



INTERNATIONAL VISITORS IN AUSTRALIA

YEAR ENDING MARCH 2017¹

VISITORS ▲9%
7.7 MILLION

NIGHTS ▲5%
262 MILLION

EXPENDITURE ▲5%
\$39.8 BILLION

International visitors to Australia spent a record \$39.8 billion in the year ending March 2017 – 5% or \$1.9 billion more than the previous year. The number of visitors aged 15 years and over reached 7.7 million, up by 9% to 650,000, while nights were up 5% to 262 million.

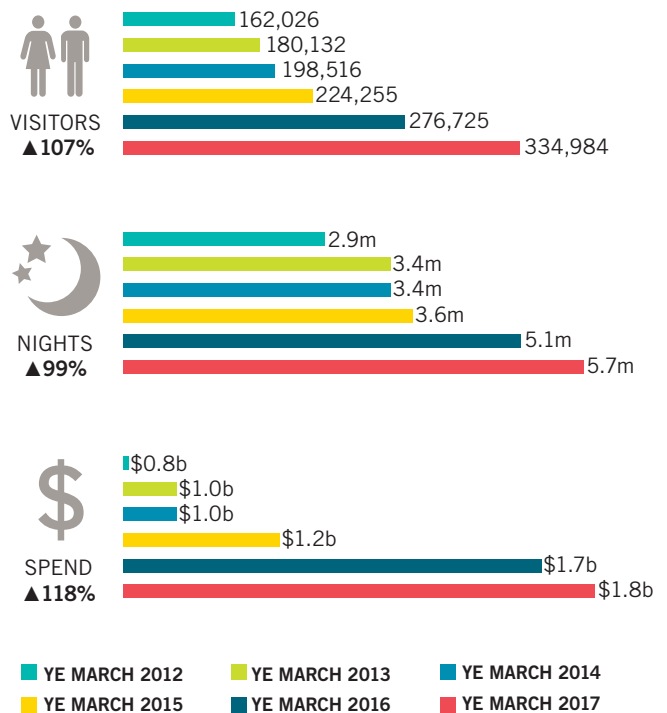
Strong growth was reported across most of Australia's major markets. Asia led the way with double digit growth for visitor arrivals across eight of the top ten Asian markets (China, Japan, Malaysia, Korea, India, Indonesia, Taiwan and Thailand). The US market was also a key driver of growth in visitor numbers during the year, increasing 14% to 684,000.

The top five contributors to spend in Australia were China, the US, the UK, New Zealand and Japan, with these countries contributing just over half (53% or \$21.3 billion) of the total spend for the year. They also accounted for just over half (53% or 4.1 million) of all international visitor arrivals. Key results for these countries were:

	Visitors*	Nights	Spend
China	▲ 12% to 1.1m	▲ 23% to 50.7m	▲ 9% to \$9.7b
US	▲ 14% to 684,000	▲ 9% to 14.9m	▲ 1% to \$3.6b
UK	▲ 2% to 674,000	▼ 5% to 24.3m	▼ 9% to \$3.5b
New Zealand	▲ 3% to 1.2m	▼ 7% to 14.7m	▲ 3% to \$2.7b
Japan	▲ 18% to 390,000	▲ 13% to 9.9m	▲ 18% to \$1.7b

Asian markets showed the fastest growth in spend for the year, with six key markets showing double-digit growth – Japan (up 18% to \$1.7 billion); Korea (up 10% to \$1.6 billion); India (up 18% to \$1.3 billion); Taiwan (up 21% to \$960 million); Indonesia (up 10% to \$715 million); and Thailand (up 23% to \$442 million).

FIGURE 1: US HOLIDAY VISITATION



HOLIDAY TRAVEL

For our top five countries, holiday visitation was on the increase, with Japan (up 25%) and the US (up 21%) showing the fastest growth during the year. The US has seen consistent growth in holiday visitation since 2012, increasing by 107% over this period. While most of the growth in holiday visitation for Japan was seen over the last year.

Japan also saw strong growth in trip spend for holiday (up 31% in the last year), while spend fell for the UK and China (down 5% and 3% respectively).

¹ All figures relate to YE March 2017, unless otherwise stated.

* 'Visitors' refers to those aged 15 years or older.



