



Australian Government

Department of Resources,
Energy and Tourism

Tourism Research Australia

TOURISM INDUSTRY

FACTS & FIGURES

AT A GLANCE

MAY 2011



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Australian tourism is going places in more ways than one.

Visitor arrivals rose by just over five per cent in 2010. Much of the growth came from China, which became Australia's most valuable tourism market.

More growth is on the horizon. The Tourism Forecasting Committee expects international arrivals to reach over six million, generating exports of around \$25 billion this year.

Domestic tourism expenditure continues to increase, but a competitive global market, a robust economy, and a strong Australian dollar means more Australians are choosing to holiday overseas.

This booklet gives a snapshot of one of Australia's most important industries, one that adds \$34 billion to our gross domestic product, accounts for nine per cent of our total exports, and directly employs over half a million Australians.

In a fiercely competitive global marketplace, the Australian tourism industry has to work harder than ever.

That is why the Australian Government is providing direct support of \$648.3 million over the next four years including \$40 million into TQUAL Grants. We're stimulating growth by strengthening the supply of tourism products and experiences and supporting our marketing commitments.

We are investing \$34 million over four years to make the most of the growing demand from China.

With all levels of government getting behind the industry, we can show the world why there's nothing like Australia.

A handwritten signature in black ink, appearing to read 'Martin Ferguson', written in a cursive style.

Martin Ferguson AM MP
Minister for Tourism

The global tourism context

	Arrivals (million)	Change (%)	Receipts (\$ billion)^a	Change (%)
2001	675	0.0	520	0.6
2002	695	3.0	512	-1.5
2003	684	-1.6	533	4.1
2004	755	10.4	634	18.9
2005	798	5.7	679	7.1
2006	842	5.5	743	9.4
2007	898	6.7	856	15.2
2008	917	2.1	939	9.7
2009	882	-3.8	851	-9.4
2010	940	6.6	919	8.0

Sources: United Nations World Tourism Organization,
World Tourism Barometer, February 2011 and April 2011.

Note: (a) Data in US dollars.

- The United Nations World Tourism Organization (UNWTO) estimates that over the last ten years, global tourist arrivals have grown by 3.7 per cent on average each year.
- Various shocks have impacted global tourism over the years, notably the September 11 attacks in 2001, SARS in 2003, and the global economic downturn and H1N1 influenza in 2009.
- The UNWTO estimates that global arrivals declined by 3.8 per cent in 2009 (the largest fall since data collection began) and recovered by 6.6 per cent in 2010.
- All world regions experienced positive growth in arrivals in 2010.
- The UNWTO forecasts that total global arrivals will grow by between 4 and 5 per cent in 2011.
- Global tourism receipts (spending) declined by 9.6 per cent in 2009 and recovered by 8.0 per cent 2010.

Global tourist arrivals, 2010

Rank	Country	Arrivals (million)	Change on 2009 (%)	Share of global arrivals (%)
1	France	76.8	0.0	8.2
2	United States	59.7	8.7	6.4
3	China	55.7	9.4	5.9
4	Spain	52.7	1.0	5.6
5	Italy	43.6	0.9	4.6
6	United Kingdom	28.1	-0.2	3.0
7	Turkey	27.0	5.9	2.9
8	Germany	26.9	10.9	2.9
9	Malaysia	24.6	3.9	2.6
10	Mexico	22.4	4.4	2.4
11	Austria	22.0	3.0	2.3
12	Ukraine	21.2	1.9	2.3
13	Hong Kong	20.1	18.7	2.1
14	Russia ^a	n.a.	n.a.	n.a.
15	Canada	16.1	2.3	1.7

Source: United Nations World Tourism Organization,
World Tourism Barometer, April 2011.

Note: (a) Data for Russia was unavailable at time of publication,
however rankings should be preserved.

- In 2010, Australia was ranked 41st, with 5.9 million arrivals (up 5.4 per cent from 2009) which made up 0.6 per cent of global arrivals.

Global tourism receipts, 2010

Rank	Country	Receipts ^a (\$ billion)	Change on 2009 (%)	Share of global receipts (%)
1	United States	103.1	9.8	11.2
2	Spain	52.5	3.9	5.7
3	France	46.3	-1.3	5.0
4	China	45.8	15.5	5.0
5	Italy	38.8	1.4	4.2
6	Germany	34.7	5.3	3.8
7	United Kingdom	30.4	1.7	3.3
8	Australia	30.1	0.8	3.3
9	Hong Kong	23.0	39.8	2.5
10	Turkey	20.8	-2.1	2.3
11	Thailand	19.8	16.6	2.2
12	Austria	18.7	1.2	2.0
13	Macao ^b	n.a.	n.a.	n.a.
14	Malaysia	17.8	3.3	1.9
15	Canada	15.8	3.8	1.7

Source: United Nations World Tourism Organization,
World Tourism Barometer, April 2011.

Notes: (a) Data in US dollars.

(b) Data for Macao was unavailable at time of publication, however rankings should be preserved.

- In 2010, Australia was ranked 8th, receiving tourism spending of \$30 billion (up 0.8 per cent from 2009), which made up 3.3 per cent of global tourism receipts.

Global tourism spending, 2010

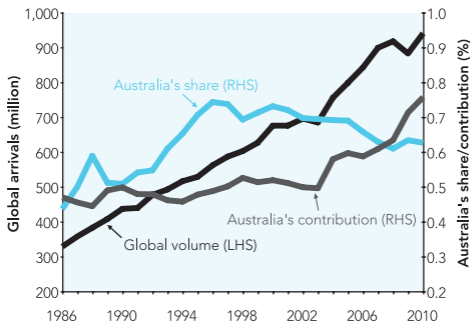
Rank	Country	Spending ^a (\$ billion)	Change on 2009 (%)	Share of global spending (%)
1	Germany	77.7	0.7	8.5
2	United States	74.6	1.9	8.1
3	China	54.9	25.6	6.0
4	United Kingdom	48.6	-2.4	5.3
5	France	39.4	7.6	4.3
6	Canada	29.5	10.0	3.2
7	Japan	27.9	4.0	3.0
8	Italy	27.1	2.0	2.9
9	Russia	26.5	26.8	2.9
10	Australia	22.5	9.0	2.4
11	Saudi Arabia	21.1	3.5	2.3
12	Netherlands	19.6	-0.2	2.1
13	Belgium	18.8	10.0	2.0
14	South Korea	17.7	17.5	1.9
15	Hong Kong	17.5	12.2	1.9

Source: United Nations World Tourism Organization,
World Tourism Barometer, April 2011.

Note: (a) Data in US dollars.

