



Inbound tourism trends
Year ended 30 December 2004

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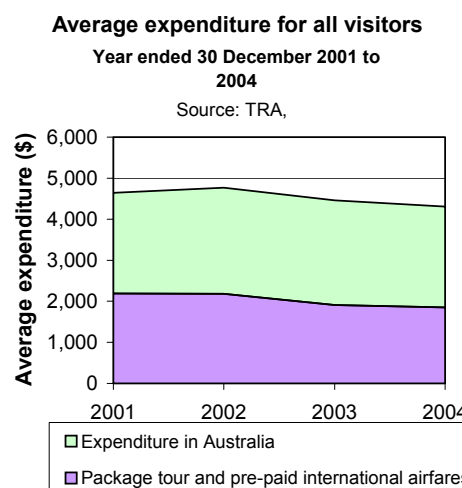
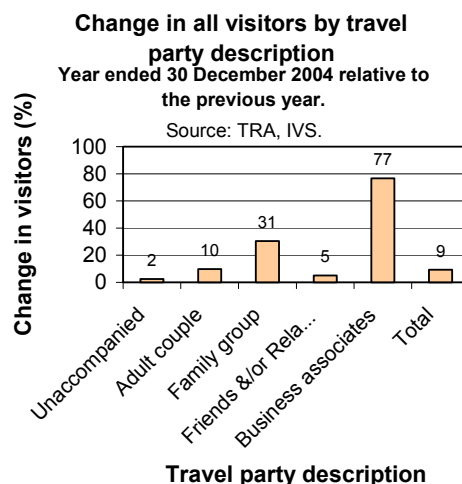
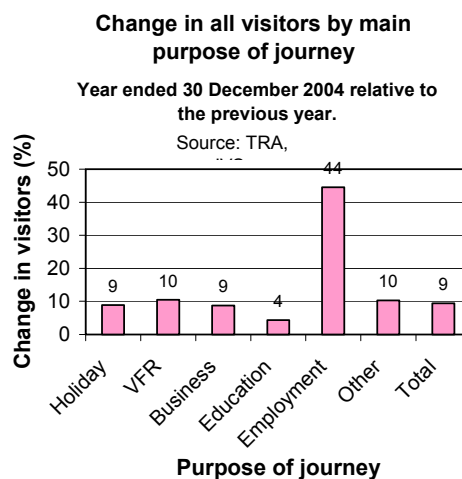
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Key trends from the International Visitor Survey Year ended 30 December 2004

This report provides an overview of key trends from the International Visitor Survey (IVS) for the year ended 30 December 2004. Data relating to the year ended 30 December 2001 to 2003 are provided for comparative purposes.

All visitors

- During the year ended 30 December 2004, there were 4.8 million visitors to Australia aged 15 years and over, an increase of 9 per cent over the previous year.
- Holiday, those visiting friends and relatives, business, employment, education and 'other' visitors increased.
- The average duration of stay in Australia was 27 nights, unchanged over the past four years.
- New Zealand (15 per cent) and Singapore (8 per cent) were common stopovers on the way to or from Australia.
- Adult couples, family groups - parent(s) and children, friends and/or relatives travelling together and business associates travelling together increased.
- 60 per cent of all visitors to Australia had visited before, up from 57 per cent two years earlier.
- Type of travel arrangements - 70 per cent were non package tour visitors, up from 68 per cent three years earlier.
- Dispersion beyond major destinations - 23 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, down from 24 per cent three years earlier.
- Internet - 33 per cent of all visitors used the Internet to get information about Australia for their visit before they left their country of residence, up from 22 per cent one year earlier.
- Destinations - The most visited regions were: Sydney (53 per cent); Melbourne (26 per cent); Brisbane (17 per cent); Gold Coast (17 per cent); and Tropical North Queensland (17 per cent).
- The most popular leisure activities undertaken in Australia were: shopping for pleasure (83 per cent); going to the beach (63 per cent); and markets (54 per cent).
- **Expenditure** - The average trip expenditure in Australia per international visitor was essentially unchanged in nominal terms over three years, now \$2,458. The average nightly expenditure was \$90, down from \$95 two years earlier.
- **Inbound forecasts** - growth in international visitor arrivals in 2005 is expected to be moderate, yet remain robust with around 5.6 million visitor arrivals forecast, representing 5.9 per cent growth.. (Tourism Forecasting Council, December 2004).



Key trends by market

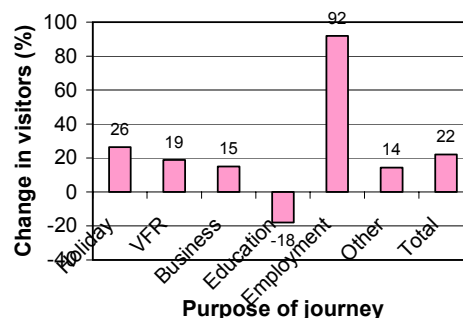
New Zealand

- During the year ended 30 December 2004, there were 930,300 New Zealand visitors to Australia aged 15 years and over, an increase of 22 per cent over the previous year.
- Holiday, those visiting friends and relatives, business, employment and 'other' visitors increased, while education visitors decreased.
- The average duration of stay in Australia was 13 nights, down from 15 nights three years earlier.
- Unaccompanied travellers, adult couples, family groups - parent(s) and children, friends and/or relatives travelling together and business associates travelling together increased over the previous year decreased.
- 93 per cent of New Zealand visitors to Australia had visited before, up from 90 per cent three years earlier.
- **Type of travel arrangements** - 82 per cent were non package tour visitors, up from 81 per cent two years earlier.
- **Dispersion beyond major destinations** - 25 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, down from 29 per cent one year earlier.
- **Internet** - 28 per cent of New Zealand visitors used the Internet to get information about Australia for their visit before they left New Zealand, up from 15 per cent one year earlier.
- **Destinations** - The most visited regions were: Sydney (35 per cent); Melbourne (23 per cent); Brisbane (19 per cent); Gold Coast (18 per cent); and Sunshine Coast (9 per cent).
- The most popular leisure activities undertaken in Australia were: shopping for pleasure (83 per cent); pubs, clubs and discos (55 per cent); and going to the beach (52 per cent).
- **Expenditure** - New Zealand visitors' average trip expenditure in Australia grew at an average annual rate of 1 per cent in nominal terms over three years to \$1,272. The average nightly expenditure was \$97, up from \$82 three years earlier.

Change in New Zealand visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

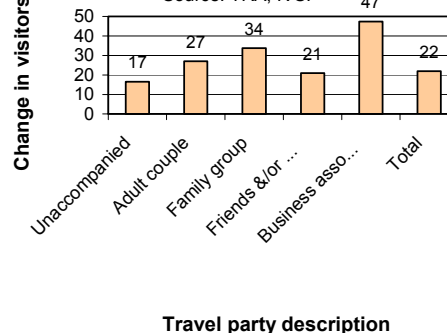
Source: TRA, IVS.



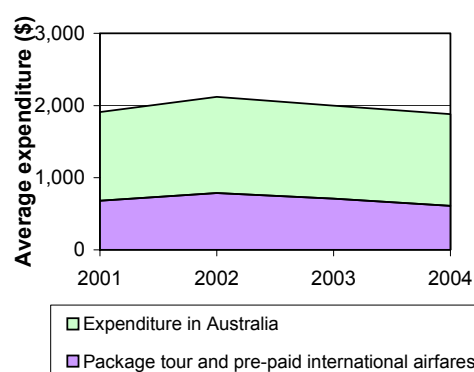
Change in New Zealand visitors by travel party description

Year ended 30 December 2004 relative to the previous year.

Source: TRA, IVS.



Average expenditure for New Zealand visitors



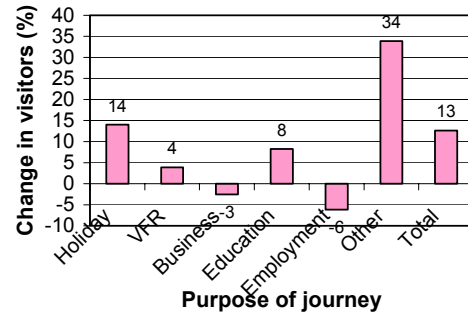
Japan

- During the year ended 30 December 2004, there were 662,000 Japanese visitors to Australia aged 15 years and over, an increase of 13 per cent over the previous year.
- Holiday, those visiting friends and relatives, education and 'other' visitors increased, while business and employment visitors decreased.
- The average duration of stay in Australia was 17 nights, up from 13 nights three years earlier.
- Family groups - parent(s) and children, friends and/or relatives travelling together and business associates travelling together increased over the previous year, while unaccompanied travellers and adult couples decreased.
- 35 per cent of Japanese visitors to Australia had visited before, down from 41 per cent one year earlier.
- Type of travel arrangements - 30 per cent were non package tour visitors, up from 27 per cent three years earlier.
- Dispersion beyond major destinations - 20 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, down from 23 per cent three years earlier.
- **Internet - 45 per cent** of Japanese visitors used the Internet to get information about Australia for their visit before they left Japan, up from 28 per cent three years earlier.
- **Destinations - The most visited** regions were: Sydney (44 per cent); Tropical North Queensland (37 per cent); Gold Coast (33 per cent); Melbourne (10 per cent); and Experience Perth (8 per cent).
- The most popular leisure activities undertaken in Australia were: shopping for pleasure (72 per cent); going to the beach (59 per cent); and wildlife parks / zoos / aquariums (51 per cent).
- **Expenditure** - Japanese visitors' average trip expenditure fell at an average annual rate of 3 per cent in nominal terms over three years to \$3,766. The average nightly expenditure was \$228, down from \$331 three years earlier.

Change in Japanese visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

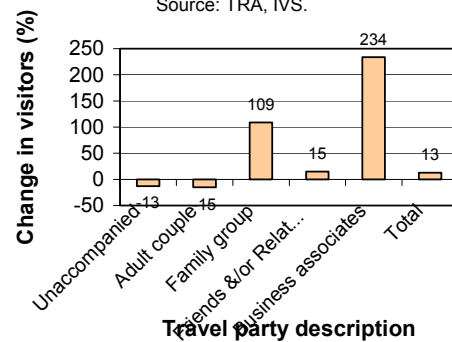
Source: TRA, IVS.



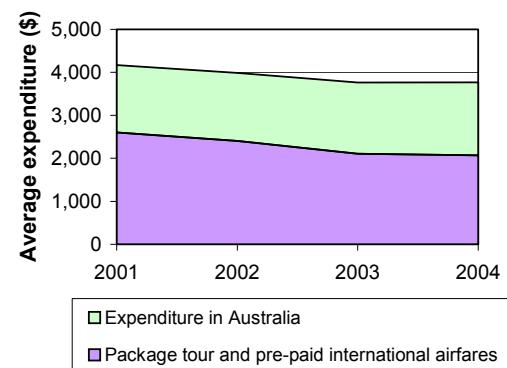
Change in Japanese visitors by travel party description

Year ended 30 December 2004 relative to the previous year.

Source: TRA, IVS.



