



# China

## Visitor Profile

### China Visitor Summary

- In 2005 there were 284,943 visitors to Australia, an increase of 13 per cent from the previous year, leaving China as Australia's fifth largest inbound market for arrivals.
- Growth in visitor arrivals of 11 percent to 316,339 visitors is forecast in 2006 by the Tourism Forecasting Committee. Arrivals from China are expected to perform well over the next ten years, with an average annual growth rate of 15.7 per cent through the year 2015.
- The average length of stay for Chinese visitors in 2005 was 41 nights, much higher than the average of 27 nights for all visitors.
- Travellers from China accounted for 8 per cent of all international visitor nights in Australia in 2005.
- China is Australia's fifth largest source market in terms of total expenditure. In 2005 travellers from China spent a total of \$1.5 billion on trips to Australia, with an average expenditure of \$5442 per trip.
- 19 per cent of Chinese visitor nights in 2005 were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

### This section contains detailed information on visitors from China including:

- Visitor Arrivals
- Forecast Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure
- Planning and Booking Horizons
- Information Sources
- Internet Usage

# China

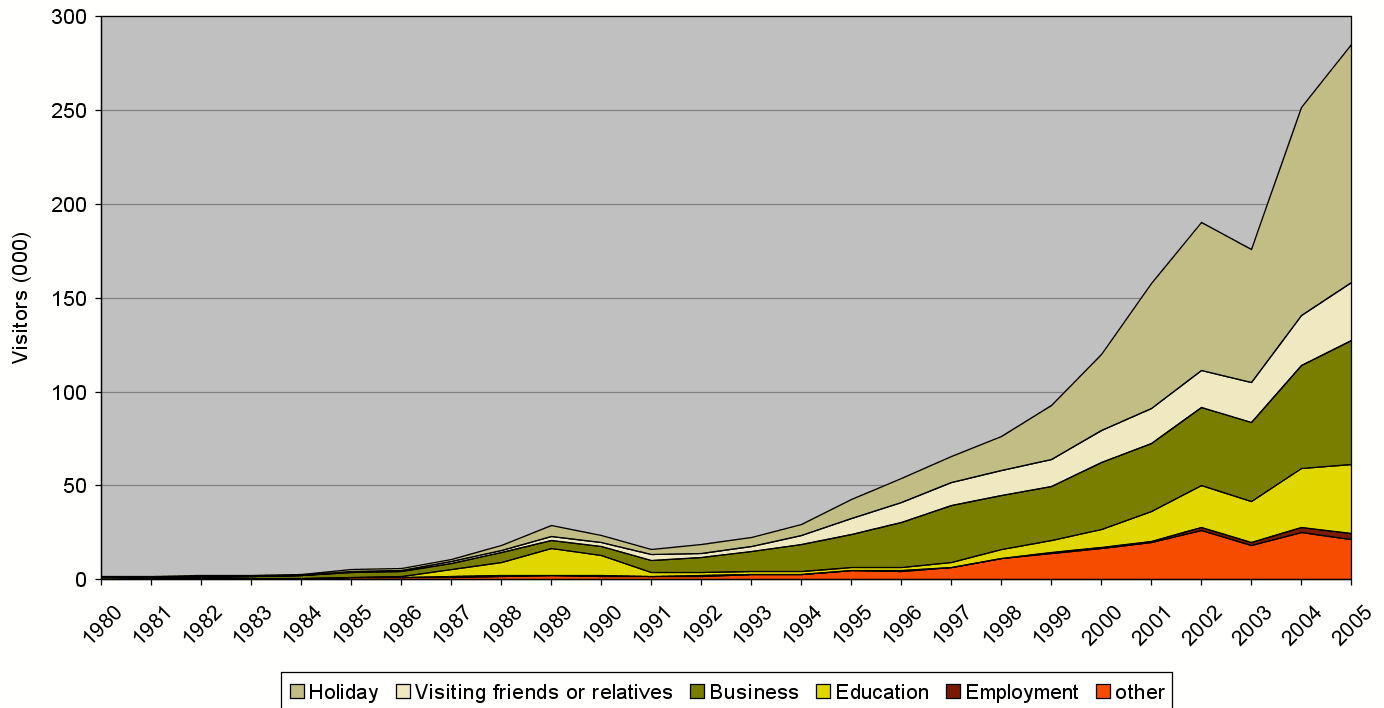
## Visitor Profile

### Visitor Arrivals

- The number of visitors from China totalled 284,943 in 2005, one hundred and ninety three times the 1,480 arrivals in 1980, as shown in chart 1. China is currently Australia's fifth largest inbound tourist market.
- In 2005, 126,725 visitors came for a holiday, 30,805 came to visit friends and relatives, 66,070 on business, 2,930 for employment, 36,708 for education and 13,816 for other purposes.
- The annual average growth rate for visitors from China over the decade from 1996 to 2005 was 22 per cent.
- Thirty six per cent or 99,255 of all visitors from China in 2005 were repeat visitors, as shown in Chart 2. This is lower than the average of 59 per cent across all markets
- Total visitor arrivals from China increased by 13 per cent in 2005

**Chart 1 - Visitors from China by main purpose of visit**

Source: ABS, OAD



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data 2005 3401.0  
Base: All international visitors

