$4,185). Their average expenditure per night was \$74.
<b>Nights</b>	Employment visitors spent 23% of their nights in Sydney and 20% in Melbourne, while 62% of their nights in Australia were spent in a rented house, apartment, flat or unit.
<b>Return visits</b>	Of all employment visitors, 72% had visited Australia before.
<b>States</b>	Of all employment visitors, 46% visited New South Wales, 30% visited Victoria and 29% visited Queensland.
<b>Duration of stay</b>	The average duration of stay in Australia for employment visitors was 105 nights.

## Backpacker visitors

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<b>Share</b>	Of all international visitors to Australia, 580,000 (11%) were classified as backpackers and they spent 41 million nights in Australia. Holiday was the main purpose of visit for 71% of backpackers.
<b>Expenditure</b>	Backpackers' average trip expenditure in Australia was \$5,280, with \$2,546 being spent on food, drink and accommodation and \$677 on education fees. Their average expenditure per night was \$75.
<b>Nights</b>	While in Australia, backpackers spent 35% of their nights in a rented house, apartment, flat or unit and 33% in backpacker or hostel accommodation.
<b>Return visits</b>	Of all backpackers, 36% had visited Australia before.
<b>States</b>	Of all backpackers, 77% visited New South Wales, 57% visited Queensland and 45% visited Victoria.
<b>Duration of stay</b>	The average duration of stay in Australia for backpackers was 70 nights.

## Expenditure

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<b>Spend in Australia</b>	In the year ending 31 March 2011, international visitors spent a total of \$18 billion within Australia.
<b>Total trip expenditure</b>	For the same period, international visitors had a total trip expenditure of \$26 billion.

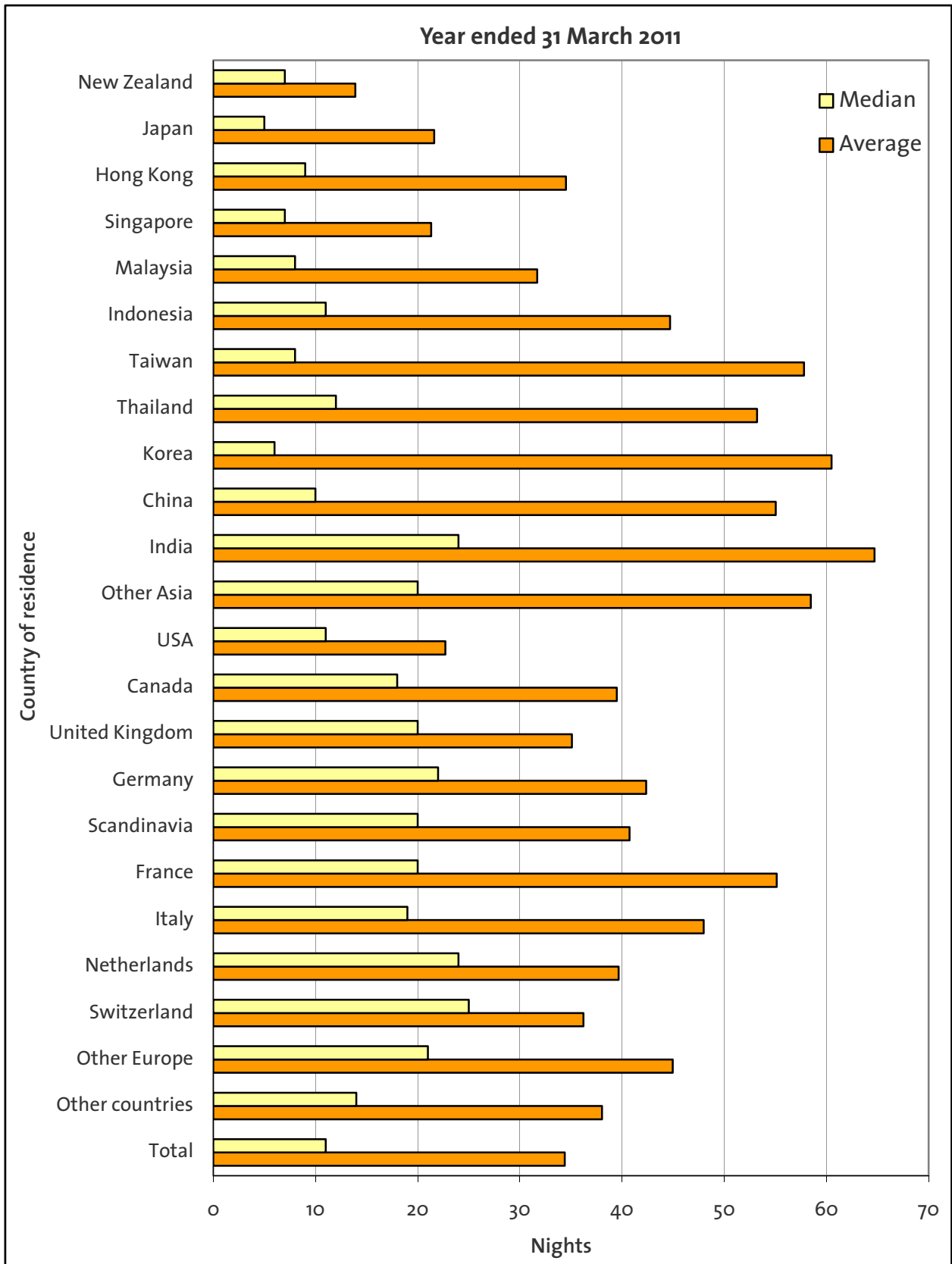
## Total Inbound Economic Value (TIEV)

<b>Total Inbound Economic Value</b>	During the 12 months to March 2011, international visitors consumed around \$24 billion of Australian goods and services. This was an increase of 4.2% (in nominal terms), compared with the previous 12 month period.
<b>Source</b>	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 (\$2.0 billion), and the USA (\$1.7 billion).

## Regional Expenditure

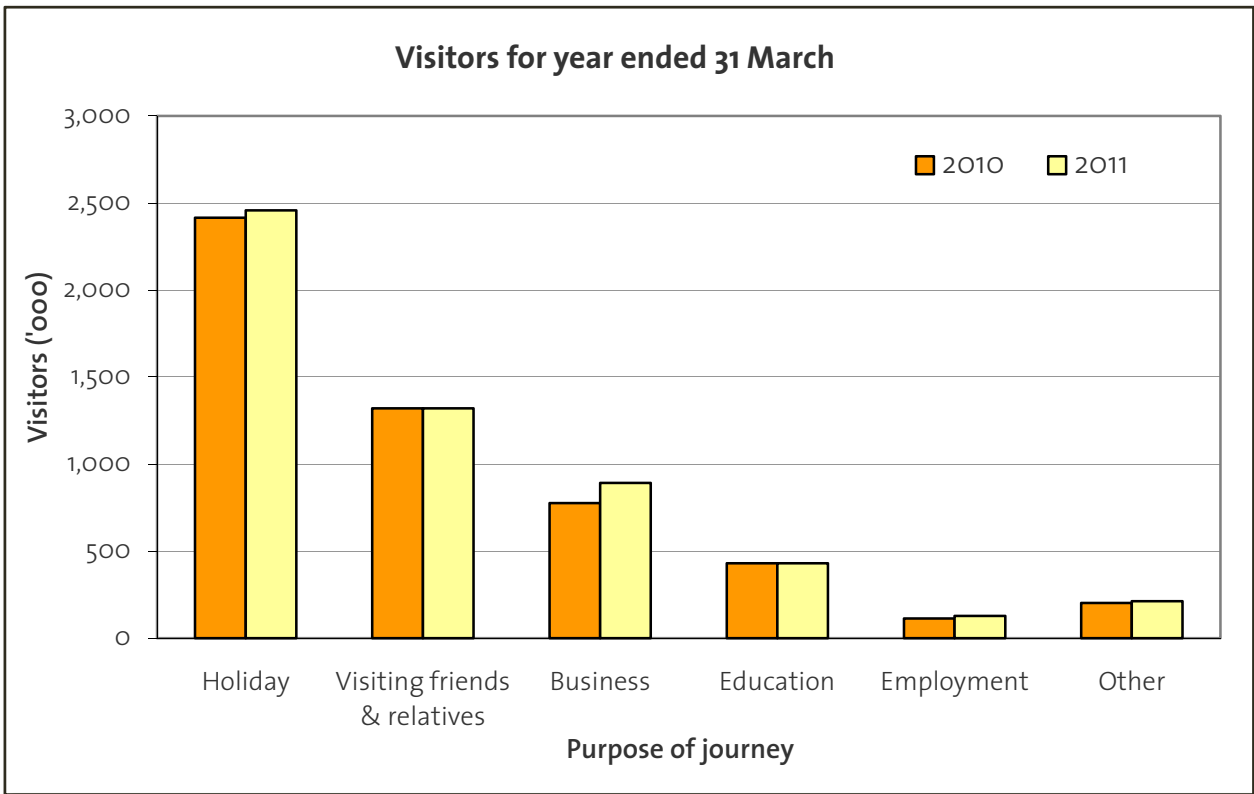
<b>Total expenditure</b>	For the year ended 31 March 2011, modelled international visitor expenditure increased by 3.1% to \$17.8 billion, compared with the year ended 31 March 2010.
<b>States/territories</b>	New South Wales received the largest share of expenditure (\$6.4 billion, up 5%), followed by Victoria (\$4.1 billion, up 8.5%) and Queensland (\$3.7 billion, down 7.4%).
<b>Regional expenditure</b>	International visitors spent approximately 83% of their expenditure in the capital cities and the Gold Coast (\$14.7 billion). The Northern Territory was the most reliant on expenditure in regional areas (67%), followed by Tasmania (44%) and Queensland (38%).
<b>Tourism regions</b>	Among the capital cities and the Gold Coast, the highest expenditure was received by Sydney (\$5.7 billion), followed by Melbourne (\$3.8 billion), Experience Perth (\$1.7 billion) and Brisbane (\$1.4 billion).  Among regional areas, Tropical North Queensland received the highest expenditure (\$755 million), followed by the Sunshine Coast (\$239 million) and South Coast (\$173 million).
<b>Expenditure per visitor</b>	Expenditure per visitor was highest in Experience Perth (\$2,516), followed by Melbourne (\$2,388) and Sydney (\$2,131).
<b>Expenditure per night</b>	Expenditure per night was highest in Petermann (\$388), followed by Tropical North Queensland (\$128), Gold Coast (\$114) and Whitsundays (\$107).
<b>Country of origin</b>	Visitors from Asia had the highest expenditure (\$9.3 billion, up 12.2%) – including \$2.6 billion by Chinese visitors, \$964 million by Korean visitors and \$821 million by Japanese visitors. Visitors from Europe spent \$4.1 billion (down 11.1%) – including \$1.7 billion by United Kingdom visitors and \$524 million by German visitors.  Visitors from New Zealand spent \$1.5 billion (up 7.5%) and visitors from the USA spent \$1.2 billion (down 3.6%).  Expenditure by Chinese, Korean, United Kingdom and USA visitors was highest in New South Wales (\$1.2 billion, \$583 million, \$564 million and \$512 million respectively). In contrast, New Zealand and Japanese visitors spent more in Queensland than in any other state or territory (\$508 million and \$356 million respectively).
<b>Purpose of visit</b>	Holiday visitors contributed the most expenditure in Australia (\$6.1 billion, down 5.4%), followed by visitors who travelled for education purposes (\$6.1 billion, up 2.8%).  New South Wales received the most expenditure for all purposes of visit: education (\$2.4 billion), holiday (\$2.1 billion), visiting friends and relatives (\$802 million) and business (\$726 million). Queensland received the second highest expenditure from holiday visitors (\$2.0 billion) and Victoria received the second highest expenditure for all other purposes of visit: education (\$1.7 billion), visiting friends and relatives (\$758 million), and business (\$536 million).

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

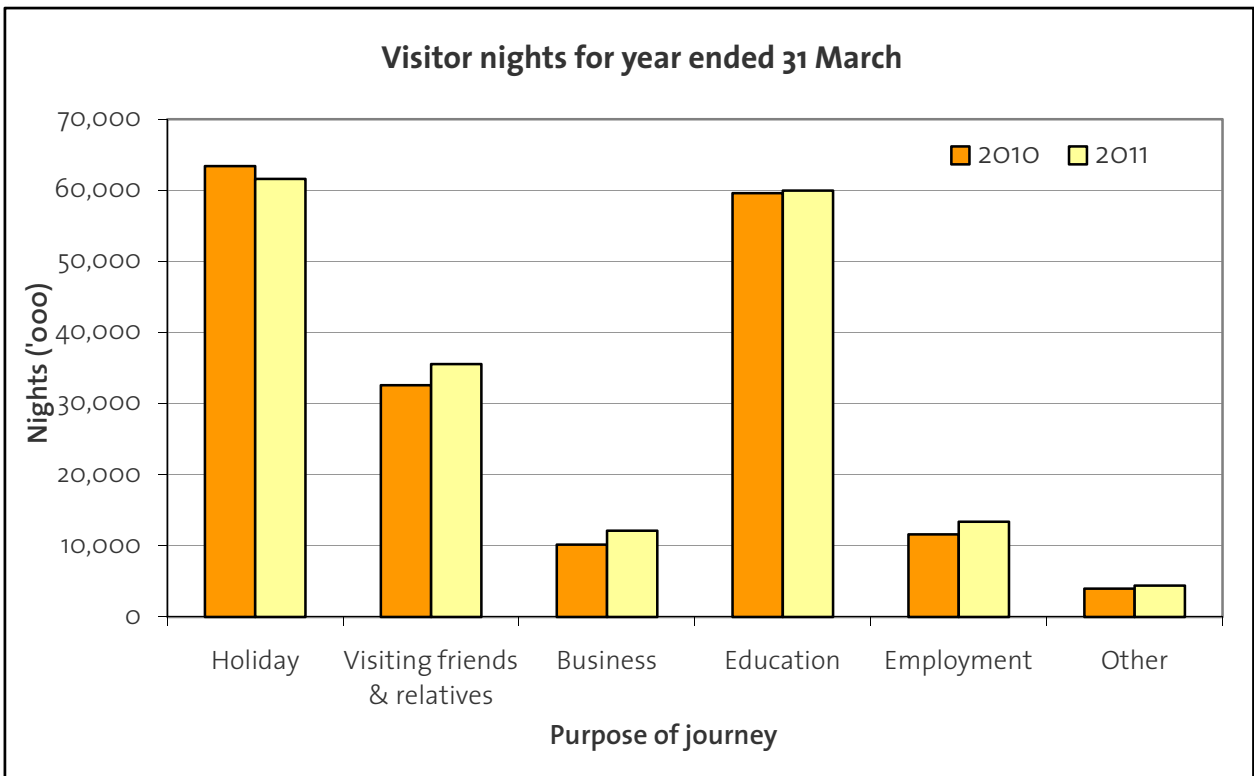


Base: All visitors aged 15 years and over.