Average expenditure for Japanese visitors



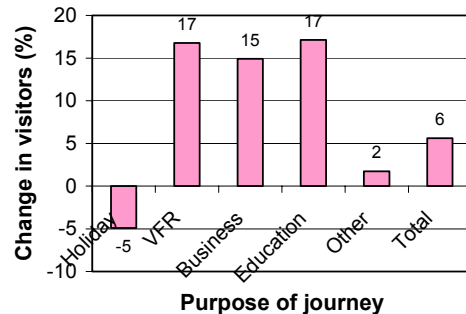
Hong Kong

- During the year ended 30 December 2004, there were 124,400 Hong Kong visitors to Australia aged 15 years and over, an increase of 6 per cent over the previous year.
- Those visiting friends and relatives, business and education visitors increased, while holiday visitors decreased.
- The average duration of stay in Australia was 30 nights, up from 25 nights one year earlier.
- Unaccompanied travellers and adult couples increased over the previous year, while family groups - parent(s) and children, friends and/or relatives travelling together and business associates travelling together decreased.
- 77 per cent of Hong Kong visitors to Australia had visited before, up from 70 per cent two years earlier.
- Type of travel arrangements - 72 per cent were non package tour visitors, down from 77 per cent two years earlier.
- Dispersion beyond major destinations - 9 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, down from 15 per cent one year earlier.
- **Internet** - **24 per cent** of Hong Kong visitors used the Internet to get information about Australia for their visit before they left Hong Kong, up from 18 per cent one year earlier.
- **Destinations** - **The most visited** regions were: Sydney (53 per cent); Melbourne (30 per cent); Tropical North Queensland (15 per cent); Brisbane (14 per cent); and Gold Coast (14 per cent).
- The most popular leisure activities undertaken in Australia were: shopping for pleasure (85 per cent); markets (62 per cent); and going to the beach (48 per cent).
- **Expenditure** - Hong Kong visitors' average trip expenditure in Australia fell at an average annual rate of 2 per cent in nominal terms over three years to \$3,245. The average nightly expenditure was \$108, down from \$137 three years earlier.

Change in Hong Kong visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

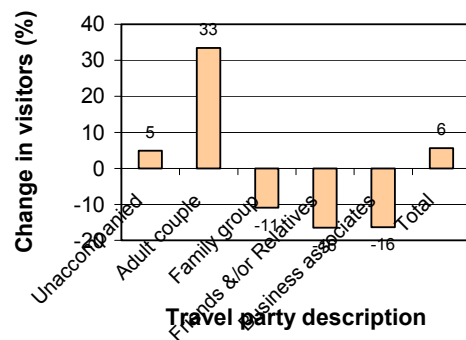
Source: TRA, IVS.



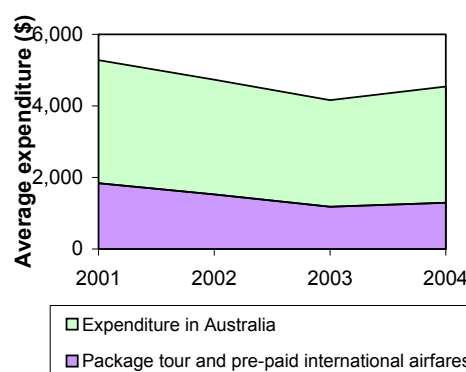
Change in Hong Kong visitors by travel party description

Year ended 30 December 2004 relative to the previous year.

Source: TRA, IVS.



Average expenditure for Hong Kong visitors



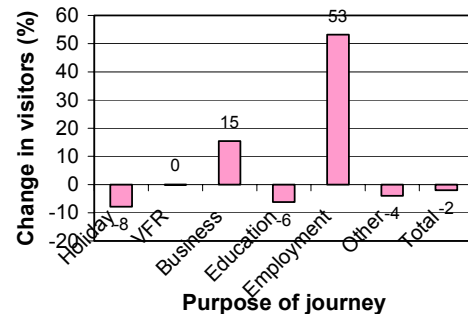
Singapore

- During the year ended 30 December 2004, there were 215,800 Singapore visitors to Australia aged 15 years and over, a decrease of 2 per cent from the previous year.
- Business and employment visitors increased, while holiday, education and 'other' visitors decreased.
- The average duration of stay in Australia was 17 nights, down from 22 nights one year earlier.
- Family groups - parent(s) and children and business associates travelling together increased over the previous year, while unaccompanied travellers and friends and/or relatives travelling together decreased.
- 83 per cent of Singapore visitors to Australia had visited before, up from 77 per cent three years earlier.
- Type of travel arrangements - 73 per cent were non package tour visitors, down from 79 per cent one year earlier.
- Dispersion beyond major destinations - 8 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, down from 11 per cent one year earlier.
- **Internet - 33 per cent** of Singapore visitors used the Internet to get information about Australia for their visit before they left Singapore, up from 24 per cent one year earlier.
- **Destinations - The most visited** regions were: Sydney (31 per cent); Melbourne (30 per cent); Experience Perth (23 per cent); Gold Coast (14 per cent); and Brisbane (9 per cent).
- The most popular leisure activities undertaken in Australia were: shopping for pleasure (87 per cent); markets (57 per cent); and going to the beach (44 per cent).
- **Expenditure** - Singapore visitors' average trip expenditure in Australia fell at an average annual rate of 3 per cent in nominal terms over three years to \$2,319. The average nightly expenditure was \$135, up from \$122 one year earlier.

Change in Singapore visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

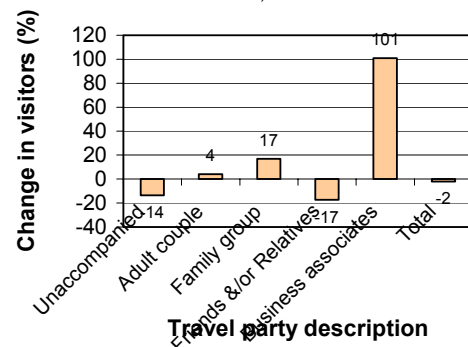
Source: TRA, IVS.



Change in Singapore visitors by travel party description

Year ended 30 December 2004 relative to the previous year.

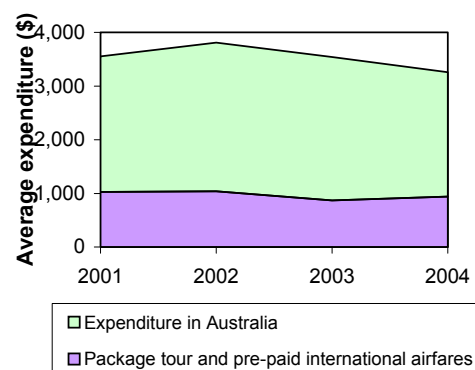
Source: TRA, IVS.



Average expenditure for Singapore visitors

Year ended 30 December 2004

Source: TRA, IVS.



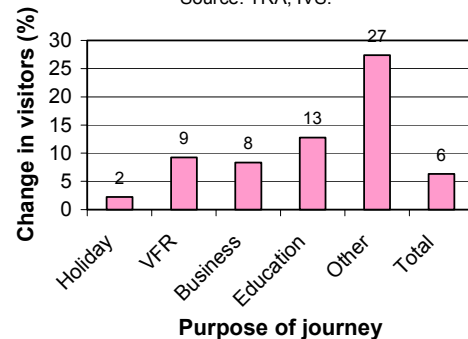
Malaysia

- During the year ended 30 December 2004, there were 146,200 Malaysian visitors to Australia aged 15 years and over, an increase of 6 per cent over the previous year.
- Those visiting friends and relatives, business, education and 'other' visitors increased
- The average duration of stay in Australia was 32 nights, up from 22 nights one year earlier.
- New Zealand (5 per cent) was a common stopover on the way to or from Australia.
- Unaccompanied travellers and adult couples increased over the previous year, while friends and/or relatives travelling together and business associates travelling together decreased.
- 74 per cent of Malaysian visitors to Australia had visited before, up from 68 per cent one year earlier.
- Type of travel arrangements - 79 per cent were non package tour visitors, up from 74 per cent three years earlier.
- Dispersion beyond major destinations - 8 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, up from 5 per cent two years earlier.
- Internet - 29 per cent of Malaysian visitors used the Internet to get information about Australia for their visit before they left Malaysia, up from 17 per cent one year earlier.
- Destinations - The most visited regions were: Melbourne (37 per cent); Sydney (28 per cent); Experience Perth (27 per cent); Gold Coast (13 per cent); and Brisbane (9 per cent).
- The most popular leisure activities undertaken in Australia were: shopping for pleasure (88 per cent); markets (67 per cent); and going to the beach (44 per cent).
- Expenditure - Malaysian visitors' average trip expenditure in Australia grew at an average annual rate of 5 per cent in nominal terms over three years to reach \$3,413. The average nightly expenditure was \$107, down from \$126 one year earlier.

Change in Malaysian visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

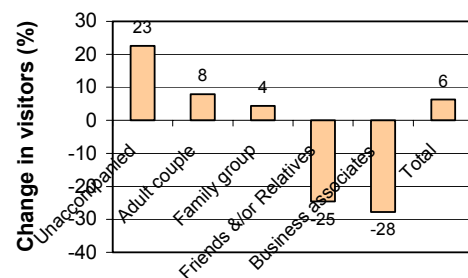
Source: TRA, IVS.



Change in Malaysian visitors by travel party description

Year ended 30 December 2004 relative to the previous year.

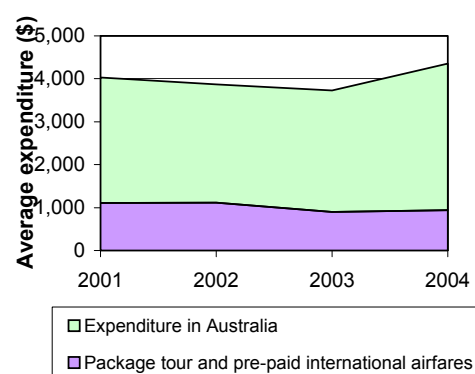
Source: TRA, IVS.



Travel party description

Source: TRA, IVS.

Average expenditure for Malaysian visitors



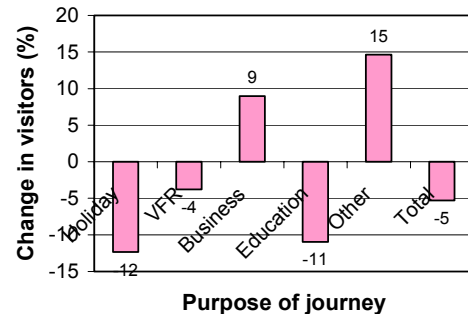
Indonesia

- During the year ended 30 December 2004, there were 75,300 Indonesian visitors to Australia aged 15 years and over, a decrease of 5 per cent from the previous year.
- Business and 'other' visitors increased, while holiday, those visiting friends and relatives and education visitors decreased.
- The average duration of stay in Australia was 43 nights, up from 36 nights three years earlier.
- Singapore (9 per cent) and New Zealand (5 per cent) were common stopovers on the way to or from Australia.
- Adult couples increased over the previous year, while family groups - parent(s) and children, friends and/or relatives travelling together and business associates travelling together decreased.
- 83 per cent of Indonesian visitors to Australia had visited before, up from 75 per cent one year earlier.
- Type of travel arrangements - 85 per cent were non package tour visitors, down from 92 per cent three years earlier.
- **Dispersion beyond major destinations** - 5 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, down from 9 per cent three years earlier.
- **Internet** - **14 per cent** of Indonesian visitors used the Internet to get information about Australia for their visit before they left Indonesia, up from 6 per cent one year earlier.
- **Destinations** - The most visited regions were: Sydney (47 per cent); Melbourne (26 per cent); Experience Perth (26 per cent); Brisbane (8 per cent); and Gold Coast (7 per cent).
- **The most popular leisure activities** undertaken in Australia were: shopping for pleasure (80 per cent); markets (56 per cent); and going to the beach (34 per cent).
- **Expenditure** - Indonesian visitors' average trip expenditure in Australia grew at an average annual rate of 3 per cent in nominal terms over three years to \$3,903. The average nightly expenditure was \$90, down from \$118 two years earlier.