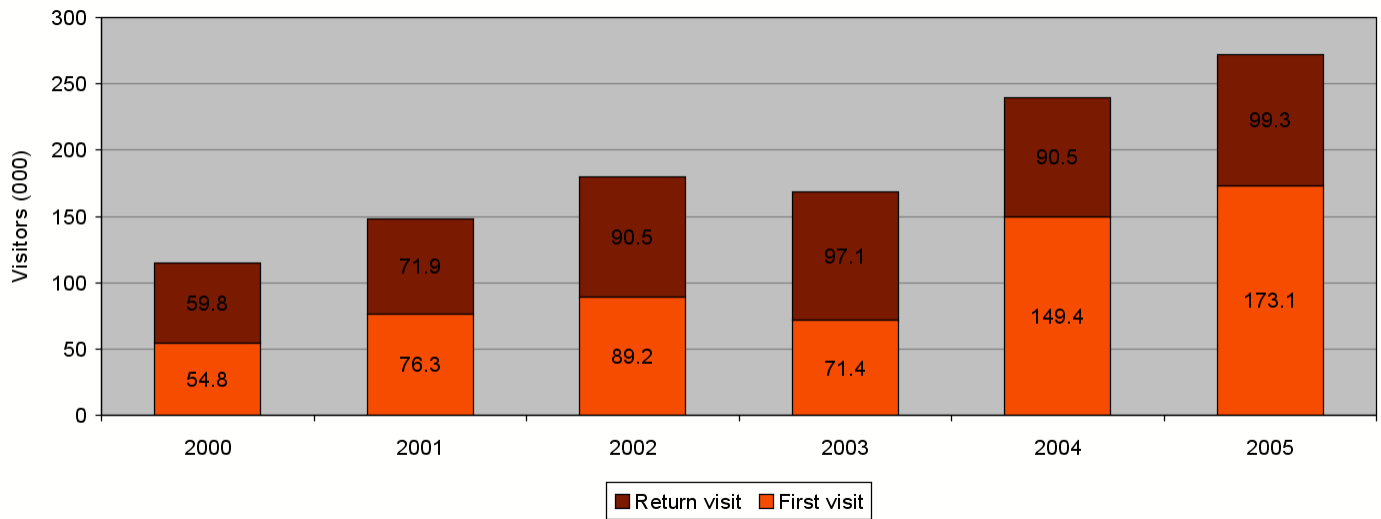


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## Visitor Profile

### Chart 2 - Visitors from China by first or return visit

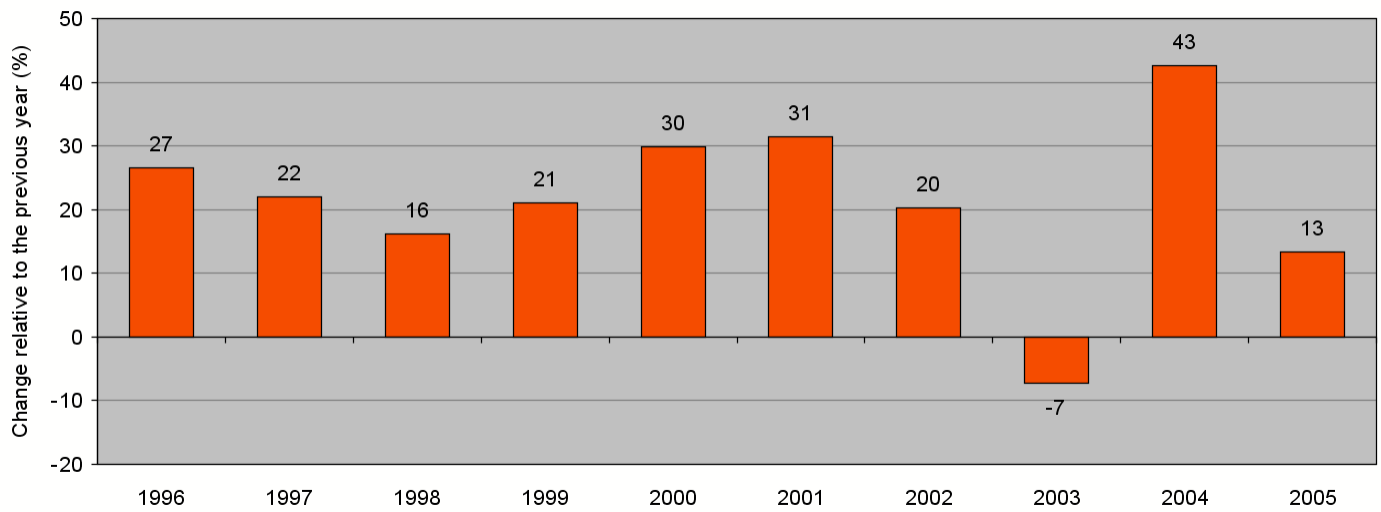
Source: TRS, IVS



Source: Tourism Research Australia, International Visitor Survey  
Base: All visitors aged 15 years and over

### Chart 3 - Change in visitors from China

Source: ABS, OAD



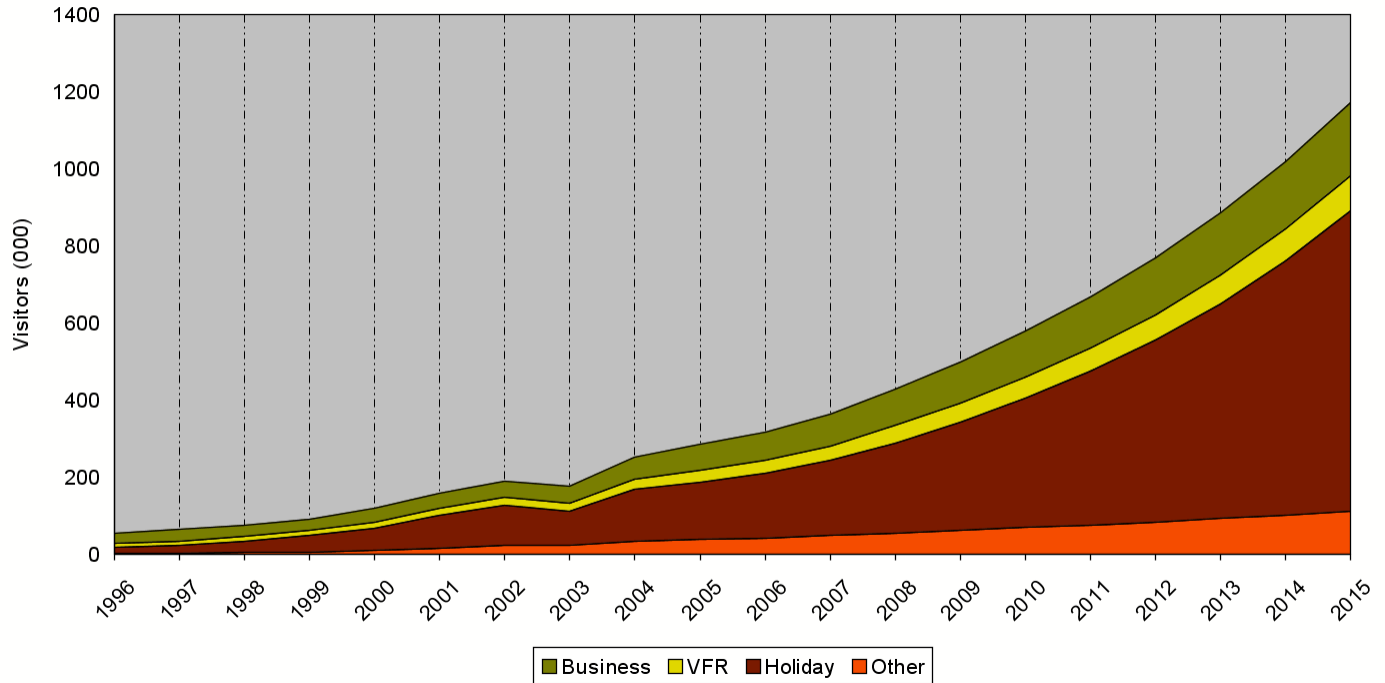
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### Forecast Arrivals

Chart 4 - Forecast of visitors from China by main purpose of journey.

Source: Tourism Forecasting Committee



- Growth in visitor arrivals of 11 per cent to 316,339 visitors is forecast in 2006 by the Tourism Forecasting Committee.
- Arrivals from China are expected to perform well over the next ten years, with an average annual growth rate of 15.7 per cent through to the year 2015.

