

International Market Update

Tourism Australia's International Market Update provides analysis and insights for industry on the current state of Australia's international tourism. The report contains Australian Bureau of Statistics data and the latest International Visitor Survey data up to 30 June 2017, in addition to various other secondary sources which are referenced throughout.

September 2017



ROBUST GROWTH FROM INTERNATIONAL MARKETS CONTINUES INTO 2017

- > The Australian Bureau of Statistics (ABS) showed that there were 8.5 million short term arrivals into Australia in the 12 months ending June 2017, an increase of 8.9 per cent compared to the previous year.
- > The latest International Visitors' Survey (IVS) results show that international expenditure for the 12 months ending June 2017 grew 6.5 percent, reaching \$40.6 billion.

Good growth momentum in international arrivals and spend for most markets

- > International arrivals to Australia increased 8.9 per cent in the 12 months to June 2017. Growth was driven by a strong performing leisure segment with Holiday arrivals up 11.3 per cent and Visiting Friends & Relatives (VFR) arrivals up 5.4 per cent. Double digit growth in Holiday arrivals was seen from Indonesia (up 34.8 per cent), India (up 20.6 per cent), Malaysia (up 20.3 per cent), Canada (up 18.6 per cent), USA (up 18.2 per cent), South Korea (up 17 per cent) and Japan (up 16 per cent) over the 12 month period.
- > International expenditure grew at a slower rate than arrivals, up 6.5 for the 12 months ending June 2017. China continues to be the highest spending market with total spend reaching \$9.8 billion (up 9.8 per cent) over the year. India was the fastest growing market for expenditure with total spend up 29.5 per cent. Other key markets that showed good growth included Hong Kong (up 9.7 per cent), Malaysia (up 11.2 per cent) and Japan (up 14.7 per cent) over the same period.
- > Uncertainty following the Brexit vote and a sliding British pound continued to have a dampening impact on spending by visitors from the United Kingdom (spend was down 8.3 per cent). Canada also showed decline in spend (down 9.3 per cent) over the same period.

Consumer confidence increases in many markets around the world

- > The latest global Consumer Confidence survey by Nielsen showed an increase in consumer confidence overall as optimism continues to rise in many markets globally. In the USA, recessionary sentiment declined and there was an increase in willingness to spend. The outlook for employment in Europe surged overall although safety issues continued to be the leading concern. Confidence within the Asia-Pacific region was modest with high optimism in job prospects and personal finances. [Click here to download the full Nielsen report.](#)

New information published by Tourism Australia

- > **Mood of the Nation report:** This report looks at the perceptions held by Australian consumers with respect to the size and value of the Australia's tourism industry and also the perceived benefits and consequences. Over half of Australians believe international tourism creates opportunities for business and economic growth, and less than one-quarter perceive negative outcomes of tourism to Australia. [Click here to read full report.](#)
- > **Youth and Working Holiday Maker (WHM) infographics:** These infographics provide a quick snapshot of the 'Youth' and 'WHM' sectors highlighting the markets they come from, how they plan and book their holiday, how much they spend, what they spend their money on, where they stay and more. [Click here to view the infographics.](#)

New reports published by Tourism Research Australia (TRA)

- > TRA recently published their **Tourism Forecasts (Aug-17):** This report provides short and long-term forecasts of international and domestic travel. In the next two years, international visitors to Australia are forecast to increase 13 per cent, from 8.6 million in 2016/17, to 9.2 million in 2017/18 and 9.7 million in 2018/19. [Click here to read full report.](#)
- > **State Tourism Satellite Account, 2015/16 (Jun-17):** This report highlights the importance of tourism to each Australian State and Territory's economy. In 2015/16, direct and in-direct tourism was worth \$32.5 billion to New South Wales' economy. [Click here to read full report.](#)
- > **State of the Industry 2016 (Feb-17):** This report reviews the tourism industry's performance in 2015/16. Over the year total tourism consumption increased 6.1% to \$130 billion. [Click here to read full report.](#)

Business Events Update

Tourism Australia's specialist Business Events Australia (BEA) team continues to raise awareness and consideration of Australia's quality business events product offering and delivery of both association and incentive events. BEA is focused on an integrated distribution and marketing strategy aimed at inspiring its target customers.

Last financial year, more than 130 Australian sellers joined BEA at international business events trade shows including IMEX America, PAICE, IBTM World, Business Events Australia Greater China Showcase, Associations World Congress and IMEX Frankfurt. More than 200 business leads were generated for Australia at these trade shows, demonstrating the tangible business outcomes in highlighting why there's nothing like Australia for business events.

BEA's distribution program for the 2017/18 financial year will include Tourism Australia's signature incentive showcase, Dreamtime, which will be held from 3 to 6 December 2017 in Brisbane. Held in partnership with the Brisbane Convention

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Bureau, the showcase will be attended by more than 80 Australian business events products and destinations who will have the opportunity to meet and do business with international business events planners and media.

In addition, the distribution program for 2017/18 will include: IMEX America in Las Vegas (10-12 Oct); PAICE in Auckland (14 Nov); IBTM World in Barcelona (28-30 Nov); Business Events Australia Greater China Showcase (Shanghai, dates TBC for 2018); and IMEX Frankfurt in Germany (15-17 May 2018).

BEA's educational visit program, delivered in partnership with Australian industry, hosted more than 80 business events planners and journalists last financial year from New Zealand, North America, China and UK/ Europe, providing an opportunity to experience Australia's business events offering first-hand. Destinations included in the educational visit program included Adelaide, Brisbane, Byron Bay, Canberra, Cairns, Darwin, Gold Coast, Hobart, Melbourne, Port Douglas, Sydney, Whitsundays and Wolgan Valley.

Journalists hosted on these educational visits have delivered coverage for Australia reaching more than 300,000 international

business events planners and providing first-hand advocacy for Australia from respected media such as New Zealand publication Corporate Traveller and Meeting Newz, and US publications Prevue, Connect Meetings, and Smart Meetings.

In May 2017, Tourism Australia delivered a new Business Events website, providing international business events planners with an enhanced user experience and more opportunities to connect with Australian business events suppliers. The new site, www.australia.com/businessevents, provides decision-makers with direct access to Tourism Australia's in-market representatives and Australian business events products and destinations.

In August 2016, Tourism Australia delivered new research that examined path to purchase behaviour of potential international association conference delegates. The research reveals the best channels and messages to use to convince delegates to travel to Australia for an association event. This information provides a competitive advantage to associations in planning their Australian event and is available [here](#).