Chinese holiday spend has increased 396% (or \$1.8b) since March 2010, the current quarter has shown the first drop in holiday spend. Comparisons of March quarter data have also shown a decline in holiday visitation from China – down 4% for the first time since 2010. This was due to a drop in group tours for the March quarter 2017, with visitors from China falling by 15% compared to March quarter 2016. Although Chinese travel for non-group tours has increased (up 8%), this was not enough to counter balance the drop in group tours. However, China continues to be the dominant holiday market, accounting for one in every six holiday visitors and contributing 18% of all international holiday spend (\$3 billion of \$16.4 billion).

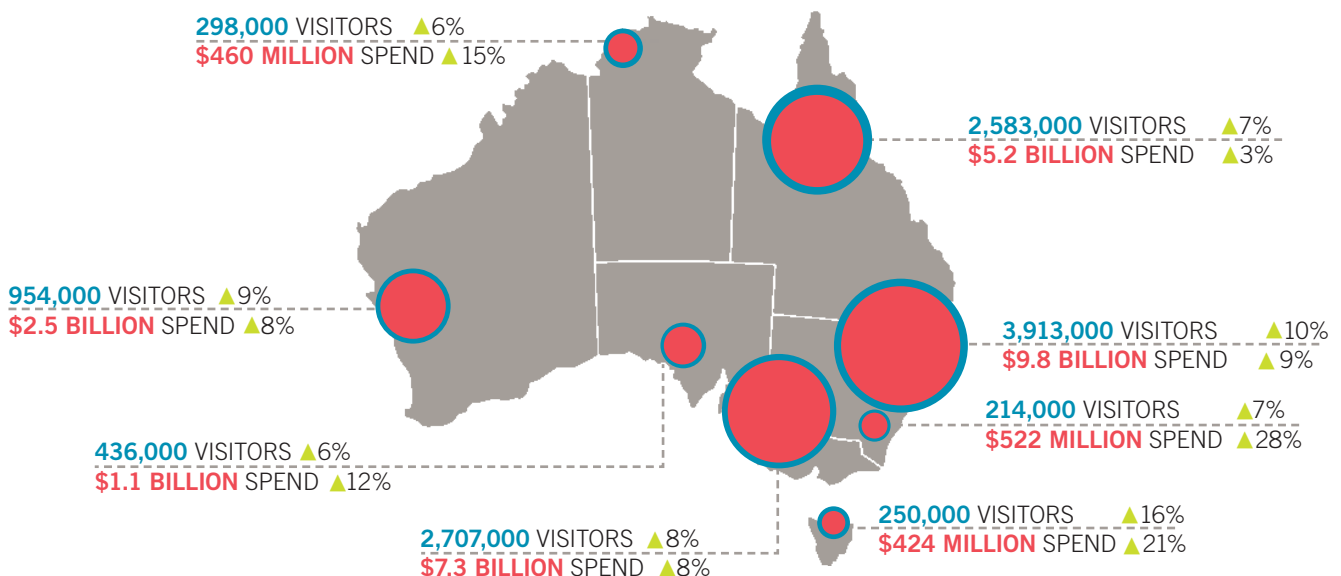
Between 1987 and 2012, holiday arrivals from the US increased by just 1%, peaking in 2001. With US holiday arrivals doubling since 2012 (and now 65% higher than the previous record in 2001), non-capital city regions are set to benefit. US holiday visitors have a higher incidence of regional visitation, with 34% of nights and 33% of spend in non-capital city regions. This compares to 18% of nights for China and 20% of spend, with all other Asian markets showing 24% of nights and 20% of spend.

The same figures for total Chinese visitors are 8% for nights and 7% for spend in non-capital city regions.

FIGURE 2: TOP 5 COUNTRIES, HOLIDAY VISITORS AND SPEND

	YE MARCH 2017		MARCH QTR 2017	
	VISITORS	SPEND	VISITORS	SPEND
CHINA	▲10%	▼3%	▼4%	▼14%
NZ	▲10%	▲15%	▲10%	▲11%
JAPAN	▲25%	▲31%	▲8%	▲5%
US	▲21%	▲7%	▲7%	▼6%
UK	▲3%	▼5%	▼2%	▼13%

FIGURE 3**: INTERNATIONAL VISITOR NUMBERS AND SPEND BY STATE, YE MARCH 2017



* 'Visitors' refers to those aged 15 years or older.

** Total number of visitors by state will be greater than total number of visitors for Australia (7.7 million), as some visitors visited multiple states.
Spend figures by state only includes spend within Australia and will not add to total Australia expenditure figures, as these include expenses paid prior to entering Australia.