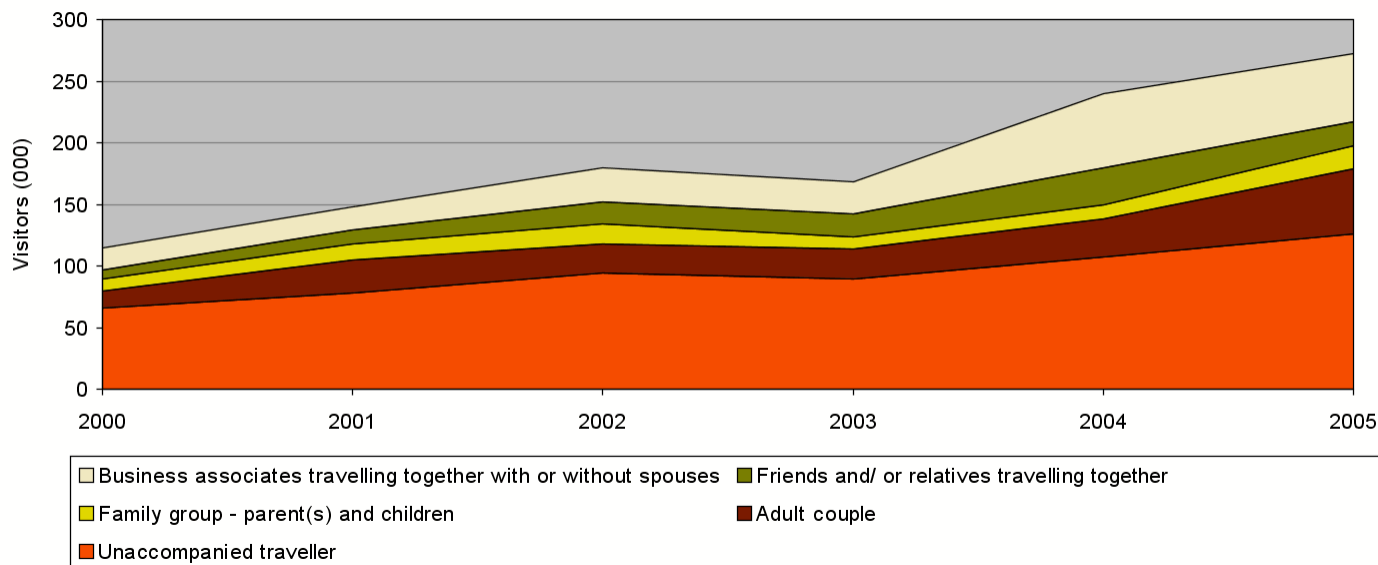


### Travel Party

- The majority of visitors from China travelled as an unaccompanied traveller or an adult couple, as shown in Chart 5 and Table 1.
- In 2005 the number of unaccompanied visitors from China was 125,914 or 46 per cent of all visitors from China.

**Chart 5 - Visitors from China by travel party description**

Source: TRA, IVS



**Table 1 - Visitors from China by travel party description**

Travel Party Description	2001		2002		2003		2004		2005	
	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	77.8	52	94.1	52	89.8	53	107.1	45	125.9	46
Adult couple	27.1	18	24.0	13	23.7	14	31.1	13	52.9	19
Family group - parent(s) and children	12.8	9	16.1	9	10.1	6	11.7	5	19.0	7
Friends and/or relatives travelling together	11.8	8	17.7	10	18.5	11	29.5	12	19.3	7
Business associates travelling together with or without spouses	18.7	13	27.8	15	26.5	16	60.6	25	55.2	20
<b>Total</b>	<b>148.3</b>	<b>100</b>	<b>179.6</b>	<b>100</b>	<b>168.6</b>	<b>100</b>	<b>239.9</b>	<b>100</b>	<b>272.3</b>	<b>100</b>

Base: All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.  
Source: Tourism Research Australia, International Visitor Survey.

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## Visitor Profile

### Visitor Demographics

Chart 6 - Visitors from China by age

Source: TRA, IVS

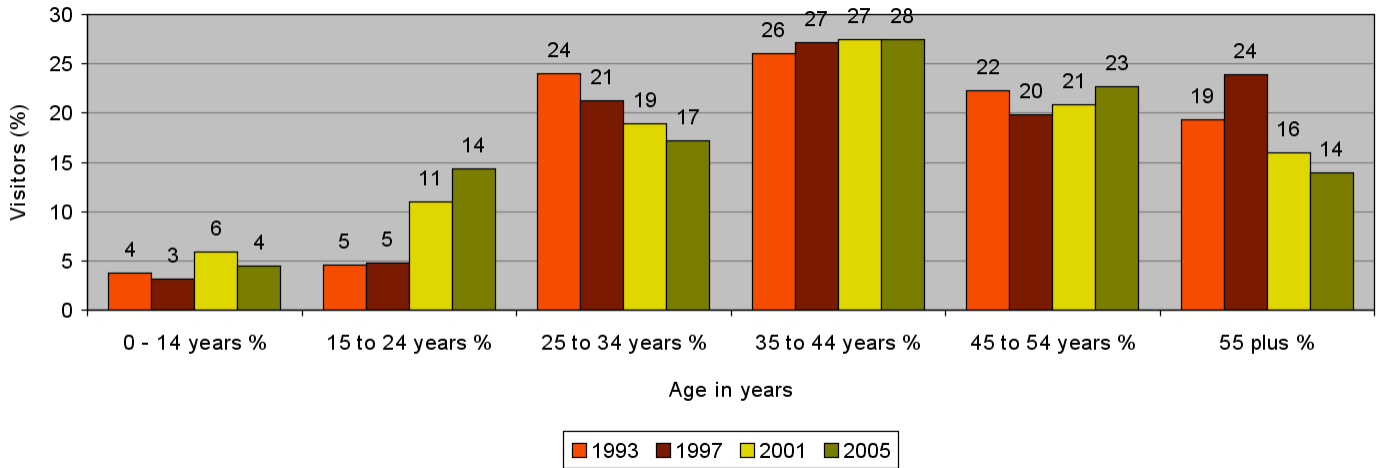
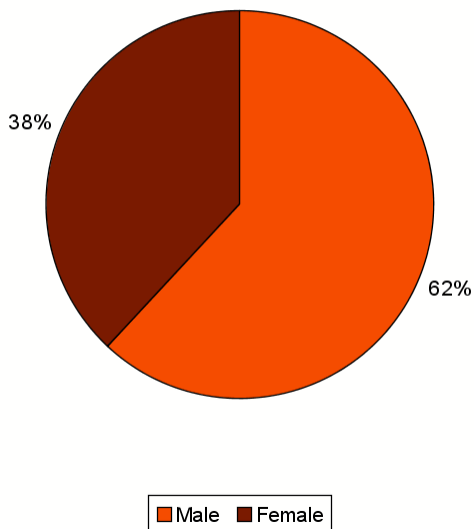


Chart 7 - Visitors from China by gender 2005

Source: TRA, IVS



- In 2005 the age distribution shows 4 per cent were aged 0-14 years, 14 per cent were 15-24 years, 17 per cent were 25-34 years, 28 per cent were 35-44 years, 23 per cent were aged 45-54 years and 14 per cent were 55 and over.
- Of visitors from China there were 167,523 males (62 per cent) and 104,812 females (38 per cent). The sex ratio of visitors from China is 160 males per 100 females.

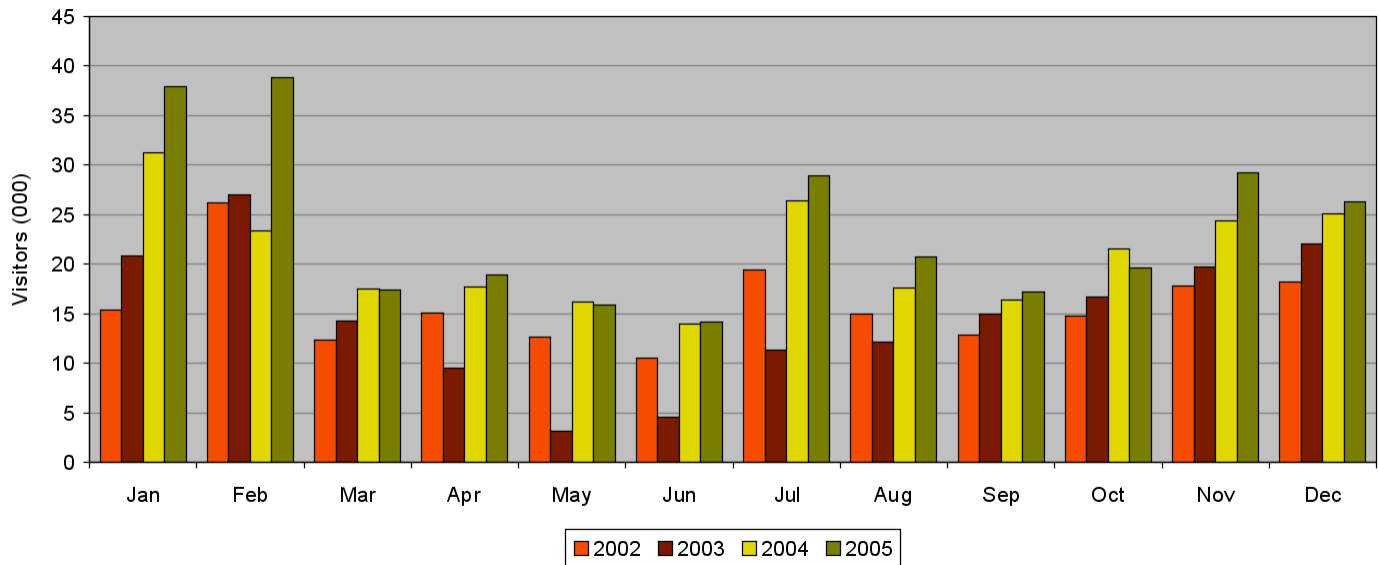
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## Visitor Profile