**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 31 March 2010 and 2011

Country of residence	Year ended 31 March 2010					Year ended 31 March 2011				
	Visitors	Nights in Australia			Expenditure in Australia	Visitors	Nights in Australia			Expenditure in Australia
		Total <sup>(a)</sup>	Average	Median			Total <sup>(a)</sup>	Average	Median	
'000	'000			\$million	'000	'000			\$million	
New Zealand	1 011	13 171	13	7	1 403	1 064	14 793	14	7	1 559
Japan	335	7 488	22	5	717	352	7 615	22	5	694
Hong Kong	144	5 090	35	9	544	150	5 163	35	9	650
Singapore	255	5 709	22	7	856	273	5 830	21	7	974
Malaysia	196	6 690	34	8	761	217	6 865	32	8	922
Indonesia	102	4 001	39	12	438	114	5 118	45	11	504
Taiwan	90	4 726	52	8	336	76	4 375	58	8	320
Thailand	79	3 808	48	11	345	78	4 141	53	12	404
Korea	175	12 093	69	10	933	197	11 903	60	6	958
China	360	21 186	59	10	2 272	463	25 480	55	10	2 779
India	120	7 549	63	23	604	135	8 704	65	24	696
Other Asia	136	7 881	58	21	617	142	8 327	58	20	658
USA	459	9 962	22	10	1 216	438	9 952	23	11	1 163
Canada	118	4 478	38	18	436	114	4 491	39	18	429
United Kingdom	628	22 850	36	20	1 888	587	20 603	35	20	1 694
Germany	159	7 426	47	23	583	154	6 511	42	22	509
Scandinavia	84	3 644	43	20	357	82	3 326	41	20	302
France	93	4 911	53	20	358	90	4 974	55	20	352
Italy	54	2 221	41	19	193	54	2 603	48	19	180
Netherlands	50	2 153	43	26	181	47	1 845	40	24	161
Switzerland	42	1 663	39	24	201	42	1 529	36	25	186
Other Europe	180	8 816	49	21	788	170	7 661	45	21	670
Other countries	386	13 818	36	13	1 305	401	15 258	38	14	1 265
<b>Main purpose of journey (including backpackers)</b>										
Holiday	2 416	63 404	26	9	6 083	2 457	61 615	25	9	5 825
Visiting friends & relatives	1 321	32 587	25	14	2 080	1 320	35 563	27	15	2 172
Business	776	10 165	13	5	1 593	892	12 127	14	6	2 137
Education	430	59 594	139	128	6 422	430	59 959	139	127	6 545
Employment	113	11 610	103	67	810	127	13 383	105	69	994
Other	202	3 977	20	2	343	212	4 420	21	3	358
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	1 983	34 353	17	8	3 878	2 043	35 783	18	7	3 994
Visiting friends & relatives	1 271	30 931	24	14	1 948	1 273	34 046	27	14	2 048
Business	764	9 731	13	5	1 558	874	11 560	13	6	2 087
Education	366	50 320	137	124	5 531	371	51 319	138	125	5 742
Employment	97	9 298	96	55	670	108	10 557	98	62	820
Other	184	2 713	15	2	258	191	3 163	17	2	278
Backpackers	591	43 991	74	31	3 489	580	40 639	70	29	3 061
<b>Total</b>	<b>5 257</b>	<b>181 336</b>	<b>34</b>	<b>11</b>	<b>17 331</b>	<b>5 440</b>	<b>187 067</b>	<b>34</b>	<b>11</b>	<b>18 031</b>

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 31 March 2010 and 2011

Country of residence	Quarter ended 31 March 2010					Quarter ended 31 March 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	209	2 786	13	7	304	219	3 327	15	7	293
Japan	102	2 565	25	5	227	86	2 002	23	6	180
Hong Kong	40	2 371	59	11	237	41	2 233	55	11	264
Singapore	60	1 396	23	7	248	64	1 480	23	7	274
Malaysia	49	2 611	53	8	265	53	2 519	48	10	309
Indonesia	25	1 278	52	14	139	27	1 431	53	14	153
Taiwan	23	1 657	73	9	105	18	1 408	79	12	103
Thailand	20	1 077	54	11	101	19	1 105	57	13	114
Korea	54	4 410	82	14	307	52	3 957	76	9	297
China	136	10 160	75	13	1 119	168	11 618	69	13	1 374
India	32	2 768	87	29	223	36	3 194	89	42	275
Other Asia	37	2 784	74	28	199	38	2 535	67	23	240
USA	123	2 406	20	10	290	121	2 766	23	11	330
Canada	38	1 298	34	17	129	36	1 269	35	19	125
United Kingdom	203	7 311	36	21	617	182	5 985	33	21	484
Germany	47	2 302	49	24	180	45	2 112	47	22	162
Scandinavia	29	1 290	45	21	126	28	1 210	44	21	107
France	26	1 339	52	21	96	24	1 398	58	23	98
Italy	13	426	34	18	43	12	640	52	21	42
Netherlands	14	526	38	26	45	13	474	38	26	38
Switzerland	13	528	40	26	60	13	524	40	25	58
Other Europe	51	2 298	45	23	204	48	2 042	42	20	171
Other countries	102	4 181	41	16	373	102	4 412	43	17	351
<b>Main purpose of journey (including backpackers)</b>										
Holiday	655	17 931	27	10	1 705	624	16 954	27	10	1 628
Visiting friends & relatives	324	9 223	28	18	574	319	9 399	29	18	557
Business	210	2 738	13	6	452	234	3 361	14	6	611
Education	166	24 472	147	132	2 545	165	24 094	146	133	2 630
Employment	37	4 015	108	69	255	42	4 300	102	61	298
Other	53	1 389	26	2	106	61	1 534	25	4	118
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	530	9 598	18	8	1 086	500	9 529	19	8	1 099
Visiting friends & relatives	311	8 784	28	17	537	307	9 053	30	18	529
Business	207	2 576	12	6	442	230	3 202	14	6	598
Education	144	21 062	146	127	2 226	147	20 912	143	127	2 347
Employment	33	3 342	101	43	216	35	3 464	98	54	242
Other	48	853	18	2	73	54	1 089	20	3	95
Backpackers	174	13 553	78	32	1 056	171	12 392	73	29	931
<b>Total</b>	<b>1 446</b>	<b>59 767</b>	<b>41</b>	<b>13</b>	<b>5 636</b>	<b>1 445</b>	<b>59 642</b>	<b>41</b>	<b>13</b>	<b>5 841</b>

Base: All visitors aged 15 years and over.

Table 3

Visitors by country of residence and main purpose of journey,  
year ended 31 March 2007 – 2011

Country of residence	Year ended 31 March									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	976	19	1 030	20	1 006	20	1 011	19	1 064	20
Japan	582	11	505	10	396	8	335	6	352	6
Hong Kong	139	3	135	3	132	3	144	3	150	3
Singapore	224	4	232	4	235	5	255	5	273	5
Malaysia	138	3	147	3	160	3	196	4	217	4
Indonesia	75	1	83	2	84	2	102	2	114	2
Taiwan	83	2	81	2	79	2	90	2	76	1
Thailand	69	1	77	1	73	1	79	1	78	1
Korea	244	5	224	4	189	4	175	3	197	4
China	319	6	346	7	352	7	360	7	463	9
India	81	2	95	2	112	2	120	2	135	2
Other Asia	95	2	110	2	125	2	136	3	142	3
USA	429	8	432	8	420	8	459	9	438	8
Canada	104	2	113	2	117	2	118	2	114	2
United Kingdom	691	13	643	12	614	12	628	12	587	11
Germany	144	3	148	3	153	3	159	3	154	3
Scandinavia	80	2	81	2	78	2	84	2	82	2
France	65	1	71	1	83	2	93	2	90	2
Italy	51	1	50	1	57	1	54	1	54	1
Netherlands	48	1	49	1	51	1	50	1	47	1
Switzerland	40	1	40	1	37	1	42	1	42	1
Other Europe	170	3	179	3	190	4	180	3	170	3
Other countries	309	6	335	6	379	7	386	7	401	7
<b>Main purpose of journey (including backpackers)</b>										
Holiday	2 639	51	2 558	49	2 397	47	2 416	46	2 457	45
Visiting friends & relatives	1 063	21	1 110	21	1 158	23	1 321	25	1 320	24
Business	845	16	875	17	846	17	776	15	892	16
Education	330	6	372	7	382	7	430	8	430	8
Employment	116	2	106	2	124	2	113	2	127	2
Other	163	3	185	4	216	4	202	4	212	4
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	2 246	44	2 166	42	2 003	39	1 983	38	2 043	38
Visiting friends & relatives	1 018	20	1 060	20	1 114	22	1 271	24	1 273	23
Business	826	16	860	17	831	16	764	15	874	16
Education	275	5	302	6	318	6	366	7	371	7
Employment	87	2	91	2	104	2	97	2	108	2
Other	154	3	169	3	195	4	184	3	191	4
Backpackers	551	11	558	11	558	11	591	11	580	11
<b>Total</b>	<b>5 157</b>	<b>100</b>	<b>5 206</b>	<b>100</b>	<b>5 123</b>	<b>100</b>	<b>5 257</b>	<b>100</b>	<b>5 440</b>	<b>100</b>

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 31 March 2007 – 2011

Country of residence	Quarter ended 31 March									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	200	14	205	15	203	15	209	14	219	15
Japan	155	11	128	9	99	7	102	7	86	6
Hong Kong	36	3	38	3	40	3	40	3	41	3
Singapore	52	4	55	4	55	4	60	4	64	4
Malaysia	36	3	39	3	46	3	49	3	53	4
Indonesia	18	1	21	1	19	1	25	2	27	2
Taiwan	23	2	19	1	25	2	23	2	18	1
Thailand	18	1	18	1	18	1	20	1	19	1
Korea	68	5	60	4	47	3	54	4	52	4
China	107	8	114	8	127	9	136	9	168	12
India	21	1	26	2	29	2	32	2	36	2
Other Asia	28	2	31	2	33	2	37	3	38	3
USA	120	9	124	9	115	8	123	8	121	8
Canada	35	3	40	3	38	3	38	3	36	3
United Kingdom	219	16	218	16	200	15	203	14	182	13
Germany	44	3	46	3	44	3	47	3	45	3
Scandinavia	28	2	29	2	26	2	29	2	28	2
France	18	1	20	1	21	2	26	2	24	2
Italy	13	1	11	1	12	1	13	1	12	1
Netherlands	14	1	15	1	13	1	14	1	13	1
Switzerland	12	1	12	1	12	1	13	1	13	1
Other Europe	52	4	52	4	50	4	51	4	48	3
Other countries	84	6	89	6	93	7	102	7	102	7
<b>Main purpose of journey (including backpackers)</b>										
Holiday	699	50	677	48	638	47	655	45	624	43
Visiting friends & relatives	271	19	285	20	297	22	324	22	319	22
Business	220	16	222	16	190	14	210	15	234	16
Education	115	8	138	10	147	11	166	11	165	11
Employment	46	3	37	3	41	3	37	3	42	3
Other	48	3	49	3	50	4	53	4	61	4
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	586	42	568	40	529	39	530	37	500	35
Visiting friends & relatives	261	19	273	19	288	21	311	21	307	21
Business	216	15	220	16	188	14	207	14	230	16
Education	96	7	113	8	125	9	144	10	147	10
Employment	32	2	33	2	34	2	33	2	35	2
Other	44	3	46	3	47	3	48	3	54	4
Backpackers	163	12	155	11	153	11	174	12	171	12
<b>Total</b>	<b>1 398</b>	<b>100</b>	<b>1 408</b>	<b>100</b>	<b>1 364</b>	<b>100</b>	<b>1 446</b>	<b>100</b>	<b>1 445</b>	<b>100</b>

Base: All visitors aged 15 years and over.

Note: Rounded percentages may not sum to 100.