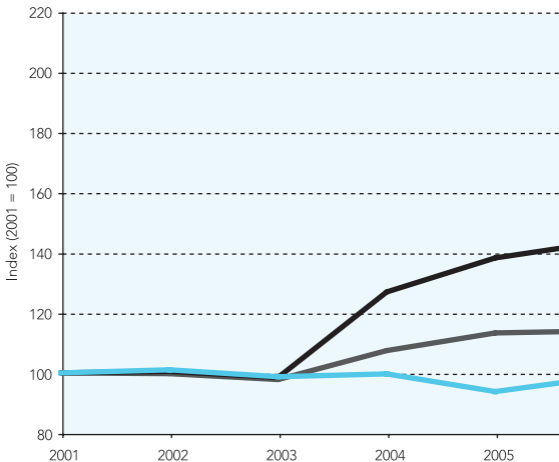
- In 2010, Australia was ranked 10th, spending \$23 billion in 2010 (up 9.0 per cent from 2009), which made up 2.4 per cent of global tourism spending.

Global arrivals, Australia's share and contribution, 1986–2010



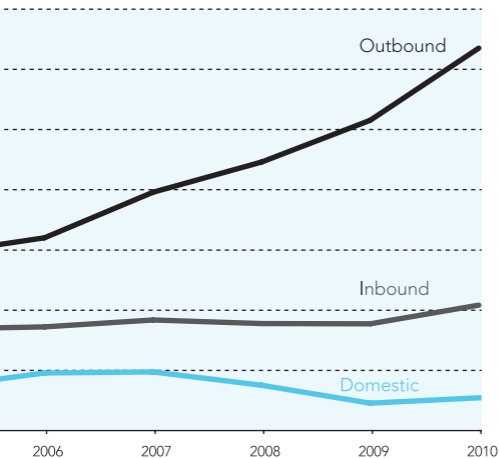
Sources: United Nations World Tourism Organization, *World Tourism Barometer*, January 2011; Australian Bureau of Statistics, *Overseas Arrivals and Departures* (cat. no. 3401.0).

Inbound, outbound and domestic overnight tourism, 2001 to 2010



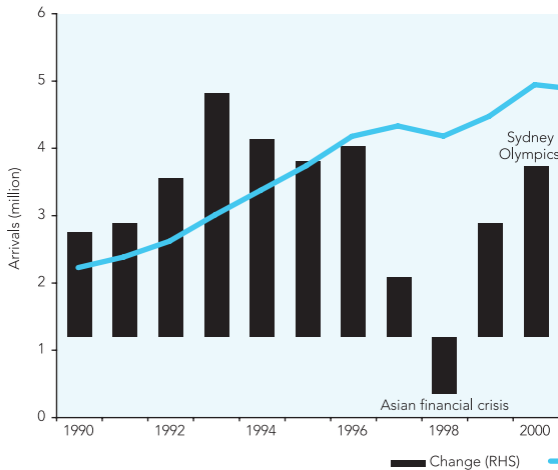
Sources: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (cat. no. 3401.0); Tourism Research Australia, *Travel by Australians*.

- This chart shows the number of international visitor arrivals to Australia; domestic overnight trips within Australia; and short-term Australian resident departures, for the period 2001 to 2010. The data is indexed (values for the year 2001 have been set at 100) for comparison.



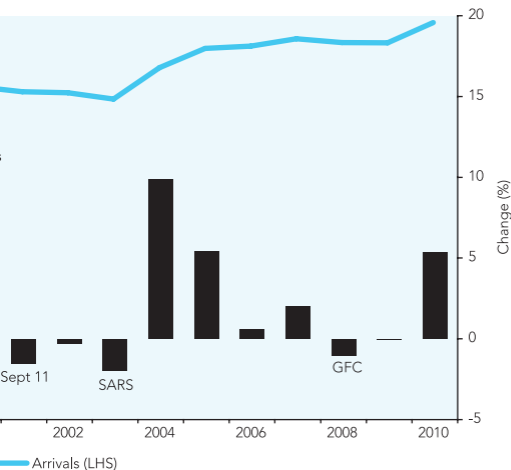
- Since 2001, visitor arrivals have grown by 2.2 per cent on average per year, while domestic overnight trips have fallen by 1.1 per cent on average per year.
- Short-term Australian resident departures have surged, growing by 8.4 per cent on average per year.

International visitor arrivals to Australia and shocks to growth, 1990–2010



Source: Tourism Research Australia, unpublished data

- Tourism operates in an environment where it is subject to economic and other shocks.
- International arrivals to Australia have shown year-on-year growth in most years since 1990.
- The Sydney Olympics in 2000 saw a 10.6 per cent increase in international arrivals.



- Arrivals fell in 2001, 2002 and 2003 due to a number of shocks such as September 11, the SARS outbreak, and the collapse of Ansett Airlines.
- Despite the global economic crisis and H1N1 influenza, arrivals fell only 1.0 per cent in 2008 and were unchanged in 2009.
- Arrivals recovered in 2010, up 5.4 per cent.

International visitors to Australia, 2001–2010

		2001	2002	2003	2004
Arrivals	'000	4,855.8	4,841.2	4,745.8	5,215.0
	Change (%)	-1.5	-0.3	-2.0	9.9
TIEV^a	\$ billion	18.2	18.6	17.7	18.9
	Change (%)	6.0	2.2	-5.1	7.2
TIEV per visitor	\$	3,754	3,846	3,724	3,632
	Change (%)	7.7	2.5	-3.2	-2.5

Sources: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (cat. no. 3401.0); Tourism Research Australia, *International Visitor Survey*, December quarter 2010.

Note: (a) Total inbound economic value.

- International visitor arrivals to Australia have grown at an average rate of 2.2 per cent each year since 2001.
- This has been lower than growth in TIEV (2.9 per cent per year).
- This has resulted in TIEV per visitor growing by 0.7 per cent each year since 2001.

2005	2006	2007	2008	2009	2010
5,499.1	5,532.4	5,644.0	5,585.7	5,584.0	5,885.0
5.4	0.6	2.0	-1.0	0.0	5.4
18.9	20.5	21.4	22.8	22.9	23.6
-0.4	8.8	4.5	6.5	0.3	2.9
3,431	3,711	3,800	4,088	4,102	4,005
-5.5	8.2	2.4	7.6	0.3	-2.4

- The average international visitor consumes around \$4,005 of Australian tourism services.
- Arrivals rose by 5.4 per cent in 2010. This was almost twice the growth in TIEV, which increased 2.9 per cent.
- A weak global economy and the strong Australian dollar has tempered growth in TIEV since 2009.