### Seasonality

Chart 8 - Visitors from China by month of arrival

Source: ABS, OAD



- The seasonality of visitor arrivals from China is shown in Chart 8
- February was the peak month for visitors from China in 2005, followed by July, December and November.



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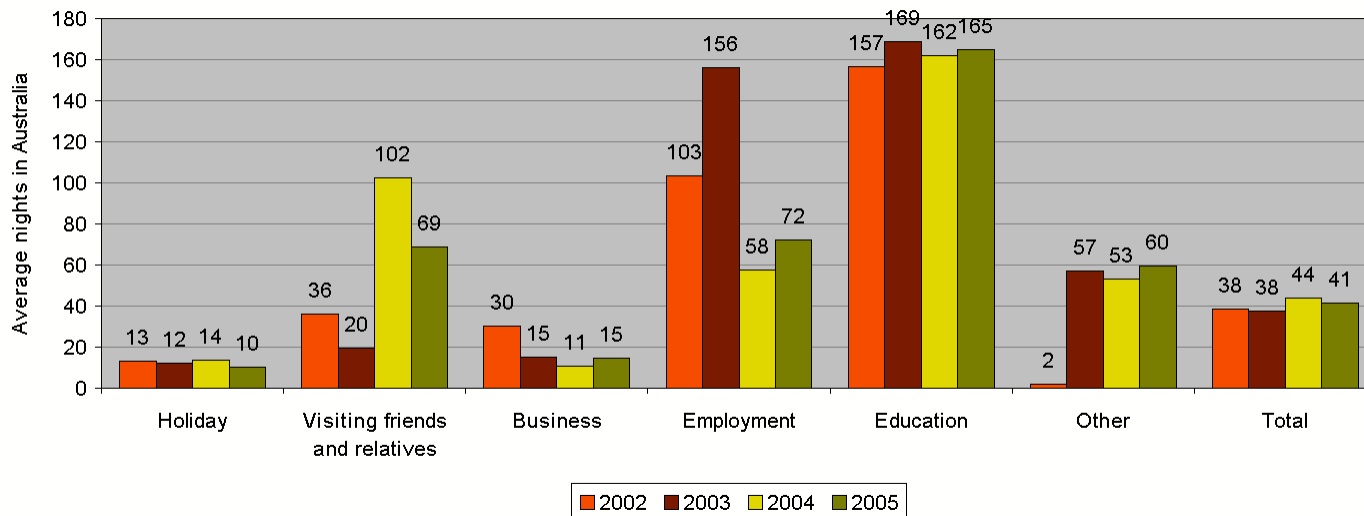
## Visitor Profile

### Duration of Stay

During 2005 visitors from China spent 11.2 million nights in Australia, 8 per cent of all visitor nights.

**Chart 9 - Duration of stay for visitors from China by main purpose of visit**

Source: TRA, IVS



**Table 2 - Duration of stay for visitors from China by main purpose of journey**

Nights in Australia	Average				Median (a)			
	2002	2003	2004	2005	2002	2003	2004	2005
<b>Main purpose of journey</b>								
Holiday	13	12	14	10	7	8	6	7
Visiting friends and relatives	36	20	102	69	13	10	50	33
Business	30	15	11	15	8	7	7	7
Employment	103	156	58	72	5	64	96	38
Education	157	169	162	165	140	153	148	157
Other	2	57	53	60	1	9	6	28
Total	38	38	44	41	8	9	9	9

Base: All visitors aged 15 years or 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.

Number in grey subject to sampling variability too high for practical purposes.

Source: Tourism Research Australia, International Visitor Survey.



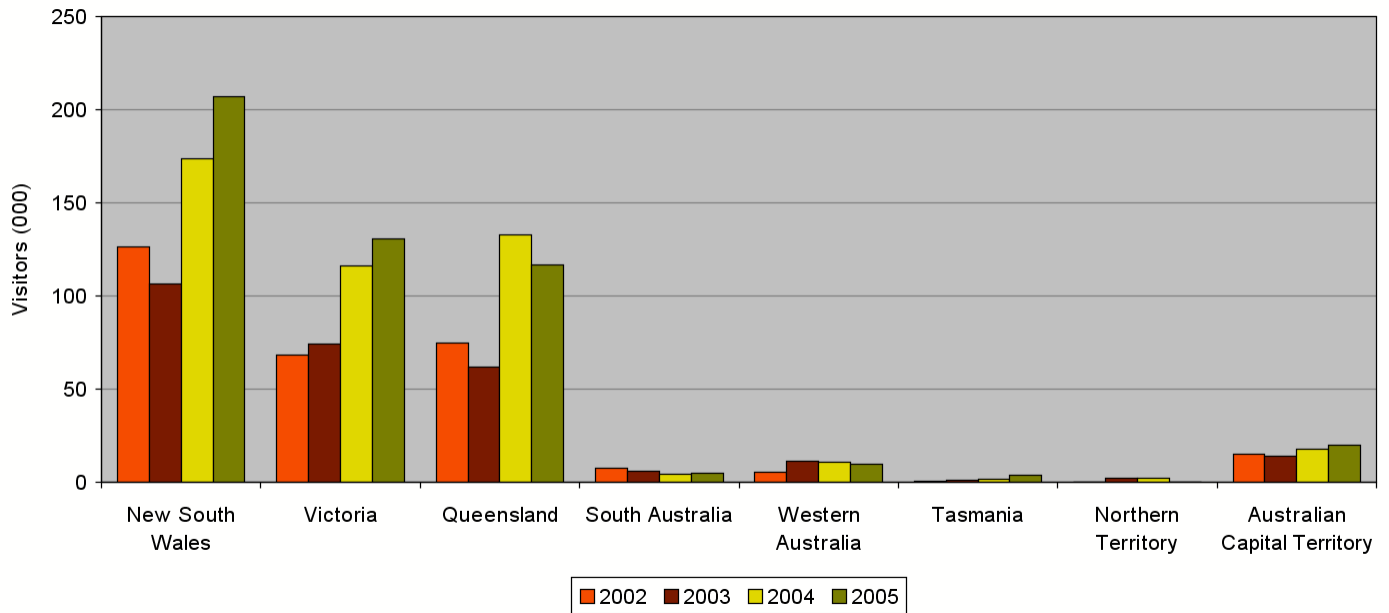
# China

## Visitor Profile

### Destination Visited

Chart 10 - Visitors from China by State/Territory visited

Source: TRA, IVS



- The most popular State or Territory for visitors from China in 2005 was New South Wales with 206,894 or 76 per cent of visitors, staying for 7 million nights.