Table 5

Visitor nights<sup>(a)</sup> by country of residence and main purpose of journey,  
year ended 31 March 2007 – 2011

Country of residence	Year ended 31 March									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	13 849	9	13 841	9	14 248	8	13 171	7	14 793	8
Japan	10 932	7	10 497	7	8 366	5	7 488	4	7 615	4
Hong Kong	4 236	3	4 217	3	4 496	3	5 090	3	5 163	3
Singapore	5 483	3	5 207	3	5 238	3	5 709	3	5 830	3
Malaysia	5 034	3	5 769	4	6 062	4	6 690	4	6 865	4
Indonesia	3 434	2	3 515	2	3 548	2	4 001	2	5 118	3
Taiwan	2 561	2	2 732	2	3 506	2	4 726	3	4 375	2
Thailand	2 834	2	3 363	2	3 585	2	3 808	2	4 141	2
Korea	11 122	7	10 798	7	11 070	6	12 093	7	11 903	6
China	15 153	10	15 634	10	17 040	10	21 186	12	25 480	14
India	4 128	3	5 122	3	7 372	4	7 549	4	8 704	5
Other Asia	4 439	3	6 045	4	7 612	4	7 881	4	8 327	4
USA	9 739	6	9 764	6	9 211	5	9 962	5	9 952	5
Canada	4 187	3	4 229	3	5 061	3	4 478	2	4 491	2
United Kingdom	23 228	15	20 920	13	21 441	12	22 850	13	20 603	11
Germany	6 980	4	6 683	4	7 210	4	7 426	4	6 511	3
Scandinavia	3 460	2	3 069	2	3 272	2	3 644	2	3 326	2
France	3 412	2	3 397	2	4 230	2	4 911	3	4 974	3
Italy	1 863	1	2 035	1	2 738	2	2 221	1	2 603	1
Netherlands	1 969	1	2 261	1	2 107	1	2 153	1	1 845	1
Switzerland	1 713	1	1 734	1	1 492	1	1 663	1	1 529	1
Other Europe	7 808	5	8 146	5	9 199	5	8 816	5	7 661	4
Other countries	10 146	6	11 549	7	14 092	8	13 818	8	15 258	8
<b>Main purpose of journey (including backpackers)</b>										
Holiday	58 560	37	59 019	37	61 070	35	63 404	35	61 615	33
Visiting friends & relatives	28 008	18	27 262	17	29 162	17	32 587	18	35 563	19
Business	10 951	7	10 338	6	10 462	6	10 165	6	12 127	6
Education	44 546	28	51 170	32	54 133	31	59 594	33	59 959	32
Employment	12 383	8	9 505	6	13 529	8	11 610	6	13 383	7
Other	3 260	2	3 231	2	3 840	2	3 977	2	4 420	2
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	34 037	22	33 935	21	33 889	20	34 353	19	35 783	19
Visiting friends & relatives	26 478	17	25 536	16	27 524	16	30 931	17	34 046	18
Business	10 332	7	9 885	6	10 063	6	9 731	5	11 560	6
Education	36 626	23	41 072	26	44 591	26	50 320	28	51 319	27
Employment	7 926	5	7 658	5	10 951	6	9 298	5	10 557	6
Other	2 687	2	2 311	1	2 905	2	2 713	1	3 163	2
Backpackers	39 623	25	40 128	25	42 274	25	43 991	24	40 639	22
<b>Total</b>	<b>157 708</b>	<b>100</b>	<b>160 525</b>	<b>100</b>	<b>172 197</b>	<b>100</b>	<b>181 336</b>	<b>100</b>	<b>187 067</b>	<b>100</b>

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 31 March 2007 – 2011

Country of residence	Quarter ended 31 March									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	2 918	6	2 970	6	3 086	6	2 786	5	3 327	6
Japan	3 373	7	2 657	5	2 331	4	2 565	4	2 002	3
Hong Kong	1 751	4	1 739	3	1 908	3	2 371	4	2 233	4
Singapore	1 385	3	1 436	3	1 400	3	1 396	2	1 480	2
Malaysia	2 109	4	2 602	5	2 697	5	2 611	4	2 519	4
Indonesia	1 046	2	1 188	2	1 163	2	1 278	2	1 431	2
Taiwan	956	2	1 006	2	1 233	2	1 657	3	1 408	2
Thailand	935	2	1 037	2	1 298	2	1 077	2	1 105	2
Korea	3 694	8	3 668	7	4 273	8	4 410	7	3 957	7
China	6 449	13	7 189	14	8 150	15	10 160	17	11 618	19
India	1 275	3	1 571	3	2 368	4	2 768	5	3 194	5
Other Asia	1 574	3	2 306	5	2 344	4	2 784	5	2 535	4
USA	2 601	5	2 446	5	2 357	4	2 406	4	2 766	5
Canada	1 261	3	1 175	2	1 544	3	1 298	2	1 269	2
United Kingdom	6 840	14	6 442	13	7 038	13	7 311	12	5 985	10
Germany	2 080	4	2 012	4	2 054	4	2 302	4	2 112	4
Scandinavia	1 214	2	1 147	2	963	2	1 290	2	1 210	2
France	816	2	706	1	1 187	2	1 339	2	1 398	2
Italy	335	1	400	1	594	1	426	1	640	1
Netherlands	546	1	559	1	523	1	526	1	474	1
Switzerland	468	1	514	1	412	1	528	1	524	1
Other Europe	2 055	4	2 640	5	2 348	4	2 298	4	2 042	3
Other countries	3 219	7	3 796	7	4 289	8	4 181	7	4 412	7
<b>Main purpose of journey (including backpackers)</b>										
Holiday	16 053	33	15 635	31	17 806	32	17 931	30	16 954	28
Visiting friends & relatives	7 877	16	7 752	15	7 893	14	9 223	15	9 399	16
Business	2 526	5	2 457	5	2 445	4	2 738	5	3 361	6
Education	16 281	33	21 187	41	22 070	40	24 472	41	24 094	40
Employment	4 789	10	3 216	6	4 545	8	4 015	7	4 300	7
Other	1 376	3	960	2	800	1	1 389	2	1 534	3
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	9 627	20	9 013	18	9 632	17	9 598	16	9 529	16
Visiting friends & relatives	7 504	15	7 357	14	7 590	14	8 784	15	9 053	15
Business	2 385	5	2 394	5	2 360	4	2 576	4	3 202	5
Education	13 399	27	17 037	33	18 471	33	21 062	35	20 912	35
Employment	2 897	6	2 762	5	3 658	7	3 342	6	3 464	6
Other	967	2	787	2	484	1	853	1	1 089	2
Backpackers	12 123	25	11 856	23	13 365	24	13 553	23	12 392	21
<b>Total</b>	<b>48 902</b>	<b>100</b>	<b>51 207</b>	<b>100</b>	<b>55 559</b>	<b>100</b>	<b>59 767</b>	<b>100</b>	<b>59 642</b>	<b>100</b>

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 31 March 2011				
	First visit		Return visit		Total visitors
	'000	%	'000	%	'000
New Zealand	62	6	1 002	94	1 064
Japan	204	58	148	42	352
Hong Kong	46	31	104	69	150
Singapore	46	17	228	83	273
Malaysia	54	25	162	75	217
Indonesia	28	24	87	76	114
Taiwan	40	52	36	48	76
Thailand	27	35	51	65	78
Korea	135	69	62	31	197
China	226	49	237	51	463
India	59	44	75	56	135
Other Asia	51	35	92	65	142
USA	238	54	200	46	438
Canada	59	52	55	48	114
United Kingdom	238	41	349	59	587
Germany	90	58	64	42	154
Scandinavia	48	59	33	41	82
France	53	58	38	42	90
Italy	32	59	22	41	54
Netherlands	22	48	24	52	47
Switzerland	21	50	21	50	42
Other Europe	94	55	76	45	170
Other countries	131	33	271	67	401
<b>Main purpose of journey (including backpackers)</b>					
Holiday	1 183	48	1 274	52	2 457
Visiting friends & relatives	309	23	1 011	77	1 320
Business	267	30	625	70	892
Education	146	34	285	66	430
Employment	35	28	92	72	127
Other	64	30	149	70	212
<b>Main purpose of journey (excluding backpackers)</b>					
Holiday	907	44	1 136	56	2 043
Visiting friends & relatives	283	22	989	78	1 273
Business	257	29	617	71	874
Education	105	28	265	72	371
Employment	25	23	83	77	108
Other	53	28	138	72	191
Backpackers	372	64	207	36	580
<b>Total</b>	<b>2 003</b>	<b>37</b>	<b>3 436</b>	<b>63</b>	<b>5 440</b>

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 31 March 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	5	78	83	9	973	982	1 064
Japan	42	144	186	3	163	166	352
Hong Kong	4	15	19	1	130	130	150
Singapore	7	17	24	4	246	250	273
Malaysia	5	11	16	2	198	201	217
Indonesia	6	4	11	2	102	104	114
Taiwan	22	4	26	0	49	50	76
Thailand	3	3	5	0	72	72	78
Korea	59	11	70	1	125	127	197
China	164	13	178	10	275	285	463
India	3	7	10	1	124	125	135
Other Asia	6	4	10	2	131	132	142
USA	17	36	53	6	378	385	438
Canada	4	6	10	1	103	104	114
United Kingdom	5	59	65	3	519	522	587
Germany	4	20	24	1	128	130	154
Scandinavia	2	12	13	0	68	68	82
France	1	7	8	0	82	82	90
Italy	1	14	16	0	38	39	54
Netherlands	1	7	8	0	39	39	47
Switzerland	1	7	8	1	34	35	42
Other Europe	3	11	14	2	154	156	170
Other countries	3	25	28	6	368	373	401
<b>Main purpose of journey (including backpackers)</b>							
Holiday	317	401	717	22	1 718	1 740	2 457
Visiting friends & relatives	1	30	31	1	1 288	1 289	1 320
Business	33	55	88	20	784	804	892
Education	7	19	26	5	399	404	430
Employment	0	3	3	1	123	124	127
Other	10	8	18	7	187	194	212
<b>Main purpose of journey (excluding backpackers)</b>							
Holiday	314	375	689	20	1 334	1 354	2 043
Visiting friends & relatives	1	29	30	1	1 242	1 243	1 273
Business	33	54	87	19	768	787	874
Education	6	14	20	3	348	351	371
Employment	0	3	3	1	104	105	108
Other	10	8	17	7	167	173	191
Backpackers	4	33	37	6	537	543	580
<b>Total</b>	<b>368</b>	<b>516</b>	<b>883</b>	<b>57</b>	<b>4 500</b>	<b>4 556</b>	<b>5 440</b>

Base: All visitors aged 15 years and over.

Table 9

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

Country of residence	Year ended 31 March 2011							
	New South Wales		Victoria		Queensland		South Australia	
	'000	%	'000	%	'000	%	'000	%
New Zealand	396	14	254	15	400	20	36	10
Japan	154	5	35	2	209	10	12	3
Hong Kong	80	3	49	3	39	2	11	3
Singapore	91	3	82	5	50	3	12	3
Malaysia	43	2	93	5	45	2	13	4
Indonesia	50	2	37	2	17	1	5	1
Taiwan	48	2	22	1	44	2	4	1
Thailand	36	1	31	2	12	1	4	1
Korea	161	6	34	2	71	4	7	2
China	288	10	221	13	197	10	18	5
India	68	2	59	4	23	1	10	3
Other Asia	66	2	54	3	27	1	8	2
USA	296	10	126	7	150	7	30	8
Canada	80	3	40	2	50	2	14	4
United Kingdom	349	12	198	12	220	11	63	17
Germany	101	4	57	3	76	4	30	8
Scandinavia	52	2	30	2	41	2	7	2
France	60	2	34	2	38	2	11	3
Italy	38	1	25	1	24	1	14	4
Netherlands	30	1	21	1	23	1	9	2
Switzerland	29	1	17	1	21	1	9	3
Other Europe	109	4	65	4	74	4	19	5
Other countries	204	7	109	6	151	8	19	5
<b>Main purpose of journey (including backpackers)</b>								
Holiday	1 402	50	766	45	1 207	60	188	51
Visiting friends & relatives	600	21	410	24	377	19	81	22
Business	457	16	291	17	206	10	47	13
Education	215	8	150	9	119	6	30	8
Employment	58	2	38	2	37	2	12	3
Other	97	3	39	2	56	3	10	3
<b>Main purpose of journey (excluding backpackers)</b>								
Holiday	1 079	38	573	34	961	48	118	32
Visiting friends & relatives	565	20	392	23	354	18	76	21
Business	446	16	283	17	199	10	45	12
Education	169	6	123	7	82	4	22	6
Employment	45	2	28	2	25	1	8	2
Other	81	3	35	2	46	2	9	2
Backpackers	444	16	260	15	333	17	90	25
<b>Total</b>	<b>2 829</b>	<b>100</b>	<b>1 693</b>	<b>100</b>	<b>2 002</b>	<b>100</b>	<b>368</b>	<b>100</b>

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<sup>(a)</sup>

Country of residence	Year ended 31 March 2011							
	Western Australia		Tasmania		Northern Territory		Australian Capital Territory	
	'000	%	'000	%	'000	%	'000	%
New Zealand	64	9	15	10	15	5	14	9
Japan	27	4	5	4	28	9	5	3
Hong Kong	12	2	10	7	1	0	3	2
Singapore	75	11	6	4	4	1	5	3
Malaysia	61	9	6	4	2	1	3	2
Indonesia	29	4	2	2	3	1	3	2
Taiwan	6	1	2	2	4	1	2	1
Thailand	14	2	2	2	2	1	2	1
Korea	9	1	4	3	4	1	5	3
China	15	2	8	5	4	1	16	10
India	12	2	2	1	1	0	6	4
Other Asia	15	2	2	1	7	2	7	4
USA	45	6	17	12	32	11	21	13
Canada	15	2	6	4	11	4	6	4
United Kingdom	148	21	22	15	47	15	21	13
Germany	29	4	7	5	38	13	8	5
Scandinavia	12	2	3	2	13	4	5	3
France	15	2	4	3	17	6	5	3
Italy	8	1	2	1	14	5	1	1
Netherlands	9	1	3	2	9	3	3	2
Switzerland	11	2	2	2	11	4	2	1
Other Europe	29	4	4	3	23	8	5	3
Other countries	47	7	10	7	12	4	13	8
<b>Main purpose of journey (including backpackers)</b>								
Holiday	306	43	81	56	225	75	63	40
Visiting friends & relatives	187	26	29	20	26	9	36	23
Business	113	16	13	9	20	7	27	17
Education	50	7	15	10	12	4	23	14
Employment	30	4	6	4	9	3	5	3
Other	20	3	2	1	9	3	6	3
<b>Main purpose of journey (excluding backpackers)</b>								
Holiday	228	32	55	38	140	46	38	24
Visiting friends & relatives	178	25	26	18	21	7	34	21
Business	110	16	12	8	18	6	26	16
Education	42	6	9	6	4	1	16	10
Employment	25	3	4	3	6	2	4	2
Other	18	3	1	1	7	2	5	3
Backpackers	106	15	38	26	106	35	37	23
<b>Total</b>	<b>707</b>	<b>100</b>	<b>145</b>	<b>100</b>	<b>301</b>	<b>100</b>	<b>159</b>	<b>100</b>

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<sup>(a)</sup>

Country of residence	Year ended 31 March 2011				
	Sydney '000	Melbourne '000	Brisbane '000	Gold Coast '000	Tropical North Queensland '000
New Zealand	345	230	168	188	34
Japan	148	34	25	97	105
Hong Kong	77	46	21	18	12
Singapore	88	79	31	25	2
Malaysia	40	90	17	31	3
Indonesia	47	36	9	9	2
Taiwan	46	22	29	18	6
Thailand	33	28	5	6	2
Korea	158	33	38	35	8
China	279	218	85	121	74
India	65	58	14	9	6
Other Asia	60	51	15	8	3
USA	276	117	56	27	79
Canada	72	36	25	17	22
United Kingdom	323	175	130	63	96
Germany	95	56	45	17	49
Scandinavia	50	28	23	11	21
France	59	31	20	9	21
Italy	37	24	10	4	16
Netherlands	28	19	14	5	15
Switzerland	28	15	13	7	12
Other Europe	99	60	43	21	37
Other countries	191	100	91	38	36
<b>Main purpose of journey (including backpackers)</b>					
Holiday	1 343	729	461	550	518
Visiting friends & relatives	531	364	209	118	58
Business	432	277	137	49	27
Education	197	145	67	43	32
Employment	49	35	20	11	12
Other	93	36	32	11	14
<b>Main purpose of journey (excluding backpackers)</b>					
Holiday	1 028	543	302	454	366
Visiting friends & relatives	498	347	197	110	49
Business	422	269	133	48	25
Education	154	118	47	30	11
Employment	37	26	11	7	6
Other	77	33	26	9	10
Backpackers	427	250	210	126	194
<b>Total</b>	<b>2 644</b>	<b>1 586</b>	<b>926</b>	<b>783</b>	<b>661</b>