International visitor arrivals to Australia, 2010

Period	Arrivals	Change (%)
January 2010	456,000	-0.5
February 2010	558,300	10.8
March 2010	528,300	8.1
<i>March quarter</i>	<i>1,542,600</i>	<i>6.3</i>
April 2010	430,200	-5.6
May 2010	376,400	0.4
June 2010	405,400	11.1
<i>June quarter</i>	<i>1,212,000</i>	<i>1.4</i>
July 2010	514,800	11.0
August 2010	453,400	8.8
September 2010	474,900	8.3
<i>September quarter</i>	<i>1,443,100</i>	<i>9.4</i>
October 2010	493,500	1.6
November 2010	517,100	6.6
December 2010	676,700	4.4
<i>December quarter</i>	<i>1,687,300</i>	<i>4.2</i>
Total	5,885,000	5.4

Source: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (cat. no. 3401.0).

- Short-term international visitor arrivals grew by 5.4 per cent in 2010. This was despite the occurrence of some shocks which impacted travel, such as the volcanic eruption in Iceland in April (see below).
- There was strong growth from China and South Korea. Arrivals from these markets grew by 24 per cent, and 18.2 per cent, respectively.
- The growth from these markets was largely due to good economic conditions in these markets, and expanding airline capacity.
- Arrivals from the United Kingdom were down 2.6 per cent, due to sluggish economic conditions and the effects of shocks such as the Icelandic volcano eruption in April and the British Airways strikes in June.
- Arrivals from Japan grew by 12.0 per cent in a slight rebound from 2009, when the H1N1 influenza outbreak led to a significant decline for this market.
- Visitor arrivals to Australia grew in every month of 2010 except for January and April.

Inbound travel to Australia—top ten markets, 2010

	Total inbound economic value	
	(\$ billion)	Change (%)
China	3.1	19.6
United Kingdom	2.9	-3.1
New Zealand	2.0	10.9
United States	1.7	-8.9
Japan	1.2	2.4
South Korea	1.1	6.7
Singapore	1.1	14.0
Malaysia	1.0	6.9
India	0.8	12.2
Germany	0.7	-11.1
Total	23.6	2.9

Sources: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (cat. no. 3401.0); Tourism Research Australia, *International Visitor Survey*, December quarter 2010.

- China overtook the United Kingdom to become Australia's most valuable inbound market in 2010.
- In 2010, arrivals from China grew by 24 per cent, and TIEV from China grew by 19.6 per cent.
- The Chinese inbound market is worth \$3.1 billion in tourism exports.

Visitor arrivals		TIEV per visitor	
('000)	Change (%)	(\$)	Change (%)
454	23.9	6,780	-3.4
647	-2.6	4,454	-0.6
1,162	4.6	1,742	6.0
472	-1.6	3,609	-7.4
398	12.0	3,016	-8.6
214	18.2	5,261	-9.9
308	7.9	3,444	5.6
237	12.0	4,066	-4.6
139	11.1	6,053	1.0
160	-0.9	4,622	-10.5
5,885	5.4	4,005	-2.4

- New Zealand is Australia's largest inbound market by arrivals and has been since 1999.
- Arrivals from seven of Australia's top ten inbound markets increased in 2010.
- The three markets from which arrivals declined were Germany, the United States, and the United Kingdom.

Purpose of visiting Australia, 2010

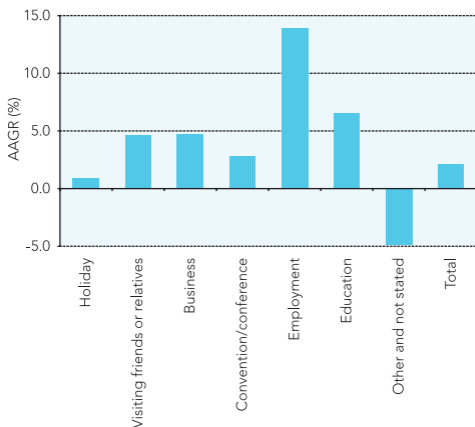
Purpose	Arrivals	Change (%)	Share (%)
Holiday	2,702,000	4.1	45.9
Visiting friends or relatives	1,416,400	2.7	24.1
Business	660,100	13.7	11.2
Convention/ conference	173,500	19.5	2.9
Employment	182,700	4.8	3.1
Education	371,900	5.1	6.3
Other and not stated	378,800	6.8	6.4
Total	5,885,000	5.4	100.0

Source: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (cat. no. 3401.0).

Note: Shares may not sum to total due to rounding.

- Almost half of all international visitors travel to Australia on a holiday, and almost three-quarters travel for leisure (that is, either to holiday, or to visit friends or relatives).
- Travel for all purposes grew in 2010, led by travel to attend a convention or conference (up 19.5 per cent) and business travel (up 13.7 per cent).

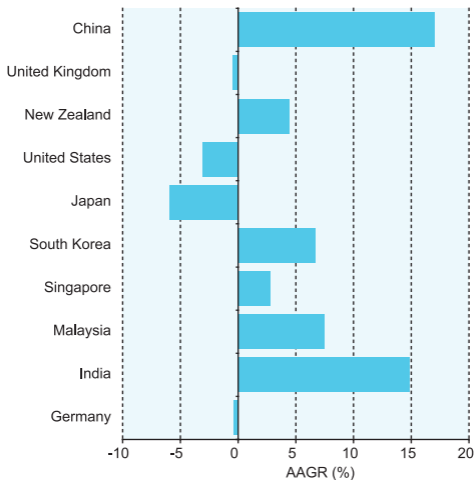
Average annual growth rates of international visitor arrivals, by purpose, 2001–2010



Source: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (cat. no. 3401.0).

- Holiday travel to Australia has shown weak growth since 2001, growing 0.9 per cent on average each year.
- The fastest-growing market is employment travel, which has grown by 13.9 per cent on average each year between 2001 and 2010.

Average annual growth in TIEV^a for Australia's top 10 inbound markets by value, 2001–2010

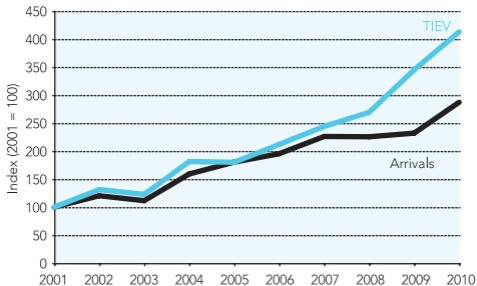


Sources: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (cat. no. 3401.0).

Note: (a) Total inbound economic value.