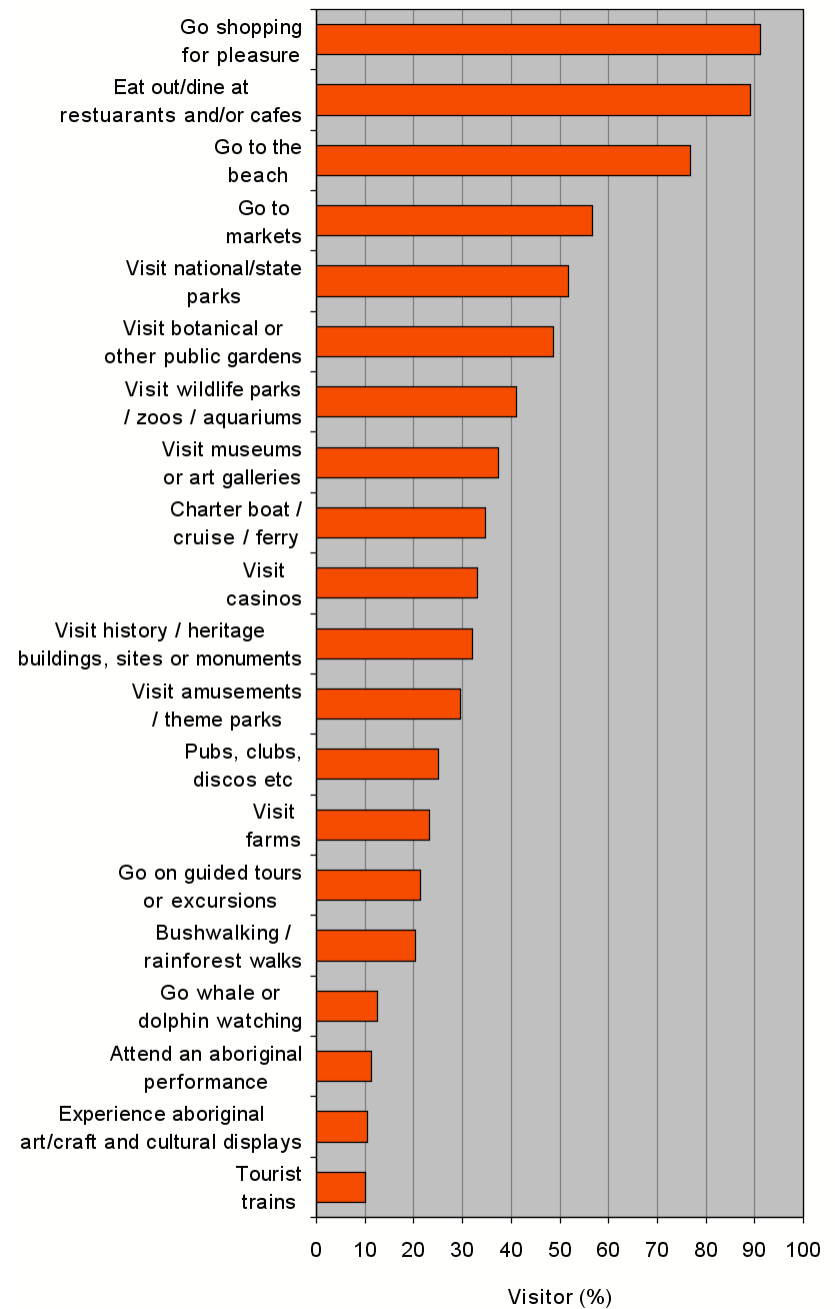


### Experience

- Chart 11 shows the most popular leisure activities undertaken by visitors from China whilst in Australia.
- The top five activities in 2005 were: go shopping for pleasure; eat out at restaurants and or cafes; go to the beach (incl swimming, surfing, diving); go to markets and visit national or state parks.

Chart 11 - Visitors from China by leisure activities 2005

Source: TRA, IVS



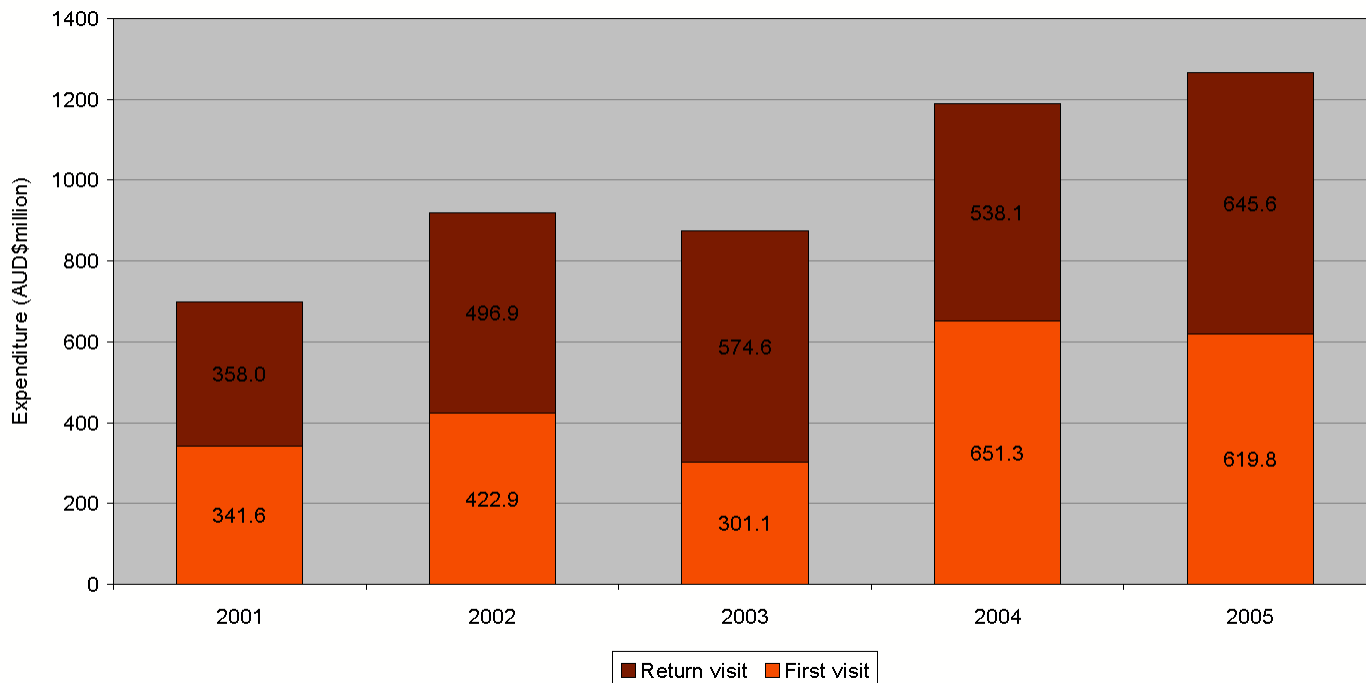
# China

## Visitor Profile

### Expenditure

Chart 12 - Visitors from China : Total Inbound Economic Value (TIEV) by First vs Return Visit 2005.