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<sup>(a)</sup>

Country of residence	Year ended 31 March 2011				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
New Zealand	33	56	11	11	4
Japan	12	27	4	2	3
Hong Kong	11	12	8	0	1
Singapore	11	74	4	4	0
Malaysia	13	60	4	1	0
Indonesia	5	29	2	2	0
Taiwan	4	6	2	2	3
Thailand	4	13	2	1	1
Korea	6	8	3	1	2
China	18	15	7	1	1
India	9	12	1	1	0
Other Asia	8	13	1	6	1
USA	28	42	15	10	17
Canada	13	14	4	5	8
United Kingdom	56	143	15	21	25
Germany	27	28	7	19	24
Scandinavia	6	12	3	5	8
France	10	15	4	9	11
Italy	13	7	1	6	7
Netherlands	8	8	2	5	7
Switzerland	9	10	2	6	7
Other Europe	17	28	3	9	13
Other countries	18	44	7	8	4
<b>Main purpose of journey (including backpackers)</b>					
Holiday	174	297	69	94	120
Visiting friends & relatives	73	179	20	13	10
Business	43	107	7	14	6
Education	30	49	12	4	6
Employment	10	26	4	6	3
Other	10	19	1	6	3
<b>Main purpose of journey (excluding backpackers)</b>					
Holiday	109	221	46	53	65
Visiting friends & relatives	68	170	17	10	7
Business	41	104	7	13	4
Education	22	41	7	2	1
Employment	7	20	2	4	1
Other	8	17	1	5	2
Backpackers	84	103	32	50	69
<b>Total</b>	<b>339</b>	<b>676</b>	<b>113</b>	<b>137</b>	<b>148</b>

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 31 March 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	107	89	7	11	109	23
Japan	17	6	0	2	109	3
Hong Kong	11	14	0	3	35	3
Singapore	16	25	1	3	42	3
Malaysia	14	15	0	2	37	2
Indonesia	8	1	0	1	24	1
Taiwan	7	3	0	1	30	5
Thailand	5	5	0	0	17	2
Korea	15	2	1	1	64	6
China	27	7	1	2	204	5
India	15	3	0	2	32	1
Other Asia	18	3	0	2	32	2
USA	50	38	4	6	167	17
Canada	23	15	4	1	50	7
United Kingdom	118	79	21	8	241	34
Germany	26	33	16	2	73	11
Scandinavia	12	12	4	2	34	6
France	16	17	9	1	38	5
Italy	5	11	1	1	27	2
Netherlands	9	10	7	1	22	4
Switzerland	4	11	5	0	21	4
Other Europe	29	27	6	3	74	10
Other countries	50	20	4	6	101	11
<b>Main purpose of journey (including backpackers)</b>						
Holiday	225	307	72	30	913	103
Visiting friends & relatives	242	73	9	6	275	36
Business	52	34	1	16	217	8
Education	52	17	5	7	106	13
Employment	21	8	2	2	44	5
Other	11	7	2	2	29	3
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	153	239	39	21	669	49
Visiting friends & relatives	231	67	7	6	247	30
Business	50	33	0	15	208	6
Education	40	7	2	6	63	6
Employment	15	6	1	1	30	2
Other	8	5	1	1	22	1
Backpackers	105	88	42	12	344	73
<b>Total</b>	<b>601</b>	<b>445</b>	<b>91</b>	<b>63</b>	<b>1 583</b>	<b>168</b>

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 31 March 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
<b>Country of residence</b>							
New Zealand	14	9	24	5	7	1	2
Japan	8	5	10	1	8	0	2
Hong Kong	4	1	2	1	3	0	0
Singapore	3	3	5	2	6	0	0
Malaysia	3	1	5	0	2	0	0
Indonesia	1	2	1	0	2	0	0
Taiwan	6	1	3	0	7	0	1
Thailand	1	0	2	0	1	0	0
Korea	10	4	8	0	3	0	1
China	7	2	4	2	23	0	0
India	2	1	3	0	1	0	0
Other Asia	2	1	2	0	1	0	0
USA	15	16	10	2	16	1	3
Canada	11	9	4	2	8	1	2
United Kingdom	55	37	29	3	25	5	7
Germany	25	17	6	1	18	2	2
Scandinavia	15	9	5	1	8	1	2
France	10	8	5	0	5	1	1
Italy	6	7	3	0	5	0	1
Netherlands	6	6	2	1	6	1	1
Switzerland	6	4	2	1	7	1	1
Other Europe	17	11	7	1	9	3	2
Other countries	15	7	12	1	4	1	2
<b>Main purpose of journey (including backpackers)</b>							
Holiday	172	120	84	18	138	13	24
Visiting friends & relatives	27	17	23	2	10	2	1
Business	5	5	10	2	8	1	2
Education	22	11	27	1	14	2	3
Employment	10	5	6	0	3	0	1
Other	5	2	5	1	3	0	0
<b>Main purpose of journey (excluding backpackers)</b>							
Holiday	35	51	36	15	86	6	6
Visiting friends & relatives	17	12	18	2	6	1	1
Business	3	5	9	2	6	1	2
Education	8	3	15	0	5	1	1
Employment	2	2	2	0	1	0	0
Other	2	1	3	0	2	0	0
Backpackers	172	86	71	5	69	10	21
<b>Total</b>	<b>240</b>	<b>161</b>	<b>154</b>	<b>25</b>	<b>175</b>	<b>17</b>	<b>31</b>

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 31 March 2011									
	New South Wales		Victoria		Queensland		South Australia		Western Australia	
	'000	%	'000	%	'000	%	'000	%	'000	%
New Zealand	4 382	7	2 321	6	5 239	13	363	4	1 753	8
Japan	2 961	4	731	2	2 531	6	212	3	810	4
Hong Kong	2 245	3	1 120	3	694	2	310	4	555	3
Singapore	1 341	2	1 847	5	684	2	179	2	1 472	7
Malaysia	848	1	2 450	6	789	2	647	8	1 778	8
Indonesia	1 854	3	1 574	4	274	1	286	3	748	3
Taiwan	1 113	2	528	1	1 714	4	158	2	583	3
Thailand	1 464	2	1 154	3	388	1	195	2	729	3
Korea	6 481	10	1 099	3	2 865	7	468	6	452	2
China	10 770	16	7 994	20	3 536	9	1 189	14	892	4
India	3 079	5	3 485	9	688	2	529	6	670	3
Other Asia	2 628	4	2 451	6	916	2	559	7	1 232	6
USA	4 086	6	1 640	4	2 054	5	378	4	980	4
Canada	1 554	2	744	2	986	2	289	3	489	2
United Kingdom	6 472	10	3 608	9	4 813	12	927	11	3 685	17
Germany	1 885	3	828	2	2 042	5	428	5	829	4
Scandinavia	1 146	2	537	1	901	2	94	1	366	2
France	1 667	3	952	2	1 262	3	192	2	636	3
Italy	887	1	661	2	549	1	149	2	245	1
Netherlands	550	1	302	1	521	1	81	1	244	1
Switzerland	386	1	191	0	475	1	82	1	254	1
Other Europe	3 258	5	956	2	1 714	4	333	4	969	4
Other countries	5 207	8	3 452	8	3 840	10	429	5	1 727	8
<b>Main purpose of journey (including backpackers)</b>										
Holiday	21 237	32	9 550	24	18 333	46	2 083	25	6 788	31
Visiting friends & relatives	11 947	18	9 154	23	6 846	17	1 706	20	4 563	21
Business	4 091	6	3 009	7	1 664	4	555	7	2 196	10
Education	23 122	35	15 368	38	9 582	24	3 303	39	5 403	24
Employment	3 995	6	3 016	7	2 266	6	687	8	2 436	11
Other	1 874	3	530	1	783	2	143	2	712	3
<b>Main purpose of journey (excluding backpackers)</b>										
Holiday	12 979	20	5 862	14	9 983	25	1 299	15	3 965	18
Visiting friends & relatives	11 435	17	8 837	22	6 546	17	1 635	19	4 357	20
Business	3 947	6	2 837	7	1 546	4	533	6	2 121	10
Education	20 096	30	14 081	35	7 109	18	2 646	31	4 658	21
Employment	3 112	5	2 451	6	1 593	4	535	6	2 000	9
Other	1 283	2	408	1	449	1	136	2	617	3
Backpackers	13 413	20	6 152	15	12 248	31	1 692	20	4 380	20
<b>Total</b>	<b>66 266</b>	<b>100</b>	<b>40 628</b>	<b>100</b>	<b>39 474</b>	<b>100</b>	<b>8 476</b>	<b>100</b>	<b>22 099</b>	<b>100</b>

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 31 March 2011							
	Tasmania		Northern Territory		Australian Capital Territory		Total nights <sup>(a)</sup>	
	'000	%	'000	%	'000	%	'000	%
New Zealand	215	8	328	9	160	5	14 759	8
Japan	138	5	135	4	86	3	7 605	4
Hong Kong	99	4	10	0	126	4	5 160	3
Singapore	138	5	18	1	148	4	5 827	3
Malaysia	206	7	67	2	76	2	6 862	4
Indonesia	47	2	125	3	208	6	5 117	3
Taiwan	23	1	198	6	54	2	4 372	2
Thailand	104	4	45	1	60	2	4 139	2
Korea	156	6	97	3	274	8	11 892	6
China	281	10	104	3	702	21	25 468	14
India	90	3	27	1	133	4	8 700	5
Other Asia	67	2	247	7	219	7	8 320	4
USA	220	8	280	8	257	8	9 894	5
Canada	58	2	302	8	43	1	4 466	2
United Kingdom	271	10	524	15	216	7	20 516	11
Germany	89	3	326	9	24	1	6 451	3
Scandinavia	155	6	80	2	29	1	3 308	2
France	59	2	155	4	30	1	4 955	3
Italy	24	1	73	2	6	0	2 593	1
Netherlands	28	1	89	2	13	0	1 829	1
Switzerland	27	1	83	2	11	0	1 510	1
Other Europe	45	2	182	5	169	5	7 627	4
Other countries	220	8	107	3	250	8	15 232	8
<b>Main purpose of journey (including backpackers)</b>								
Holiday	969	35	1 849	51	476	14	61 286	33
Visiting friends & relatives	424	15	477	13	398	12	35 516	19
Business	125	5	233	6	225	7	12 099	6
Education	999	36	327	9	1 836	56	59 940	32
Employment	213	8	486	13	256	8	13 354	7
Other	28	1	231	6	105	3	4 406	2
<b>Main purpose of journey (excluding backpackers)</b>								
Holiday	516	19	790	22	253	8	35 648	19
Visiting friends & relatives	387	14	433	12	377	11	34 006	18
Business	119	4	213	6	216	7	11 534	6
Education	864	31	272	8	1 587	48	51 313	27
Employment	192	7	404	11	251	8	10 538	6
Other	18	1	177	5	71	2	3 158	2
Backpackers	662	24	1 313	36	541	16	40 402	22
<b>Total</b>	<b>2 759</b>	<b>100</b>	<b>3 603</b>	<b>100</b>	<b>3 296</b>	<b>100</b>	<b>186 600</b>	<b>100</b>

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

Country of residence	Year ended 31 March 2011				
	Sydney	Melbourne	Brisbane	Gold Coast	Tropical North Queensland
	'000	'000	'000	'000	'000
New Zealand	3 246	1 964	1 489	1 811	448
Japan	2 740	661	721	898	669
Hong Kong	2 059	956	412	136	72
Singapore	1 114	1 698	428	147	11
Malaysia	731	2 261	502	180	17
Indonesia	1 548	1 484	195	44	23
Taiwan	1 008	365	1 198	109	118
Thailand	1 198	989	141	158	64
Korea	6 034	974	1 608	487	246
China	9 709	7 749	2 413	792	198
India	2 903	3 346	582	50	18
Other Asia	2 279	2 248	588	93	44
USA	3 071	1 439	664	380	530
Canada	1 161	634	274	237	177
United Kingdom	4 917	2 723	1 559	685	1 027
Germany	1 375	686	563	135	604
Scandinavia	896	413	298	103	196
France	1 345	622	476	120	261
Italy	766	531	172	94	125
Netherlands	386	218	108	24	184
Switzerland	274	153	105	77	151
Other Europe	2 580	779	740	223	341
Other countries	4 322	3 017	1 951	817	365
<b>Main purpose of journey (including backpackers)</b>					
Holiday	17 069	7 749	5 602	3 768	4 111
Visiting friends & relatives	9 924	7 549	3 404	1 347	533
Business	3 677	2 756	929	242	185
Education	20 371	14 717	6 024	2 051	442
Employment	3 020	2 673	954	316	420
Other	1 599	465	276	75	200
<b>Main purpose of journey (excluding backpackers)</b>					
Holiday	10 777	4 895	2 881	2 893	2 188
Visiting friends & relatives	9 570	7 298	3 316	1 295	470
Business	3 584	2 619	887	231	160
Education	17 843	13 520	4 540	1 667	188
Employment	2 302	2 172	775	193	265
Other	1 080	368	160	63	100
Backpackers	10 505	5 037	4 629	1 456	2 521
<b>Total</b>	<b>55 661</b>	<b>35 910</b>	<b>17 187</b>	<b>7 799</b>	<b>5 891</b>