- When looking at the growth rates in TIEV since 2001, China and India are the standout stories.
- Increased disposable income is making international travel more accessible.
- Along with solid growth in the number of visitors, TIEV from China has increased 17.1 per cent on average per year since 2001.
- TIEV from India has grown by 14.9 per cent on average each year since 2001, making it the second-fastest growing market.
- Shocks (such as the H1N1 influenza outbreak in 2009) further impacted the already sluggish Japanese inbound market. TIEV from Japan has fallen by 6.0 per cent each year between 2001 and 2010.

Market sector focus: China



Sources: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (cat. no. 3401.0);
Tourism Research Australia, *International Visitor Survey*.

- The Chinese market has shown significant growth over the last ten years. Arrivals from China are now almost three times their 2001 level, and TIEV is over four times greater.
- China became Australia's most valuable inbound tourism market in 2010, worth \$3.1 billion.
- China is Australia's fourth largest inbound market by arrivals.

- According to the United Nations World Tourism Organization, Chinese tourists are the world's fourth biggest tourism spenders.
- Growth in TIEV has outstripped growth in arrivals in almost every year since 2001.
- The Approved Destination Status scheme (which commenced in 1999) spurred on a large increase in arrivals from China.
- Increasing air capacity, and rising income levels in China, are likely to ensure that China will remain Australia's most valuable inbound market for the next decade.
- By the year 2018, China will be Australia's second largest inbound market by arrivals, behind New Zealand.

Domestic overnight tourism, 2001–2010

	Overnight trips	
	('000)	Change (%)
2001	74,585	1.1
2002	75,339	1.0
2003	73,621	-2.3
2004	74,301	0.9
2005	69,924	-5.9
2006	73,564	5.2
2007	73,800	0.3
2008	70,491	-4.5
2009	66,077	-6.3
2010	67,402	2.0

Source: Tourism Research Australia, *Travel by Australians*.

- The number of domestic overnight trips taken by Australians has fallen by 1.1 per cent on average each year over the period 2001 to 2010.
- The total number of domestic visitor nights fell by 1.2 per cent on average each year between 2001 and 2010.

Visitor nights		Visitor expenditure	
('000)	Change (%)	(\$ billion)	Change (%)
289,644	-1.3	38.3	4.6
298,658	3.1	39.9	4.4
294,112	-1.5	39.6	-0.9
296,877	0.9	40.0	0.9
275,859	-7.1	39.3	-1.8
285,661	3.6	41.7	6.2
288,603	1.0	43.5	4.4
271,778	-5.8	44.6	2.5
256,680	-5.6	42.4	-5.1
259,541	1.1	42.8	1.1

- This has resulted in the average length of a domestic trip remaining relatively steady at 3.9 nights.
- Domestic overnight visitor expenditure increased over the period, growing by 1.3 per cent on average each year.

Domestic overnight tourism, main destination, 2010

	Overnight trips	
	('000)	Change (%)
NSW	22,153	2.3
VIC	15,309	0.9
QLD	16,234	5.3
SA	4,316	-3.4
WA	4,913	-2.7
TAS	1,779	-4.1
NT	884	-4.0
ACT	1,811	18.4
Total	67,402	2.0

Source: Tourism Research Australia, *Travel by Australians*, December quarter 2010.

- New South Wales is the most visited state or territory in terms of overnight trips and visitor nights. It is also the destination that attracts the greatest amount of expenditure.
- South Australia recorded decreases in domestic overnight visitors, visitor nights, and domestic overnight visitor expenditure in 2010.

Visitor nights		Visitor expenditure	
('000)	Change (%)	(\$ billion)	Change (%)
77,635	2.1	12.1	2.0
49,229	0.0	8.5	3.7
72,015	1.5	11.8	-2.6
16,498	-8.6	2.7	-6.2
24,316	5.6	3.9	8.3
8,175	-7.8	1.7	7.7
6,337	8.1	1.1	-19.9
5,320	16.2	1.0	35.2
259,541	1.1	42.8	1.1

- In 2010, the Australian Capital Territory saw an 18.4 per cent increase in domestic overnight visitors, a 16.2 per cent increase in domestic visitor nights, and a 35 per cent increase in domestic overnight visitor expenditure.
- These strong growth figures reflect the success of the *Masterpieces from Paris* exhibition which was held at the National Gallery of Australia.

Intrastate and interstate overnight travel, 2010

State/territory	Intrastate (%)	Interstate (%)
NSW	69.1	30.9
Vic.	66.7	33.3
Qld	67.4	32.6
SA	63.4	36.6
WA	78.0	22.0
Tas.	55.5	44.5
NT	38.1	61.9
ACT ^a	n.a.	n.a.

Source: Tourism Research Australia, *Travel by Australians*, December quarter 2010.

Note: (a) Data for the Australian Capital Territory is not separately identified as intrastate/interstate due to the small geographical size of the ACT.

- For most states and territories, a higher proportion of visitors come from within that state or territory (intrastate) than from elsewhere (interstate).
- This is particularly evident in Western Australia, where nearly 4 in every 5 travellers are from Western Australia itself. This is in part due to the sheer size and remoteness of Western Australia.
- The only state or territory where this is not the case is the Northern Territory.

Domestic day tourism, 2001–2010

	Day trips		Expenditure	
	('000)	Change (%)	(\$ billion)	Change (%)
2001	146,008	-9.6	11.6	-7.4
2002	142,133	-2.7	11.9	2.1
2003	139,060	-2.2	11.7	-1.2
2004	129,568	-6.8	11.1	-5.1
2005	130,120	0.4	12.4	11.3
2006	134,464	3.3	12.9	4.1
2007	147,737	9.9	14.7	13.7
2008	135,642	-8.2	14.4	-1.8
2009	144,393	6.5	14.7	1.9
2010	151,288	4.8	15.0	2.0

Source: Tourism Research Australia, *Travel by Australians*.

- The number of domestic day trips taken by Australians has shown little growth over time, increasing by 0.4 per cent on average each year between 2001 and 2010.
- Despite this, expenditure on day trips has grown by 2.8 per cent on average each year, to \$15.0 billion in 2010.

Domestic day tourism by state/territory, 2010

	Day trips		Expenditure	
	('000)	Change (%)	(\$ billion)	Change (%)
NSW	49,071	5.4	4.9	-0.4
Vic.	38,569	1.8	3.5	-5.7
Qld	34,705	9.9	3.7	15.6
SA	10,108	2.6	0.9	-9.3
WA	12,043	4.2	1.2	8.8
Tas.	4,311	-4.1	0.4	-2.8
NT	866	-15.6	0.1	-5.3
ACT	1,615	10.1	0.3	13.7
Total	151,288	4.8	15.0	1.9

Source: Tourism Research Australia, *Travel by Australians*, December quarter 2010.

