



# INTERNATIONAL VISITORS IN AUSTRALIA

YEAR ENDING MARCH 2016<sup>1</sup>

**VISITORS ▲ 9%**  
7.1 MILLION

**NIGHTS ▲ 8%**  
248 MILLION

**EXPENDITURE ▲ 17%**  
\$37.9 BILLION

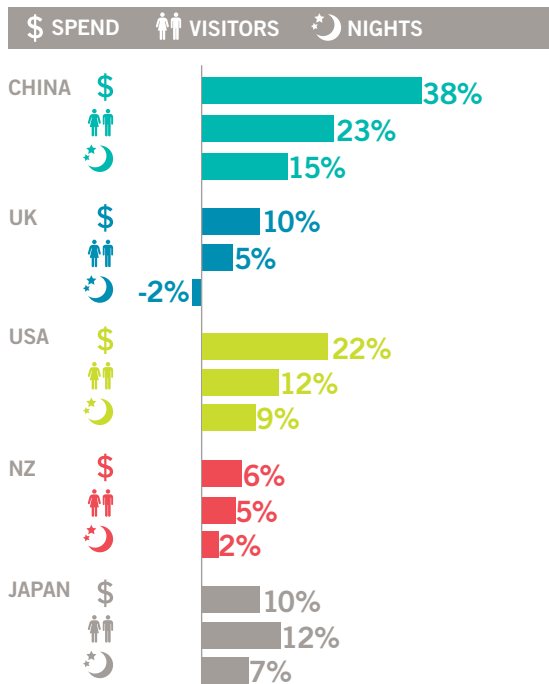
Exchange rates have provided favourable conditions for visitation to Australia, with spending, visitors and visitor nights continuing to reach record levels in the year ending March 2016. Visitors spent a record \$37.9 billion, 17% or \$5.4 billion more than the previous year. The number of visitors aged 15 years and over reached 7.1 million, increasing by 575,000 (9%), and nights were up 8% to 248 million. Nine of our top 20 markets had record visitor numbers during the year.

## MARKETS

New Zealand and China accounted for almost one-third (31%) of total visitors to Australia (1.2 and 1.0 million, respectively). China also contributed almost one-quarter (23%) to total trip spend, while our top five markets (China, UK, USA, New Zealand and Japan) contributed just over half (54%) to total trip spend.

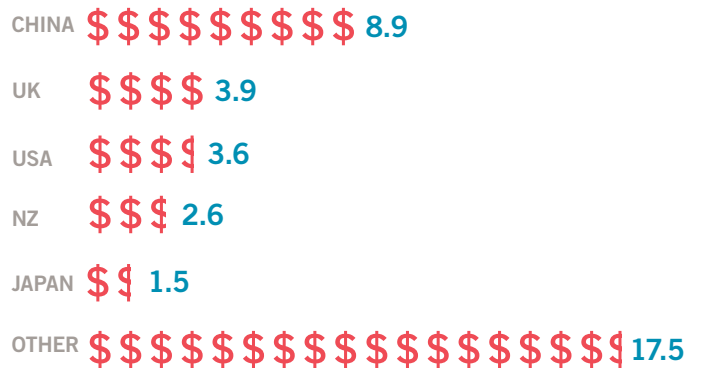
The top five markets all saw growth in spend and visitors for the year.

FIGURE 1: GROWTH FOR TOP 5 MARKETS



Apart from China, most Asian markets also saw strong growth, with spend increasing most notably for Singapore (24%), Korea (21%), India (19%) and Hong Kong (18%). Aside from China, the most significant increase in visitors occurred from Korea (16%), Taiwan (16%) and Hong Kong (15%). However, it is the traditional markets of the UK and the USA where visitor numbers increased 5% and 12% respectively that have the most positive impact on our regional areas. These traditional markets have a high dispersal rate when compared to Asian markets. Fifty four per cent of UK and 42% of USA visitors dispersed to regional areas compared to 23% of those from Asia.

FIGURE 2: TOP 5 MARKETS BY SPEND (\$ BILLION)



## TRIP PURPOSE

Holiday and education visitation experienced strong growth, with holiday visitors up 16%, nights up 12% and spend up 21% (\$2.7 billion) to \$15.4 billion. China (51%), India (41%), USA (36%) and Korea (29%) saw the largest increases in holiday spend. Meanwhile, education visitors and nights grew by 19% and 15% respectively, which resulted in a 30% growth in spend (\$2.1 billion) to \$9.3 billion for the year.