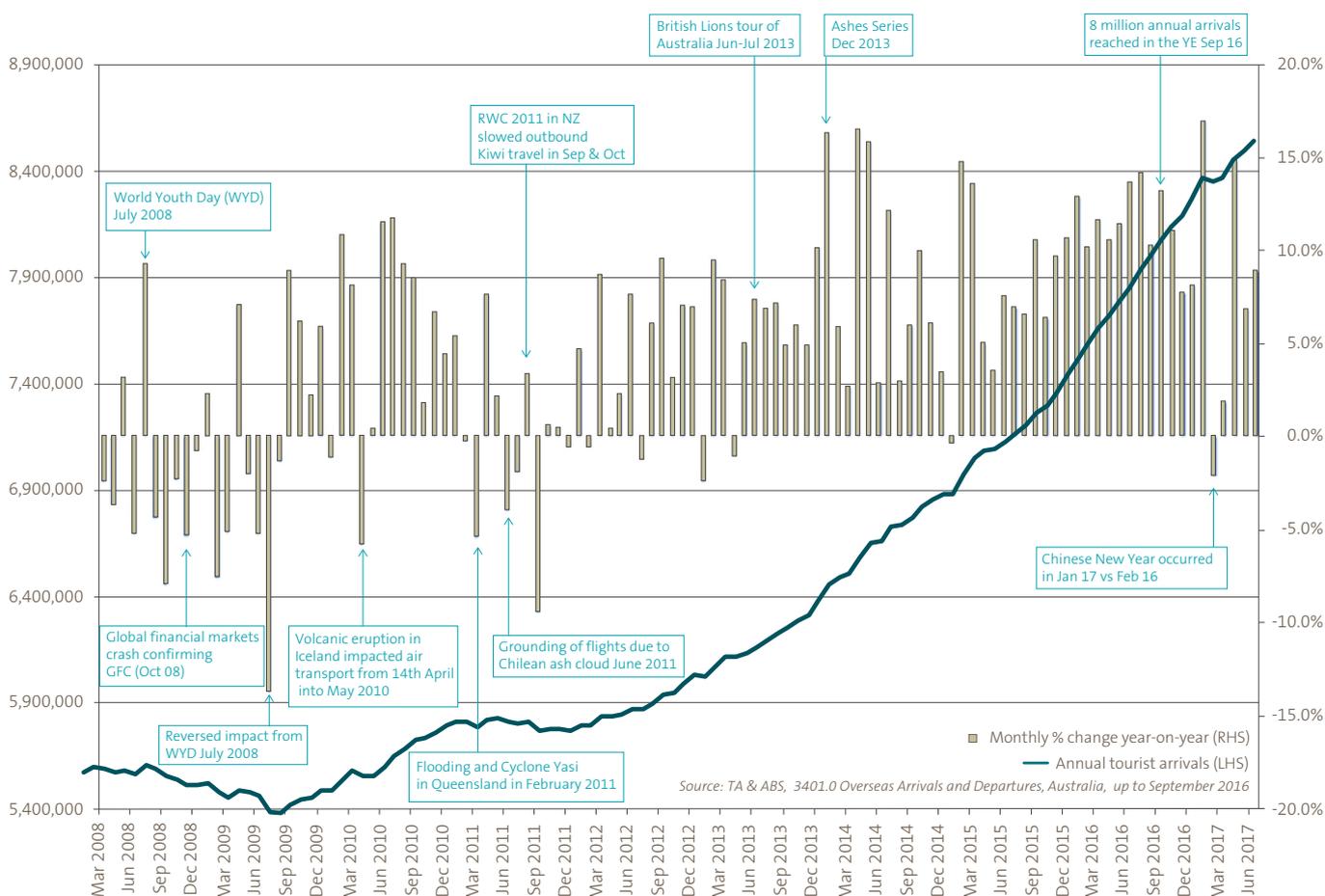
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TOURIST ARRIVALS TO AUSTRALIA (ROLLING ANNUAL) AND MONTHLY PERCENTAGE CHANGE ON PREVIOUS YEAR



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International aviation capacity to Australia

International aviation capacity to Australia grew eight per cent in the 12 months to June 2017. Markets which registered significant capacity growth included China (up 23 per cent), Malaysia (up 11 per cent) and Japan (up 9 per cent). Average load factors of all international routes remained at a steady level of 80 per cent. Capacity from Japan will continue to grow with increased services to Sydney and Melbourne by both Qantas and Japan Airlines – see below for more detail. (Source: BITRE)

Global aviation environment

Global air travel demand continued to perform strongly with a strong start to the year, driven by a brighter global economic outlook and stimulus from lower airfares. Revenue passenger kilometres (RPKs) grew by eight per cent year-on-year first half 2017, the fastest first half since 2005, and a record average global load factor of 81 per cent. The increase in global RPKs in first half of 2017 was mostly accounted for by airlines based in the Asia Pacific and Europe. The Middle East was the only region to see a deceleration in international RPK growth in first half of 2017.

There are some signs that the exceptionally supportive demand conditions we saw in recent years have softened. Industry-wide RPKs grew at an annualised rate of more than 12 per cent coming into 2017, but this has slowed to around seven per cent since February 2017. Despite this softening, travel demand for peak travel months of July and August were expected to be strong, with 2017 still set to record above trend growth levels. (Source: IATA)

Increased services from Chinese secondary cities

Increased outbound travel demand from the growing middle class in China's secondary cities continues to prompt carriers to launch direct services to Australia. Jetstar has announced plans to launch twice weekly Zhengzhou services from December 2017, expecting to handle an additional 35,000 Chinese tourists to Australia each year on this new service. Xiamen Airlines has also announced plans to start twice weekly Xiamen-Hangzhou-Melbourne services from December 2017.

More direct flights from Japan

Qantas announced it will launch new direct seasonal flights between Sydney and Osaka's Kansai International Airport in response to the boom in travel between Australia and Japan. This service will launch from December 2017 and operate thrice weekly until end of March 2018, offering another gateway for Japanese to travel to Australia during the peak Australian summer months.

In September 2017, Japan Airlines (JAL) launched new daily non-stop, Tokyo (Narita)-Melbourne services using 787 Dreamliner aircraft. Qantas also launched daily direct Tokyo (Narita)-Melbourne flights in December 2016, replacing Jetstar's four weekly services and resurrecting a route that was last operated by Qantas in 2008.

Major change to Qantas' network

On 31 August 2017, Qantas has announced a number of major changes to its international network, including the re-routing of its Sydney-London flights to operate via Singapore rather than Dubai. The existing daily Melbourne-Singapore flight will also be upgraded from an A330 to an A380. The changes will be effective from 25 March 2018 and will significantly add capacity between Singapore and Australia. The changes are part of Qantas' renewed five-year alliance with Emirates.

Domestic aviation environment in Australia

Capacity in the Australian domestic aviation market was flat for the 12 months to June 2017. Domestic passenger movements were also soft, up one per cent over the same period. Mining routes (e.g. Brisbane-Gladstone, Newman-Perth, Karratha-Perth, Perth-Port Hedland) continue to see cutbacks in capacity.

