

**Senate Standing Committee on Economics**

**ANSWERS TO QUESTIONS ON NOTICE**

Resources, Energy and Tourism Portfolio

Budget Estimates 2008-09

2 June 2008

**Question:** **BR-30**  
**Topic:** **China & India market – visitor profiles**  
**Proof Hansard Page:** **E139**

**Senator Birmingham asked:**

**Senator BIRMINGHAM**—You might need to take this on notice. When the Japanese market was in its boom years for us, the market was synonymous with coordinated group tours to the reef, the rock, and the bridge. Are the growth markets—China and India in particular—showing a greater diversity or are they sticking to the same pattern of approach?

**Mr Buckley**—They actually do disperse slightly differently from the Japanese. We are seeing China grow at such a rate and changing quite significantly in terms of the packages. They are changing their location around Australia and the activity they take on as well. Certainly growth markets like India are very strongly based around Gold Coast and eastern states rather than the rock. But I will take it on notice and give you a profile of those growth markets in terms of the activity and regions, if that helps.

**Senator BIRMINGHAM**—Thank you.

**Answer:**

In 2007, there were 357,557 Chinese visitors to Australia, an increase of 16 per cent from the previous year. China is Australia's fifth largest market for inbound arrivals. 170,917 visitors came to Australia for a holiday. (Other visitors came to visit friends and relatives, for business, employment, education or other purposes.) The average length of stay for Chinese visitors in 2007 was 44 nights, much higher than the average of 30 nights for all visitors. In 2007, 17 per cent of Chinese visitor nights were spent in dispersed areas (outside major gateways of Sydney, Melbourne, Brisbane and Perth). 42 per cent of all visitors were repeat visitors (lower than the average of 57 per cent across all markets). 49 per cent of all visitors from China were unaccompanied visitors. The most popular state or territory was New South Wales which was visited by 79 per cent of visitors, followed by Queensland, Victoria, Western Australia, South Australia, Western Australian, the ACT and Tasmania. According to the International Visitor Survey, Chinese visitors spent 8,050,000 visitor nights in Sydney. 427,000 on the Gold Coast; 154,000 in Tropical North Queensland; 36,000 in Darwin; and 8,000 in Alice Springs for the year ended 31 March 2008.

There were 95,214 visitors from India during 2007, an increase of 14 per cent on the previous year. India is the twelfth largest market for inbound arrivals. 23,818 visitors came for a holiday. (Other visitors came to visit friends and relatives, for business,

employment, education or other purposes.) The average length of stay for Indian visitors was 54 nights, much higher than the average of 30 nights for all visitors. 22 per cent of Indian visitor nights were spent in dispersed areas. 39 per cent of visitors were repeat visitors. New South Wales was the most popular destination with 56 per cent of all visitors, followed by Victoria, Queensland, Western Australia, and South Australia. According to the International Visitor Survey, Indian visitors spent 1,744,000 nights in Sydney; 173,000 on the Gold Coast; 30,000 in Tropical North Queensland; and 8,000 in Darwin.

By comparison, there were 573,031 visitors to Australia from Japan during 2007, a decline of 12 per cent on the previous year. Japan is Australia's third largest market for inbound arrivals. 447,787 visitors came for a holiday. (Other visitors came to visit friends and relatives, for business, employment, education or other purposes). The average length of stay for visitors from Japan was 21 nights, lower than the average of 30 nights for all visitors. 38 per cent of visitors from Japan were repeat visitors. 41 per cent of visitor nights were spent in dispersed areas, with Queensland the most popular state or territory receiving 66 per cent of visitors, followed by New South Wales, Victoria, Western Australia, the Northern Territory, South Australia and Tasmania. According to the International Visitor Survey, Japanese visitors spent 3,162,000 nights in Sydney; 1,228,000 on the Gold Coast; 1,062,000 in Tropical North Queensland; 42,000 in Darwin; and 17,000 in Alice Springs.

Tourism Research Australia has published updated International Visitor Profiles for Australia's top 21 markets on its website at [www.tra.australia.com](http://www.tra.australia.com)