Change in Indonesian visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

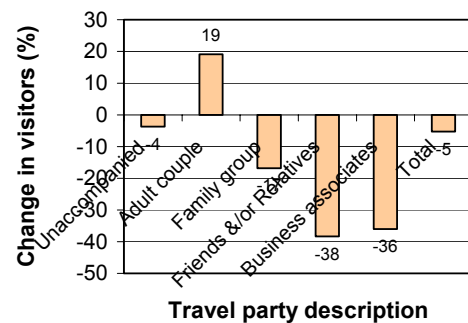
Source: TRA, IVS.



Change in Indonesian visitors by travel party description

Year ended 30 December 2004 relative to the previous year.

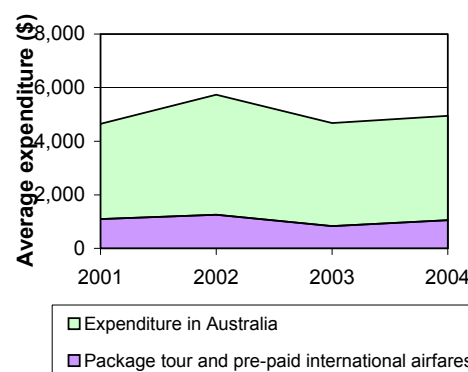
Source: TRA, IVS.



Average expenditure for Indonesian visitors

Year ended 30 December 2001 to 2004

Source: TRA, IVS.



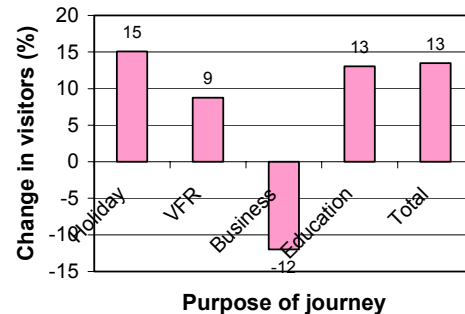
Taiwan

- During the year ended 30 December 2004, there were 90,900 Taiwan visitors to Australia aged 15 years and over, an increase of 13 per cent over the previous year.
- Holiday, those visiting friends and relatives and education visitors increased, while business visitors decreased.
- The average duration of stay in Australia was 21 nights, down from 24 nights one year earlier.
- Unaccompanied travellers, adult couples and friends and/or relatives travelling together increased over the previous year, while family groups - parent(s) and children and business associates travelling together decreased.
- 47 per cent of Taiwan visitors to Australia had visited before, up from 39 per cent three years earlier.
- Type of travel arrangements - 52 per cent were non package tour visitors, up from 41 per cent three years earlier.
- **Dispersion beyond major destinations** - 10 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, up from 9 per cent three years earlier.
- **Internet** - **31 per cent** of Taiwan visitors used the Internet to get information about Australia for their visit before they left Taiwan, up from 24 per cent two years earlier.
- **Destinations** - The most visited regions were: Sydney (69 per cent); Brisbane (35 per cent); Melbourne (27 per cent); Gold Coast (24 per cent); and Canberra (9 per cent).
- **The most popular leisure activities** undertaken in Australia were: shopping for pleasure (93 per cent); going to the beach (73 per cent); and markets (70 per cent).
- **Expenditure** - Taiwan visitors' average trip expenditure in Australia fell at an average annual rate of 5 per cent in nominal terms over three years to \$2,137. The average nightly expenditure was \$100, down from \$106 three years earlier.

Change in Taiwanese visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

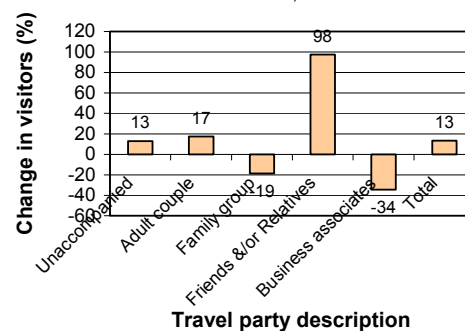
Source: TRA, IVS.



Change in Taiwan visitors by travel party description

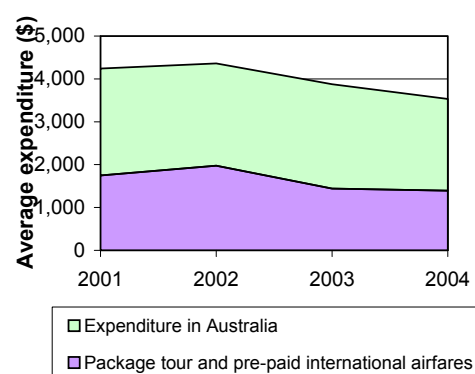
Year ended 30 December 2004 relative to the previous year.

Source: TRA, IVS.



Average expenditure for Taiwan visitors

Source: TRA, IVS.



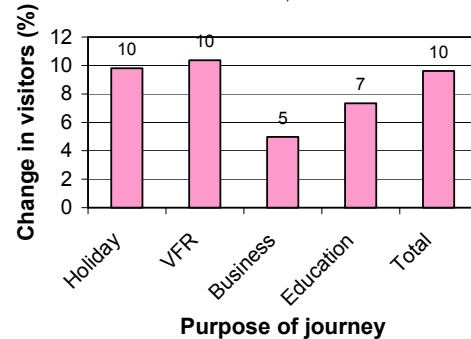
Thailand

- During the year ended 30 December 2004, there were 73,200 Thai visitors to Australia aged 15 years and over, an increase of 10 per cent over the previous year.
- Holiday, those visiting friends and relatives, business, education and 'other' visitors increased
- The average duration of stay in Australia was 38 nights, up from 33 nights two years earlier.
- New Zealand (7 per cent) was a common stopover on the way to or from Australia.
- Unaccompanied travellers, adult couples, family groups - parent(s) and children and business associates travelling together increased over the previous year, while friends and/or relatives travelling together decreased.
- 66 per cent of Thai visitors to Australia had visited before, up from 58 per cent two years earlier.
- Type of travel arrangements - 78 per cent were non package tour visitors, up from 74 per cent three years earlier.
- Dispersion beyond major destinations - 9 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, down from 18 per cent three years earlier.
- Internet - 18 per cent of Thai visitors used the Internet to get information about Australia for their visit before they left Thailand, up from 13 per cent one year earlier.
- **Destinations** - **The most visited** regions were: Sydney (51 per cent); Melbourne (30 per cent); Experience Perth (14 per cent); Brisbane (6 per cent); and Gold Coast (6 per cent).
- **The most popular leisure activities** undertaken in Australia were: shopping for pleasure (90 per cent); markets (60 per cent); and going to the beach (49 per cent).
- Expenditure - Thai visitors' average trip expenditure in Australia grew at an average annual rate of 7 per cent in nominal terms over three years to reach \$3,817. The average nightly expenditure was \$100, up from \$77 three years earlier.

Change in Thai visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

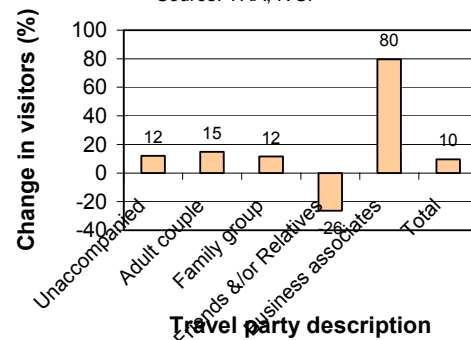
Source: TRA, IVS.



Change in Thai visitors by travel party description

Year ended 30 December 2004 relative to the previous year.

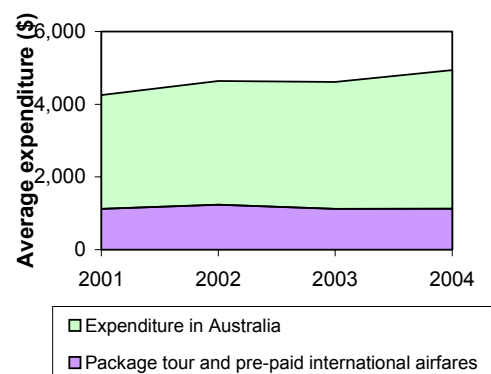
Source: TRA, IVS.



Average expenditure for Thai visitors

Year ended 30 December 2004

Source: TRA, IVS.



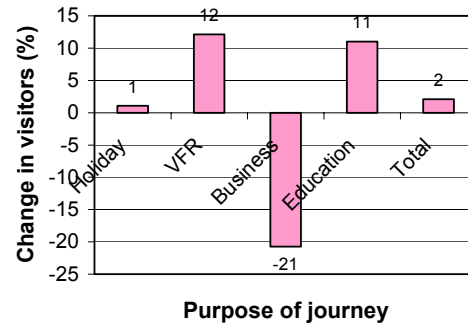
Korea

- During the year ended 30 December 2004, there were 192,300 Korean visitors to Australia aged 15 years and over, an increase of 2 per cent over the previous year.
- Those visiting friends and relatives and education visitors increased, while business visitors decreased.
- The average duration of stay in Australia was 28 nights, down from 39 nights three years earlier.
- New Zealand (32 per cent) was a common stopover on the way to or from Australia.
- Family groups - parent(s) and children, friends and/or relatives travelling together and business associates travelling together increased over the previous year, while unaccompanied travellers decreased.
- 32 per cent of Korean visitors to Australia had visited before, down from 44 per cent one year earlier.
- Type of travel arrangements - 55 per cent were non package tour visitors, up from 48 per cent one year earlier.
- Dispersion beyond major destinations - 7 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, down from 11 per cent one year earlier.
- Internet - 39 per cent of Korean visitors used the Internet to get information about Australia for their visit before they left Korea, up from 15 per cent two years earlier.
- **Destinations** - **The most visited** regions were: Sydney (85 per cent); Gold Coast (19 per cent); Brisbane (17 per cent); Melbourne (12 per cent); and Tropical North Queensland (5 per cent).
- **The most popular leisure activities** undertaken in Australia were: shopping for pleasure (85 per cent); going to the beach (80 per cent); and wildlife parks / zoos / aquariums (61 per cent).
- **Expenditure** - Korean visitors' average trip expenditure in Australia fell at an average annual rate of 2 per cent in nominal terms over three years to \$2,881. The average nightly expenditure was \$102, up from \$79 three years earlier.

Change in Korean visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

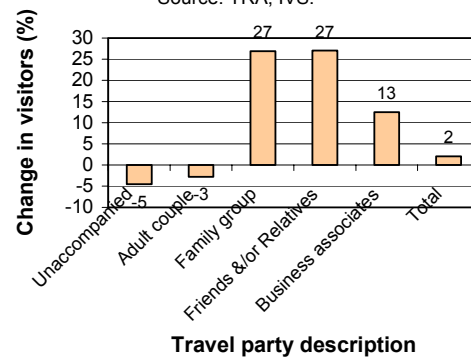
Source: TRA, IVS.