Visiting Friends and Relatives (VFR) visitors showed growth of 2%, with nights up 3% and spend up 7% to \$5.8 billion. Employment saw moderate increases with visitors up 8%, nights up 5%, and spend up 9% to \$2.7 billion. Leisure travel (holiday and VFR combined) contributed more than half (56%) of total trip spend for the year, while education contributed one-quarter (25%).

<sup>1</sup> All figures relate to YE March 2016, unless otherwise stated.



## TRENDS

### TRAVEL GROUPS

- There was strong growth for friends and/or relatives travelling together (up 17%), adult couples (up 13%) and family groups - parents and children (up 10%). Unaccompanied travellers showed good growth of 6%.

### ACCOMMODATION

- Nights at an educational institution saw an increase of 20%, as did sharing economy accommodation types, such as homestay (up 19%) and private accommodation (not friend or relative) (up 17%).

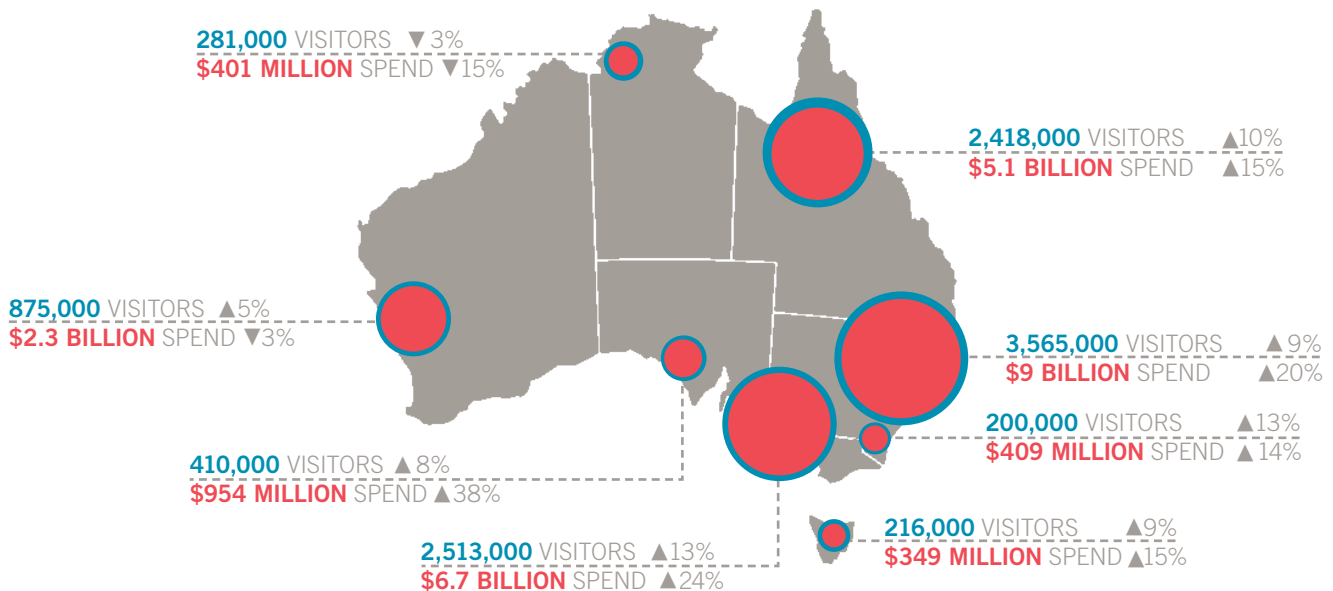
## ACTIVITIES

- There was significant growth in visits to wineries (28%); farms (14%); historical sites and monuments (18%); festivals and cultural events (16%); botanical gardens (14%); national parks (13%); and beaches (12%). There was also a notable 23% increase in participation in sailing, windsurfing and kayaking.
- Strong growth in expenditure saw increases for spend on package tours (up 22% to \$4.4 billion), shopping (up 21% to \$3.8 billion), and food, drink and accommodation (up 12% to \$11.0 billion).

## TRANSPORT

- Over the March quarter 2016, 229,000 or 11% of international visitors used Uber\*. Visitors who were most likely to use the service were from the UK (20%), USA (17%) and Scandinavia (17%). Visitors from Japan (3%) and Thailand (6%) were least likely to use Uber.

FIGURE 3: INTERNATIONAL VISITOR NUMBERS AND SPEND BY STATE, YE MARCH 2016



\*Uber – A ridesharing service that connects drivers and riders via an App (available on Android, iOS and Windows Phones).