- About one in every three day trips is taken to New South Wales.
- Most states and territories saw an increase in day trippers in 2010, with the exception of the Northern Territory and Tasmania.

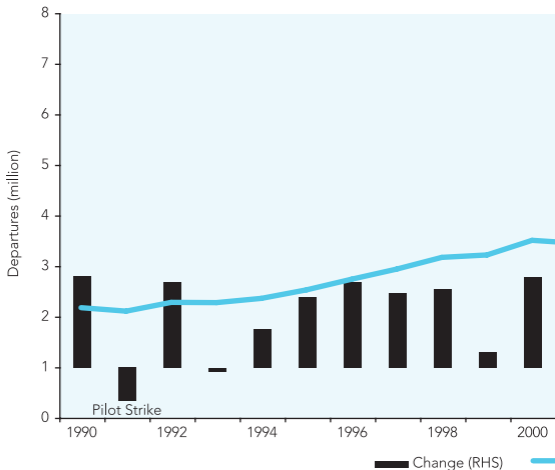
Total domestic economic value (TDEV), 2001–2010

	TDEV (\$ billion)	Change (%)
2001	55.4	1.4
2002	57.7	4.1
2003	57.8	0.3
2004	58.8	1.7
2005	60.5	2.8
2006	64.3	6.4
2007	69.1	7.4
2008	71.0	2.8
2009	69.2	-2.6
2010	70.1	1.4

Source: Tourism Research Australia, *Travel by Australians*.

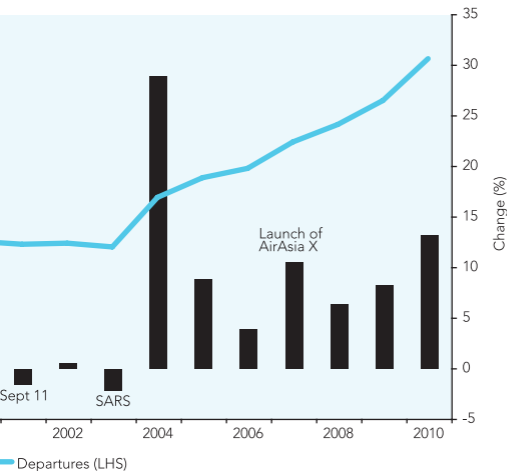
- Total Domestic Economic Value (TDEV) is an interim measure of consumption by all domestic tourists in Australia. It is benchmarked to annual “domestic tourism consumption” data in the ABS Tourism Satellite Account.
- Over the period 2001 to 2010, TDEV grew by 2.6 per cent each year on average.

International visitor departures from Australia and shocks to growth, 1990–2010



Source: Tourism Research Australia, unpublished data

- Short-term Australian resident departures have grown in every year since 2004.
- The introduction of many low-cost carriers, such as Pacific Blue, Jetstar, and AirAsiaX, has driven this, coupled with an increasing tendency for Australians to take holidays overseas rather than in Australia.



- The recent strength of the Australian dollar has offset shocks that have adversely affected global tourism. Even in 2009 with the global economic downturn and swine flu, departures from Australia grew 8.2 per cent on 2008.
- Short-term resident departures grew by 13.2 per cent in 2010.

Short-term Australian resident departures, 2001–2010

	Departures	Change (%)
2001	3,442,600	-1.6
2002	3,460,900	0.5
2003	3,388,000	-2.1
2004	4,368,700	28.9
2005	4,755,700	8.9
2006	4,940,600	3.9
2007	5,462,300	10.6
2008	5,808,000	6.3
2009	6,284,900	8.2
2010	7,111,400	13.2

Source: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (cat. no. 3401.0).

- The number of Australian short-term resident grew by 29 per cent between 2003 and 2004, and growth has been positive in every year since.
- On average, the number of short-term resident departures has grown by 8.5 per cent per annum since 2004, compared to 1.4 per cent in the period 1998 to 2003 (when shocks impacted the market).
- There are a number of factors that have caused this trend. 2004 saw the launch of Pacific Blue, a new lower-cost entrant on the Australia – New Zealand route. This saw departures to New Zealand alone increase by 23 per cent in that year.
- This trend of increasing air capacity (especially by low cost carriers) continued with Jetstar launching international flights in 2005 and AirAsia X entering the market in 2007.
- “Best discount airfares” have decreased by 21 per cent since 2004.
- Underpinning most of the growth was a robust Australian economy and a strong Australian dollar, which averaged between US\$0.85 and US\$1.00 throughout the year.

Short-term Australian resident departures, 2010

Period	Departures	Change (%)
January 2010	494,400	20.7
February 2010	416,800	14.8
March 2010	558,700	29.9
<i>March quarter</i>	<i>1,469,900</i>	<i>22.2</i>
April 2010	537,100	6.6
May 2010	556,200	11.2
June 2010	686,700	23.2
<i>June quarter</i>	<i>1,780,000</i>	<i>14.0</i>
July 2010	616,600	9.0
August 2010	582,600	10.6
September 2010	725,800	15.4
<i>September quarter</i>	<i>1,925,000</i>	<i>11.8</i>
October 2010	577,700	5.5
November 2010	552,100	6.1
December 2010	806,700	10.3
<i>December quarter</i>	<i>1,936,500</i>	<i>7.6</i>
Total	7,111,400	13.2

Source: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (cat. no. 3401.0).

- In 2010, short-term Australian resident departures grew by 13.2 per cent on 2009.
- A number of significant overseas events occurred in 2010 which led to spikes in the number of Australians travelling overseas:
 - The Winter Olympics in Vancouver in February 2010 saw an 18 per cent increase in Australian departures to Canada in that month.
 - The FIFA World Cup in June 2010 saw a 123 per cent increase in Australian departures to South Africa in that month.
 - The World Expo in Shanghai between May and October of 2010 generated a 31 per cent increase in Australian departures to China over those months.
- Departures were also bolstered by increasing air capacity as a number of new airlines entered the market, and most existing international airlines also expanded capacity.

Australia's top ten outbound markets, 2010

Country	Departures	Change (%)
New Zealand	1,064,500	3.0
Indonesia	739,100	34.7
United States of America	683,700	20.6
United Kingdom	457,000	3.3
Thailand	448,200	14.2
China	336,600	20.7
Fiji	311,100	28.4
Singapore	259,400	14.4
Malaysia	245,000	7.7
Hong Kong	214,100	3.9

Source: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (cat. no. 3401.0).