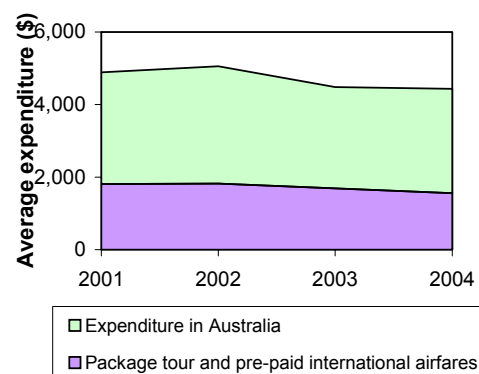
Change in Korean visitors by travel party description

Year ended 30 December 2004 relative to the previous year.

Source: TRA, IVS.



Average expenditure for Korean visitors



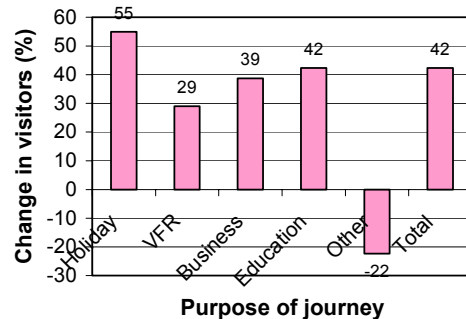
China

- During the year ended 30 December 2004, there were 239,900 Chinese visitors to Australia aged 15 years and over, an increase of 42 per cent over the previous year.
- Holiday, those visiting friends and relatives, business and education visitors increased, while 'other' visitors decreased.
- The average duration of stay in Australia was 44 nights, up from 31 nights three years earlier.
- New Zealand (24 per cent), Hong Kong (5 per cent) and Singapore (5 per cent) were common stopovers on the way to or from Australia.
- Unaccompanied travellers, adult couples, family groups - parent(s) and children, friends and/or relatives travelling together and business associates travelling together increased over the previous year decreased.
- 38 per cent of Chinese visitors to Australia had visited before, down from 58 per cent one year earlier.
- Type of travel arrangements - 55 per cent were non package tour visitors, down from 62 per cent one year earlier.
- **Dispersion beyond major destinations** - 6 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, down from 9 per cent three years earlier.
- **Internet** - **36 per cent** of Chinese visitors used the Internet to get information about Australia for their visit before they left China, up from 19 per cent one year earlier.
- **Destinations** - The most visited regions were: Sydney (72 per cent); Melbourne (48 per cent); Gold Coast (32 per cent); Brisbane (29 per cent); and Tropical North Queensland (12 per cent).
- **The most popular leisure activities** undertaken in Australia were: shopping for pleasure (87 per cent); going to the beach (75 per cent); and markets (55 per cent).
- **Expenditure** - Chinese visitors' average trip expenditure in Australia grew at an average annual rate of 4 per cent in nominal terms over three years to \$3,522. The average nightly expenditure was \$80, down from \$108 one year earlier.

Change in Chinese visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

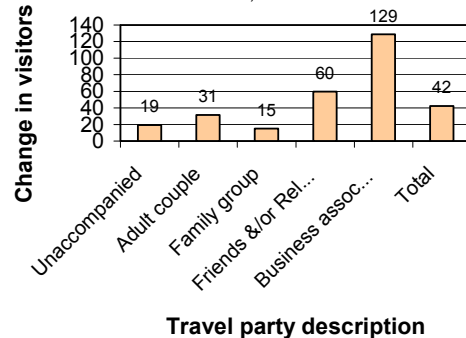
Source: TRA, IVS.



Change in Chinese visitors by travel party description

Year ended 30 December 2004 relative to the previous year.

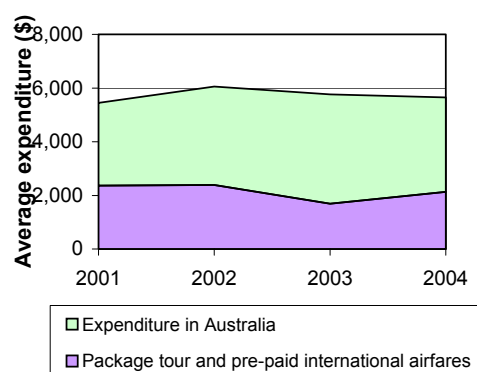
Source: TRA, IVS.



Average expenditure for Chinese visitors

Year ended 30 December 2001 to 2004

Source: TRA, IVS.



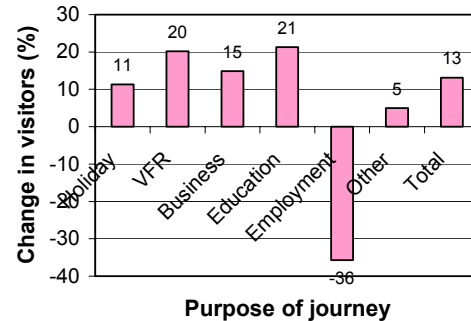
Other Asia

- During the year ended 30 December 2004, there were 121,500 Other Asian visitors to Australia aged 15 years and over, an increase of 13 per cent over the previous year.
- Holiday, those visiting friends and relatives, business, education and 'other' visitors increased, while employment visitors decreased.
- The average duration of stay in Australia was 38 nights, down from 45 nights two years earlier.
- Singapore (20 per cent), New Zealand (13 per cent) and Hong Kong (9 per cent) were common stopovers on the way to or from Australia.
- Unaccompanied travellers, adult couples and family groups - parent(s) and children increased over the previous year, while business associates travelling together decreased.
- 59 per cent of Other Asian visitors to Australia had visited before, up from 52 per cent two years earlier.
- Type of travel arrangements - 85 per cent were non package tour visitors, up from 81 per cent two years earlier.
- Dispersion beyond major destinations - 11 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, up from 6 per cent three years earlier.
- Internet - 22 per cent of Other Asian visitors used the Internet to get information about Australia for their visit before they left their country of residence, up from 14 per cent one year earlier.
- Destinations - The most visited regions were: Sydney (53 per cent); Melbourne (29 per cent); Gold Coast (14 per cent); Brisbane (11 per cent); and Experience Perth (10 per cent).
- The most popular leisure activities undertaken in Australia were: shopping for pleasure (82 per cent); markets (59 per cent); and going to the beach (47 per cent).
- Expenditure - Other Asian visitors' average trip expenditure in Australia grew at an average annual rate of 3 per cent in nominal terms over three years to \$3,116. The average nightly expenditure was \$83, up from \$64 three years earlier.

Change in Other Asian visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

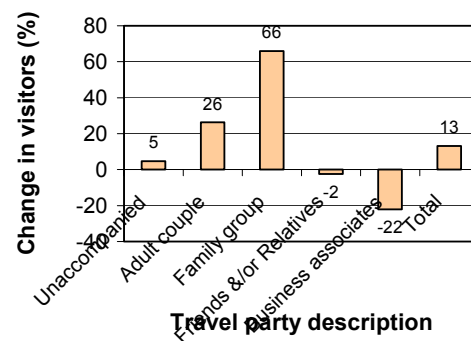
Source: TRA, IVS.



Change in Other Asian visitors by travel party description

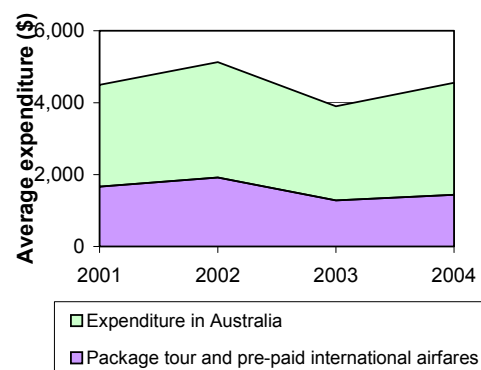
Year ended 30 December 2004 relative to the previous year.

Source: TRA, IVS.



Average expenditure for Other Asian visitors

Source: TRA, IVS.



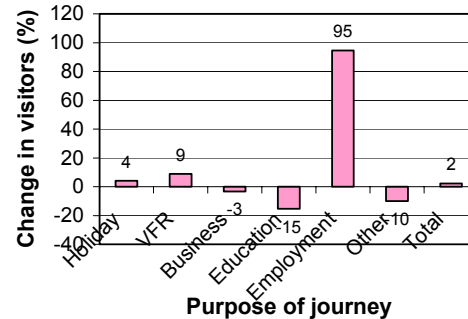
USA

- During the year ended 30 December 2004, there were 404,000 USA visitors to Australia aged 15 years and over, an increase of 2 per cent over the previous year.
- Holiday, those visiting friends and relatives and employment visitors increased, while business, education and 'other' visitors decreased.
- The average duration of stay in Australia was 23 nights, down from 28 nights two years earlier.
- New Zealand (30 per cent) was a common stopover on the way to or from Australia.
- Adult couples, family groups - parent(s) and children and business associates travelling together increased over the previous year, while friends and/or relatives travelling together decreased.
- 52 per cent of USA visitors to Australia had visited before, up from 44 per cent two years earlier.
- Type of travel arrangements - 74 per cent were non package tour visitors, up from 68 per cent one year earlier.
- **Dispersion beyond major destinations** - 29 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, up from 27 per cent two years earlier.
- **Internet** - **32 per cent** of USA visitors used the Internet to get information about Australia for their visit before they left USA, up from 24 per cent one year earlier.
- **Destinations** - The most visited regions were: Sydney (69 per cent); Melbourne (28 per cent); Tropical North Queensland (22 per cent); Brisbane (13 per cent); and Adelaide (8 per cent).
- **The most popular leisure activities** undertaken in Australia were: shopping for pleasure (85 per cent); going to the beach (71 per cent); and pubs, clubs and discos (62 per cent).
- **Expenditure** - USA visitors' average trip expenditure in Australia fell at an average annual rate of 2 per cent in nominal terms over three years to \$2,507. The average nightly expenditure was \$107, down from \$118 two years earlier.

Change in USA visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

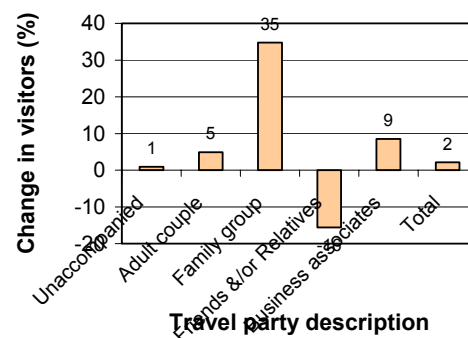
Source: TRA, IVS.



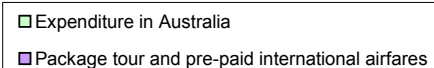
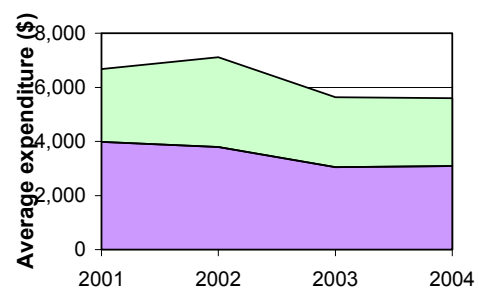
Change in USA visitors by travel party description

Year ended 30 December 2004 relative to the previous year.

Source: TRA, IVS.