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Change in international and domestic seats for selected airports

% change on same month previous year		Jul 16	Aug 16	Sep 16	Oct 16	Nov 16	Dec-16	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	YE Jun 17
Sydney	Domestic	0%	1%	1%	0%	3%	0%	1%	-2%	0%	0%	3%	3%	1%
	International	12%	13%	12%	10%	11%	6%	8%	5%	6%	8%	6%	8%	9%
Melbourne	Domestic	0%	2%	3%	1%	2%	2%	4%	-2%	3%	0%	1%	4%	1%
	International	9%	7%	6%	5%	7%	8%	7%	4%	3%	7%	2%	3%	6%
Brisbane	Domestic	-2%	0%	1%	-2%	-3%	-2%	-2%	-6%	-5%	-4%	-1%	-3%	-2%
	International	5%	2%	4%	7%	10%	4%	4%	2%	8%	12%	9%	7%	6%
Gold Coast	Domestic	4%	1%	1%	2%	-1%	1%	0%	-3%	-4%	5%	0%	4%	1%
	International	38%	59%	50%	40%	45%	31%	27%	28%	24%	4%	5%	3%	28%
Cairns	Domestic	5%	3%	5%	5%	5%	4%	3%	-6%	-1%	7%	3%	2%	3%
	International	8%	2%	12%	15%	17%	10%	5%	-13%	0%	1%	1%	2%	5%
Adelaide	Domestic	0%	4%	3%	2%	3%	-1%	0%	-1%	4%	3%	2%	3%	2%
	International	24%	20%	20%	22%	24%	18%	15%	13%	17%	12%	-6%	-5%	14%
Perth	Domestic	-11%	-1%	-6%	-9%	2%	-4%	2%	3%	-7%	-1%	-8%	5%	-3%
	International	4%	10%	11%	8%	15%	-4%	-5%	4%	9%	10%	-5%	2%	5%
Darwin	Domestic	0%	2%	0%	-1%	0%	-2%	-1%	-7%	-5%	-2%	2%	1%	-1%
	International	3%	4%	6%	6%	10%	14%	16%	15%	14%	5%	2%	9%	9%

Source: Data supplied by individual airports to Tourism Australia.

South and South East Asia

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**TOURISM
AUSTRALIA**

Market	Arrivals (Year End June 2017)	% Change (Year End June 2017)	% Change (Jan to Jun 2017)	Spend (A\$) (Year End June 2017)	% Change (Year End June 2017)
Singapore	440,100	3%	0%	\$1,461,846	1%
Malaysia	403,900	13%	10%	\$1,335,038	11%
India	277,100	15%	13%	\$1,430,916	30%
Indonesia	193,800	22%	27%	\$709,475	2%

Source: Australian Bureau of Statistics & Tourism Research Australia's International Visitor Survey

- > Arrivals and expenditure growth from Singapore slowed in 2016/17.
- > Malaysia continued to grow at double-digit levels.
- > India was the fastest growing market expenditure for and Indonesia was the fastest growing arrivals market in the year ending June 2017.

A sluggish macroeconomic environment in Singapore is impacting inbound visitation growth for Australia. Singapore was Australia's sixth largest inbound market based on visitor arrivals (behind Japan) and is the seventh largest market when ranked on total expenditure in the year ending June 2017. Airlines operating out of Singapore are currently offering heavily discounted airfares which is supporting some outbound growth, however yields are low. Price competition from destinations in Europe as well as Japan and Korea is strong and limiting growth opportunities for Australia. Singaporean Holiday arrivals to Australia were up four per cent in the year ending June 2017, however Visiting Friends & Relatives (VFR) arrivals were flat and VFR spend was down 24 per cent, driving down overall performance. According to Nielsen's Consumer Confidence Q2 2017 report¹, Singaporeans remained pessimistic about their circumstances. The Consumer Confidence index in Singapore was 89 is below the baseline of 100 and global average of 104 in Q2 2017 (click [here](#) for Nielsen's latest Consumer Confidence report). With Qantas re-routing their Sydney-London flights via Singapore (rather than Dubai) and up gauging their daily Singapore-Melbourne flight from an A330 to an A380, there will be more capacity coming online into early 2018 which should help stimulate growth going forward.

A new milestone of over 400,000 arrivals from Malaysia was reached in the year ending June 2017. Malaysia was Australia's seventh largest inbound market based on visitor arrivals in the year ending June 2017, and the ninth largest market when ranked on total visitor expenditure (behind India). Total spend was up 11 per cent, while Holiday spend grew 28 per cent. The growth from Malaysia comes despite slowing economic growth and relatively expensive holiday prices for Australia. Business travel to Australia from Malaysia was the only segment that declined in the previous 12 months. Average spend per trip among Malaysian Leisure visitors to Australia remained stable in the year ending

June at \$2,333 based on an average stay of 13 nights. Consumer Confidence remained subdued at an index of 87, well below the 100 level baseline in pessimistic territory in Q2 2017. Malaysia Airlines' withdrawal of their KL-Darwin service on 28 July will mean that overall inbound to Australia will be impacted in the short to medium term without any future increases currently announced.

In the year ending June 2017, India was Australia's ninth largest inbound market based on visitor arrivals and eighth largest market when ranked on total visitor expenditure. India was the fastest growing market based on expenditure over the past 12 months, which saw it jump three places in the rankings of international market on expenditure, leapfrogging Malaysia (9th), Hong Kong (10th) and Germany (11th). Visitor arrivals from India grew 15 per cent in the 12 months period, while expenditure grew at double the rate. The Holiday segment and all other segments from India achieved double digit growth in both arrivals and expenditure in the 12 month period. While the average Indian Holiday visitors' length of stay decreased to 18 nights in Australia, the average Holiday trip expenditure held steady at \$4,250 indicating better yield per night. In July 2017, new online visa applications were introduced for India citizens travelling to Australia, which should alleviate visa processing times that were occurring earlier in the year due to increased demand. However, without aviation capacity increases on the India-Australia route, future growth is likely to be constrained. India remains at the top end of Nielsen's Consumer Confidence charts once again in Q2 2017, with an index of 128 points¹. Despite a weakening consumer sentiment (index declined seven points Q2), India held the second highest index in Asia Pacific (behind the Philippines), remaining one of the most optimistic markets globally. There is some uncertainty regarding the recent implementation of GST in India, which is likely to impact consumer sentiment and outbound travel for the remainder of 2017.

Indonesia was Australia's 12th largest visitor arrivals market and 14th largest inbound market when ranked on total visitor expenditure, unchanged in the year to June 2017 compared to the previous year. The Indonesia market gained momentum throughout the year to become one of Australia's fastest growing arrivals source markets. Total arrivals were up 27 per cent in the first six months of 2017, with the peak Lebaran holiday period particularly strong and May-17 recorded as the busiest month ever for visa processing for Australia. Expenditure growth was not as bullish however in the year ending June 2017, up two per cent.

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Whilst there was a downturn in VFR expenditure this was offset by a strong holiday sector, up 23 per cent. Like India, Indonesia continues to be one of the more buoyant markets in Asia in regard to Consumer Confidence; Confidence increased one point in Q2 2017, to an index of 121¹.