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

	Year ended 31 March 2011				
	Adelaide '000	Perth '000	Hobart '000	Darwin '000	Alice Springs '000
<b>Country of residence</b>					
New Zealand	230	897	94	150	114
Japan	179	597	113	18	7
Hong Kong	305	535	66	2	2
Singapore	172	1 379	65	15	1
Malaysia	638	1 719	68	51	1
Indonesia	276	677	19	122	0
Taiwan	103	406	13	174	10
Thailand	180	504	102	35	7
Korea	409	401	99	38	42
China	1 187	845	210	90	10
India	498	602	45	11	16
Other Asia	520	1 007	33	160	22
USA	310	788	163	116	97
Canada	245	368	18	232	40
United Kingdom	679	3 012	117	282	87
Germany	313	514	48	117	87
Scandinavia	78	258	71	33	21
France	114	405	29	58	38
Italy	117	180	5	25	13
Netherlands	56	128	10	35	23
Switzerland	58	165	8	33	23
Other Europe	249	780	22	79	42
Other countries	387	1 399	163	62	14
<b>Main purpose of journey (including backpackers)</b>					
Holiday	1 443	4 780	517	805	396
Visiting friends & relatives	1 420	3 808	224	371	66
Business	476	1 591	78	116	45
Education	3 272	5 289	622	247	58
Employment	568	1 455	121	247	117
Other	123	643	19	151	33
<b>Main purpose of journey (excluding backpackers)</b>					
Holiday	891	2 950	302	301	148
Visiting friends & relatives	1 369	3 651	203	349	55
Business	458	1 536	76	104	39
Education	2 637	4 586	518	221	43
Employment	454	1 133	104	219	92
Other	117	581	15	141	28
Backpackers	1 377	3 129	362	601	309
<b>Total</b>	<b>7 302</b>	<b>17 566</b>	<b>1 581</b>	<b>1 937</b>	<b>715</b>

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 31 March 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	3 171	372	3 080	6 480	322
Japan	1 241	619	3 186	726	43	30
Hong Kong	531	247	2 184	1 174	30	2
Singapore	1 124	160	2 160	1 339	9	2
Malaysia	664	113	3 034	2 005	15	1
Indonesia	485	31	2 300	1 660	15	0
Taiwan	327	551	2 240	444	192	3
Thailand	328	18	1 989	1 181	31	8
Korea	582	714	7 816	1 394	105	7
China	1 918	71	14 299	5 945	2	2
India	869	21	3 964	3 296	5	0
Other Asia	376	44	3 534	3 368	14	1
USA	2 631	626	2 273	2 925	94	49
Canada	610	483	1 323	1 517	67	55
United Kingdom	2 883	3 300	3 947	8 456	602	200
Germany	826	1 745	1 089	1 187	518	163
Scandinavia	501	680	863	608	141	38
France	355	959	1 335	951	369	185
Italy	402	243	1 013	678	54	15
Netherlands	269	439	347	377	215	70
Switzerland	317	269	185	243	131	54
Other Europe	1 007	935	2 593	2 005	166	69
Other countries	1 228	702	5 500	5 800	107	24
<b>Main purpose of journey (including backpackers)</b>						
Holiday	11 677	10 660	15 147	15 949	2 516	839
Visiting friends & relatives	2 019	399	2 258	29 523	283	49
Business	6 163	189	2 866	1 219	46	19
Education	1 146	1 081	39 945	4 661	114	50
Employment	1 049	740	8 286	1 493	194	62
Other	593	274	1 750	915	95	25
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	10 698	na	8 050	13 040	1 247	228
Visiting friends & relatives	1 945	na	2 107	28 727	248	24
Business	6 053	na	2 759	1 150	41	14
Education	988	na	34 990	4 429	38	17
Employment	951	na	6 990	1 172	136	24
Other	570	na	1 030	779	37	15
Backpackers	1 443	13 343	14 327	4 463	1 501	721
<b>Total</b>	<b>22 647</b>	<b>13 343</b>	<b>70 252</b>	<b>53 759</b>	<b>3 248</b>	<b>1 044</b>

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 31 March 2011					Total nights <sup>(a)</sup> '000
	Guest house, bed and breakfast '000	Boat, houseboat, cabin cruiser or cruise ship '000	Educational institution '000	Homestay '000	Other '000	
	New Zealand	45	84	171	22	
Japan	48	6	186	1 383	108	7 605
Hong Kong	8	3	348	532	14	5 160
Singapore	35	17	442	195	195	5 827
Malaysia	7	7	511	194	79	6 862
Indonesia	10	7	243	216	56	5 117
Taiwan	8	0	121	335	141	4 372
Thailand	18	15	137	256	114	4 139
Korea	109	1	256	811	55	11 892
China	20	2	664	1 468	65	25 468
India	33	4	293	95	73	8 700
Other Asia	11	14	370	284	191	8 320
USA	65	47	839	77	221	9 894
Canada	24	14	204	56	78	4 466
United Kingdom	149	117	171	111	340	20 516
Germany	53	39	153	412	222	6 451
Scandinavia	22	19	186	69	160	3 308
France	54	8	162	368	176	4 955
Italy	13	10	39	66	41	2 593
Netherlands	16	27	25	12	31	1 829
Switzerland	21	6	4	266	4	1 510
Other Europe	48	39	328	280	138	7 627
Other countries	85	38	621	759	247	15 232
<b>Main purpose of journey (including backpackers)</b>						
Holiday	542	265	175	1 777	1 255	61 286
Visiting friends & relatives	124	21	17	77	93	35 516
Business	47	98	100	106	770	12 099
Education	103	15	5 870	5 988	271	59 940
Employment	53	119	106	200	904	13 354
Other	32	9	208	118	153	4 406
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	382	141	125	765	488	35 648
Visiting friends & relatives	118	13	16	66	87	34 006
Business	45	98	81	74	744	11 534
Education	76	3	4 601	5 270	221	51 313
Employment	29	110	69	166	756	10 538
Other	26	6	208	102	152	3 158
Backpackers	224	154	1 377	1 823	998	40 402
<b>Total</b>	<b>900</b>	<b>526</b>	<b>6 476</b>	<b>8 266</b>	<b>3 446</b>	<b>186 600</b>

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 31 March 2011								Number of package tour visitors '000
	Package tour <sup>(a)</sup>		Other pre-payments		Expenditure within Australia		Total	Average	
	Total \$million	Average \$	Total \$million	Average \$	Total \$million	Average \$			
New Zealand	107	1 299	7	82	70	853	184	2 234	83
Japan	526	2 829	12	66	148	798	686	3 692	186
Hong Kong	38	1 955	2	112	27	1 410	67	3 477	19
Singapore	41	1 722	4	153	19	817	64	2 693	24
Malaysia	23	1 424	1	60	11	707	35	2 191	16
Indonesia	23	2 171	1	133	8	796	33	3 100	11
Taiwan	48	1 824	1	27	19	720	67	2 572	26
Thailand	13	2 414	1	255	10	1 794	24	4 462	5
Korea	169	2 412	0	3	53	756	222	3 171	70
China	465	2 617	7	39	210	1 185	682	3 841	178
India	43	4 336	2	165	13	1 342	58	5 844	10
Other Asia	28	2 747	1	60	8	795	36	3 602	10
USA	276	5 178	5	89	62	1 171	343	6 438	53
Canada	63	6 530	5	475	12	1 247	80	8 252	10
United Kingdom	298	4 606	14	214	107	1 654	419	6 475	65
Germany	110	4 544	4	152	56	2 307	169	7 003	24
Scandinavia	92	6 948	1	66	24	1 838	117	8 852	13
France	46	5 433	1	109	15	1 835	62	7 377	8
Italy	116	7 441	1	33	20	1 293	137	8 767	16
Netherlands	44	5 753	1	78	19	2 496	64	8 327	8
Switzerland	45	5 956	4	533	25	3 289	74	9 778	8
Other Europe	81	5 600	2	114	33	2 250	115	7 965	14
Other countries	95	3 449	7	252	51	1 850	154	5 551	28
<b>Main purpose of journey (including backpackers)</b>									
Holiday	2 237	3 119	49	68	772	1 077	3 058	4 264	717
Visiting friends & relatives	90	2 913	6	186	40	1 291	136	4 389	31
Business	237	2 695	11	125	100	1 138	347	3 959	88
Education	154	5 919	14	539	92	3 535	259	9 993	26
Employment	6	1 851	0	64	9	2 943	14	4 858	3
Other	65	3 520	1	52	10	541	76	4 113	18
<b>Main purpose of journey (excluding backpackers)</b>									
Holiday	2 122	3 079	45	65	684	993	2 851	4 137	689
Visiting friends & relatives	85	2 857	6	193	37	1 250	128	4 301	30
Business	236	2 701	11	125	100	1 140	347	3 966	87
Education	110	5 596	11	543	61	3 125	182	9 263	20
Employment	5	1 677	0	60	7	2 396	11	4 132	3
Other	62	3 534	1	49	8	480	71	4 064	17
Backpackers	168	4 532	8	214	125	3 376	302	8 123	37
<b>Total</b>	<b>2 788</b>	<b>3 156</b>	<b>81</b>	<b>92</b>	<b>1 023</b>	<b>1 158</b>	<b>3 892</b>	<b>4 406</b>	<b>883</b>

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 31 March 2011								Number of non-package tour visitors '000
	Pre-paid international airfares <sup>(a)</sup>		Other pre-payments		Expenditure within Australia		Total		
	Total	Average	Total	Average	Total	Average	Total	Average	
	\$million	\$	\$million	\$	\$million	\$	\$million	\$	
New Zealand	479	488	174	178	1 308	1 332	1 961	1 998	982
Japan	225	1 351	97	582	437	2 623	758	4 555	166
Hong Kong	148	1 138	121	928	500	3 835	769	5 901	130
Singapore	216	867	188	755	763	3 057	1 168	4 679	250
Malaysia	149	740	221	1 102	689	3 432	1 058	5 274	201
Indonesia	92	887	78	751	417	4 010	587	5 648	104
Taiwan	56	1 125	35	701	265	5 353	356	7 178	50
Thailand	69	955	78	1 075	315	4 352	462	6 382	72
Korea	144	1 136	119	939	786	6 201	1 049	8 275	127
China	312	1 093	263	923	2 298	8 055	2 873	10 071	285
India	146	1 167	98	787	583	4 674	826	6 629	125
Other Asia	137	1 033	110	833	540	4 078	787	5 944	132
USA	729	1 894	176	457	920	2 389	1 824	4 740	385
Canada	209	2 012	46	445	366	3 516	622	5 973	104
United Kingdom	988	1 892	142	272	1 431	2 740	2 561	4 904	522
Germany	256	1 971	53	412	397	3 061	706	5 444	130
Scandinavia	141	2 059	24	351	253	3 694	418	6 104	68
France	148	1 810	32	395	303	3 709	484	5 913	82
Italy	71	1 845	11	278	149	3 856	231	5 979	39
Netherlands	76	1 967	15	394	126	3 241	218	5 602	39
Switzerland	85	2 464	33	961	124	3 582	243	7 007	35
Other Europe	277	1 776	51	324	586	3 755	913	5 855	156
Other countries	523	1 399	141	378	1 066	2 855	1 729	4 632	373
<b>Main purpose of journey (including backpackers)</b>									
Holiday	2 127	1 222	590	339	4 413	2 536	7 130	4 097	1 740
Visiting friends & relatives	1 500	1 164	160	124	1 967	1 525	3 627	2 813	1 289
Business	1 283	1 596	222	276	1 804	2 244	3 309	4 116	804
Education	397	981	1 282	3 169	5 158	12 752	6 836	16 901	404
Employment	123	987	21	166	964	7 751	1 108	8 904	124
Other	246	1 268	34	175	313	1 615	593	3 058	194
<b>Main purpose of journey (excluding backpackers)</b>									
Holiday	1 563	1 154	483	357	2 783	2 055	4 828	3 566	1 354
Visiting friends & relatives	1 432	1 152	153	123	1 852	1 490	3 438	2 766	1 243
Business	1 262	1 603	215	273	1 761	2 238	3 238	4 114	787
Education	322	918	1 088	3 099	4 583	13 060	5 992	17 077	351
Employment	96	910	16	148	798	7 562	909	8 620	105
Other	222	1 279	30	172	239	1 376	490	2 826	173
Backpackers	779	1 436	324	597	2 604	4 799	3 707	6 832	543
<b>Total</b>	<b>5 676</b>	<b>1 246</b>	<b>2 308</b>	<b>507</b>	<b>14 619</b>	<b>3 209</b>	<b>22 603</b>	<b>4 961</b>	<b>4 556</b>

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<sup>(a)</sup> by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 31 March 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	101	450	26	31	15	58	52
Japan	1 492	638	172	59	34	61	24
Hong Kong	252	991	86	61	39	130	62
Singapore	150	792	40	34	30	95	64
Malaysia	104	686	39	48	30	95	41
Indonesia	201	805	25	79	31	155	22
Taiwan	629	737	114	90	84	147	16
Thailand	168	888	36	89	51	190	54
Korea	858	732	85	118	49	190	23
China	1 004	674	93	221	40	124	11
India	317	1 082	37	133	36	201	26
Other Asia	194	960	21	145	30	147	30
USA	629	1 664	144	59	86	99	60
Canada	553	1 841	218	78	148	132	125
United Kingdom	508	1 683	169	64	88	125	106
Germany	713	1 662	282	45	124	137	240
Scandinavia	1 126	1 725	226	160	91	143	115
France	506	1 642	143	101	131	166	173
Italy	2 144	1 313	136	89	101	165	113
Netherlands	945	1 644	302	51	103	116	275
Switzerland	1 073	2 020	573	49	158	165	396
Other Europe	475	1 625	174	109	99	165	145
Other countries	238	1 303	54	80	58	119	52
<b>Main purpose of journey (including backpackers)</b>							
Holiday	910	865	171	37	62	93	94
Visiting friends & relatives	68	1 136	43	32	39	57	40
Business	265	1 439	20	41	42	117	58
Education	357	922	105	464	86	363	39
Employment	43	964	99	403	117	238	89
Other	306	1 158	32	49	31	76	36
<b>Main purpose of journey (excluding backpackers)</b>							
Holiday	1 039	765	123	24	35	66	82
Visiting friends & relatives	67	1 125	36	32	35	54	39
Business	270	1 443	18	41	40	116	58
Education	297	869	55	500	53	363	28
Employment	43	887	37	434	90	208	90
Other	324	1 162	16	45	20	60	29
Backpackers	290	1 344	379	112	201	240	133
<b>Total</b>	<b>513</b>	<b>1 043</b>	<b>103</b>	<b>79</b>	<b>55</b>	<b>113</b>	<b>68</b>

