



# INTERNATIONAL VISITORS IN AUSTRALIA

YEAR ENDING SEPTEMBER 2018

**VISITORS** ▲6%  
8.4 MILLION

**NIGHTS** ▲1%  
271 MILLION

**SPEND** ▲5%  
\$43.2 BILLION

Australia saw strong growth in international visitation during the year ending September 2018. Visitor arrivals of those aged 15 years and over increased by 6% to reach 8.4 million, while spend increased 5% during the year to reach a record \$43.2 billion. While arrivals and spend both saw strong growth, visitors are not staying as long in Australia. Nights only increased by 1%, while average duration of trip to Australia fell 4% from 34 nights to 32 nights during the year.

## TOP 5 MARKETS

There were strong results in terms of visitor arrivals across the top 5 markets, however, results were mixed for spend and nights.

China continues to lead the growth among the bigger markets, with visitor numbers up 8% to 1.3 million, spend up 12% to \$11.5 billion, and nights increasing by 8% to reach 57.6 million. China now accounts for 27% of total spend by international visitors on trips to Australia.

Visitor numbers increased from New Zealand, the US and the UK, up 3% to 1.3 million, 736,000 and 699,000, respectively. There was stronger growth in the number of visitor arrivals from Japan, up 6% to reach 419,000.

However, with the exception of China, there was a decline in the number of nights spent in Australia for the top 5 markets. Nights from the US fell 13%, New Zealand and the UK fell 7%, and Japan fell 2%. With spend closely linked to duration of stay, this also saw a decline from the US, which was down 3% to \$3.6 billion. New Zealand and the UK were also both down by 2% to \$2.6 billion and \$3.5 billion, respectively, while Japan saw an increase in spend of 4% to \$1.8 billion.

## OTHER MARKETS

India continued to show strong growth in visitation during the year and is the number one market in terms of growth. The number of visitor arrivals from India increased by 20% to 324,000, while nights in Australia were up 21% to 18.8 million. Spend also increased 10% to \$1.6 billion.

The markets of Taiwan, Indonesia and Korea recorded the following results for the year:

- Visitors from Taiwan increased by 16% to reach 187,000, but stayed fewer nights – down by 13% to 9.4 million. However, Taiwanese spend increased 8% to reach \$1 billion for the first time.
- Indonesian visitor arrivals increased by 6% to 184,000, and they stayed a total of 5.8 million nights in Australia, up 16%. Indonesian spend also saw strong growth of 17% on the previous year to \$806 million.

- Korean arrivals were up 3% to 278,000, and their nights increased by 3% to a total of 11 million. Korean spend increased 9% to \$1.6 billion.

In terms of traditional markets, strong growth was seen in visitor numbers and spend from France and the Netherlands. Visitor arrivals from France increased 9% to reach 130,000 and these visitors spent \$815 million on their trip, an increase of 16% on the previous year. Arrivals from the Netherlands were up 6% to 56,000 and these visitors spent \$345 million on their trip, an increase of 11%.

## SPEND

Total trip spend during the year ending September 2018 increased 5% to a record \$43.2 billion. China alone accounted for 27% of this total with \$11.5 billion. Spend from China has increased by 146% since the year ending September 2013, from \$4.7 billion to the current figure of \$11.5 billion, an increase of \$6.8 billion.

During this same period, total trip spend from all countries increased from \$28.2 billion in the year ending September 2013 to the current figure of \$43.2 billion, an increase of \$14.9 billion. China accounted for 46% of this increase.

In terms of spend items, the largest growth during the year was seen in education fees, which increased by 10% to reach \$6.5 billion. International airfares and shopping both saw a strong increase of 9% to reach \$9.6 billion and \$4.1 billion respectively. Other key contributors included taxis and public transport, up 5% to \$889 million while spend on accommodation, food and drink increased 4% to reach \$12.9 billion.

**FIGURE 1: TRIP SPEND BY KEY ITEMS, YEAR ENDING SEPTEMBER 2018**

DOMESTIC AIRFARES	\$435M	PETROL	\$422M
INTERNATIONAL AIRFARES	\$9.6B	TAXI AND LOCAL PUBLIC TRANSPORT	\$889M
PACKAGE TOURS	\$4.3B	FOOD, DRINK AND ACCOMMODATION	\$12.9B
ORGANISED TOURS	\$849M	SHOPPING	\$4.1B
RENTAL VEHICLES	\$530M	EDUCATION FEES	\$6.5B



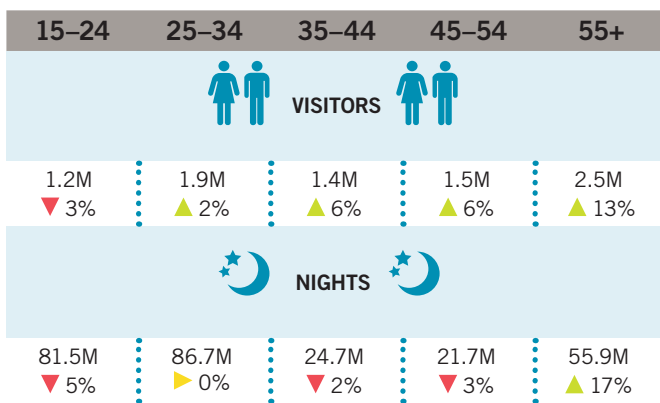
During the year, visitors with a nightly spend of between \$500–\$999 increased in number by 8% to reach 391,100. The largest group of visitors (3.2 million) averaged between \$100–\$299 per night.