Aviation news

- > During the year ending June 2017, direct capacity to Australia from Singapore increased six per cent and 19 per cent from Malaysia. Direct capacity decreased from India by eight per cent and was down six per cent from Indonesia in the 12 months.²
- > The increased capacity from Malaysia was due to AirAsia X's increased capacity to Gold Coast and Malindo Air's daily KL-Brisbane services (via Denpasar) which commenced on 31 Mar-17.
- > AirAsia X increased their Kuala Lumpur-Gold Coast services from seven to 11 in July 2016, which is likely to result in 78,000 additional over the ensuing year.
- > Malaysia Airlines withdrew their three weekly KL-Darwin services on 28 July, citing the route was no longer commercially viable for the airline.
- > Sri Lankan Airlines announced it will commence new daily Colombo-Melbourne services starting 29 October which should help improve indirect access from southern India to Australia.

- > With Qantas re-routing their Sydney-London flights via Singapore (rather than Dubai) and up gauging their daily Singapore-Melbourne flight from an A330 to an A380, there will be more capacity coming online in early 2018 which should help stimulate growth from Singapore.
- > Singapore Airlines commenced four weekly Singapore-Canberra-Wellington return services on 20 September 2016. The 'Capital Express' service was Canberra's first international flights.

Industry news

- > The India Travel Mission (ITM) 2017, took place in Pune, India from 16-19 August 2017. The event provided an opportunity for 70 representatives from the Australian tourism industry to establish business relationships with 88 key qualified travel agencies and tour operators across key India, including the main cities of Mumbai, Delhi, Bangalore, Hyderabad, Chennai, Kolkata, Ahmedabad and Pune.
- > In India, Tourism Australia ran a second phase of the successful 'Airline Marketplace' promotion in May 2017. The campaign featured competitive airfare deals to key Australian destinations from eight airline partners: Air Asia, Air India, Cathay Pacific, Malaysia Airlines, Scoot, Singapore Airlines, Thai Airways and Qantas.

¹ Source: Nielson, *Consumer Confidence; Concerns and Spending Intentions Around The World Quarter 2, 2017*.

² Source: *Department of Infrastructure and Regional Development*.

³ Source: *CAPA Centre for Aviation*

Greater China

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Market	Arrivals (Year End June 2017)	% Change (Year End June 2017)	% Change (Jan to Jun 2017)	Spend (A\$) (Year End June 2017)	% Change (Year End June 2017)
China	1,249,200	10%	8%	9,779,862	10%
Hong Kong	260,700	10%	10%	1,318,042	10%

Source: Australian Bureau of Statistics & Tourism Research Australia's International Visitor Survey

- China delivered 1.25 million visitors to Australia in the 12 months to June 2017, with expenditure approaching \$10 billion.
- Growth from Hong Kong continued off the back of a stable local economy.

China was Australia's second largest inbound market based on visitor arrivals in the year to June 2017, and is likely to become the largest inbound arrivals market within the next 12 months (surpassing New Zealand). China is the number one market for Australia when ranked on expenditure. The China market continues to grow consistently with 10 per cent growth in both arrivals and expenditure, albeit at a slower rate of growth than recent years. With the peak Lunar New Year period occurring earlier than usual in 2017 (and coinciding with the Australian domestic school holiday period and high season for Western visitation), hotel room availability meant that fewer Chinese group travellers visited Australia in the first quarter of 2017. As a result, Chinese Holiday visitor expenditure was down 8 per cent in the year ending June 2017. In addition, a stronger Australian Dollar has impacted visitor expenditure for Australia, meaning that Chinese visitors must spend more Yuan to buy the same products. Nonetheless, all other major expenditure segments including VFR, Business and Education remained in growth in the 12 month period.

A significant shift is being observed in the China market for Australia in general, with fewer group travellers and an increase in Free Independent Travellers (FITs), which is changing the composition of the market. Chinese outbound group travel increased rapidly to cheaper destinations such as the UK and Europe in 2016/17, particularly post-Brexit with the devaluation of the British pound in late 2016. The rapid increase in air capacity from secondary cities in China has brought new travellers to Australia, however they are slightly lower yielding than FITs from the primary cities. Tourism Australia's (TA) focus remains on high value FITs from China and believes this focus will benefit the visitor economy in the long run, in contrast to a volume strategy.

In China, Consumer Confidence rose four points to 112 in Q2, 2017¹. According to Nielsen, "More than six in 10 Chinese respondents (65%) said personal finances would be good or excellent in the next 12 months, an increase of four percentage points from fourth quarter of 2016. Respondents also expressed rising optimism toward employment opportunities; the proportion expecting favourable job prospects rose two percentage points to 64% in the second quarter of 2017."

Hong Kong was Australia's 10th largest inbound market based on

visitor arrivals and expenditure in the year to June 2017. Visitor arrivals and expenditure performance remains solid, growing at 10 per cent. The ongoing growth out of the Hong Kong market is being driven by the Holiday segment, with Holiday arrivals up 11 per cent and Holiday spend up 5 per cent in the 12 month period. VFR and Business expenditure remained relatively flat during the year ending June 2017, however the Education segment held strong. Consumer Confidence in Hong Kong increased nine points in the second quarter of 2017 to an index of 102, rising above the 100 baseline for the first time since the third quarter of 2015¹.

Business Events

- The Chinese incentive customer is developing and maturing, as travel becomes a more established part of Chinese life. In addition, repeat visitation to Australia by some Chinese incentive groups is driving demand – and expectations – for personalised team building experiences as well as creative and unexpected activations at key events within the program.
- Finance, insurance, healthcare and IT companies are growing their consideration of Australia.
- Average event sizes vary between industry sectors. IT and finance average around 70-200 people; healthcare around 200-500 people; and direct selling around 500-2,000 people.
- Some direct selling events can reach sizes of up to 12,000 people, with travel in several waves. A recent win for the Great Barrier Reef region is the 2019 Amway China Leadership Seminar, which will see up to 8,000 delegates visit Cairns in April 2019.
- Key Australian destinations for large-scale incentive events continue to be Sydney, Melbourne and the Gold Coast, however Adelaide, Hobart and Cairns are increasingly being considered for smaller (70-200 people) events.
- Last financial year, Business Events Australia (BEA) hosted four educational visits for the China market. This included the first ever China educational visit to Canberra, to coincide with the launch of the new Singapore Airlines direct flights between Singapore and Canberra.
- In April 2017, the Business Events Australia Greater China Showcase was held in Chengdu, China. Thirty seven Australian business events incentive products and destinations met with more than 60 corporate and business events agents and 30 media during the three-day program. More than 130 business leads were generated for Australia at the Showcase with 100 per cent of Australian industry indicating they were satisfied with the event.

Greater China

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- > Tourism Australia has won four business events awards in China in 2017 including: the TTG China Travel Award for Best Overseas NTO in China promoting BT-MICE; the China BT MICE Miracle Workers Award for the Best MICE Destination of the year; the China MICE Golden Chair Award for Most Innovative International MICE Destination of the Year; and the M&C China Award for Best Overseas Meeting & Incentive Destination of the Year (Long Haul). These wins demonstrate Australia's appeal to this important market.
- > Tourism Australia's business events market profile for the China market provides Australian industry with key insights for conducting business in market. The current profile can be found [here](#).

