

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio  
Additional Estimates  
14 February 2013

**Question:** AR15  
**Topic:** Tourism Industry  
**Proof Hansard Page:** Written

**Senator Ronaldson asked:**

**15. Chinese Tourism**

What is Australia's share of Chinese global tourism? What was our share ten years ago?

**Answer:**

In 2001, Australia's market share of Chinese outbound tourism was 1.3 per cent. In 2011, Australia's market share of Chinese outbound tourism was 0.8 per cent. Despite this decrease in market share in 2012, there were 626,400 Chinese visitors representing an increase of 230 per cent (from 190,100 in 2002).