- New Zealand is Australia's most popular overseas travel destination.
- Departures to all of Australia's top ten outbound markets increased in 2010, led by departures to Indonesia (up 35 per cent) and Fiji (up 28 per cent).

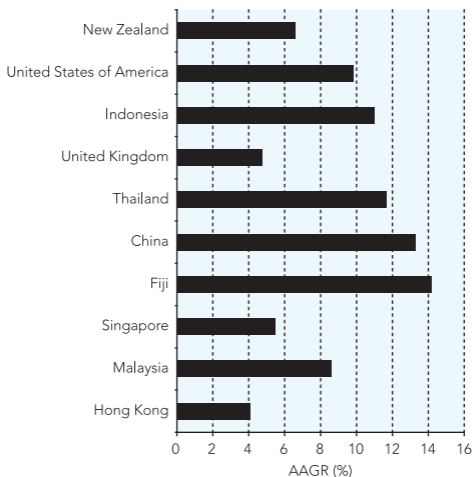
Main reason for departing Australia, 2010

Purpose	Departures	Change (%)	Share (%)
Holiday	3,970,200	18.5	55.8
Visiting friends or relatives	1,645,700	2.7	23.1
Business	768,800	11.8	10.8
Convention/conference	214,500	21.5	3.0
Employment	123,200	0.3	1.7
Education	66,200	7.5	0.9
Other and not stated	322,500	13.2	4.5
Total	7,111,400	13.2	100.0

Source: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (cat. no. 3401.0).

- In 2010, almost eight in every ten Australians who travelled overseas did so for leisure (either a holiday, which itself makes up over half of all departures, or to visit friends or relatives).
- All outbound purpose segments experienced growth in 2010, led by departures to attend a convention or conference (up 22 per cent) and holiday travel (up 18.5 per cent).

Average annual growth rates for departures to Australia's top ten outbound markets, 2001–2010



Source: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (cat. no. 3401.0).

- Over the period 2001 to 2010, short-term resident departures from Australia have increased by 8.4 per cent each year on average.
- This growth has been led by departures to Fiji, which have grown by 14.2 per cent each year.
- Departures to China have grown by 13.3 per cent on average each year since 2001 as Chinese airlines expand their capacity between Australia and China.
- Strong growth has been seen in departures to short-haul markets such as Thailand (growth of 11.7 per cent on average each year) and Indonesia (growth of 11.0 per cent on average each year).
- However, departures to the United States, a long-haul market, have increased by almost 10 per cent each year between 2001 and 2010.

Tourism's direct contribution to the Australian economy, 1999–2000 to 2009–10

Direct contribution to the economy

Consumption of tourism goods and services (\$ million)

Tourism gross value added at basic prices (\$ million)

plus Net taxes on tourism products (\$ million)

equals Tourism gross domestic product (\$ million)

Tourism employment (persons)

Tourism exports (\$ million)

Tourism imports (\$ million)

Tourism balance of trade (\$ million)

Tourism's share of total gross domestic product (%)

Tourism's share of total employment (%)

Tourism's share of total exports (%)

Source: Australian Bureau of Statistics, *Tourism Satellite Account* (cat. no. 5249.0).

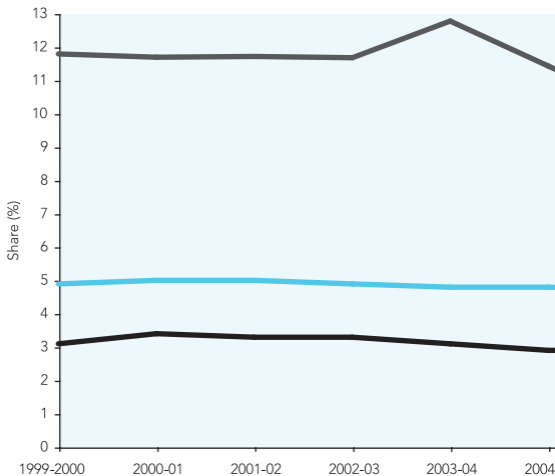
Note: (a) Average annual growth rate for the period 1999–2000 to 2009–10.

- Tourism contributes \$34 billion to Australia's gross domestic product, a share of 2.6 per cent.
- Tourism directly employs 500,500 people in Australia, a share of 4.5 per cent of total employment.

1999–2000	2009–10	AAGR ^a (%)
66,793	93,566	3.4
20,623	30,968	4.1
-226	2,919	n.a.
20,397	33,886	5.2
435,100	500,500	1.4
15,109	22,826	4.2
13,472	27,874	7.5
1,637	-5,048	n.a.
3.1	2.6	n.a.
4.9	4.5	n.a.
11.8	9.0	n.a.

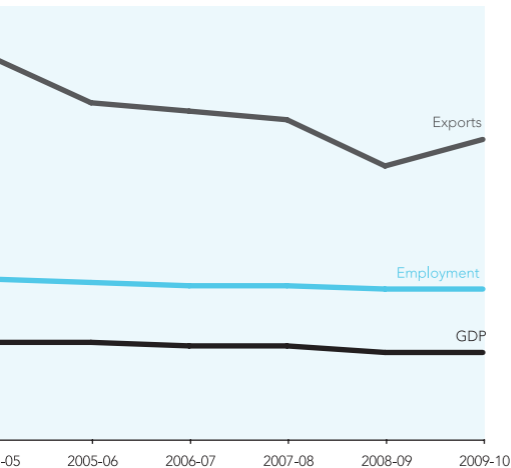
- Tourism contributes \$23 billion to Australia's export earnings, a share of 9.0 per cent of total export earnings for all goods and services.
- Tourism is Australia's largest services export, and sixth largest total export earner.
- Tourism's balance of trade is in deficit by \$5.0 billion.

Tourism's share of the Australian economy, 1999–2000 to 2009–10



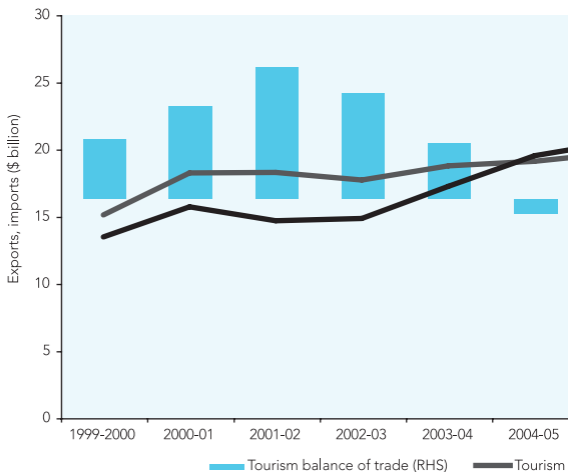
Source: Australian Bureau of Statistics, *Tourism Satellite Account* (cat. no. 5249.0).