Aviation news

- > For the year ending June 2017, direct capacity to Australia from China increased 22 per cent. Seat capacity between Hong Kong and load factors held above 80 per cent for both countries.²
- > On 5 Dec-16, Australia and China settled arrangements for a landmark open aviation market between our two countries. The removal of all capacity restrictions has already led to new air links between the two countries.
- > Jetstar announced plans to launch twice weekly Zhengzhou-Melbourne services from December 2017, expecting to handle an additional 35,000 Chinese tourists to Australia each year on this new service.
- > Xiamen Airlines also announced plans to start twice weekly Xiamen-Hangzhou-Melbourne services from December 2017.
- > China Southern Airlines indicated their seasonal Shanghai-Cairns services three times per week will not go ahead in 2017.
- > China Southern Airlines announced they will operate three services per week, Guangzhou-Cairns starting in Dec-17.

- > Virgin Australia began direct Hong Kong-Melbourne on 5 July 2017, five times a week.
- > Qantas commenced direct daily Beijing- Sydney on January 25, 2017, resuming a route which the airline hasn't operated since in 2009.³

Industry news

- > The China-Australia Year of Tourism 2017 opening ceremony was held at the Sydney Opera House on 5 February 2017, attended by the Minister for Trade, Tourism and Investment, the Hon. Steven Ciobo MP and the Chairman of the China National Tourism Administration (CNTA), Dr Li Jinzao. The closing ceremony will be held in Guangzhou in December 2017.
- > Greater China Travel Mission 2017 (GCTM17) will be held in Guangzhou from 11 to 14 Dec-17. GCTM17 is an opportunity for Australian tourism businesses to meet and network with around 70 key Chinese buyers. The Greater China Premium Travel Showcase, which is an exclusive program for premium sellers and buyers, will follow GCTM17 from 13-15 December.
- > Tourism Australia has signed a new Memorandum of Understanding (MoU) with China UnionPay International, the preferred payment service provider for Chinese tourists. The MoU aims to improve the Australian travelling environment and experience for Chinese visitors by facilitating Chinese-friendly payment to stimulate Chinese visitor spending in Australia and boost tourism revenue.
- > In August 2017, Tourism Australia announced an updated list of Key Distribution Partners (KDPs) in China consisting of 36 travel agencies located in 12 cities. Each of the partners will enjoy benefits such as being featured in Tourism Australia's campaigns and tailor-made training opportunities for front line travel sellers.

1 Source: Nielson, Consumer Confidence; Concerns and Spending Intentions Around The World Quarter 2, 2017.

2 Source: Department of Infrastructure and Regional Development.

3 Source: CAPA Centre for Aviation

Japan & South Korea

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Japan	424,300	13%	6%	1,751,735	15%
South Korea	292,500	13%	6%	1,515,200	0%

Source: Australian Bureau of Statistics & Tourism Research Australia's International Visitor Survey

- Growth from Japan has accelerated throughout the year, with arrivals surging beyond the 400,000 level in 2017.
- South Korean arrivals continue to grow toward 300,000, however expenditure growth levelled out in the last 12 months.

The Japan inbound market is booming for Australia. In the year ending June 2017, Japan ranked as Australia's fifth largest inbound market based on visitor arrivals and expenditure (Japan surpassed Singapore's arrivals levels in the last 12 months). Growth from Japan has largely been a result of the recent increases in air capacity since mid-2015, which have continued into 2017 with the commencement of Japan Airlines' Tokyo (Narita)-Melbourne daily service starting in September, and Qantas' new seasonal Osaka (Kansai)-Sydney service starting in December. Qantas also commenced daily Tokyo (Narita)-Melbourne flights in December 2016, replacing Jetstar's four weekly service on the same route which ceased in late February 2017. The Japan-Australia aviation market is currently buoyant due to an equilibrium in demand on the inbound and outbound sides. Growth from Japan to Australia is predominantly for Holiday purposes, with Holiday arrivals up 16 per cent and expenditure up 23 per cent in the year ending June 2017. Expenditure growth has also been assisted by a stronger Japanese Yen over the last 12 months. Japanese Visiting Friends & Relatives (VFR) arrivals and expenditure was relatively flat in 2016/17, however performance has improved from this sector which showed declines in the previous year. Consumer Confidence in Japan rose 13 points in Q2 2017 to an index of 87¹. While the quarterly increase was one of the largest of any countries measured, Consumer Confidence levels remain in pessimistic territory below the baseline of 100.

South Korea remained Australia's eighth largest inbound market based on visitor arrivals and sixth largest market when ranked on expenditure. Korean arrivals approached the 300,000 milestone in the year ending June 2017, while expenditure exceeded \$1.5 billion. Expenditure growth from South Korea appears to have paused during the last 12 months, however the previous comparison period saw exception growth of more than 30 per

cent so this should be seen as a positive result holding a strong base. Korean average Holiday duration in Australia decreased to 28 days in the year ending June 2017 (down from 35 days), therefore maintaining expenditure levels is a sound result in this context. There was also an increase in first time visitation from Korea over the year, with 66 per cent of Korean visitors to Australia on their first visit. The challenge in South Korea will be to continue the momentum in arrivals growth without a further boost in air capacity to Australia in 2017. Jin Air has indicated that their Seoul-Cairns service is likely to operate a shorter season in 17/18 than it did in 16/17. While Korean Consumer Confidence saw the highest increase of 20 points in Q2 2017, the level remained one of the lowest out of all countries tested by Nielsen at an index of 63¹. The recent bankruptcy of Hanjin Shipping, the Samsung Galaxy recall and impeachment of President Park Geun-hye are among the factors that have impacted Consumer Confidence in Korea recently.

Aviation news

- For the year ending June 2017, direct capacity to Australia from Japan increased 10 per cent. Seat capacity between South Korea and Australia increased four per cent over the 12 months to June.²
- Japan Airlines' daily Tokyo (Narita)-Melbourne service using 787 Dreamliner equipment commenced in September 2017.
- Qantas announced a new seasonal Osaka (Kansai)-Sydney service starting in Dec-17 operating until Mar-18.
- Qantas also commenced daily Tokyo (Narita)-Melbourne flights in Dec-16, replacing Jetstar's four weekly service on the same route which ceased in late Feb-17.
- Jin Air's operated 16 Seoul-Cairns seasonal services for the first time between Dec-16, Mar-17. Jin Air has indicated that their Seoul-Cairns service is likely to operate a shorter season in 17/18 (potentially 12 flights), due to utilisation of the aircraft for the 2018 Winter Olympics being held in PyeongChang.
- Korean Air and Asiana Airlines will increase capacity on the Seoul-Sydney routes utilising A380s daily between 31 Oct-17 and 26 Mar-18, similar to their operations in 2016/17.