Average expenditure for USA visitors



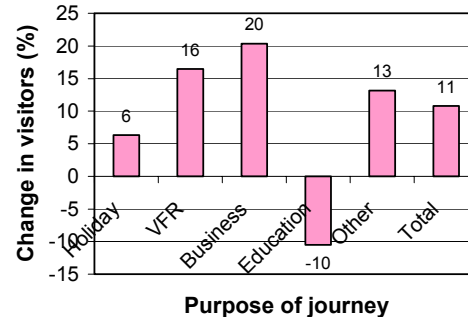
Canada

- During the year ended 30 December 2004, there were 92,700 Canadian visitors to Australia aged 15 years and over, an increase of 11 per cent over the previous year.
- Holiday, those visiting friends and relatives, business and 'other' visitors increased, while education visitors decreased.
- The average duration of stay in Australia was 39 nights, up from 33 nights one year earlier.
- New Zealand (27 per cent), USA (11 per cent), Hong Kong (9 per cent), Singapore (8 per cent) and Malaysia (6 per cent) were common stopovers on the way to or from Australia.
- Unaccompanied travellers, family groups - parent(s) and children and friends and/or relatives travelling together increased over the previous year decreased.
- 51 per cent of Canadian visitors to Australia had visited before, up from 38 per cent two years earlier.
- Type of travel arrangements - 84 per cent were non package tour visitors, up from 80 per cent one year earlier.
- **Dispersion beyond major destinations** - 32 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, down from 36 per cent two years earlier.
- **Internet** - **33 per cent** of Canadian visitors used the Internet to get information about Australia for their visit before they left Canada, up from 27 per cent one year earlier.
- **Destinations** - The most visited regions were: Sydney (68 per cent); Melbourne (32 per cent); Brisbane (24 per cent); Tropical North Queensland (22 per cent); and Adelaide (14 per cent).
- **The most popular leisure activities** undertaken in Australia were: shopping for pleasure (89 per cent); going to the beach (74 per cent); and markets (63 per cent).
- **Expenditure** - Canadian visitors' average trip expenditure in Australia fell at an average annual rate of 4 per cent in nominal terms over three years to \$3,085. The average nightly expenditure was \$79, down from \$89 one year earlier.

Change in Canadian visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

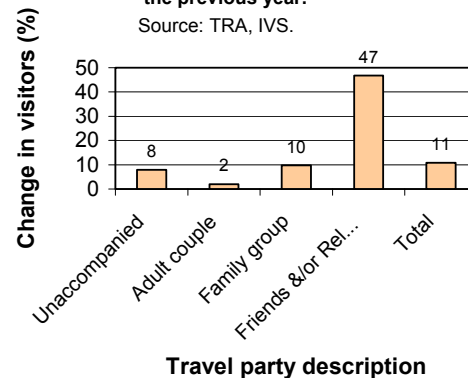
Source: TRA, IVS.



Change in Canadian visitors by travel party description

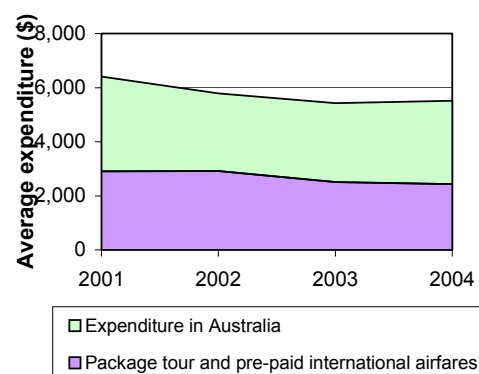
Year ended 30 December 2004 relative to the previous year.

Source: TRA, IVS.



Average expenditure for Canadian visitors

Source: TRA, IVS.



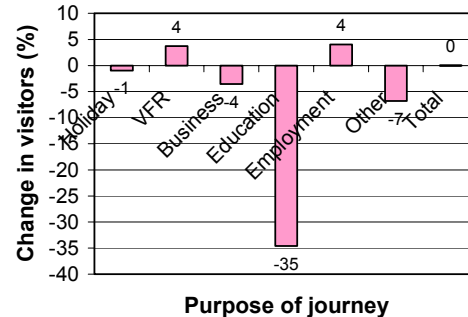
United Kingdom

- During the year ended 30 December 2004, there were 631,900 United Kingdom visitors to Australia aged 15 years and over, unchanged from the previous year.
- Those visiting friends and relatives and employment visitors increased, while business, education and 'other' visitors decreased.
- The average duration of stay in Australia was 38 nights, up from 37 nights two years earlier.
- New Zealand (26 per cent), Singapore (24 per cent), Thailand (12 per cent), USA (10 per cent), Hong Kong (10 per cent) and Malaysia (7 per cent) were common stopovers on the way to or from Australia.
- Adult couples, family groups - parent(s) and children and business associates travelling together increased over the previous year, while unaccompanied travellers and friends and/or relatives travelling together decreased.
- 57 per cent of United Kingdom visitors to Australia had visited before, up from 54 per cent two years earlier.
- Type of travel arrangements - 83 per cent were non package tour visitors, up from 79 per cent two years earlier.
- Dispersion beyond major destinations - 33 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, up from 29 per cent one year earlier.
- Internet - 37 per cent of United Kingdom visitors used the Internet to get information about Australia for their visit before they left United Kingdom, up from 27 per cent one year earlier.
- Destinations - The most visited regions were: Sydney (60 per cent); Melbourne (30 per cent); Tropical North Queensland (24 per cent); Experience Perth (24 per cent); and Brisbane (23 per cent).
- The most popular leisure activities undertaken in Australia were: shopping for pleasure (88 per cent); going to the beach (79 per cent); and pubs, clubs and discos (71 per cent).
- Expenditure - United Kingdom visitors' average trip expenditure in Australia was essentially unchanged in nominal terms over three years, now \$2,875. The average nightly expenditure was \$76, down from \$80 one year earlier.

Change in United Kingdom visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

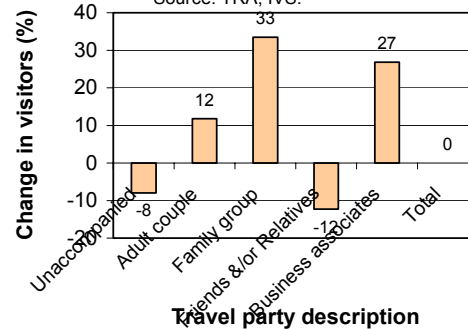
Source: TRA, IVS.



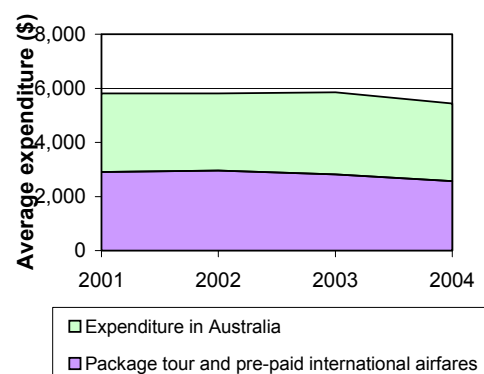
Change in United Kingdom visitors by travel party description

Year ended 30 December 2004 relative to the previous year.

Source: TRA, IVS.



Average expenditure for United Kingdom visitors



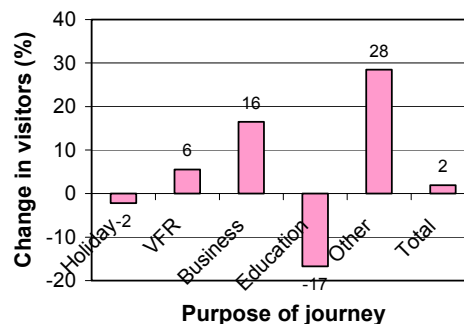
Germany

- During the year ended 30 December 2004, there were 136,200 German visitors to Australia aged 15 years and over, an increase of 2 per cent over the previous year.
- Those visiting friends and relatives, business and 'other' visitors increased, while education visitors decreased.
- The average duration of stay in Australia was 43 nights, up from 35 nights three years earlier.
- Singapore (25 per cent), New Zealand (22 per cent), Thailand (8 per cent), Malaysia (6 per cent), Hong Kong (5 per cent) and Indonesia (5 per cent) were common stopovers on the way to or from Australia.
- Adult couples increased over the previous year, while family groups - parent(s) and children and business associates travelling together decreased.
- 47 per cent of German visitors to Australia had visited before, up from 39 per cent two years earlier.
- Type of travel arrangements - 74 per cent were non package tour visitors, up from 64 per cent three years earlier.
- Dispersion beyond major destinations - 45 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, up from 41 per cent two years earlier.
- Internet - 44 per cent of German visitors used the Internet to get information about Australia for their visit before they left Germany, up from 36 per cent one year earlier.
- Destinations - The most visited regions were: Sydney (67 per cent); Melbourne (36 per cent); Tropical North Queensland (34 per cent); Brisbane (32 per cent); and Hervey Bay/Maryborough (25 per cent).
- The most popular leisure activities undertaken in Australia were: shopping for pleasure (85 per cent); going to the beach (82 per cent); and national parks / State parks (74 per cent).
- **Expenditure - German visitors' average** trip expenditure in Australia grew at an average annual rate of 3 per cent in nominal terms over three years to \$3,351. The average nightly expenditure was \$77, down from \$90 two years earlier.

Change in German visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

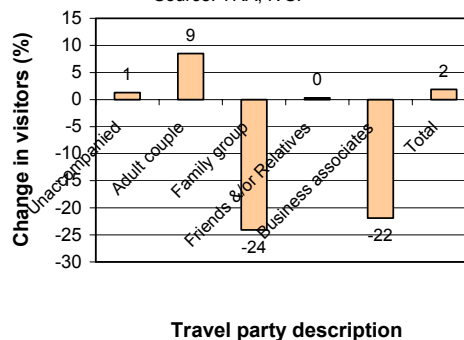
Source: TRA, IVS.



Change in German visitors by travel party description

Year ended 30 December 2004 relative to the previous year.

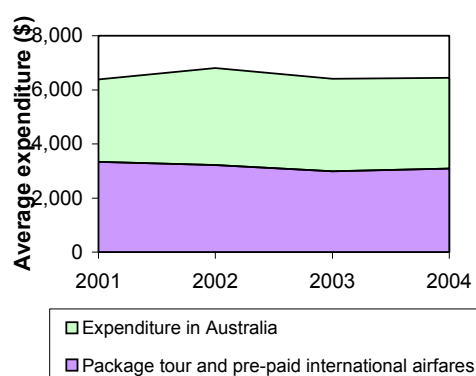
Source: TRA, IVS.



Average expenditure for German visitors

Year ended 30 December 2001 to 2004

Source: TRA, IVS.