Source: TRA, IVS



- Visitors from China had a TIEV of AUD\$1.3 billion on trips to Australia during 2005, as shown in Chart 12. This is an increase of 6 per cent on the previous year.
- Travellers from China accounted for 7 per cent of all TIEV.
- Fifty one per cent of TIEV came from visitors from China on a return trip to Australia totalling AUD\$646 million whilst first time visitors spent AUD\$620 million.
- Average TIEV for Chinese visitors in 2005 was AUD\$4,647.

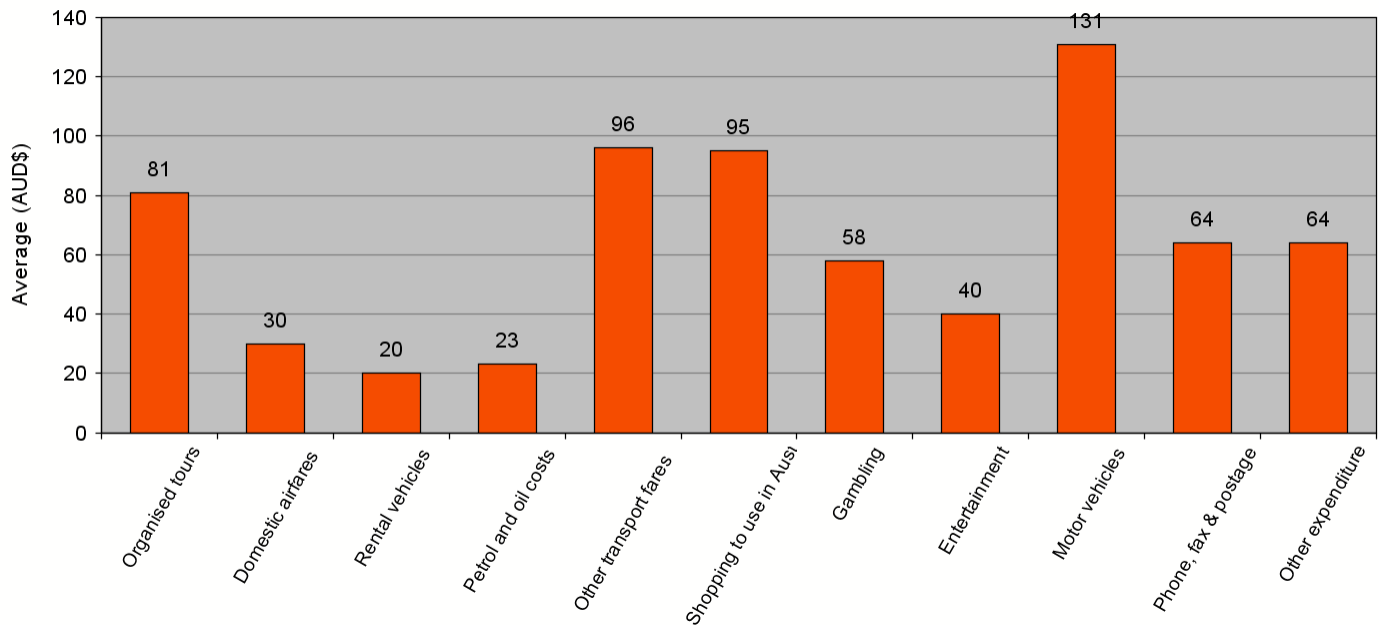
TIEV is calculated by the Tourism Forecasting Committee using total trip spend by inbound tourists to Australia as collected in TRA's International Visitor Survey (IVS) and then benchmarking these results to the ABS Tourism Satellite Account (ABS Cat. No.5249.0).

# China

## Visitor Profile

Chart 13 - Average expenditure for visitors from China by expenditure item 2005.

Source: TRA, IVS



### Expenditure Item

### Average A\$

International airfares	1,122
Food, drink & accommodation	1,040
Shopping to take home	397
Education	1,117
Package tour	1,057
Other (total of item charted)	702

- Chart 13 shows expenditure by item as an average for all international visitors from China. The table shows main items of expenditure which should be compared to the small items of expenditure which are charted.

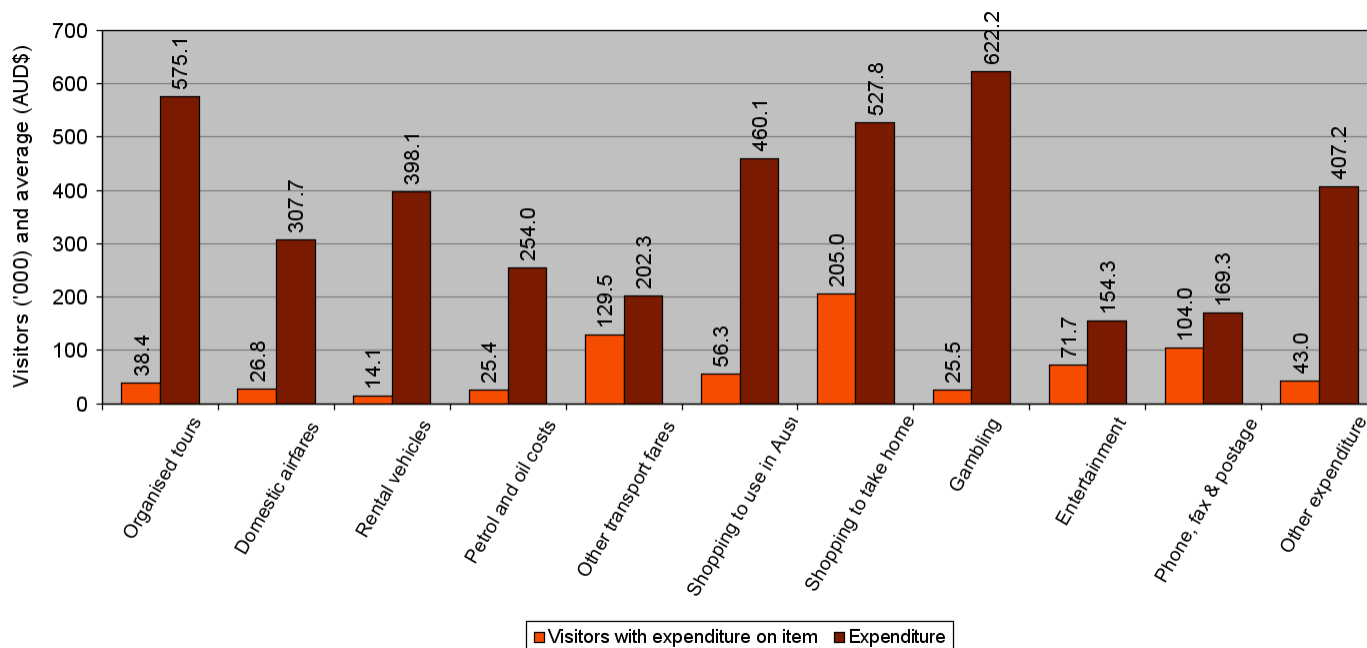


# China

## Visitor Profile

Chart 14 - Average expenditure for visitors from China with expenditure on item 2005.

Source: TRA, IVS



Expenditure Item	Visitors ('000)	Average A\$
International airfares	170	1,798
Food, drink & accommodation	178	1,588
Motor vehicles	2	15,581
Package tour	102	2,813
Education	31	9,764

- Chart 14 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, purchase of a motor vehicle is one of the largest spending items by this measure; however less than 2 per cent of all visitors from China had expenditure on this item.
- In 2005 75 per cent of Chinese travellers purchases 'shopping to take home' and 38 per cent purchased 'package tours'.



