

# International Tourism Snapshot

Year ended March 2010

## National Overview

	Visitors	Annual change <sup>1</sup>	Avg Stay <sup>2</sup>	Annual change
<b>Holiday</b>	<b>2,824,000</b>	<b>1% ▲</b>	<b>21.5</b>	<b>5% ▲</b>
NZ	454,000	1%	9.8	-10%
Asia <sup>3</sup>	1,013,000	-2%	18.6	16%
Americas <sup>4</sup>	329,000	6%	16.2	-9%
Europe <sup>5</sup>	869,000	2%	33.7	5%
<b>VFR<sup>6</sup></b>	<b>1,920,000</b>	<b>8% ▲</b>	<b>20.4</b>	<b>3% ▲</b>
NZ	433,000	3%	10.9	3%
Asia	568,000	16%	26.1	-2%
Americas	189,000	7%	19	12%
Europe	578,000	4%	20.8	2%
<b>Business</b>	<b>816,000</b>	<b>-7% ▼</b>	<b>11.8</b>	<b>7% ▲</b>
NZ	202,000	-6%	6.6	8%
Asia	310,000	-5%	14.4	7%
Americas	121,000	-2%	11.0	-5%
Europe	125,000	-14%	15.3	26%
<b>TOTAL<sup>7</sup></b>	<b>5,211,000</b>	<b>3% ▲</b>	<b>34.7</b>	<b>2% ▲</b>
NZ	995,000	1%	13.2	-8%
Asia	1,983,000	3%	43.5	8%
Americas	571,000	7%	25.1	-6%
Europe	1,279,000	2%	41.7	1%
<b>EXPENDITURE<sup>8</sup></b>	<b>\$ Million</b>	<b>Annual change</b>		
Australia	\$17,239	2%		

**Recovery** – in worldwide consumer and business sentiment continues to aid international visitation to Australia. A modest increase in holiday visitors, an easing in declines in business travel, and the ongoing growth in the VFR (visiting friends or relatives) market resulted in a healthy increase in international visitors.

**Air capacity expansion** - contributed to growth from many source markets; with the associated competitive airfares perhaps offsetting any constraints on travel associated with the high Australian dollar.

**The NZ economy** – emerged from recession in late 2009, and the associated boost to consumer confidence, along with affordable airfares supported the ongoing recovery from this market.

**USA market upturn** – was a key influence on the national increase in international visitors. The IMF<sup>9</sup> recently reported that economic recovery is “off to a better start in the US than Europe or Japan”.

**Concerns surrounding the European economy** – are not yet inhibiting travel to Australia. Healthy growth from the German and French markets continues. The resurgent youth market (i.e. under 30 years of age) remains the main driver of this growth.

**Resilience of the European market** – has been noted in other destinations. A recent report detailed that Bali has been recording strong growth from the Netherlands, France, Germany and the UK. Australia may face greater competition for the Europe market from such competitively priced Asian destinations.

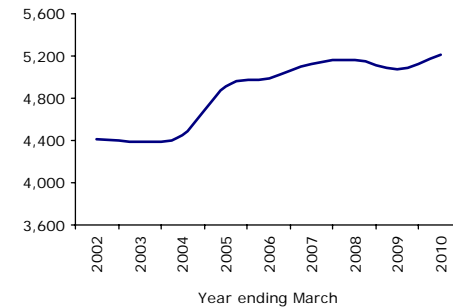
**UK visitation** - is steadily improving, driven by an increase in VFR and working holiday visitors. In contrast, the number of Irish visitors declined, with the significant downturn in the Ireland economy a key influence on this result.

**Despite declines from Japan** – visitation from Asia increased in the year ending March 2010. Malaysia, Indonesia, and Singapore were the primary drivers of the increase.

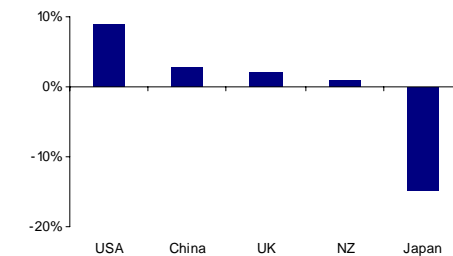
**Expenditure growth** was also driven by Asia. Indonesia, along with China were the markets that most significantly increased their expenditure on trips to Australia.

**Cautious optimism** – perhaps best describes the prospects for international visitation to Australia for the remainder of 2010. The strength of the Australian dollar, combined with potential rises in worldwide unemployment will be key challenges for the industry.