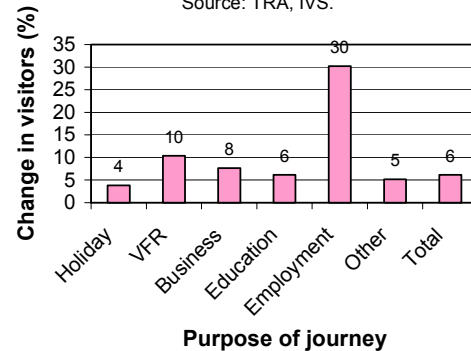
Other Europe

- During the year ended 30 December 2004, there were 406,400 Other European visitors to Australia aged 15 years and over, an increase of 6 per cent over the previous year.
- Holiday, those visiting friends and relatives, business, employment, education and 'other' visitors increased
- The average duration of stay in Australia was 41 nights, down from 43 nights three years earlier.
- New Zealand (27 per cent), Singapore (21 per cent), Thailand (13 per cent), Hong Kong (7 per cent), USA (7 per cent) and Malaysia (7 per cent) were common stopovers on the way to or from Australia.
- Adult couples, friends and/or relatives travelling together and business associates travelling together increased over the previous year decreased.
- 48 per cent of Other European visitors to Australia had visited before, up from 40 per cent three years earlier.
- Type of travel arrangements - 79 per cent were non package tour visitors, up from 76 per cent two years earlier.
- Dispersion beyond major destinations - 37 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, up from 31 per cent one year earlier.
- **Internet** - **37 per cent** of Other European visitors used the Internet to get information about Australia for their visit before they left their country of residence, up from 26 per cent one year earlier.
- Destinations - The most visited regions were: Sydney (65 per cent); Melbourne (32 per cent); Tropical North Queensland (25 per cent); Brisbane (22 per cent); and Experience Perth (16 per cent).
- **The most popular leisure activities** undertaken in Australia were: shopping for pleasure (87 per cent); going to the beach (76 per cent); and pubs, clubs and discos (70 per cent).
- Expenditure - Other European visitors' average trip expenditure in Australia fell at an average annual rate of 1 per cent in nominal terms over three years to \$3,308. The average nightly expenditure was \$80, down from \$89 one year earlier.

Change in Other European visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

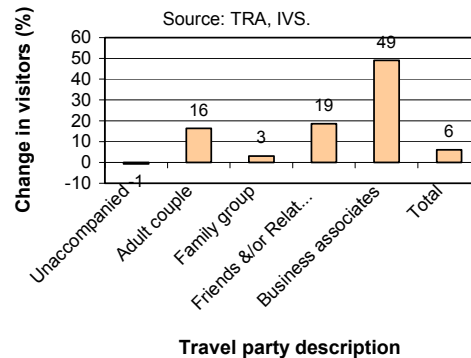
Source: TRA, IVS.



Change in Other European visitors by travel party description

Year ended 30 December 2004 relative to the previous year.

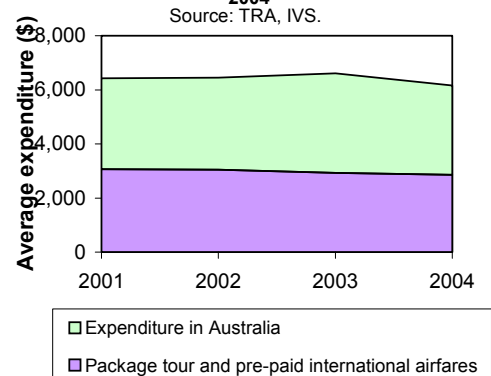
Source: TRA, IVS.



Average expenditure for Other European visitors

Year ended 30 December 2001 to 2004

Source: TRA, IVS.



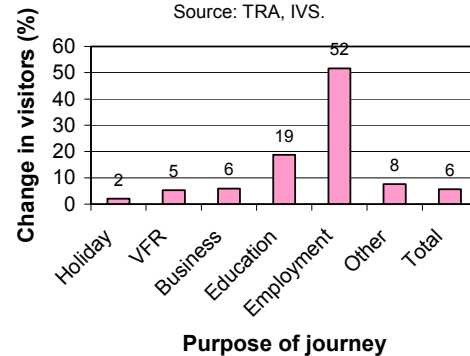
Other countries

- During the year ended 30 December 2004, there were 254,000 Other Countries visitors to Australia aged 15 years and over, an increase of 6 per cent over the previous year.
- Those visiting friends and relatives, business, employment, education and 'other' visitors increased
- The average duration of stay in Australia was 31 nights, up from 27 nights three years earlier.
- New Zealand (18 per cent), Singapore (8 per cent), Thailand (6 per cent) and Malaysia (5 per cent) were common stopovers on the way to or from Australia.
- Unaccompanied travellers, adult couples and business associates travelling together increased over the previous year, while family groups - parent(s) and children and friends and/or relatives travelling together decreased.
- 65 per cent of Other Countries visitors to Australia had visited before, down from 67 per cent two years earlier.
- Type of travel arrangements - 88 per cent were non package tour visitors, up from 83 per cent three years earlier.
- Dispersion beyond major destinations - 20 per cent of visitor nights were spent outside the major destinations: Sydney; Canberra; Melbourne; Brisbane; Gold Coast; Hobart; Darwin; Adelaide, and Perth, up from 18 per cent one year earlier.
- Internet - 20 per cent of Other Countries visitors used the Internet to get information about Australia for their visit before they left their country of residence, up from 13 per cent one year earlier.
- Destinations - The most visited regions were: Sydney (53 per cent); Brisbane (24 per cent); Melbourne (23 per cent); Experience Perth (15 per cent); and Tropical North Queensland (11 per cent).
- The most popular leisure activities undertaken in Australia were: shopping for pleasure (82 per cent); markets (53 per cent); and going to the beach (51 per cent).
- Expenditure - Other Countries visitors' average trip expenditure in Australia grew at an average annual rate of 3 per cent in nominal terms over three years to \$2,428. The average nightly expenditure was \$78, down from \$83 three years earlier.

Change in Other Countries visitors by main purpose of journey

Year ended 30 December 2004 relative to the previous year.

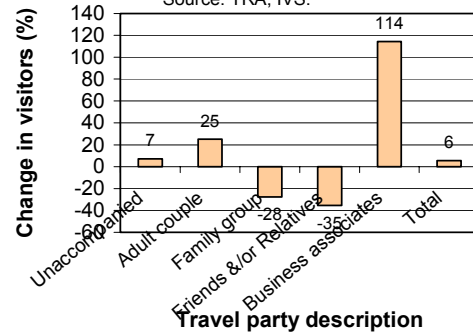
Source: TRA, IVS.



Change in Other Countries visitors by travel party description

Year ended 30 December 2004 relative to the previous year.

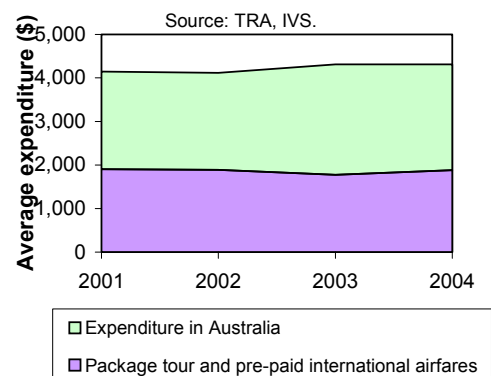
Source: TRA, IVS.



Average expenditure for Other Countries visitors

Year ended 30 December 2001 to 2004

Source: TRA, IVS.



Survey methodology

Data in this report are from Tourism Research Australia (TRA). Tourism Research Australia's International Visitor Survey (IVS), is conducted on behalf of TRA by ACNielsen Research Pty Ltd. The period of coverage is the year ended 30 December 2004. Interviews were conducted with 20,648 short term international visitors (that is, with duration of stay less than twelve months) aged 15 years or older, at Australia's major international airports: Sydney, Melbourne, Brisbane, Cairns, Perth, Adelaide, Darwin and Coolangatta. All respondents were interviewed as they were departing from Australia.

The total number of interviews conducted with residents of each country or region was distributed among airports by selecting monthly samples of departing flights and visitors on those flights to achieve acceptable sample sizes in various categories.

Survey results are weighted to data on international visitor numbers over the period, provided by the Department of Immigration and Multicultural and Indigenous Affairs (DIMIA), with the assistance of the Australian Bureau of Statistics (ABS). The variables used in weighting the data are country of residence, main purpose of journey, airport of departure and age and sex of visitor. Visitor arrivals and departures data are also published by the ABS (Cat. No. 3401.0).

The IVS is funded by the Commonwealth, State and Territory governments under the auspices of the Australian Standing Committee on Tourism (ASCOT).

Visitor interviews by country or region of residence

The table below shows the number of interviews conducted for the year ended 30 December 2004.

New Zealand	2 591	Taiwan	655	Canada	450
Japan	3 924	Thailand	399	United Kingdom	2 031
Hong Kong	1 113	Korea	780	Germany	552
Singapore	1 486	China	720	Other Europe	1 616
Malaysia	832	Other Asia	637	Other Countries	945
Indonesia	442	USA	1 475	Total	20 648

References

Tourism Research Australia (2004), *International Visitors in Australia, June Quarter 2004*, TRA, Canberra.
 Tourism Research Australia (2004), International Visitor Survey unpublished data.
 Tourism Forecasting Council, *April 2004 Forecasts*.

Detailed IVS results are reported in the Tourism Australia publications, *International Visitors in Australia, 1999 - 2002*, and *International Visitors in Australia, June Quarter 2004*. To place an order for these publications contact TRA by:

Phone: 61 2 6213 6940
 Fax: 61 2 6213 6983
 Email: tra@tourism.australia.com
 Internet: www.tourism.australia.com

Tables

Table 1
Visitors and duration of stay by country of residence
Year ended 30 December 2001 to 2004

Country of residence	Visitors							Average nights in Australia				Median nights in Australia (a)			
	Year ended 30 December							Year ended 30 December				Year ended 30 December			
	2001	2002	% change	2003	% change	2004	% change	2001	2002	2003	2004	2001	2002	2003	2004
	'000	'000		'000		'000		'000	'000	'000	'000	'000	'000	'000	'000
New Zealand	735.8	716.3	-3	762.7	6	930.3	22	15	14	14	13	8	7	8	7
Japan	625.8	667.8	7	587.8	-12	662.0	13	13	14	15	17	5	5	5	5
Hong Kong	139.7	135.7	-3	117.8	-13	124.4	6	25	29	25	30	7	9	8	8
Singapore	255.4	246.4	-3	220.2	-11	215.8	-2	19	19	22	17	7	7	7	6
Malaysia	132.6	139.7	5	137.5	-2	146.2	6	26	26	22	32	8	8	7	8
Indonesia	87.3	80.1	-8	79.5	-1	75.3	-5	36	38	38	43	12	10	12	11
Taiwan	100.8	89.1	-12	80.1	-10	90.9	13	23	23	24	21	6	7	6	6
Thailand	71.7	74.9	5	66.7	-11	73.2	10	41	33	34	38	8	8	9	8
Korea	160.1	172.4	8	188.4	9	192.3	2	39	32	30	28	6	6	6	5
China	148.3	179.6	21	168.6	-6	239.9	42	31	38	38	44	7	8	9	9
Other Asia	113.5	107.4	-5	107.4	0	121.5	13	45	45	38	38	13	12	11	13
USA	417.7	407.3	-2	395.6	-3	404.0	2	25	28	26	23	12	12	12	12
Canada	88.9	86.1	-3	83.7	-3	92.7	11	43	37	33	39	21	20	14	18
United Kingdom	583.4	604.9	4	631.8	4	631.9	0	38	37	38	38	20	20	20	20
Germany	142.3	130.6	-8	133.7	2	136.2	2	35	40	41	43	25	24	23	24
Other Europe	397.9	385.0	-3	382.9	-1	406.4	6	43	41	41	41	22	22	22	21
Other Countries	274.2	239.3	-13	240.6	1	254.0	6	27	29	31	31	11	11	13	12
Total	4,475.4	4,462.8	0	4,384.8	-2	4,796.9	9	27	27	27	27	10	10	10	9

Base: All visitors aged 15 years and over.