- Tourism's share of the Australian economy has been declining over time.
- Despite growth in tourism's gross domestic product, the number of people employed in tourism, and tourism's export earnings.



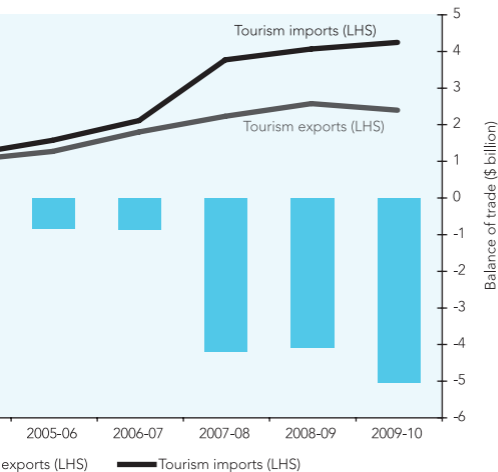
- The 'Resources boom Mkl' eroded tourism's share of total exports, but this recovered slightly in 2009–10.
- Tourism's gross domestic product grew at a greater rate than total economy-wide GDP in 2009–10.

Tourism's balance of trade, 1999–2000 to 2009–10



Source: Australian Bureau of Statistics, *Tourism Satellite Account* (cat. no. 5249.0).

- Tourism's balance of trade refers to total tourism exports minus total tourism imports.
- In 1999–2000, tourism's trade balance was in surplus by \$1.6 billion.
- This grew in 2000–01 with the Sydney Olympics and peaked at \$3.6 billion in 2001–2002.



- Tourism's trade balance has been in deficit since 2004–05.
- This deficit remained at less than one billion dollars until 2007–08, where it blew out to \$4.2 billion.
- Tourism's trade deficit now exceeds \$5.0 billion.

Tourism industry share of gross value added, 2009–10

Industry	Share (%)
Agriculture, forestry and fishing	—
Mining	—
Manufacturing	—
Electricity, gas, water and waste services	—
Construction	—
Wholesale trade	—
Retail trade	7.6
Accommodation and food services	37.1
Transport, postal and warehousing	10.7
Information media and telecommunications	1.4
Financial and insurance services	0.1
Rental, hiring and real estate services	2.3
Professional, scientific and technical services	—
Administrative and support services	5.4
Public administration and safety	—
Education and training	4.7
Health care and social assistance	0.8
Arts and recreation services	13.0
Other services	1.1
Ownership of dwellings	2.6
TOTAL	2.6

Source: Australian Bureau of Statistics, *Tourism Satellite Account* (cat. no. 5249.0).

People employed in tourism by industry, 2009–10

Industry	Employment ('000)	Share (%)
Accommodation	71.5	14.3
Cafes, restaurants and takeaway food services	128.2	25.6
Clubs, pubs, taverns and bars	26.2	5.2
Rail transport	4.4	0.9
Road transport and transport equipment rental	20.2	4.0
Air, water and other transport	35.0	7.0
Travel agency and tour operator services	31.9	6.4
Cultural services	9.1	1.8
Casinos and other gambling services	2.4	0.5
Other sports and recreation services	18.8	3.8
Retail trade	95.9	19.2
Education and training	32.8	6.6
All other industries	24.1	4.8
TOTAL	500.5	100.0

Source: Australian Bureau of Statistics, *Tourism Satellite Account* (cat. no. 5249.0).

Australia's top 20 tourism regions for international visitors, 2010

Rank	Tourism region	Expenditure (\$ million)
1	Sydney (NSW)	5,542
2	Melbourne (Vic.)	3,653
3	Experience Perth (WA)	1,678
4	Brisbane (Qld)	1,362
5	Gold Coast (Qld)	955
6	Tropical North Queensland (Qld)	795
7	Adelaide (SA)	638
8	Canberra (ACT)	284
9	Sunshine Coast (Qld)	240
10	Hunter (NSW)	177
11	Hobart and Surrounds (Tas.)	164
12	South Coast (NSW)	158
13	Northern Rivers (NSW)	150
14	Darwin (NT)	140
15	Petermann (NT)	134
16	Whitsundays (Qld)	132
17	Northern (Qld)	118
18	Australia's South West (WA)	89
19	Australia's North West (WA)	77
20	Geelong (Vic.)	59

Source: Tourism Research Australia, *International Visitors in Australia*, December quarter 2010.

Australia's top 20 tourism regions for domestic overnight visitors, 2010

Rank	Tourism region	Expenditure (\$ million)
1	Melbourne (Vic.)	4,660
2	Sydney (NSW)	4,614
3	Gold Coast (Qld)	2,862
4	Brisbane (Qld)	2,518
5	Experience Perth (WA)	1,803
6	Sunshine Coast (Qld)	1,590
7	Mid North Coast (NSW)	1,530
8	Adelaide (SA)	1,524
9	Tropical North Queensland (Qld)	1,440
10	South Coast (NSW)	1,268
11	Canberra (ACT)	1,087
12	Northern Rivers (NSW)	846
13	Hunter (NSW)	807
14	Australia's South West (WA)	793
15	Hobart and Surrounds (Tas.)	663
16	Western (Vic.)	645
17	Central NSW (NSW)	603
18	Darwin (NT)	574
19	Whitsundays (Qld)	558
20	High Country (Vic.)	548

Source: Tourism Research Australia, *Travel by Australians*, December quarter 2010.

Tourist accommodation^a, December quarter 2010

	NSW	Vic.	Qld
Establishments (number)	1,411	810	1,141
Bed spaces (number)	195,835	110,556	188,191
Rooms (number)	71,070	41,176	61,829
Persons employed (number)	31,093	22,203	29,746
Guest arrivals ('000)	3,563.7	1,949.0	2,615.9
Guest nights ('000)	7,394.1	4,275.0	7,123.1
Room nights occupied ('000)	4,344.7	2,515.4	3,679.2
Takings (\$ million)	713.6	411.3	562.1
Room occupancy rate (%)	67.6	67.6	64.8
Bed occupancy rate (%)	42.1	43.2	41.2
Average length of stay (days)	2.1	2.2	2.7

Source: Australian Bureau of Statistics, *Tourist Accommodation* (cat. no. 8635.0).

Notes: (a) Refers to hotels, motels and serviced apartments with 15 or more rooms.

(b) Values may not sum to total (Australia) due to rounding.