Japan & South Korea

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September 2017



Industry news

- > Tourism Australia will host an Australia stand at Japan's largest annual tourism exhibition in Tokyo from 23-25 September 2017. The Australian stand at the JATA Tourism EXPO Japan will be supported by a number of Australia's state and territory tourism organisations.
- > Walkabout Japan 2018 will be held from 27 February to 1 March 2018 in Karuizawa, Japan. Walkabout Japan is the premier trade event presenting a prime opportunity for Australian tourism products and services to engage with key Japanese travel agencies.
- > Tourism Australia and South Korea's largest travel company, Hanatour, signed their largest partnership yet which includes naming Australia as the 'Destination of the Month' for September 2017. In its fourth consecutive year, the partnership has continued to grow with the latest iteration also targeting the Busan market for the first time.
- > In June, Tourism Australia attended the 2017 Hanatour International Travel Show in Seoul which included Australia sections hosted by both Destination New South Wales and Tourism and Events Queensland. Eleven Australian suppliers participated in the show taking advantage of both the business-to-business and business-to-consumer opportunities.

1 Source: Nielson, *Consumer Confidence; Concerns and Spending Intentions Around The World Quarter 2, 2017*.

2 Source: *Department of Infrastructure and Regional Development*.

3 Source: *CAPA Centre for Aviation*

Americas

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September 2017



Market	Arrivals (Year End June 2017)	% Change (Year End June 2017)	% Change (Jan to Jun 2017)	Spend (A\$) (Year End June 2017)	% Change (Year End June 2017)
USA	753,300	14%	12%	\$3,776,494	4%
Canada	162,700	14%	14%	\$760,906	-9%
Brazil	51,500	17%	21%	Data not reliable for Brazil (sample size too small)	-

Source: Australian Bureau of Statistics & Tourism Research Australia's International Visitor Survey

- > Arrivals from the USA continue to surge at double-digit levels to a new high above 750,000, however expenditure growth has slowed somewhat.
- > Arrivals from Canada improved, however spend was down in 2016/17.
- > Brazilian arrivals growth has rebounded after a period of uncertainty in the market.

Arrivals from the United States of America (USA) exceeded 750,000 for the first time. The USA moved into the third ranking based on visitor arrivals in the year ending June 2017, ahead of the UK by 25,000 arrivals over the 12 months. In the year ending June 2017, the USA remained Australia's second largest market when ranked on total expenditure (expenditure from the USA surpassed UK for the first time during 2016). Total expenditure growth from the USA flattened in 2017, which is attributed to a stronger Australian Dollar and softer spend performance from the Education segment. USA Holiday spend was positive (up eight per cent) and VFR spend grew four per cent. US Holiday visitors took shorter trips to Australia in the year ending June 2017, with an average duration of 17 days, compared to 19 days the year prior. Seventy per cent of US Holiday visitors were first timers to Australia in the period. Consumer Confidence in the USA remained on solid footing in the second quarter of 2017 with a score of 118, despite a decline of five points. Only 16 per cent of American respondents said they did not have discretionary funds to spend in Q2 2017¹.

Canada remained Australia's 14th largest inbound market based on visitor arrivals and 13th largest market when ranked on total visitor expenditure in the year ending June 2017. While the renewed growth in arrivals from Canada is positive, this growth is yet to translate into increased spending in Australia. The stronger Australian Dollar is partly attributed to the softer spend performance from the Holiday and Business visitor segments who are taking shorter trips to Australia. Holiday visitor arrivals grew 19 per cent, but Holiday expenditure was down five per cent in the year ending June 2017. The outlook is positive, with Air Canada announcing their three weekly Vancouver-Melbourne flights as a year-round fixture starting in June 2018, following their first seasonal service on the route service between Dec-17 and Feb-18. Air Canada also added a daily non-stop Vancouver-Brisbane services in Jun-16. Consumer Confidence in Canada moved into optimistic territory in Q2 of 2017, up five points to an index of 103¹. This is a

significant improvement following a seven-year low of Confidence in Canada during early 2016.

Brazil was Australia's 24th ranked inbound market based on visitor arrivals in the year ending June 2017. Visitor arrivals growth has rebounded in 2017 following an economic slump in 2016. Consumer Confidence in Brazil remained pessimistic at an index of 84 in Q2, 2017 according to Nielsen¹. Although 89 per cent of Brazilian survey respondents believed their country was in recession, spending intentions increased slightly in the second quarter of 2017. Spending on a holiday was the fifth ranked priority for discretionary spending amongst Latin Americans according to Nielsen. The commencement of LATAM Airlines new Santiago-Melbourne non-stop flights starting in October 2017 will also help boost the Brazil market with good connections to Australia via Chile.

Business events

- > Melbourne was successful in its bid to host the Lions Clubs International 2024 event, worth over \$84m to the economy.
- > Australia remains high in the consideration set of North American business events planners aided by the strong rational benefits of being a safe and secure destination and providing value for money.
- > Last financial year, BEA hosted two incentive focused educational visits from the North America market, including a visit to The Whitsundays, Wolgan Valley and Sydney as well as a visit to Port Douglas and Sydney.
- > In October 2017, BEA will host the Australia stand at IMEX America, the country's largest business events trade show. The BEA team will be joined on the stand by a 24-strong delegation of Australia's business events industry who will have the opportunity to meet and do business with international business events planners over three days. The latest edition of Australia Innovates, Tourism Australia's bi-annual magazine for the association sector, will be launched at the show.
- > Tourism Australia's business events market profile for the North America market provides Australian industry with key insights for conducting business in market. The current report can be found [here](#).

Americas

Tourism Australia's International Market Update provides analysis and insights for industry on the current state of Australia's international tourism. The report contains Australian Bureau of Statistics data and the latest International Visitor Survey data up to 30 June 2017, in addition to various other secondary sources which are referenced throughout.

September 2017



Aviation news

- > For the year ending June 2017, direct capacity to Australia from the USA decreased two per cent. Seat capacity between Canada and Australia increased 17 per cent.²
- > United Airlines announced their intention to commence daily Houston-Sydney flights starting on 18 Jan-17. The route will be operated using B787-9 Dreamliner aircraft with a total of 252 seats (subject to regulatory approval). The new flight will be the only direct nonstop service to Australia from Houston and will offer good connections through many of the key catchments in the USA.
- > Air Canada announced three weekly Vancouver-Melbourne flights as a year-round fixture starting in June 2018, following their first seasonal service on the route between Dec-17 and Feb-18.³
- > Qantas announced direct LA-Melbourne flights starting in December 2017. The airline currently operates nine flights per week between LA and Melbourne (daily Airbus A380s and two B747s). The 236-seat B787-9s will operate six times per week, replacing the 747s and increasing frequencies to 13 times a week.
- > LATAM Airlines commences three weekly Santiago-Melbourne non-stop flights on 5 Oct-17 utilising B787-9 aircraft. This new service improves access to Australia from Brazil, Argentina, Chile and other Latin American markets.

- > Virgin Australia commenced five new weekly LA-Melbourne services in April 2017, however reduced their LA-Brisbane services to six per week.
- > Air Canada's added a daily non-stop Vancouver-Brisbane service in Jun-16.