(a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.

Source: Tourism Australia, International Visitor Survey.

Table 2
Visitors: Country of residence by main purpose of journey
Year ended 30 December 2003 and 2004

Main purpose of journey	Holiday			Visiting friends & relatives			Business			Education		
	Year ended 30 December			Year ended 30 December			Year ended 30 December			Year ended 30 December		
	2003	2004	% change	2003	2004	% change	2003	2004	% change	2003	2004	% change
	'000	'000		'000	'000		'000	'000		'000	'000	
Country of residence												
New Zealand	337.2	426.1	26	214.4	254.7	19	168.0	193.2	15	7.6	6.2	-18
Japan	472.6	538.9	14	31.8	33.0	4	40.3	39.3	-3	25.0	27.0	8
Hong Kong	58.6	55.7	-5	29.0	33.9	17	16.6	19.1	15	11.2	13.2	17
Singapore	123.6	113.9	-8	31.3	31.2	0	37.4	43.2	15	16.8	15.8	-6
Malaysia	76.4	78.1	2	27.2	29.8	9	14.4	15.6	8	15.1	17.1	13
Indonesia	34.8	30.5	-12	14.1	13.6	-4	9.4	10.2	9	16.4	14.6	-11
Taiwan	57.4	66.1	15	9.3	10.1	9	6.5	5.7	-12	6.4	7.2	13
Thailand	28.8	31.6	10	10.3	11.4	10	13.9	14.6	5	12.1	13.0	7
Korea	128.0	129.3	1	18.4	20.6	12	24.3	19.2	-21	16.7	18.5	11
China	69.7	108.0	55	20.9	27.0	29	48.2	66.9	39	23.0	32.7	42
Other Asia	30.4	33.8	11	26.6	32.0	20	22.2	25.5	15	12.2	14.8	21
USA	164.6	171.4	4	74.5	81.2	9	91.8	88.9	-3	37.6	31.8	-15
Canada	41.6	44.2	6	23.9	27.8	16	11.7	14.1	20	3.2	2.9	-10
United Kingdom	330.0	326.8	-1	216.6	224.6	4	47.6	45.9	-4	8.5	5.5	-35
Germany	90.6	88.6	-2	17.3	18.3	6	12.6	14.7	16	9.8	8.2	-17
Other Europe	208.4	216.4	4	77.4	85.4	10	44.9	48.3	8	30.8	32.6	6
Other Countries	98.1	100.1	2	61.4	64.6	5	38.1	40.3	6	14.5	17.2	19
Total	2,350.6	2,559.5	9	904.3	999.2	10	648.0	704.8	9	266.9	278.5	4

Base: All visitors aged 15 years and over.

Source: Tourism Australia, International Visitor Survey.

Table 2
Visitors: Country of residence by main purpose of journey
Year ended 30 December 2003 and 2004

Main purpose of journey	Employment			Other			Total		
	Year ended 30 December			Year ended 30 December			Year ended 30 December		
	2003	2004	% change	2003	2004	% change	2003	2004	% change
	'000	'000		'000	'000		'000	'000	
Country of residence									
New Zealand	12.3	23.6	92	23.1	26.4	14	762.7	930.3	22
Japan	1.4	1.3	-6	16.8	22.5	34	587.8	662.0	13
Hong Kong	0.5	0.7	45	1.9	1.9	2	117.8	124.4	6
Singapore	1.8	2.7	53	9.4	9.0	-4	220.2	215.8	-2
Malaysia	0.4	0.7	73	3.9	4.9	27	137.5	146.2	6
Indonesia	0.1	0.9	1,251	4.8	5.5	15	79.5	75.3	-5
Taiwan	0.1	0.3	135	0.4	1.5	269	80.1	90.9	13
Thailand	0.2	0.6	240	1.4	2.0	36	66.7	73.2	10
Korea	0.9	0.0	-100	0.2	4.6	1,917	188.4	192.3	2
China	1.0	0.8	-13	5.7	4.5	-22	168.6	239.9	42
Other Asia	3.4	2.2	-36	12.5	13.1	5	107.4	121.5	13
USA	6.1	11.9	95	21.0	18.9	-10	395.6	404.0	2
Canada	0.8	0.9	14	2.4	2.8	13	83.7	92.7	11
United Kingdom	16.4	17.1	4	12.8	11.9	-7	631.8	631.9	0
Germany	0.5	2.8	458	2.9	3.7	28	133.7	136.2	2
Other Europe	4.1	5.3	30	17.3	18.2	5	382.9	406.4	6
Other Countries	2.5	3.7	52	26.0	28.0	8	240.6	254.0	6
Total	52.2	75.5	44	162.7	179.5	10	4,384.8	4,796.9	9

Base: All visitors aged 15 years and over.

Source: Tourism Australia, International Visitor Survey.

Table 3
Convention/ conference/seminar, trade fair/exhibition visitors by country of residence (a)
Year ended 30 December 2001 to 2004

Country of residence	Year ended 30 December						
	2001	2002	2003		2004		
	'000	'000	% change	'000	% change	'000	% change
New Zealand	54.5	57.7	6	59.7	4	84.9	42
Japan	13.6	15.1	11	10.8	-28	20.9	93
Hong Kong	6.9	6.6	-5	4.7	-28	6.5	38
Singapore	11.8	12.4	5	9.2	-26	12.2	32
Malaysia	8.5	9.3	9	7.2	-22	7.5	4
Indonesia	3.2	4.2	32	6.9	64	5.3	-23
Taiwan	4.9	3.7	-24	3.5	-6	4.1	19
Thailand	6.9	4.1	-41	4.7	16	5.8	22
Korea	6.0	4.7	-22	5.4	16	8.0	47
China	16.2	19.7	22	13.4	-32	27.4	104
Other Asia	12.4	10.3	-16	12.2	18	10.2	-17
USA	24.8	26.4	7	25.4	-4	23.1	-9
Canada	6.7	4.3	-35	5.4	24	6.2	16
United Kingdom	18.2	21.7	19	25.3	17	21.4	-16
Germany	5.5	8.3	49	6.4	-22	5.7	-11
Other Europe	24.8	28.2	14	23.0	-18	17.1	-26
Other Countries	19.0	12.0	-37	18.3	52	14.2	-23
Total	244.0	248.7	2	241.7	-3	280.3	16

Base: Visitors aged 15 years and over.

(a) A convention/ conference/seminar, trade fair/exhibition visitor is defined in this table as an international visitor who attended a convention/ conference/seminar, trade fair/exhibition or accompanied someone who did.

Source: Tourism Australia, International Visitor Survey.

Table 4
Visitors: Country of residence by stopover on the way to or from Australia (a)
Year ended 30 December 2004

Stopover country	Visited New Zealand	Visited Hong Kong	Visited Thailand	Visited Malaysia	Visited Indonesia	Visited Singapore	Visited United States	Total other country	Total who made a stopover	Total who did not make a stopover	Total visitors
	%	%	%	%	%	%	%	%	%	%	'000
Country of residence											
New Zealand	3	0	1	0	0	1	4	8	92		930.3
Japan	2	1	1	0	1	1	0	9	13	87	662.0
Hong Kong	4	0	0	1	0	2	1	5	11	89	124.4
Singapore	4	1	0	0	1	0	0	3	8	92	215.8
Malaysia	5	0	1	0	1	4	0	3	11	89	146.2
Indonesia	5	0	0	1	0	9	0	4	18	82	75.3
Taiwan	2	1	0	0	0	3	0	2	7	93	90.9
Thailand	7	3	0	1	0	4	0	4	16	84	73.2
Korea	32	3	0	1	0	1	0	9	39	61	192.3
China	24	5	1	1	0	5	0	17	38	62	239.9
Other Asia	13	9	4	4	2	20	1	17	46	54	121.5
USA	30	2	3	2	2	4	3	24	47	53	404.0
Canada	27	9	4	6	2	8	11	24	58	42	92.7
United Kingdom	26	10	12	7	3	24	10	27	60	40	631.9
Germany	22	5	8	6	5	25	4	25	56	44	136.2
Other Europe	27	7	13	7	4	21	7	35	62	38	406.4
Other Countries	18	3	6	5	2	8	4	20	45	55	254.0
Total	15	4	4	3	1	8	3	15	32	68	4,796.9

Base: Visitors aged 15 years and over.

(a) A stopover is a stay of one or more nights on the way to or from Australia in any country, including stopovers made in the visitor's country of residence.

Source: Tourism Australia, International Visitor Survey.

Table 5
Visitors: Country of residence by travel party description
Year ended 30 December 2003 and 2004

Country of residence	Unaccompanied traveller			Adult couple			Family group - parent(s) and children		
	Year ended 30 December			Year ended 30 December			Year ended 30 December		
	2003	2004	% change	2003	2004	% change	2003	2004	% change
	'000	'000	% change	'000	'000	% change	'000	'000	% change
New Zealand	401.0	467.4	17	230.6	293.1	27	52.4	70.1	34
Japan	187.7	164.0	-13	218.4	185.4	-15	69.8	146.0	109
Hong Kong	65.3	68.5	5	22.2	29.6	33	17.8	15.9	-11
Singapore	105.1	90.9	-14	48.1	50.1	4	37.5	43.7	17
Malaysia	53.4	65.5	23	25.5	27.5	8	31.8	33.2	4
Indonesia	43.7	42.1	-4	14.8	17.6	19	11.8	9.9	-17
Taiwan	31.3	35.3	13	19.6	23.1	17	17.1	13.9	-19
Thailand	38.5	43.1	12	6.8	7.8	15	9.8	11.0	12
Korea	82.8	79.1	-5	62.5	60.8	-3	16.6	21.0	27
China	89.8	107.1	19	23.7	31.1	31	10.1	11.7	15
Other Asia	68.8	72.0	5	16.6	21.0	26	11.6	19.2	66
USA	229.5	231.7	1	100.0	104.9	5	18.4	24.9	35
Canada	50.0	54.0	8	24.1	24.6	2	3.3	3.6	10
United Kingdom	346.4	318.7	-8	194.4	217.3	12	31.6	42.2	33
Germany	74.3	75.2	1	38.1	41.4	9	5.3	4.1	-24
Other Europe	226.6	224.8	-1	99.2	115.5	16	18.1	18.7	3
Other Countries	148.6	159.2	7	40.8	51.0	25	25.5	18.5	-28
Total	2,242.7	2,298.3	2	1,185.6	1,301.7	10	388.8	507.4	31

Country of residence	Friends and/ or relatives travelling together			Business associates travelling together with or without spouses			Total		
	Year ended 30 December			Year ended 30 December			Year ended 30 December		
	2003	2004	% change	2003	2004	% change	2003	2004	% change
	'000	'000	% change	'000	'000	% change	'000	'000	% change
New Zealand	61.1	73.8	21	17.6	25.9	47	762.7	930.3	22
Japan	94.5	108.5	15	17.4	58.1	234	587.8	662.0	13
Hong Kong	10.2	8.5	-16	2.3	1.9	-16	117.8	124.4	6
Singapore	23.8	19.7	-17	5.7	11.4	101	220.2	215.8	-2
Malaysia	20.6	15.5	-25	6.2	4.5	-28	137.5	146.2	6
Indonesia	6.8	4.2	-38	2.3	1.5	-36	79.5	75.3	-5
Taiwan	8.1	16.0	98	3.9	2.6	-34	80.1	90.9	13
Thailand	9.1	6.7	-26	2.6	4.6	80	66.7	73.2	10
Korea	11.5	14.6	27	15.0	16.8	13	188.4	192.3	2
China	18.5	29.5	60	26.5	60.6	129	168.6	239.9	42
Other Asia	6.2	6.0	-2	4.2	3.3	-22	107.4	121.5	13
USA	38.0	32.1	-16	9.7	10.5	9	395.6	404.0	2
Canada	5.7	8.3	47	0.6	2.2	284	83.7	92.7	11
United Kingdom	55.3	48.5	-12	4.1	5.2	27	631.8	631.9	0
Germany	14.0	14.0	0	1.9	1.5	-22	133.7	136.2	2
Other Europe	35.4	42.0	19	3.7	5.5	49	382.9	406.4	6
Other Countries	19.7	12.8	-35	5.9	12.6	114	240.6	254.0	6
Total	438.5	460.9	5	129.3	228.5	77	4,384.8	4,796.9	9

Base: All visitors aged 15 years and over.