# China

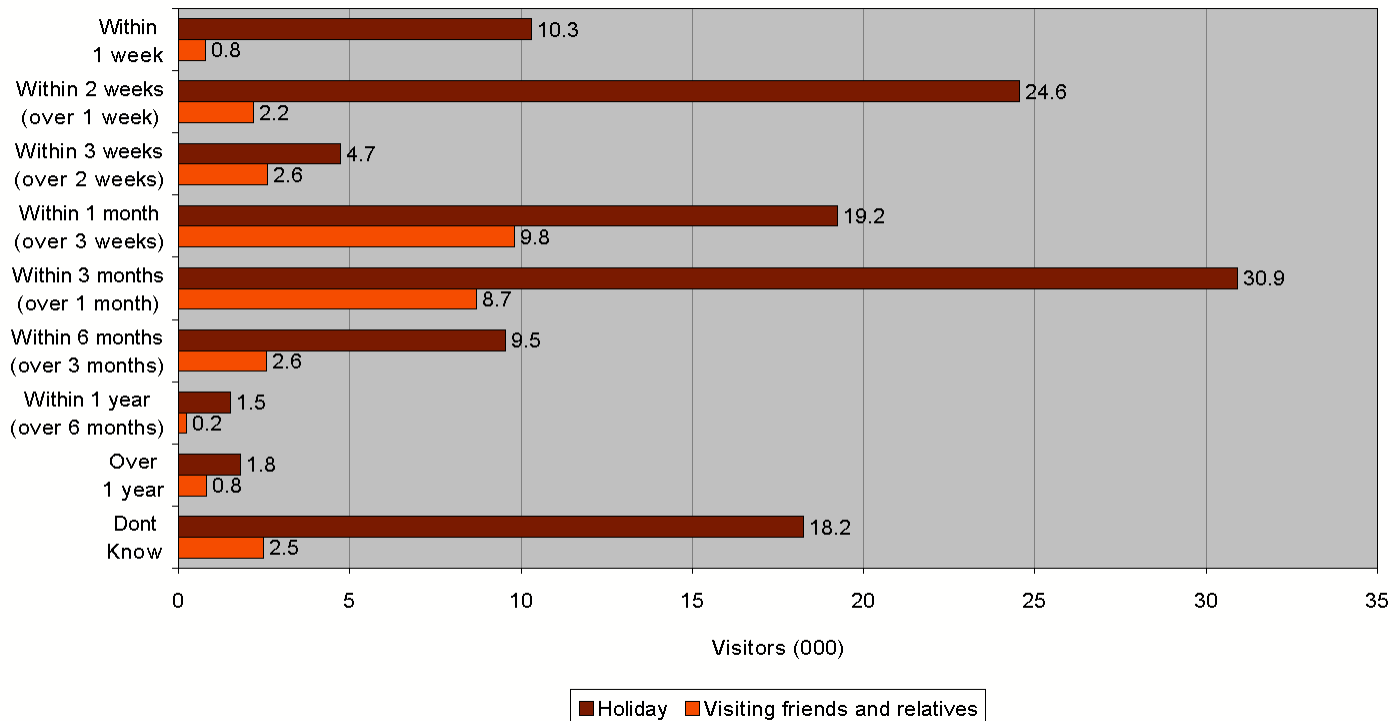
## Visitor Profile

### Planning and Booking Horizons

Chart 15 - Leisure visitors from China: Planning horizon by main purpose of journey 2005.

Source: TRA, IVS

"How long before you arrived in Australia did you start planning this trip?"



- Eighty three per cent of leisure travellers from China prepare their trip within 6 months of arriving in Australia.
- In 2005, 82 per cent of holiday visitors started planning within six months of arriving in Australia whilst 3 per cent began planning more than six months before arrival.
- Eighty eight per cent of VFR travellers had started planning within six months of arriving in Australia whilst 3 per cent began planning more than six months before arrival.

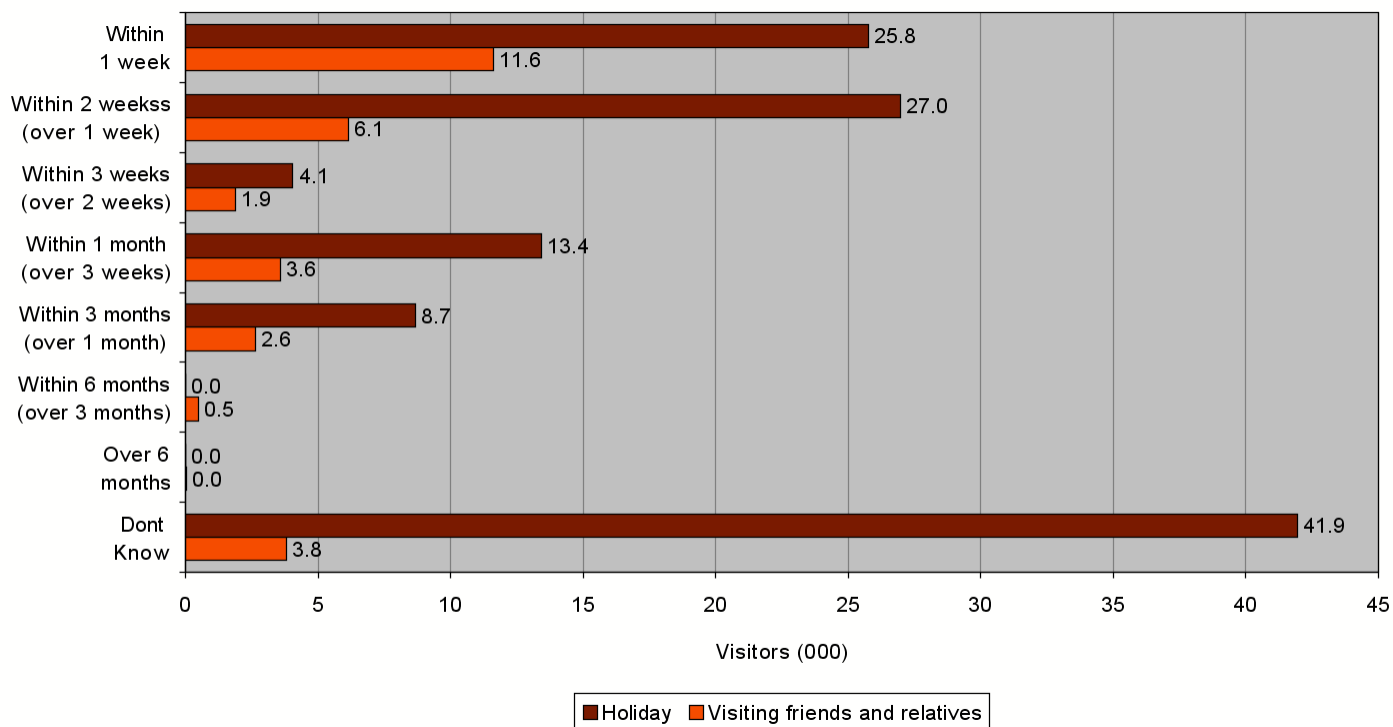
# China

## Visitor Profile

Chart 16 - Leisure visitors from China: Booking horizon by main purpose of journey 2005.

Source: TRA, IVS

"How long before you arrived in Australia did you book your airfare?"



- When booking flights 58 per cent of holiday travellers booked their ticket within one month of arrival, while 77 per cent of VFR travellers booked within one month.