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<sup>(a)</sup> by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 31 March 2011						
	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	33	73	216	288	714	13	45
Japan	12	58	295	354	800	20	31
Hong Kong	46	199	247	445	1 612	31	69
Singapore	41	141	249	390	1 352	46	45
Malaysia	50	193	255	448	1 361	69	62
Indonesia	59	191	323	513	1 774	45	62
Taiwan	39	158	301	459	1 807	14	68
Thailand	55	221	325	546	2 069	26	85
Korea	54	216	401	617	2 159	80	47
China	49	251	720	971	1 851	61	82
India	66	216	249	465	2 085	17	69
Other Asia	69	252	355	607	1 533	22	56
USA	38	86	181	267	1 408	12	63
Canada	78	112	229	341	1 890	12	93
United Kingdom	73	153	146	298	1 613	14	100
Germany	150	117	134	251	1 656	3	76
Scandinavia	83	153	212	364	1 783	5	114
France	169	169	171	340	1 954	10	94
Italy	113	228	189	417	1 752	12	85
Netherlands	185	125	152	276	1 796	7	76
Switzerland	167	134	250	384	1 916	3	119
Other Europe	102	187	212	398	2 160	21	97
Other countries	56	143	332	474	1 374	14	64
<b>Main purpose of journey (including backpackers)</b>							
Holiday	59	88	311	398	1 119	26	72
Visiting friends & relatives	37	121	266	388	683	23	41
Business	28	59	222	281	1 377	16	25
Education	135	614	317	931	5 048	49	187
Employment	191	553	259	812	4 185	55	151
Other	34	88	157	245	830	9	27
<b>Main purpose of journey (excluding backpackers)</b>							
Holiday	42	65	339	404	888	26	60
Visiting friends & relatives	37	121	269	390	661	24	39
Business	28	58	223	281	1 373	15	24
Education	141	638	327	965	5 050	55	182
Employment	190	557	253	810	3 948	50	139
Other	24	76	156	232	685	8	24
Backpackers	132	228	187	415	2 546	24	138
<b>Total</b>	<b>57</b>	<b>144</b>	<b>279</b>	<b>422</b>	<b>1 427</b>	<b>25</b>	<b>66</b>

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<sup>(a)</sup> by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 31 March 2011					Total excluding package tours and pre-paid international airfares	Total visitors '000
	Motor vehicles	Education fees	Phone, internet, fax and/or postage	Other <sup>(b)</sup>	Total		
	\$	\$	\$	\$	\$		
New Zealand	84	37	20	50	2 016	1 465	1 064
Japan	28	323	25	29	4 100	1 970	352
Hong Kong	117	1 490	68	88	5 588	4 345	150
Singapore	165	1 151	44	69	4 506	3 564	273
Malaysia	268	1 622	63	62	5 048	4 258	217
Indonesia	102	1 372	79	86	5 412	4 406	114
Taiwan	48	1 178	80	81	5 590	4 224	76
Thailand	141	1 669	107	73	6 248	5 192	78
Korea	108	1 169	90	81	6 460	4 870	197
China	370	1 959	87	84	7 681	6 003	463
India	161	1 694	95	87	6 571	5 172	135
Other Asia	214	1 557	106	86	5 778	4 624	142
USA	33	286	44	54	4 946	2 653	438
Canada	56	463	58	80	6 166	3 771	114
United Kingdom	94	45	47	49	5 077	2 886	587
Germany	74	167	51	57	5 689	3 314	154
Scandinavia	64	402	72	75	6 549	3 698	82
France	160	304	76	83	6 049	3 902	90
Italy	46	159	88	49	6 782	3 325	54
Netherlands	76	82	49	67	6 050	3 461	47
Switzerland	36	330	50	69	7 506	4 413	42
Other Europe	84	235	72	70	6 034	3 933	170
Other countries	93	556	67	93	4 695	3 154	401
<b>Main purpose of journey (including backpackers)</b>							
Holiday	65	110	33	31	4 146	2 370	2 457
Visiting friends & relatives	69	137	21	33	2 850	1 645	1 320
Business	155	61	43	133	4 100	2 396	892
Education	341	7 013	266	177	16 485	15 206	430
Employment	802	251	221	188	8 809	7 802	127
Other	81	139	36	61	3 150	1 686	212
<b>Main purpose of journey (excluding backpackers)</b>							
Holiday	54	104	21	26	3 759	1 955	2 043
Visiting friends & relatives	71	140	20	33	2 802	1 610	1 273
Business	158	62	42	130	4 099	2 386	874
Education	378	7 261	276	188	16 663	15 497	371
Employment	894	268	224	194	8 505	7 576	108
Other	74	143	32	63	2 940	1 454	191
Backpackers	114	677	104	65	6 915	5 280	580
<b>Total</b>	<b>121</b>	<b>659</b>	<b>55</b>	<b>64</b>	<b>4 871</b>	<b>3 315</b>	<b>5 440</b>

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<sup>(a)</sup>  
by country of residence and main purpose of journey by expenditure item**

Country of residence	Year ended 31 March 2011					
	Package tour	Pre-paid international airfares	Organised tours	International airfares bought in Australia	Domestic airfares	Other transport fares
	\$	\$	\$	\$	\$	\$
New Zealand	1 299	488	300	474	268	84
Japan	2 829	1 351	354	893	476	107
Hong Kong	1 955	1 138	464	859	313	175
Singapore	1 722	867	254	836	329	132
Malaysia	1 424	740	235	569	233	131
Indonesia	2 171	887	256	780	297	203
Taiwan	1 824	1 125	478	783	465	241
Thailand	2 414	955	214	816	405	252
Korea	2 412	1 136	277	934	306	303
China	2 617	1 093	529	1 131	360	263
India	4 336	1 167	316	1 187	292	282
Other Asia	2 747	1 033	283	1 070	275	232
USA	5 178	1 894	505	1 046	435	129
Canada	6 530	2 012	666	995	490	159
United Kingdom	4 606	1 892	565	987	357	154
Germany	4 544	1 971	658	794	396	170
Scandinavia	6 948	2 059	621	1 300	378	170
France	5 433	1 810	493	830	400	196
Italy	7 441	1 845	451	1 007	464	210
Netherlands	5 753	1 967	692	807	348	149
Switzerland	5 956	2 464	1 246	964	464	190
Other Europe	5 600	1 776	554	1 189	348	213
Other countries	3 449	1 399	458	1 147	375	166
<b>Main purpose of journey (including backpackers)</b>						
Holiday	3 119	1 222	499	691	365	134
Visiting friends & relatives	2 913	1 164	371	708	303	91
Business	2 695	1 596	260	1 168	469	156
Education	5 919	981	492	1 093	373	403
Employment	1 851	987	701	1 025	455	313
Other	3 520	1 268	389	890	399	119
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	3 079	1 154	410	694	337	102
Visiting friends & relatives	2 857	1 152	344	708	296	87
Business	2 701	1 603	249	1 197	468	155
Education	5 596	918	353	1 111	322	407
Employment	1 677	910	432	1 071	479	288
Other	3 534	1 279	246	905	369	98
Backpackers	4 532	1 436	722	731	402	255
<b>Total</b>	<b>3 156</b>	<b>1 246</b>	<b>469</b>	<b>923</b>	<b>367</b>	<b>160</b>

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<sup>(a)</sup>  
by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 31 March 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	309	113	182	302	356	746
Japan	396	156	184	316	371	829
Hong Kong	360	190	520	333	535	1 686
Singapore	315	146	401	312	446	1 393
Malaysia	244	190	433	305	496	1 421
Indonesia	361	283	500	379	565	1 894
Taiwan	233	271	403	351	492	2 024
Thailand	476	258	548	401	633	2 275
Korea	614	511	637	464	664	2 337
China	310	471	836	859	1 095	2 259
India	334	418	582	326	562	2 520
Other Asia	536	408	634	456	719	1 839
USA	412	165	228	240	321	1 463
Canada	572	221	223	282	379	1 938
United Kingdom	492	194	279	198	344	1 651
Germany	807	348	248	174	292	1 691
Scandinavia	624	259	272	297	411	1 851
France	617	406	362	242	412	2 004
Italy	654	314	549	245	495	1 833
Netherlands	881	384	234	199	317	1 834
Switzerland	1 200	375	258	311	440	1 932
Other Europe	666	300	365	276	452	2 254
Other countries	452	254	362	430	558	1 542
<b>Main purpose of journey (including backpackers)</b>						
Holiday	465	210	221	368	438	1 170
Visiting friends & relatives	388	131	282	344	451	768
Business	563	201	227	323	372	1 473
Education	358	537	837	419	1 004	5 139
Employment	648	492	891	394	959	4 359
Other	487	311	339	265	367	922
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	438	157	184	394	443	937
Visiting friends & relatives	389	129	284	348	455	747
Business	569	202	227	326	374	1 471
Education	348	606	885	440	1 048	5 155
Employment	722	493	936	392	969	4 143
Other	474	258	318	263	350	770
Backpackers	518	373	373	242	460	2 556
<b>Total</b>	<b>462</b>	<b>225</b>	<b>351</b>	<b>357</b>	<b>490</b>	<b>1 524</b>

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<sup>(a)</sup>  
by country of residence and main purpose of journey by expenditure item

Country of residence	Year ended 31 March 2011					
	Horse racing and gambling	Entertainment	Motor vehicles	Education fees	Phone, internet, fax and/or postage	Other <sup>(b)</sup>
	\$	\$	\$	\$	\$	\$
New Zealand	87	119	12 472	3 444	61	377
Japan	230	87	5 084	5 662	104	276
Hong Kong	264	176	13 405	11 679	140	489
Singapore	422	131	14 997	13 108	109	458
Malaysia	630	146	16 689	12 458	150	453
Indonesia	492	169	5 543	9 430	157	424
Taiwan	121	160	3 294	8 796	168	512
Thailand	226	208	7 045	9 864	204	422
Korea	585	141	4 655	7 245	259	408
China	469	226	20 801	13 016	239	631
India	203	172	6 552	13 342	202	418
Other Asia	301	164	7 013	11 289	235	445
USA	143	135	8 238	8 781	87	274
Canada	125	152	3 252	8 280	102	263
United Kingdom	116	169	6 166	3 653	92	182
Germany	67	128	2 652	4 414	82	199
Scandinavia	112	177	5 879	7 767	106	224
France	159	157	3 100	6 496	121	285
Italy	171	175	1 696	3 245	148	215
Netherlands	113	126	3 003	3 562	83	196
Switzerland	72	188	6 247	3 670	79	196
Other Europe	267	161	2 869	4 445	123	233
Other countries	171	168	6 945	7 625	139	440
<b>Main purpose of journey (including backpackers)</b>						
Holiday	202	143	5 108	4 572	76	181
Visiting friends & relatives	202	107	13 998	8 540	71	247
Business	256	119	25 448	5 077	99	645
Education	479	260	7 255	11 532	318	433
Employment	393	261	8 791	3 323	307	452
Other	216	118	6 983	4 412	99	452
<b>Main purpose of journey (excluding backpackers)</b>						
Holiday	200	130	9 496	5 630	57	211
Visiting friends & relatives	208	103	15 132	8 898	71	252
Business	255	119	25 448	5 077	98	651
Education	546	261	7 650	11 760	331	465
Employment	455	259	10 119	3 543	323	499
Other	195	119	11 998	4 373	91	545
Backpackers	197	189	2 578	6 863	138	170
<b>Total</b>	<b>233</b>	<b>152</b>	<b>8 443</b>	<b>9 718</b>	<b>125</b>	<b>339</b>

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

Country of residence	Year ended 31 March 2011						
	Visitors '000	Nights in Australia <sup>(a)</sup> '000	Average duration of stay Nights	Expenditure in Australia <sup>(b)</sup> \$million	Average expenditure in Australia <sup>(c)</sup>		
					Shopping \$	Food, drink and accommodation \$	All items \$
New Zealand	38	997	26	73	189	1 059	1 914
Japan	26	2 594	101	133	493	2 399	5 148
Hong Kong	10	740	77	67	638	3 011	6 913
Singapore	14	388	28	58	428	1 651	4 199
Malaysia	12	407	35	38	335	1 233	3 275
Indonesia	2	205	89	18	689	3 830	7 685
Taiwan	13	2 072	163	100	672	4 135	7 871
Thailand	4	299	79	26	471	2 405	6 786
Korea	27	3 566	131	212	751	4 013	7 826
China	10	823	83	84	800	2 717	8 492
India	2	199	95	31	901	2 689	14 596
Other Asia	2	228	99	25	566	3 449	11 009
USA	55	2 616	48	274	303	2 031	4 997
Canada	22	1 592	72	133	404	2 757	6 032
United Kingdom	107	7 206	67	544	374	2 815	5 093
Germany	55	3 670	66	254	315	2 160	4 584
Scandinavia	27	1 692	62	139	399	2 554	5 095
France	37	2 883	78	193	363	2 522	5 252
Italy	10	937	98	58	482	3 220	6 047
Netherlands	14	1 015	70	82	360	2 790	5 625
Switzerland	14	778	54	84	400	2 388	5 793
Other Europe	43	3 104	72	255	505	3 170	5 878
Other countries	35	2 393	68	181	472	2 536	5 139
<b>Main purpose of journey</b>							
Holiday	414	25 637	62	1 830	373	2 258	4 420
Visiting friends & relatives	48	1 509	32	124	319	1 277	2 595
Business	18	565	32	50	273	1 576	2 871
Education	60	8 627	144	803	716	5 037	13 406
Employment	19	2 816	147	174	821	5 522	9 081
Other	21	1 249	58	80	366	2 125	3 750
<b>Total</b>	<b>580</b>	<b>40 402</b>	<b>70</b>	<b>3 061</b>	<b>415</b>	<b>2 546</b>	<b>5 280</b>

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 31 March 2007 – 2011**

State/territory visited	Year ended 31 March									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	426	77	440	79	437	78	466	79	444	77
Victoria	257	47	253	45	251	45	265	45	260	45
Queensland	354	64	354	63	361	65	380	64	333	57
South Australia	103	19	92	16	92	17	101	17	90	16
Western Australia	104	19	103	18	106	19	98	17	106	18
Tasmania	40	7	44	8	40	7	40	7	38	7
Northern Territory	127	23	111	20	118	21	126	21	106	18
Australian Capital Territory	38	7	37	7	38	7	38	6	37	6
<b>Total<sup>(a)</sup></b>	<b>551</b>	<b>100</b>	<b>558</b>	<b>100</b>	<b>558</b>	<b>100</b>	<b>591</b>	<b>100</b>	<b>580</b>	<b>100</b>

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<sup>(a)</sup> by state/territory visited,  
year ended 31 March 2007 – 2011**