The fastest growth area in trip spend is prepaid items (payments before the visitor leaves home). This category increased 6% during the year to reach \$18.3 billion. Spend on items in Australia increased by 4% to reach \$24.9 billion.

### AGE GROUPS

The fastest growing age group in terms of visitor arrivals was those aged 55+ years with an increase of 13% to 2.5 million. This age group also topped number of nights spent in Australia, with an increase of 17% to 55.9 million nights. No other age group recorded positive growth in nights for the year.

**FIGURE 2: VISITOR ARRIVALS AND NIGHTS BY AGE GROUPS**



### ACTIVITIES

The most popular activities undertaken by international visitors during the year included dining out, with 7.8 million visitors enjoying Australia’s food and drink, shopping for pleasure (6.5 million), sightseeing (6 million), and going to the beach (5.3 million).

In terms of the fastest growing activities, visits to farm gates increased by 13% to reach 413,000. Attending an organised sporting event and cycling both increased 12% to reach 506,000 and 495,000, respectively. Visits to museums and art galleries increased 8% to reach 2.7 million during the year. Bushwalking and rainforest walks, and guided excursions both increased 7% to 1.9 million and 1.4 million, respectively, continuing the trend towards increased outdoor activities.

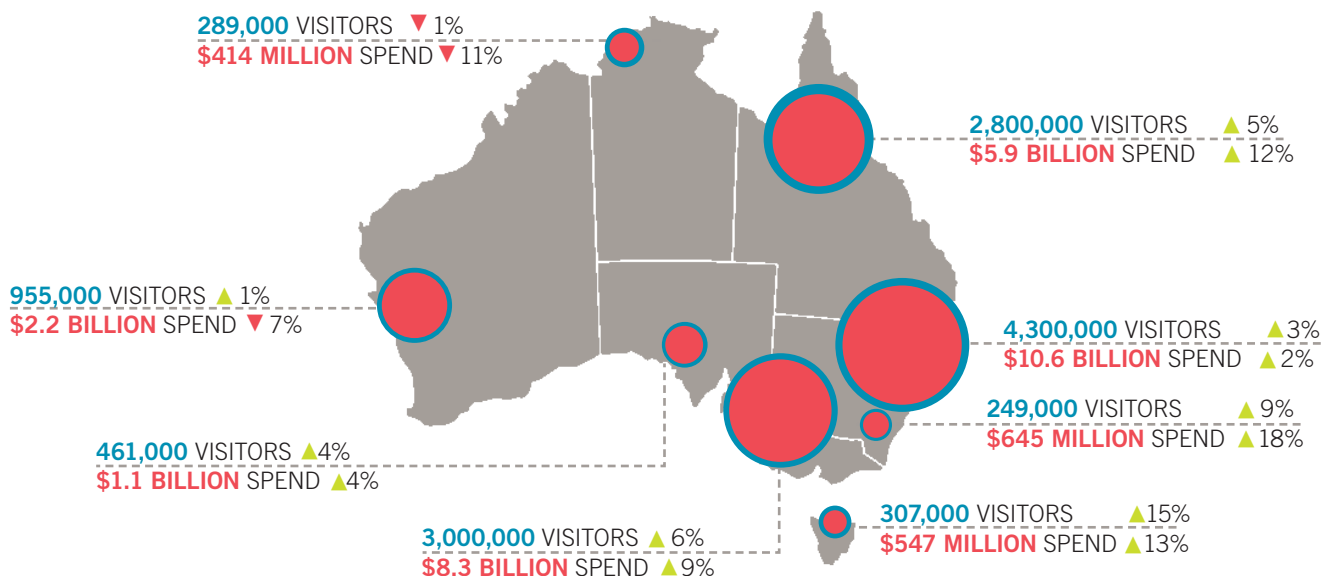
### STATES AND TERRITORIES

Most states and territories recorded strong growth in both visitor numbers and spend for the year, with Tasmania and the ACT leading the way (Figure 3).

### CAPITAL CITIES AND REGIONAL DESTINATIONS

Visits to the capital cities and Gold Coast continue to show strong growth, with visitor numbers increasing 6% to 7.9 million and nights up 3% to 221 million. While visitor numbers increased by 4% to reach 2.8 million in regional destinations, nights fell 6% to 49.6 million. This reflects weaker growth in duration of stay in Australia during the year.

**FIGURE 3\*: INTERNATIONAL VISITOR NUMBERS AND SPEND BY STATE, YE SEPTEMBER 2018**



\* Total number of visitors by state will be greater than total number of visitors for Australia (8.4)