Industry news

- > Corroboree West will take place on the Gold Coast from 9-14 October 2017. Over 300 frontline travel sellers from the USA, Canada, Brazil, the UK, Germany, France and Italy will attend the three-day training workshop and an extended familiarisation program.
- > The sixth annual Australian Tourism Summit will be held at The Langham Huntington Hotel in Pasadena, Los Angeles, California on 27-28 February 2018.
- > The Australia Marketplace event will follow the Tourism Summit from 6 to 9 March 2017. More than 100 North American travel companies and buyers will meet with over 100 Australian tourism products for one-on-one appointments.
- > Representation company, Latinos DownUnder is planning a roadshow to Argentina, Brazil and Chile from 1-7 July, 2018. The roadshow will take a selection of relevant Australian products and experiences to these three emerging markets. Applications close at the end of Sep-17; for more information visit <http://www.latinosdownunder.com.au>

¹ Source: Nielson, *Consumer Confidence; Concerns and Spending Intentions Around The World Quarter 2, 2017*.

² Source: *Department of Infrastructure and Regional Development*.

³ Source: *CAPA Centre for Aviation*

UK and Europe

Tourism Australia's International Market Update provides analysis and insights for industry on the current state of Australia's international tourism. The report contains Australian Bureau of Statistics data and the latest International Visitor Survey data up to 30 June 2017, in addition to various other secondary sources which are referenced throughout.

September 2017



Market	Arrivals (Year End June 2017)	% Change (Year End June 2017)	% Change (Jan to Jun 2017)	Spend (A\$) (Year End June 2017)	% Change (Year End June 2017)
UK	726,400	3%	3%	\$3,531,145	-8%
Germany	210,500	8%	8%	\$1,196,220	1%
France	125,000	4%	3%	\$689,047	0%
Italy	76,400	4%	3%	\$507,807	4%

Source: Australian Bureau of Statistics & Tourism Research Australia's International Visitor Survey

- > Arrivals growth from the United Kingdom remains positive, however expenditure has fallen into decline following the devaluation of the Pound Sterling in 2016/17.
- > German arrivals surpassed the 200,000 milestone for the first time and solid growth has continued into 2017.
- > Arrivals from France and Italy grew moderately, while expenditure has stabilised.

In the year ending June 2017, the United Kingdom (UK) was Australia's fourth largest inbound market based on visitor arrivals and the third ranked expenditure market. Despite the political and economic uncertainty in the UK since the Brexit vote in June 2016, outbound travel and arrivals to Australia remain positive, however growth has slowed. Total expenditure weakened with an eight per cent decline in the year ending June 2017, largely attributed to the weaker Pound Sterling which has meant that Brits took shorter trips to Australia. UK Holiday spend was down five per cent in the 12 month period, however VFR and Education spend declined by more than ten per cent. Repeat visitation from the UK remained steady; 62 per cent of all UK visitors to Australia had visited before. While the political and economic situation in the UK continues to incite some volatility, airlines and trade partners are reporting good forward bookings. Australia has reportedly benefited somewhat from a downturn in travel to the USA from the UK and Europe; which has coincided with a strengthening US Dollar. Consumer Confidence in the UK decreased three points into pessimistic territory in Q2, 2017 with index score of 99. Nielsen is closely monitoring consumer sentiment post-Brexit which had remained optimistic until the latest quarter and reported that; "Favourable perceptions about personal finances declined one percentage point to 52%, and immediate spending intentions declined six percentage points to 47%¹."

New developments in the aviation space starting from 25 March 2018, including Qantas' first non-stop direct daily Perth-London service and the re-routing of Qantas' Sydney-London flights via Singapore (rather than Dubai) are likely to continue to stimulate the UK market for Australia over the 12 months.

Good growth in visitor arrivals continues from Germany, while arrivals growth from France and Italy improved in the year ending

June 2017. German arrivals to Australia surpassed the 200,000 milestone for the first time in a 12 month period. Expenditure growth from the three markets was relatively slow, with the German spend trend flattening to one per cent; expenditure from Germany grew at double-digit rates in 2016. In the year ending June 2017, Germany was Australia's 11th largest inbound market based on visitor arrivals and expenditure. The German Holiday segment continues to outperform the rest of the market with VFR, Business and Employment segment expenditure declines limiting overall performance. German Holiday visitor dispersal remained strong at 45 per cent, meaning almost half of the visitor nights were spent in dispersed areas (outside of Sydney, Melbourne, Brisbane or Perth). Germany is consistently one of the top five markets for dispersal (currently ranked second), making it a particularly valuable market for regional Australian tourism operators. The outlook is optimistic with existing and new youth campaigns launching in late 2017, which have the potential to stimulate a large portion of the markets in Germany, France and Italy. Travel from Europe to Canada is reportedly booming, however capacity shortages in Canada are being seen as an opportunity for travel operators focusing on Australia.

According to Nielsen, Consumer Confidence increased two points in Germany to an optimistic index of 103 and eight points in France to an index of 75 (still pessimistic but improving). Confidence in Italy remained flat with a score of 58.¹

Business Events

- > Brexit does not seem to be currently affecting decisions for association or incentive events.
- > The key factors in the decision-making process for association events is the security and the political climate of a destination.
- > In May 2017, Business Events Australia (BEA) was joined by five stand partners at the Associations World Congress, held in Vienna. This key annual meeting for association leaders and executives attracts more than 200 participants from more than 20 countries. During the event, BEA showcased Australia by sponsoring the Executive Directors Meeting as well as the VIP Speakers' dinner with key association decision makers.

UK and Europe

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September 2017



- > In May 2017, BEA also hosted the Australia stand at IMEX Frankfurt, the world's largest business events trade show. The show provided BEA's 17 stand partners with the opportunity to meet and network with qualified business events planners responsible for organising both incentive and association events. The BEA team took full advantage of every opportunity to showcase Australia at IMEX Frankfurt, by sponsoring the media centre, Association Leadership Breakfast Briefing and the Associations Day program. More than 50 business leads were generated for Australia at the show with 100 per cent of Australian industry indicating they were satisfied with the event.
- > BEA will attend IBTM World in Barcelona from 28 to 30 November 2017 with six Australian industry partners joining the Australia stand. The trade show, which attracts international planners from the conference, convention and corporate events industries, offers Australian industry the chance to meet qualified business events planners during scheduled appointments. Last year, more than 280 appointments were held on the stand, resulting in more than 90 business leads for Australia.
- > Tourism Australia's business events market profile for the UK/Europe market provides Australian industry with key insights for conducting business in market. The current profile can be found [here](#).
- > Qatar Airways is also expanding its UK capacity from Cardiff to Doha in 2018. This will be the first regular long haul flight linking Wales to the Gulf region and over 150 connecting destinations including Australia (Sydney/Melbourne/Adelaide/Perth/Canberra).
- > Malaysia Airlines withdrew its three weekly KL-Darwin services on 28 July, citing the route was no longer commercially viable for the airline; the withdrawal reduces access for Europeans travelling to the Northern Territory.
- > Philippine Airlines is reporting large growth on their Darwin services due to an influx of ex-London passengers in the wake of the Malaysia Airlines Darwin withdrawal.