SA	WA	Tas.	NT	ACT	Aust. ^b
265	346	156	97	53	4,279
33,961	57,564	19,144	20,962	14,241	640,454
12,464	21,636	6,858	7,388	4,899	227,320
7,243	10,318	4,713	3,107	2,546	110,969
611.3	903.4	361.4	295.7	257.7	10,558.1
1,196.1	2,162.8	704.0	662.4	542.4	24,059.9
739.1	1,327.0	395.1	411.0	329.3	13,740.8
102.9	224.2	54.3	58.5	55.5	2182.3
64.5	66.7	62.6	60.5	73.3	66.3
38.3	40.8	40	34.3	41.5	41.4
2.0	2.4	1.9	2.2	2.1	2.3

Inbound and outbound forecasts

Year	Visitor arrivals ('000)	Resident departures ('000)	Difference ('000)
2011	6,067	7,829	-1,762
2012	6,383	8,280	-1,897
2013	6,677	8,556	-1,879
2014	6,948	8,829	-1,881
2015	7,194	9,089	-1,895
2016	7,428	9,340	-1,912
2017	7,662	9,581	-1,919
2018	7,898	9,815	-1,917
2019	8,137	10,043	-1,906
2020	8,376	10,264	-1,888
AAGR 2010–2020	3.6	3.7	n.a.

Source: Tourism Forecasting Committee, *Forecast 2011 Issue 1*.

- The Tourism Forecasting Committee forecasts that short-term visitor arrivals to Australia will increase by 3.1 per cent in 2011 to 6.1 million, whereas short-term resident departures will increase by 10.1 per cent to 7.8 million.
- Short-term visitor arrivals are forecast to increase by an average of 3.6 per cent each year until 2020.
- It is expected that departures will be greater than arrivals for the foreseeable future.

Domestic overnight forecasts

Year	Trips ('000)	Visitor nights (million)
2011	67,770	260.7
2012	68,277	262.2
2013	68,652	263.3
2014	68,932	264.1
2015	69,183	264.8
2016	69,421	265.4
2017	69,653	266.0
2018	69,874	266.6
2019	70,088	267.1
2020	70,312	267.7
AAGR 2010–2020	0.6	0.3

Source: Tourism Forecasting Committee, *Forecast 2011 Issue 1*.

- The Tourism Forecasting Committee expects that growth in domestic travel will be weak over the forecast period.
- Domestic overnight trips are forecast to grow by 0.5 per cent in 2011.
- Domestic overnight trips, and the number of total visitor nights, are both expected to grow by less than one per cent on average each year out to 2020.

Value forecasts (international and domestic)

Year	TIEV (real) (\$ billion)	TDEV (real) (\$ billion)
2011	24.6	70.2
2012	25.8	70.6
2013	27.1	71.0
2014	28.2	71.3
2015	29.1	71.5
2016	30.2	71.7
2017	31.1	72.0
2018	32.1	72.2
2019	33.1	72.4
2020	34.1	72.6
AAGR 2010–2020	3.7	0.3

Source: Tourism Forecasting Committee, *Forecast 2011 Issue 1*.

- Total inbound economic value (TIEV) is expected to increase at a similar rate to inbound arrivals over the forecast period 2010 to 2020, growing by 3.7 per cent on average each year.
- Over the same period, total domestic economic value is only expected to grow by 0.3 per cent on average each year, reflecting the weak outlook for domestic tourism in general.

Australia's top 10 most valuable markets, 2020

Rank (2020)	Market	TIEV (real) in 2020 (\$ billion)	Rank (2010)
1	China	6.0	1
2	United Kingdom	3.3	2
3	United States	2.2	4
4	New Zealand	2.1	3
5	India	1.6	9
6	South Korea	1.6	6
7	Malaysia	1.4	8
8	Singapore	1.3	7
9	Indonesia	1.2	13
10	Japan	1.1	5

Source: Tourism Forecasting Committee, *Forecast 2011 Issue 1*.

- The Tourism Forecasting Committee expect that China (which became Australia's most valuable inbound market in 2010) will remain Australia's most valuable inbound market for the foreseeable future. TIEV from China is expected to grow by 6.7 per cent on average each year between 2010 and 2020.
- India, which was Australia's ninth most valuable market in 2010, is expected to climb the ranks to be Australia's fifth most valuable market in 2020, off the back of 6.7 per cent growth on average each year in TIEV.

The primary data sources for tourism statistics used in this publication are provided by Tourism Research Australia (TRA), the Australian Bureau of Statistics (ABS) and the United Nations World Tourism Organization (UNWTO).

Along with a range of tourism research and analysis, TRA undertakes two major surveys:

- National Visitor Survey (NVS): a quarterly survey on domestic tourism, including visitor numbers, visitor nights, places stayed, activities, types of transport and accommodation used, and expenditure.
- International Visitor Survey: a quarterly survey on international inbound tourism, including visitor numbers, visitor nights, country of origin, places stayed, activities, type of accommodation used and expenditure.

The Australian Bureau of Statistics produces a range of economic and demographic information. Its tourism-specific publications include:

- Tourism Satellite Account: the tourism sector is defined by demand rather than supply. Consequently, accurate data relating to tourism cannot be extracted from the official National Accounts published by the Australian Bureau of Statistics.

The Tourism Satellite Account overcomes this issue by providing indicators such as GDP, GVA, employment and trade in a national accounting framework.

- **Overseas Arrivals and Departures:** a monthly release containing statistics on the number of international visitor arrivals by source country, purpose of visit and length of stay. It also provides data on Australians travelling overseas.
- **Survey of Tourist Accommodation:** a quarterly industry census on Australia's tourist accommodation sector (hotels, motels and serviced apartments with 15 or more rooms) detailing supply and demand indicators.

Australia is a member of the UNWTO, whose Department of Statistics and Economic Measurement of Tourism's mission is to:

- allow for the international comparability of tourism statistics;
- ensure a sufficient number of credible data associated with the activities of visitors as well as with the industries that produce goods and services required by them;
- ensure the legitimacy and credibility of a national Tourism Satellite Account (TSA); and
- support tourism macroeconomic analysis for the formulation of policies and strategies.

Links to tourism data sources:

Tourism Research Australia

<http://www.ret.gov.au/tra>

Tourism Australia

<http://www.tourism.australia.com>

Australian Bureau of Statistics

<http://www.abs.gov.au>

United Nations World Tourism Organization

<http://www.unwto.org>

Sustainable Tourism Online

<http://www.sustainabletourisonline.com>

**Bureau of Infrastructure, Transport and
Regional Economics**

<http://www.bitre.gov.au>



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