



INTERNATIONAL VISITORS IN AUSTRALIA

YEAR ENDING JUNE 2016

VISITORS ▲ 10% 7.2 MILLION **NIGHTS ▲ 5%** 248 MILLION **EXPENDITURE ▲ 14%** \$38.1 BILLION

International visitors to Australia spent a record \$38.1 billion in the year ending June 2016 – 14% or \$4.7 billion more than the previous year. The number of visitors aged 15 years and over reached 7.2 million, increasing by 680,000 (10%), while nights were up 5% to 248 million. Thirteen of Australia's top 20 markets had record visitor numbers during the year.

The holiday and education segments underpinned the strong growth for the year. Combined, these segments accounted for 66% of total trip spend by international visitors to Australia.

HOLIDAY

Visitors	Nights	Spend
▲ 22% to 3.5m	▲ 14% to 81.6m	▲ 23% to a record \$15.9b

EDUCATION

Visitors	Nights	Spend
▲ 14% to 475,100	▲ 10% to 62.5m	▲ 23% to \$9.3b

China and the USA were the key contributors to growth in holiday while China also contributed significantly to growth in education:

CHINA

	Visitors	Nights	Spend
Holiday	▲ 34% to 605,100	▲ 45% to 5.8 million	▲ 43% to \$3.2 billion
Education	▲ 24% to 141,300	▲ 14% to 21 million	▲ 32% to \$3.9 billion

USA

	Visitors	Nights	Spend
Holiday	▲ 30% to a record 294,000	▲ 43% to 5.5 million	▲ 41% to \$1.7 billion

FIGURE 1: CHINA SPEND BY PURPOSE

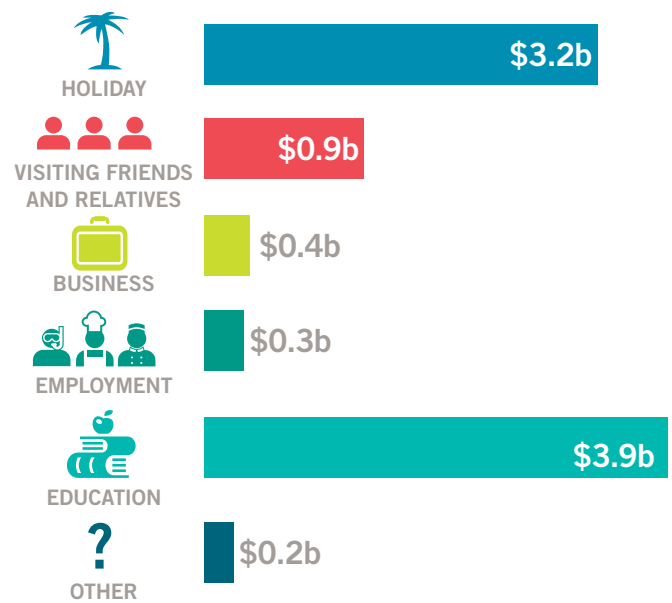
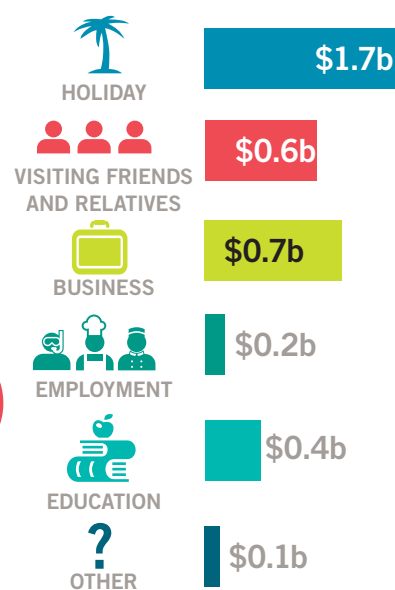


FIGURE 2: USA SPEND BY PURPOSE



44% of China's total spend



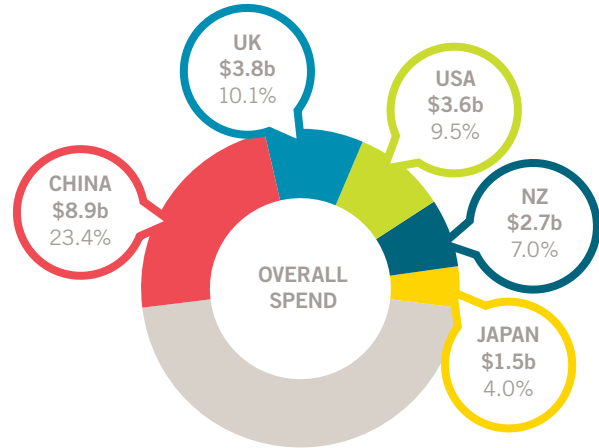
Travel for the purpose of visiting friends and relatives (VFR) increased slightly – up 3% to 1.9 million, while nights were up 2% to 54.8 million, and spend was up 5% to \$5.8 billion

Arrivals for business and employment both fell, with business visitor numbers down 4% to 797,300, and business spend down 3% to \$3.4 billion. Employment visitors fell 6% to 281,400, while employment spend fell 2% to \$2.6 billion.

Thirteen of Australia's top 20 markets had record visitor arrivals during the year including New Zealand, China, the US, Singapore, Taiwan, Hong Kong, Indonesia, Malaysia, India, Germany, Scandinavia, Thailand and Switzerland. Key results for the year were:

	Visitors	Nights	Spend
China	▲ 23% to 1.1m	▲ 13% to 41.6m	▲ 27% to \$8.9b
US	▲ 14% to 619,000	▲ 11% to 14.1m	▲ 20% to a record \$3.6b
Singapore	▲ 15% to 373,200	▲ 16% to 6.3m	▲ 20% to \$1.5b
Korea	▲ 21% to 239,200	▲ 27% to 12.8m	▲ 28% to \$1.5b
Japan	▲ 17% to 347,200	▲ 10% to 9.1m	▲ 14% to \$1.5b
UK	▲ 6% to 664,500	▼ 4% to 25m	▲ 10% to \$3.8b
Germany	▲ 4% to 187,900	▲ 15% to 9.5m	▲ 17% to \$1.2b

FIGURE 3: SPEND FOR THE TOP 5 MARKETS



CURRENT TRENDS

- Nights spent in hotels, motels and resorts increased 9% to 27.5 million on the back of strong growth in the holiday segment, while nights spent at guest houses and bed and breakfasts increased 29% to 1.3 million
- Spend on inclusive package travel grew strongly by 22% to \$4.5 billion
- First-time visitor numbers were up 12% and return visitors 10%
- Backpacker visitor numbers increased slightly, up 2% to 611,900
- Growth in travel party type was highest for adult couples, and friends and family travelling together, both increasing by 16% to 1.5 million and 804,200 respectively. Those travelling alone increased 7% to 3.7 million and accounted for 52% of all arrivals.

FIGURE 4: INTERNATIONAL VISITOR NUMBERS AND SPEND BY STATE, YE JUNE 2016