Industry news

Aviation news

- > The Pure Life Experiences event took place in Marrakech, Morocco from 10-14 September 2017. Pure is the global marketplace for the high-end experiential travel industry, with attendees by Tourism Australia and relevant Australian industry stakeholders.
- > Corroboree West will take place on the Gold Coast from 9-14 October 2017. Over 300 frontline travel sellers from the USA, Canada, Brazil, the UK, Germany, France and Italy will attend the three-day training workshop and an extended familiarisation program.
- > World Travel Market 2017 (WTM) will take place at ExCel in London from 6-8 November. WTM is one of the world's leading travel exhibitions, attracts over 50,000 travel industry professionals.
- > Internationale Tourismus Börse (ITB) 2018 will take place in Berlin on 7-11 March. In 2017, ITB hosted 10,000 exhibitors and 196,000 visitors of which 120,000 were trade. Overall, more than 185 countries were represented.
- > The European Product Workshop (EPW) will be held in London from 20-21 March 2018. Selected Australian sellers will have the opportunity to meet key buyers from the United Kingdom and Europe in a convenient and highly productive format. The EPW includes pre-scheduled meetings with product managers and networking opportunities at official event functions.
- > Qantas confirmed its direct non-stop London-Perth flights will start on 25 March 2018; this will be the first ever scheduled non-stop services between the UK and Australia and the longest route ever for a Dreamliner.
- > Qantas has announced a number of major changes to its international network, including the re-routing of its London-Sydney flights to operate via Singapore rather than Dubai. The existing daily Singapore-Melbourne flight will also be upgraded from an A330 to an A380. The changes will also be effective from 25 March 2018 and will significantly add capacity via Singapore to Australia. The changes are part of Qantas' renewed five-year alliance with Emirates.
- > Emirates announced expansion of their Dubai-Brisbane frequencies adding a third daily service starting in Dec-17. The additional Brisbane service will improve access to Queensland ahead of the 2018 Commonwealth Games on the Gold Coast.
- > Etihad Airways will upgauge its aircraft on Abu Dhabi-Sydney flights to A380s starting from 29 Oct-17, but will switch their B777 onto the Melbourne route which will decrease capacity by more than 1,100 seats to Melbourne.
- > Qatar Airways confirmed their intentions to fly to Canberra International Airport (via Sydney) on a daily basis starting in February 2018.

1 Source: Nielson, *Consumer Confidence; Concerns and Spending Intentions Around The World Quarter 2, 2017*.

2 Source: CAPA Centre for Aviation

New Zealand

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September 2017



Market	Arrivals (Year End June 2017)	% Change (Year End June 2017)	% Change (Jan to Jun 2017)	Spend (A\$) (Year End June 2017)	% Change (Year End June 2017)
New Zealand	1,355,100	2%	1%	\$2,665,516	0%

Source: Australian Bureau of Statistics & Tourism Research Australia's International Visitor Survey

> New Zealand remained Australia's largest visitor source market, ahead of China in the year ending June 2017.

In the 12 months to June 2017, New Zealand remained Australia's largest inbound market based on visitor arrivals but ranked fourth in terms of visitor expenditure, behind China, the USA and UK. Overall arrivals growth to Australia slowed to two per cent in the 12 month period. New Zealand Holiday arrivals to Australia grew faster than overall arrivals, up seven per cent and Holiday expenditure grew nine per cent, despite a four per cent decrease in Holiday visitor nights. VFR arrivals were flat in the year to June and VFR spend grew four per cent. Significant declines in Business and Employment expenditure (down 11 and 27 per cent respectively) suppressed the otherwise sound performance of the New Zealand market in the year ending June 2017. Dispersal held steady with 29 per cent of all visitor nights spent outside of the four major cities (Sydney, Melbourne, Brisbane and Perth). The repeat visitor rate from New Zealand also remained steady at 94 per cent in the 12 month period.

The Consumer Confidence Survey in New Zealand was optimistic for the second quarter of 2017, with an index of 103, unchanged since the previous survey¹. A general election in New Zealand is scheduled for 23 September, which may dampen outbound travel momentarily. The New Zealand economy is projected to grow at an annual average rate of three per cent over the next two years.

Business Events

- > Australia remains high in the consideration set of New Zealand (NZ) business events planners, aided by the strong rational benefits of being a safe and secure destination, providing excellent infrastructure and offering relatively inexpensive airfares.
- > NZ's proximity to Australia offers a key opportunity to create incentive programs around Australia's major events. Both cultural and sporting events are of interest, including theatres performances, rugby, tennis and art festivals.
- > Sydney, Melbourne and the Gold Coast continue to be popular incentive destinations, however due to the NZ market's interest in new and unique experiences, there has been increased demand in the last 18 months for Adelaide, Cairns, Port Douglas, The Whitsundays, Sunshine Coast, Byron Bay and Tasmania.

- > With a high preference by the NZ market for direct, non-stop flights, the new Air New Zealand peak season Dreamliner services from Auckland to Adelaide, launching October 2017, will add capacity for larger incentive groups from the market.
- > Last financial year, Business Events Australia (BEA) hosted three educational visits from the NZ market, including visits to Byron Bay and the Gold Coast, to Brisbane to align with the Global Rugby Tens, and a visit to Adelaide.
- > In June 2017, BEA, in partnership with Ultimate Winery Experiences Australia, held an event in Auckland for top business events planners in NZ. Guests had the opportunity to discover first-hand Australia's creative business events delivery and learnt about the unique experiences available for the NZ incentive market.
- > In November 2017, BEA will attend the Pacific Area Incentives & Conferences Expo (PAICE) in Auckland. Organised by ProMag Publishing, PAICE is a one day trade show for business events products and services for NZ based business events planners and corporate clients. Click [here](#) to register directly with the organisers.
- > Last financial year, BEA worked with media partners NZME, Corporate Traveller, Let's Travel and Meeting Newz as part of its content strategy to deliver more than 35 pages of content to showcase Australia's business events capabilities and diverse incentive experiences.
- > Tourism Australia's business events market profile for the NZ market provides Australian industry with key insights for conducting business in market. The current profile can be found [here](#).

Industry & Aviation news

- > For the year ending June 2017, direct capacity to Australia from New Zealand increased by six per cent, while load factors fell to 77 per cent (down three per cent).²
- > Emirates reduced their A380 Auckland-Sydney services as at 13 Jul-17, replaced by two Qantas services on the route operating with smaller aircraft.
- > American Airlines (AA) began daily Auckland-Los Angeles flights in June 2016, however in Apr-17 AA announced the Auckland flight will be suspended between August-October, and will then be upgraded from a 787-8 to a 787-9 thereafter. This service represents increased competitive for the Kiwi outbound traveller.
- > Singapore Airlines commenced a four weekly Singapore-Canberra-Wellington return services on 20 September 2016.

1 Source: Nielson, Consumer Confidence; Concerns and Spending Intentions Around The World Quarter 2, 2017.

2 Source: Department of Infrastructure and Regional Development.