State/territory visited	Year ended 31 March									
	2007		2008		2009		2010		2011	
	'000	%	'000	%	'000	%	'000	%	'000	%
New South Wales	12 488	32	12 600	32	12 722	30	13 777	32	13 413	33
Victoria	5 994	15	6 206	16	6 336	15	6 527	15	6 152	15
Queensland	12 435	32	12 575	32	13 556	32	14 309	33	12 248	30
South Australia	1 564	4	1 616	4	1 628	4	1 728	4	1 692	4
Western Australia	4 337	11	4 455	11	4 954	12	4 232	10	4 380	11
Tasmania	792	2	815	2	700	2	781	2	662	2
Northern Territory	1 300	3	1 215	3	1 434	3	1 670	4	1 313	3
Australian Capital Territory	458	1	402	1	692	2	670	2	541	1
<b>Total<sup>(a)</sup></b>	<b>39 368</b>	<b>100</b>	<b>39 884</b>	<b>100</b>	<b>42 023</b>	<b>100</b>	<b>43 694</b>	<b>100</b>	<b>40 402</b>	<b>100</b>

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 31 March 2011		
	Spend in Australia	Total trip expenditure	Total Inbound Economic Value (TIEV) <sup>(a)</sup>
	\$ million	\$ million	\$ million
New Zealand	1 559	2 146	2 019
Japan	694	1 444	1 130
Hong Kong	650	836	736
Singapore	974	1 232	1 088
Malaysia	922	1 093	1 002
Indonesia	504	620	576
Taiwan	320	423	365
Thailand	404	486	454
Korea, South	949	1 254	1 121
China	2 779	3 555	3 372
India	696	884	903
Other Asia	667	840	854
USA	1 163	2 167	1 749
Canada	429	701	617
United Kingdom	1 694	2 980	2 700
Germany	509	875	715
Scandinavia	302	535	445
France	352	546	459
Italy	180	368	305
Netherlands	161	281	236
Switzerland	186	317	256
Other Europe	670	1 028	903
Other countries	1 265	1 883	1 751
<b>Total</b>	<b>18 031</b>	<b>26 494</b>	<b>23 754</b>

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)<sup>(a)</sup> by country of residence,  
year ended 31 March 2007 – 2011**

Country of residence	Year ended 31 March									
	2007		2008		2009		2010		2011	
	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change	\$ million	% change
New Zealand	1 901	-1	2 040	7	1 971	-3	1 836	-7	2 019	10
Japan	1 743	-15	1 469	-16	1 436	-2	1 122	-22	1 130	1
Hong Kong	588	8	590	0	628	6	631	0	736	17
Singapore	838	14	939	12	905	-4	956	6	1 088	14
Malaysia	615	3	800	30	798	0	850	6	1 002	18
Indonesia	388	3	452	16	435	-4	497	14	576	16
Taiwan	308	6	313	2	344	10	410	19	365	-11
Thailand	288	-4	359	25	405	13	389	-4	454	17
Korea, South	1 232	34	1 180	-4	1 123	-5	1 017	-9	1 121	10
China	1 651	20	1 984	20	2 314	17	2 698	17	3 372	25
India	394	26	591	50	719	22	761	6	903	19
Other Asia	417	23	590	41	724	23	805	11	854	6
USA	1 916	6	2 006	5	1 887	-6	1 807	-4	1 749	-3
Canada	592	15	626	6	685	9	609	-11	617	1
United Kingdom	3 525	17	3 217	-9	3 128	-3	2 941	-6	2 700	-8
Germany	784	12	801	2	877	9	829	-5	715	-14
Scandinavia	433	3	464	7	483	4	486	1	445	-8
France	346	41	376	8	462	23	490	6	459	-6
Italy	281	24	285	2	358	26	298	-17	305	2
Netherlands	246	5	271	10	286	5	275	-4	236	-14
Switzerland	258	5	271	5	237	-12	282	19	256	-9
Other Europe	975	12	1 075	10	1 192	11	1 079	-9	903	-16
Other countries	1 228	12	1 526	24	1 825	20	1 730	-5	1 751	1
<b>Total</b>	<b>20 947</b>	<b>9</b>	<b>22 226</b>	<b>6</b>	<b>23 223</b>	<b>4</b>	<b>22 796</b>	<b>-2</b>	<b>23 754</b>	<b>4</b>

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<sup>(a)</sup> in each state/territory

State/territory visited	Year ended 31 March 2011						
	Expenditure \$ million	Share of expenditure %	Visitors <sup>(b)</sup> '000	Visitor nights '000	Expenditure per visitor \$	Expenditure per night \$	Average length of stay Nights
<b>Excluding package expenditure</b>							
New South Wales	6 052	36	2 854	66 266	2 120	91	23
Victoria	4 034	24	1 700	40 628	2 373	99	24
Queensland	3 371	20	2 008	39 474	1 678	85	20
South Australia	720	4	368	8 476	1 955	85	23
Western Australia	1 919	11	707	22 099	2 714	87	31
Tasmania	238	1	145	2 759	1 641	86	19
Northern Territory	309	2	306	3 603	1 010	86	12
Australian Capital Territory	301	2	159	3 296	1 894	91	21
<b>Total Australia<sup>(b)</sup></b>	<b>16 943</b>	<b>100</b>	<b>5 440</b>	<b>186 600</b>	<b>3 115</b>	<b>91</b>	<b>34</b>
<b>Including package expenditure</b>							
New South Wales	6 389	36	2 854	66 266	2 239	96	23
Victoria	4 106	23	1 700	40 628	2 415	101	24
Queensland	3 656	21	2 008	39 474	1 820	93	20
South Australia	741	4	368	8 476	2 011	87	23
Western Australia	1 952	11	707	22 099	2 761	88	31
Tasmania	248	1	145	2 759	1 711	90	19
Northern Territory	386	2	306	3 603	1 261	107	12
Australian Capital Territory	301	2	159	3 296	1 897	91	21
<b>Total Australia<sup>(b)</sup></b>	<b>17 779</b>	<b>100</b>	<b>5 440</b>	<b>186 600</b>	<b>3 268</b>	<b>95</b>	<b>34</b>

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 2010 International Visitor Survey data.

Table 25

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

State/territory visited	Year ended 31 March 2011												
	Holiday		VFR		Business		Education		Other purposes <sup>(c)</sup>		Total visitors		
	\$ million	% share	\$ million	% share	\$ million	% share	\$ million	% share	\$ million	% share	\$ million	% share	
<b>Excluding package expenditure</b>													
New South Wales	1 859	34	790	30	688	38	2 369	39	332	34	6 052	36	
Victoria	827	15	753	29	525	29	1 696	28	230	23	4 034	24	
Queensland	1 719	32	480	18	233	13	787	13	146	15	3 371	20	
South Australia	162	3	127	5	77	4	316	5	39	4	720	4	
Western Australia	519	10	388	15	248	14	580	10	174	18	1 919	11	
Tasmania	94	2	26	1	12	1	91	2	14	1	238	1	
Northern Territory	225	4	20	1	23	1	np	np	26	3	309	2	
Australian Capital Territory	36	1	31	1	29	2	188	3	np	np	301	2	
<b>Total Australia<sup>(b)</sup></b>	<b>5 441</b>	<b>100</b>	<b>2 614</b>	<b>100</b>	<b>1 834</b>	<b>100</b>	<b>6 041</b>	<b>100</b>	<b>980</b>	<b>100</b>	<b>16 943</b>	<b>100</b>	
<b>Including package expenditure</b>													
New South Wales	2 110	35	802	30	726	38	2 393	39	340	34	6 389	36	
Victoria	881	14	758	29	536	28	1 697	28	230	23	4 106	23	
Queensland	1 963	32	489	18	243	13	806	13	149	15	3 656	21	
South Australia	177	3	129	5	79	4	317	5	39	4	741	4	
Western Australia	540	9	391	15	252	13	582	10	177	18	1 952	11	
Tasmania	103	2	27	1	13	1	91	1	14	1	248	1	
Northern Territory	301	5	20	1	23	1	np	np	27	3	386	2	
Australian Capital Territory	36	1	31	1	29	2	188	3	np	np	301	2	
<b>Total Australia<sup>(b)</sup></b>	<b>6 111</b>	<b>100</b>	<b>2 646</b>	<b>100</b>	<b>1 901</b>	<b>100</b>	<b>6 089</b>	<b>100</b>	<b>994</b>	<b>100</b>	<b>17 779</b>	<b>100</b>	

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 2010 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 31 March 2011						
	Expenditure	Share of expenditure	Visitors <sup>(a)</sup>	Visitor nights <sup>(b)</sup>	Expenditure per visitor	Expenditure per night	Average length of stay
Excluding package expenditure	\$ million	%	'000	'000	\$	\$	Nights
Sydney	5 358	89	2 669	55 661	2 007	96	21
Regional New South Wales	694	11	614	10 605	1 130	65	17
<b>Total New South Wales</b>	<b>6 052</b>	<b>100</b>	<b>2 854</b>	<b>66 266</b>	<b>2 120</b>	<b>91</b>	<b>23</b>
Melbourne	3 734	93	1 592	35 910	2 345	104	23
Regional Victoria	300	7	333	4 718	902	64	14
<b>Total Victoria</b>	<b>4 034</b>	<b>100</b>	<b>1 700</b>	<b>40 628</b>	<b>2 373</b>	<b>99</b>	<b>24</b>
Gold Coast	784	23	783	7 799	1 001	101	10
Brisbane	1 368	41	932	17 187	1 467	80	18
Regional Queensland	1 219	36	986	14 487	1 237	84	15
<b>Total Queensland</b>	<b>3 371</b>	<b>100</b>	<b>2 008</b>	<b>39 474</b>	<b>1 678</b>	<b>85</b>	<b>20</b>
Adelaide	639	89	339	7 302	1 884	88	22
Regional South Australia	80	11	134	1 174	601	68	9
<b>Total South Australia</b>	<b>720</b>	<b>100</b>	<b>368</b>	<b>8 476</b>	<b>1 955</b>	<b>85</b>	<b>23</b>
Experience Perth	1 675	87	676	17 566	2 477	95	26
Regional Western Australia	244	13	225	4 533	1 085	54	20
<b>Total Western Australia</b>	<b>1 919</b>	<b>100</b>	<b>707</b>	<b>22 099</b>	<b>2 714</b>	<b>87</b>	<b>31</b>
Hobart	132	55	113	1 581	1 172	83	14
Regional Tasmania	106	45	82	1 178	1 291	90	14
<b>Total Tasmania</b>	<b>238</b>	<b>100</b>	<b>145</b>	<b>2 759</b>	<b>1 641</b>	<b>86</b>	<b>19</b>
Darwin	127	41	141	1 937	899	65	14
Regional Northern Territory	182	59	246	1 666	741	109	7
<b>Total Northern Territory</b>	<b>309</b>	<b>100</b>	<b>306</b>	<b>3 603</b>	<b>1 010</b>	<b>86</b>	<b>12</b>
Canberra	301	100	159	3 296	1 894	91	21
<b>Total Australian Capital Territory</b>	<b>301</b>	<b>100</b>	<b>159</b>	<b>3 296</b>	<b>1 894</b>	<b>91</b>	<b>21</b>
<b>Total capital cities</b>	<b>14 118</b>	<b>83</b>	<b>5 020</b>	<b>148 238</b>	<b>2 812</b>	<b>95</b>	<b>30</b>
<b>Total regional</b>	<b>2 825</b>	<b>17</b>	<b>1 896</b>	<b>38 361</b>	<b>1 490</b>	<b>74</b>	<b>20</b>
<b>Total Australia</b>	<b>16 943</b>	<b>100</b>	<b>5 440</b>	<b>186 600</b>	<b>3 115</b>	<b>91</b>	<b>34</b>
<b>Including package expenditure</b>							
Sydney	5 687	89	2 669	55 661	2 131	102	21
Regional New South Wales	703	11	614	10 605	1 145	66	17
<b>Total New South Wales</b>	<b>6 389</b>	<b>100</b>	<b>2 854</b>	<b>66 266</b>	<b>2 239</b>	<b>96</b>	<b>23</b>
Melbourne	3 803	93	1 592	35 910	2 388	106	23
Regional Victoria	303	7	333	4 718	909	64	14
<b>Total Victoria</b>	<b>4 106</b>	<b>100</b>	<b>1 700</b>	<b>40 628</b>	<b>2 415</b>	<b>101</b>	<b>24</b>
Gold Coast	886	24	783	7 799	1 131	114	10
Brisbane	1 393	38	932	17 187	1 494	81	18
Regional Queensland	1 376	38	986	14 487	1 396	95	15
<b>Total Queensland</b>	<b>3 656</b>	<b>100</b>	<b>2 008</b>	<b>39 474</b>	<b>1 820</b>	<b>93</b>	<b>20</b>
Adelaide	651	88	339	7 302	1 919	89	22
Regional South Australia	89	12	134	1 174	668	76	9
<b>Total South Australia</b>	<b>741</b>	<b>100</b>	<b>368</b>	<b>8 476</b>	<b>2 011</b>	<b>87</b>	<b>23</b>
Experience Perth	1 702	87	676	17 566	2 516	97	26
Regional Western Australia	250	13	225	4 533	1 114	55	20
<b>Total Western Australia</b>	<b>1 952</b>	<b>100</b>	<b>707</b>	<b>22 099</b>	<b>2 761</b>	<b>88</b>	<b>31</b>
Hobart	140	56	113	1 581	1 243	88	14
Regional Tasmania	108	44	82	1 178	1 317	92	14
<b>Total Tasmania</b>	<b>248</b>	<b>100</b>	<b>145</b>	<b>2 759</b>	<b>1 711</b>	<b>90</b>	<b>19</b>
Darwin	129	33	141	1 937	914	67	14
Regional Northern Territory	257	67	246	1 666	1 044	154	7
<b>Total Northern Territory</b>	<b>386</b>	<b>100</b>	<b>306</b>	<b>3 603</b>	<b>1 261</b>	<b>107</b>	<b>12</b>
Canberra	301	100	159	3 296	1 897	91	21
<b>Total Australian Capital Territory</b>	<b>301</b>	<b>100</b>	<b>159</b>	<b>3 296</b>	<b>1 897</b>	<b>91</b>	<b>21</b>
<b>Total capital cities</b>	<b>14 693</b>	<b>83</b>	<b>5 020</b>	<b>148 238</b>	<b>2 927</b>	<b>99</b>	<b>30</b>
<b>Total regional</b>	<b>3 086</b>	<b>17</b>	<b>1 896</b>	<b>38 361</b>	<b>1 628</b>	<b>80</b>	<b>20</b>
<b>Total Australia</b>	<b>17 779</b>	<b>100</b>	<b>5 440</b>	<b>186 600</b>	<b>3 268</b>	<b>95</b>	<b>34</b>

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 2010 International Visitor Survey data.