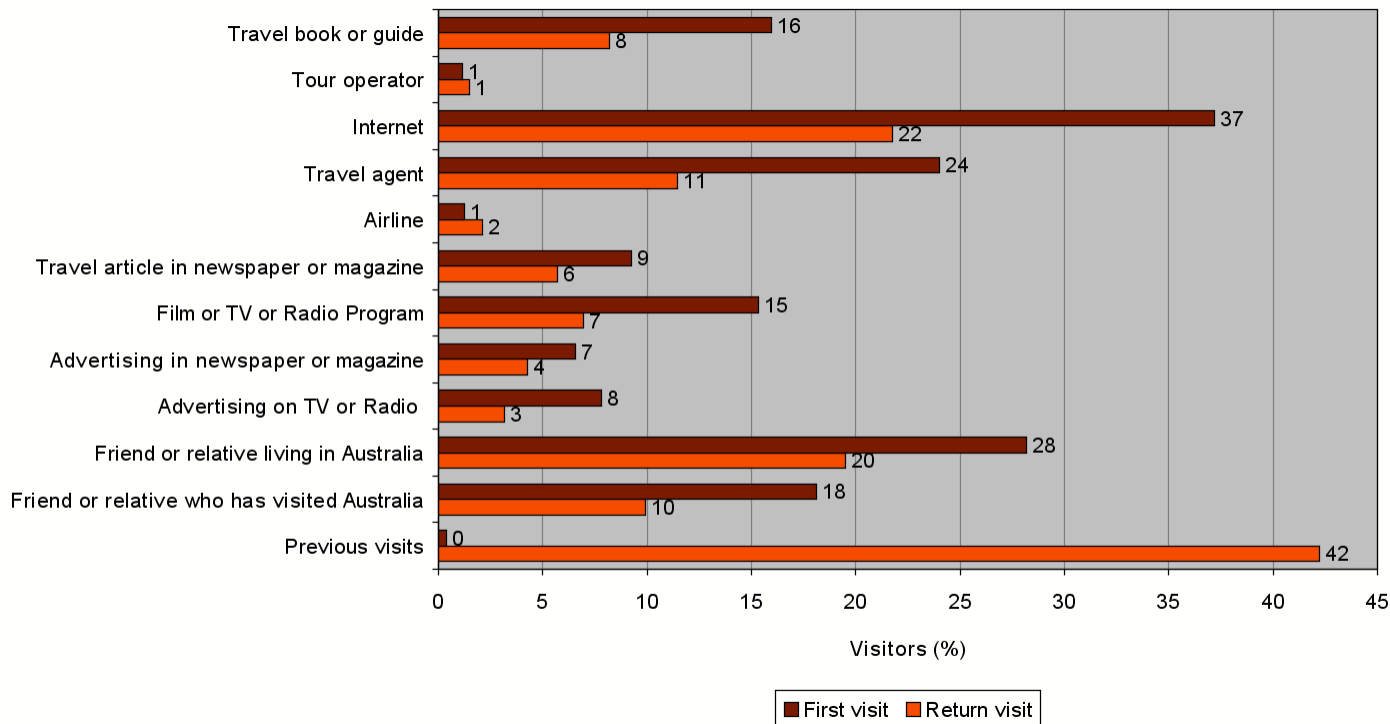
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## Visitor Profile

### Information Sources

Chart 17 - Visitors from China: Information sources on Australia by first or return visit 2005.

Source: TRA, IVS



- The most commonly used source of information for first time travellers from China was the internet, which was used by 37 per cent of first time visitors when planning their travel.
- Forty two per cent of return visitors from China relied most heavily on knowledge from a previous visit or visits as a source of information about Australia.
- Thirteen per cent of return visitors obtained no information at all when planning this trip to Australia.



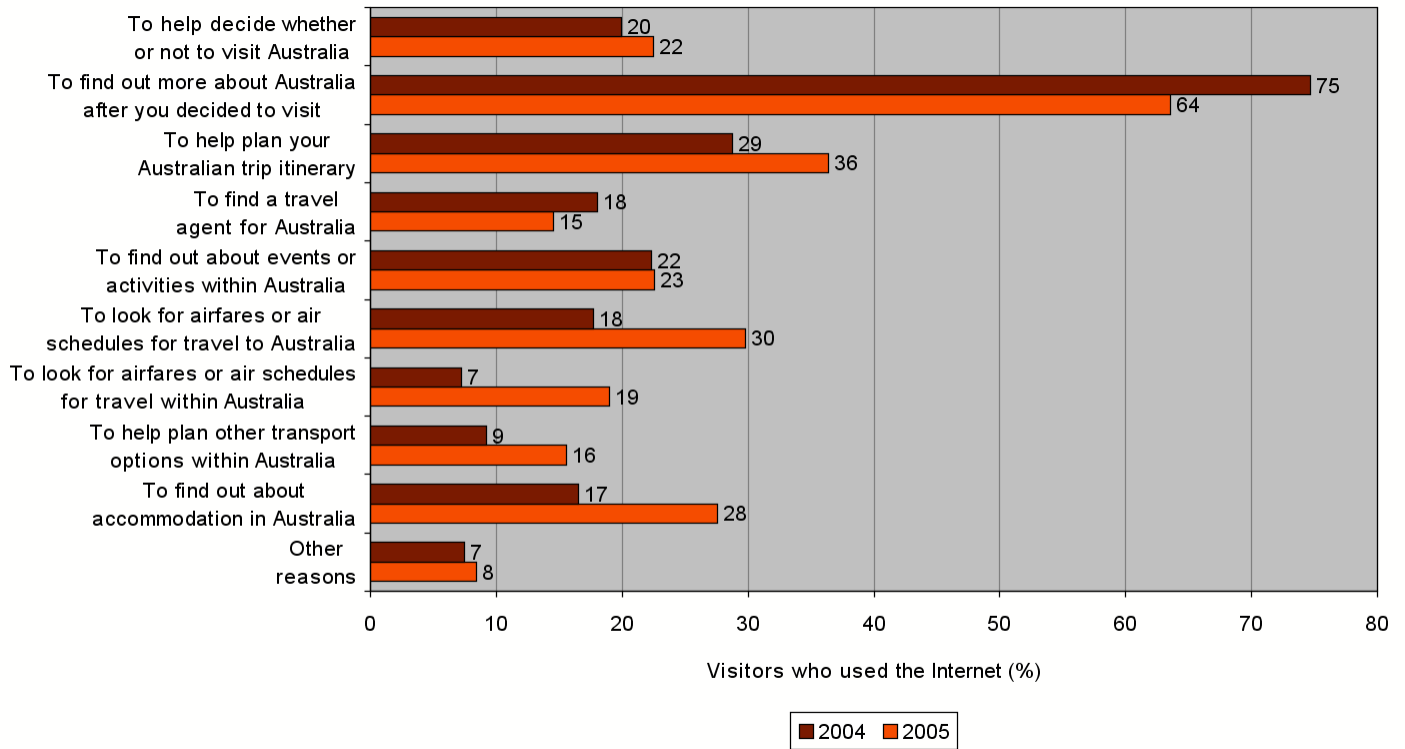
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### Internet Usage

Chart 18 - Visitors from China by reasons for using the Internet 2004-2005.

Source: TRA, IVS



- In 2005, a total of 134,021 or 49 per cent of visitors from China used the internet when planning their trip to Australia
- Most visitors from China used the internet to find out more about Australia after they decided to visit.