Source: Tourism Australia, International Visitor Survey.

Table 6
Visitors and visitor nights: Country of residence by return visit, type of travel arrangements, dispersion and Internet usage
Year ended 30 December 2001 to 2004

Country of residence	Return visit				Non package tour visitors (a)				Dispersed nights beyond major destinations (b)				Used the Internet to get information about Australia for this visit			
	Year ended 30 December				Year ended 30 December				Year ended 30 December				Year ended 30 December			
	2001	2002	2003	2004	2001	2002	2003	2004	2001	2002	2003	2004	2001	2002	2003	2004
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
New Zealand	90	91	94	93	82	81	82	82	27	25	29	25	17	22	15	28
Japan	35	36	41	35	27	28	31	30	23	22	22	20	28	31	30	45
Hong Kong	70	70	74	77	72	77	72	72	8	13	15	9	21	21	18	24
Singapore	77	80	84	83	74	77	79	73	10	11	11	8	33	34	24	33
Malaysia	72	68	68	74	74	76	75	79	5	5	7	8	27	22	17	29
Indonesia	76	79	75	83	92	83	86	85	9	6	5	5	17	22	6	14
Taiwan	39	46	45	47	41	54	52	52	9	10	10	10	36	24	26	31
Thailand	60	58	68	66	74	77	78	78	18	9	11	9	20	21	13	18
Korea	42	41	44	32	57	56	48	55	7	8	11	7	18	15	19	39
China	49	50	58	38	58	62	62	55	9	8	6	6	19	23	19	36
Other Asia	52	52	60	59	88	81	84	85	6	8	7	11	17	22	14	22
USA	46	44	48	52	70	73	68	74	30	27	30	29	35	28	24	32
Canada	47	38	52	51	81	81	80	84	32	36	29	32	35	28	27	33
United Kingdom	54	54	59	57	79	79	81	83	33	32	29	33	28	28	27	37
Germany	41	39	48	47	64	70	76	74	48	41	42	45	37	36	36	44
Other Europe	40	42	48	48	76	76	81	79	35	34	31	37	31	31	26	37
Other Countries	67	67	66	65	83	86	86	88	20	20	18	20	16	17	13	20
Total	57	57	62	60	68	69	70	70	24	23	23	23	26	26	22	33

Base: All visitors aged 15 years and over.

(a) Non package tour visitors are visitors who did not arrive in Australia on an inclusive, pre-paid package tour.

(b) Dispersion beyond major destinations is defined as the proportion of visitor nights spent outside nine major destinations: Sydney, Canberra, Melbourne, Brisbane, Gold Coast, Adelaide, Perth, Hobart and Darwin.

Source: Tourism Australia, International Visitor Survey.

Table 7
Reasons for using the Internet by country of residence
Year ended 30 December 2004

Reasons for using the Internet											'000	'000
	% (a)											
Country of residence	To help decide whether or not to visit Australia	To find out more about Australia after you decided to visit	To help plan your Australian trip itinerary	To find a travel agent for Australia	To find out about events or activities within Australia	To look for airfares or air schedules: - for travel to Australia	To help plan other transport options within Australia	To find out about accommodation in Australia	Other reason	Total used the Internet	Total visitors	
New Zealand	1	27	29	1	31	42	9	19	51	6	256.3	930.3
Japan	11	70	25	9	28	11	5	10	22	8	298.5	662.0
Hong Kong	15	46	48	12	41	29	19	19	42	11	29.3	124.4
Singapore	3	47	48	5	44	22	11	32	52	10	71.6	215.8
Malaysia	3	49	45	3	32	17	10	24	50	10	43.0	146.2
Indonesia	1	55	33	3	34	15	6	15	41	11	10.4	75.3
Taiwan	24	67	28	12	31	18	7	17	24	6	28.6	90.9
Thailand	7	54	30	6	38	23	10	12	31	16	13.0	73.2
Korea	19	64	28	8	15	11	6	8	13	3	74.1	192.3
China	20	75	29	18	22	18	7	9	17	7	86.4	239.9
Other Asia	8	51	35	2	40	15	10	19	43	17	26.6	121.5
USA	3	58	36	4	47	29	16	17	42	8	128.6	404.0
Canada	3	62	37	3	46	22	19	24	44	12	30.4	92.7
United Kingdom	5	48	45	7	38	35	21	21	48	9	235.8	631.9
Germany	6	61	39	4	32	21	15	25	41	11	59.7	136.2
Other Europe	6	57	39	8	41	17	17	28	43	13	150.2	406.4
Other Countries	6	53	40	2	38	20	10	9	43	14	51.3	254.0
Total	7	54	35	6	34	24	12	18	38	9	1,593.9	4,796.9

Base: All visitors aged 15 years and over.

(a) Calculated as the percentage of visitors who used the Internet to get information about Australia for this visit.

Source: Tourism Australia, International Visitor Survey.

Table 8
Average expenditure for all visitors by country of residence
Year ended 30 December 2001 to 2004

Country of residence	Package tour and pre-paid international airfares (a)				Expenditure in Australia (b)				Total			
	Year ended 30 December				Year ended 30 December				Year ended 30 December			
	2001	2002	2003	2004	2001	2002	2003	2004	2001	2002	2003	2004
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
New Zealand	680	787	708	610	1,229	1,334	1,293	1,272	1,909	2,121	2,000	1,882
Japan	2,601	2,403	2,107	2,067	1,571	1,586	1,652	1,699	4,171	3,989	3,760	3,766
Hong Kong	1,838	1,526	1,177	1,292	3,441	3,205	2,982	3,245	5,278	4,731	4,159	4,537
Singapore	1,027	1,041	871	940	2,527	2,768	2,669	2,319	3,554	3,808	3,540	3,260
Malaysia	1,108	1,116	901	944	2,918	2,751	2,825	3,413	4,026	3,867	3,726	4,356
Indonesia	1,096	1,248	830	1,049	3,555	4,489	3,844	3,903	4,652	5,738	4,674	4,952
Taiwan	1,746	1,974	1,439	1,395	2,496	2,388	2,437	2,137	4,242	4,362	3,875	3,532
Thailand	1,121	1,241	1,121	1,125	3,130	3,396	3,492	3,817	4,251	4,637	4,613	4,942
Korea	1,806	1,819	1,689	1,553	3,083	3,237	2,790	2,881	4,889	5,056	4,479	4,434
China	2,363	2,383	1,689	2,124	3,088	3,671	4,075	3,522	5,451	6,054	5,764	5,646
Other Asia	1,663	1,919	1,281	1,441	2,836	3,208	2,620	3,116	4,499	5,126	3,901	4,557
USA	3,980	3,794	3,045	3,092	2,691	3,317	2,586	2,507	6,671	7,112	5,631	5,599
Canada	2,906	2,915	2,509	2,434	3,508	2,873	2,911	3,085	6,414	5,788	5,420	5,519
United Kingdom	2,910	2,960	2,820	2,566	2,905	2,852	3,034	2,875	5,815	5,812	5,853	5,441
Germany	3,335	3,225	2,992	3,093	3,047	3,582	3,420	3,351	6,382	6,807	6,412	6,443
Other Europe	3,063	3,051	2,934	2,854	3,361	3,399	3,677	3,308	6,424	6,450	6,610	6,161
Other Countries	1,903	1,887	1,773	1,884	2,243	2,228	2,538	2,428	4,147	4,115	4,310	4,312
Total	2,192	2,182	1,910	1,848	2,453	2,586	2,548	2,458	4,644	4,768	4,458	4,306

Base: All visitors aged 15 years and over.

(a) Expenditure on package tours includes pre-paid international airfares and expenditure on accommodation and other tour components in Australia and other countries. Excludes international airfares purchased in Australia.

(b) Total expenditure in Australia and pre-paid expenditure on goods and services in Australia - excludes pre-paid inclusive package tours and pre-paid international airfares.

Source: Tourism Australia, International Visitor Survey.

Table 9
Average expenditure per night for all visitors by country of residence
Year ended 30 December 2001 to 2004

Country of residence	Package tour and pre-paid international airfares (a)				Expenditure in Australia (b)				Total			
	Year ended 30 December				Year ended 30 December				Year ended 30 December			
	2001	2002	2003	2004	2001	2002	2003	2004	2001	2002	2003	2004
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
New Zealand	45	54	52	46	82	92	95	97	127	147	147	143
Japan	206	173	137	125	125	114	107	103	331	287	244	228
Hong Kong	73	53	48	43	137	112	121	108	210	165	169	152
Singapore	54	55	40	55	134	148	122	135	188	203	162	190
Malaysia	42	43	40	30	111	105	126	107	153	148	167	137
Indonesia	31	33	22	24	100	118	102	90	131	151	124	114
Taiwan	74	86	61	65	106	104	103	100	181	190	164	165
Thailand	28	37	33	29	77	103	104	100	104	140	137	129
Korea	46	56	57	55	79	100	94	102	125	157	150	156
China	75	62	45	48	99	95	108	80	174	157	153	128
Other Asia	37	43	34	38	64	72	69	83	101	115	103	121
USA	160	135	117	132	108	118	99	107	269	253	216	240
Canada	68	78	77	62	82	77	89	79	150	155	166	141
United Kingdom	76	80	75	68	76	77	80	76	152	157	155	144
Germany	94	81	73	71	86	90	84	77	180	171	157	148
Other Europe	71	75	71	69	78	84	89	80	149	159	160	150
Other Countries	71	65	57	60	83	77	81	78	154	141	138	138
Total	81	80	70	67	91	95	94	90	171	175	164	157

Base: All visitors aged 15 years and over.

Note: Figures in this table are derived by adding total expenditure in Australia and total pre-paid expenditure on items and dividing this figure by total visitor nights in Australia.

(a) Expenditure on package tours includes pre-paid international airfares and expenditure on accommodation and other tour components in Australia and other countries. Excludes international airfares purchased in Australia.

(b) Total expenditure in Australia and pre-paid expenditure on goods and services in Australia - excludes pre-paid inclusive package tours and pre-paid international airfares.

Source: Tourism Australia, International Visitor Survey.