Table 27

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

Tourism region		Year ended 31 March 2011						
		Expenditure in region				Visitors <sup>(a)</sup>	Nights in region <sup>(b)</sup>	
		Total \$ million	Share %	Per visitor \$	Per night \$		Total '000	Average Nights
<b>Excluding package expenditure</b>								
Sydney	NSW	5 358	32	2 007	96	2 669	55 661	21
Melbourne	Vic	3 734	22	2 345	104	1 592	35 910	23
Experience Perth	WA	1 675	10	2 477	95	676	17 566	26
Brisbane	Qld	1 368	8	1 467	80	932	17 187	18
Gold Coast	Qld	784	5	1 001	101	783	7 799	10
Adelaide	SA	639	4	1 884	88	339	7 302	22
Tropical North Queensland	Qld	617	4	934	105	661	5 891	9
Canberra	ACT	301	2	1 894	91	159	3 296	21
Sunshine Coast	Qld	234	1	865	88	271	2 646	10
South Coast	NSW	173	1	1 421	77	121	2 229	18
Hunter	NSW	168	1	1 265	73	133	2 313	17
Hobart and Surrounds	Tas	132	1	1 172	83	113	1 581	14
Darwin	NT	127	1	899	65	141	1 937	14
Northern Rivers	NSW	125	1	578	69	217	1 827	8
Whitsundays	Qld	105	1	550	97	191	1 086	6
Northern	Qld	91	1	733	67	124	1 361	11
Petermann	NT	90	1	522	220	173	409	2
Australia's South West	WA	78	0	622	55	125	1 416	11
Australia's North West	WA	68	0	1 180	55	57	1 237	22
Alice Springs	NT	60	0	404	84	148	715	5
Top 20 regions		15 926	94	3 002	94	5 305	169 368	32
<b>Total Australia</b>		<b>16 943</b>	<b>100</b>	<b>3 115</b>	<b>91</b>	<b>5 440</b>	<b>186 600</b>	<b>34</b>
<b>Including package expenditure</b>								
Sydney	NSW	5 687	32	2 131	102	2 669	55 661	21
Melbourne	Vic	3 803	21	2 388	106	1 592	35 910	23
Experience Perth	WA	1 702	10	2 516	97	676	17 566	26
Brisbane	Qld	1 393	8	1 494	81	932	17 187	18
Gold Coast	Qld	886	5	1 131	114	783	7 799	10
Tropical North Queensland	Qld	755	4	1 143	128	661	5 891	9
Adelaide	SA	651	4	1 919	89	339	7 302	22
Canberra	ACT	301	2	1 897	91	159	3 296	21
Sunshine Coast	Qld	239	1	884	90	271	2 646	10
South Coast	NSW	173	1	1 424	78	121	2 229	18
Hunter	NSW	169	1	1 274	73	133	2 313	17
Petermann	NT	159	1	921	388	173	409	2
Hobart and Surrounds	Tas	140	1	1 243	88	113	1 581	14
Darwin	NT	129	1	914	67	141	1 937	14
Northern Rivers	NSW	127	1	586	70	217	1 827	8
Whitsundays	Qld	116	1	608	107	191	1 086	6
Northern	Qld	91	1	734	67	124	1 361	11
Australia's South West	WA	79	0	633	56	125	1 416	11
Australia's North West	WA	70	0	1 222	57	57	1 237	22
Alice Springs	NT	63	0	422	88	148	715	5
Top 20 regions		16 734	94	3 154	99	5 305	169 368	32
<b>Total Australia</b>		<b>17 779</b>	<b>100</b>	<b>3 268</b>	<b>95</b>	<b>5 440</b>	<b>186 600</b>	<b>34</b>

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 2010 International Visitor Survey data.

Table 28

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

Country of residence	Year ended 31 March 2011								
	state/territory visited								Total Australia <sup>(b)</sup>
	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory	
\$ million									
<b>Excluding package expenditure</b>									
New Zealand	413	330	492	39	108	17	24	13	1 436
United Kingdom	526	285	367	69	264	23	53	15	1 601
Germany	142	59	145	30	70	8	34	2	491
Scandinavia	102	54	78	8	23	np	10	np	284
Switzerland	49	22	56	9	29	np	11	np	183
Netherlands	43	26	45	7	21	np	10	np	155
France	107	69	82	13	37	3	14	np	329
Italy	63	34	37	13	15	np	9	np	173
Other Europe	249	99	145	24	87	np	22	np	637
USA	471	203	222	35	110	19	32	31	1 122
Canada	158	60	101	30	40	np	15	np	414
Japan	243	54	260	15	63	6	14	9	663
China	1 137	726	340	120	77	21	np	73	2 505
Korea	540	82	193	33	29	np	np	19	914
Singapore	187	322	93	40	228	np	np	np	920
Malaysia	112	340	85	66	220	np	np	np	854
Hong Kong	262	140	74	45	68	np	np	np	623
Indonesia	176	160	18	np	93	np	np	np	484
Thailand	136	134	26	np	52	np	np	np	386
India	215	288	52	34	51	np	np	np	656
Taiwan	103	51	109	np	np	np	np	np	309
Other Asia	204	209	57	21	78	np	13	np	607
Other countries	413	286	294	29	131	18	9	15	1 196
<b>Total</b>	<b>6 052</b>	<b>4 034</b>	<b>3 371</b>	<b>720</b>	<b>1 919</b>	<b>238</b>	<b>309</b>	<b>301</b>	<b>16 943</b>
<b>Including package expenditure</b>									
New Zealand	420	333	508	41	111	18	24	13	1 469
United Kingdom	564	295	386	73	274	25	60	15	1 691
Germany	153	61	154	32	72	9	40	2	524
Scandinavia	111	56	87	9	24	np	15	np	311
Switzerland	52	23	61	10	31	np	14	np	196
Netherlands	49	26	48	7	21	np	12	np	168
France	111	70	86	14	37	3	19	np	342
Italy	77	36	43	15	16	np	19	np	208
Other Europe	257	101	151	25	88	np	28	np	662
USA	512	208	243	36	110	21	44	31	1 205
Canada	165	61	105	31	40	np	19	np	433
Japan	282	57	356	16	68	7	28	9	821
China	1 198	752	388	120	78	22	np	73	2 645
Korea	583	83	200	33	29	np	np	19	964
Singapore	191	324	97	40	230	np	np	np	932
Malaysia	114	341	87	66	222	np	np	np	860
Hong Kong	267	141	78	46	68	np	np	np	635
Indonesia	179	160	20	np	94	np	np	np	491
Thailand	137	135	26	np	52	np	np	np	390
India	221	290	56	34	52	np	np	np	669
Taiwan	110	53	113	np	np	np	np	np	324
Other Asia	210	210	59	21	78	np	13	np	616
Other countries	428	289	302	30	133	18	10	15	1 224
<b>Total</b>	<b>6 389</b>	<b>4 106</b>	<b>3 656</b>	<b>741</b>	<b>1 952</b>	<b>248</b>	<b>386</b>	<b>301</b>	<b>17 779</b>

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 2010 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 Commonwealth, State and Territory Governments under the guidance of the Australian Standing Committee on Tourism.

## 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 March Quarter 2011 and for the year ended 31 March 2011.

### Sample size by country of residence

Country of residence	Sample (n)	
	March Quarter 2011	Year ended 31 March 2011
New Zealand	1 202	5 865
Japan	859	3 778
Hong Kong	220	940
Singapore	436	1 973
Malaysia	437	1 664
Indonesia	223	781
Taiwan	117	541
Thailand	174	648
Korea	476	1 537
China	800	3 148
India	265	1 002
Other Asia	353	1 180
USA	860	2 955
Canada	284	903
United Kingdom	1 515	4 315
Germany	421	1 255
Scandinavia	297	750
France	235	762
Italy	134	532
Netherlands	206	650
Switzerland	174	460
Other Europe	305	1 094
Other countries	930	2 990
<b>Total</b>	<b>10 923</b>	<b>39 723</b>

## 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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- Tourism Research Australia, 2009, *Background & methods – Regional expenditure 2008*, Tourism Research Australia, Canberra, available: <http://www.ret.gov.au/tra>

## Glossary of terms

<b>Accommodation used</b>	<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"><li>• Hotel, resort, motel or motor inn</li><li>• Backpacker hotel or hostel</li><li>• Rented house, apartment, flat or unit</li><li>• Friend's or relative's property</li><li>• Caravan park or commercial camping ground</li><li>• Caravan or camping near a road or on private property</li><li>• Guest house or bed and breakfast</li><li>• Boat, houseboat, cabin cruiser or cruise ship</li><li>• Educational institution</li><li>• Homestay.</li></ul>
<b>Australian and New Zealand Standard Industrial Classification System (ANZSIC)</b>	<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>
<b>Australian Tourism Satellite Account (ATSA)</b>	<p>See Tourism Satellite Account (TSA).</p>
<b>Average annual rate of growth</b>	<p>Average increase/decrease in value per year. Tourism Research Australia uses the geometric growth rate formula (<math>r = \exp[\ln(p_n/p_1)/n]-1</math>). 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>
<b>Average nights</b>	<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>
<b>Backpacker visitors</b>	<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>
<b>Business visitors</b>	<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>
<b>CD-MOTA (Compact Disc Monitor of Tourist Activity)</b>	<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 <a href="#">Tourism Research Australia</a></p>

<b>Confidence Intervals (CI)</b>	<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>
<b>Direct effects</b>	Economic effects created by direct tourism consumption. For example, the hotel industry providing accommodation services to tourists.
<b>Expenditure</b>	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.
<b>Expenditure on capital goods</b>	Capital goods and other major items such as a car are included in the estimates for international visitors.
<b>Experience Perth</b>	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.
<b>Group tours</b>	Involve visitors with some prior association (other than family membership) who are travelling together.
<b>Inbound tourism</b>	Tourism within Australia by international visitors.
<b>Indigenous tourism</b>	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.
<b>Indirect effects</b>	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.
<b>International visitors</b>	Overseas visitors coming to Australia for a period of less than twelve months.
<b>International Visitor Survey (IVS)</b>	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.
<b>Leisure visitors</b>	Visitors whose main purpose of visit is for a holiday or to visit friends and relatives (VFR).
<b>Median nights</b>	Represents the midpoint length of stay for which 50% of visitors stay less time and 50% stay longer.
<b>Package tour</b>	Visitors who arrived in Australia on an inclusive, pre-paid package tour.

<b>Purpose of visit</b>	<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"> <li>• Holiday/leisure</li> <li>• Visiting friends and relatives (VFR)</li> <li>• Business</li> <li>• Education</li> <li>• Employment</li> <li>• Other - includes personal appointments, medical appointments and health-related travel.</li> </ul>
<b>Regional Australia</b>	Includes all tourism regions in Australia, excluding the eight state/territory capital cities and the Gold Coast.
<b>Regional expenditure</b>	<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"> <li>1. The first form includes 30% of pre-paid package expenditure but excludes all expenditure on international airfares.</li> <li>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.</li> </ol> <p>For more detailed information see Tourism Research Australia, 2009, <i>Background &amp; methods – Regional expenditure 2008</i>, Tourism Research Australia, Canberra.</p>
<b>Return traveller</b>	An international traveller who has visited Australia previously.
<b>Scandinavia</b>	Includes Denmark, Finland, Norway, Sweden and unspecified Scandinavia.
<b>Total Inbound Economic Value (TIEV)</b>	<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>
<b>Total spend in Australia</b>	Excludes expenditure on goods pre-paid through inclusive package tours and services in Australia and pre-paid international airfares.
<b>Total trip expenditure</b>	Includes expenditure in Australia, pre-paid expenditure on goods and services in Australia and pre-paid inclusive package travel and pre-paid international airfares.
<b>Tourism regions</b>	<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>

<b>Tourism Satellite Account (TSA)</b>	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).
<b>Visiting friends and relatives (VFR)</b>	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).
<b>Visitors</b>	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.
<b>Visitor nights</b>	The number of nights spent in Australia by international visitors in association with individual visits.
<b>Weighting</b>	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 provides statistics, research and analysis to support industry development, policy development and marketing for the Australian tourism industry.

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

### Research publications and reports

Tourism Research Australia publications and reports are available in electronic formats for free PDF download. For further information go to [www.ret.gov.au/tra](http://www.ret.gov.au/tra)

If you would like to receive email alerts advising of new releases, go to [www.ret.gov.au/tra](http://www.ret.gov.au/tra) and register for the Tourism Research Australia Publications Advisory Service.

### Statistical Enquiry Service

Tourism Research Australia Statistical Enquiry Service is available for industry operators, academics and other interested parties. This service is maintained by a Research Officer who plays a key role in linking the tourism industry to important tourism research data.

This service can provide Tourism Research Australia data in excel tables tailored to meet specific research needs.

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](mailto:tourism.research@ret.gov.au)

### Online Data Package

Tourism Research Australia has designed an online facility that allows paid subscribers authorised access to real time research information using Tourism Research Australia 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
- capability to store and update customised tables of user specified data in a password protected online database
- saved tables which can be built to update immediately when quarterly data is uploaded by Tourism Research Australia
- 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](mailto:tourism.research@ret.gov.au)

### Online Student Data Package

Tourism Research Australia has developed an Online Student Data Package. Available to subscribing educational institutions, Online Student Data is 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](mailto:tourism.research@ret.gov.au)

## Data Desk

The Data Desk facility has been developed for organisations that have elevated information needs, particularly each quarter when the IVS and NVS data are released. Subscribing organisations will receive predetermined tables of data in excel format on the day of each quarterly IVS and NVS release – they are also entitled to 5 additional ad hoc statistical requests each quarter.

For more information, please email [tourism.research@ret.gov.au](mailto:tourism.research@ret.gov.au)

## Destination Visitor Surveys

In addition to the International Visitor Survey (IVS) and the National Visitor Survey (NVS), Tourism Research Australia 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](http://www.ret.gov.au/tra)

## Visitor Profile and Satisfaction program

In response to a number of industry requests, Tourism Research Australia 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 Tourism Research Australia 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](http://www.ret.gov.au/tra)

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

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**Australian Government**  
**Department of Resources,  
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