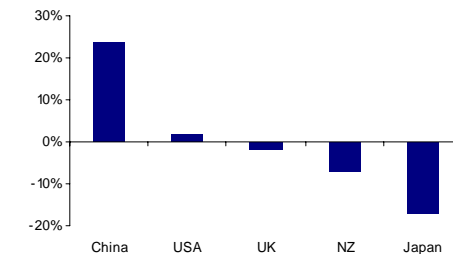
International visitors ('000) to Australia



Annual change in visitors



Annual change in expenditure



## State Comparison

	Visitors	Annual change	Avg Stay	Annual change
<b>Holiday</b>				
QLD	1,426,000	-3%	13.6	5%
NSW	1,569,000	2%	13.4	11%
VIC	754,000	0%	10.7	1%
Rest of Australia	747,000	0%	16.5	6%
Total Australia	2,824,000	1%	21.5	5%

<b>VFR</b>				
QLD	484,000	0%	15.5	5%
NSW	702,000	5%	17.7	1%
VIC	522,000	13%	20.1	9%
Rest of Australia	447,000	7%	19.3	-3%
Total Australia	1,920,000	8%	20.4	3%

<b>Business</b>				
QLD	162,000	-4%	7.3	0%
NSW	391,000	-11%	9.0	11%
VIC	230,000	-2%	10.7	-4%
Rest of Australia	168,000	-7%	14.9	17%
Total Australia	816,000	-7%	11.8	7%

<b>TOTAL</b>				
QLD	1,986,000	-2%	20.2	5%
NSW	2,754,000	1%	22.5	3%
VIC	1,539,000	4%	25.8	6%
Rest of Australia	1,356,000	2%	28.8	4%
Total Australia	5,211,000	3%	34.7	2%

**Holiday visitation** – results varied on a state level, with NSW seeing the most notable increase. Much of this increase can be attributed to rise in the number of USA visitors. Victoria too saw an increase in American visitors. The plethora of direct flights that both cities receive from the USA was a key contributor to this result.

**Queensland's holiday result** – continues to be restrained by a decline in Japanese visitors. Where the state does compare favourably to its southern neighbours is the Chinese holiday market. QLD recorded a 7% increase in holiday visitors from China, whereas NSW and VIC saw declines of 3% and 20% respectively.

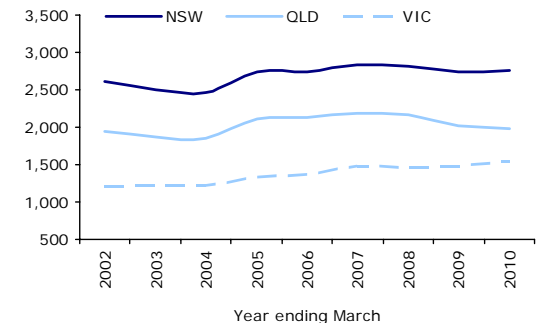
**The key European markets** – Germany and France continued to steadily increase their holiday travel to Australia. The healthy boost to QLD's visitation came from the youth market. QLD however, saw a downturn in German and French visitors in the over 55 age group; whilst NSW and VIC enjoyed better results from these visitors.

**WA and VIC** – continued to benefit from a buoyant VFR market. Both states have a larger reliance on this market, than QLD or NSW, and have therefore been well placed to take advantage of the resurgence in this form of international travel.

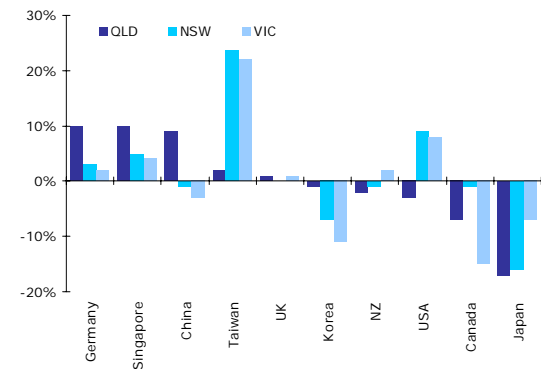
**The ongoing VFR growth** - to VIC and WA was supported by the consistent increase in air capacity that both states have seen in the past 12 months.

**VFR and education visitors** – were the main drivers of the increase in expenditure seen nationally. Most states in Australia saw healthy increases in expenditure by education visitors, with Victoria enjoying the largest increase.

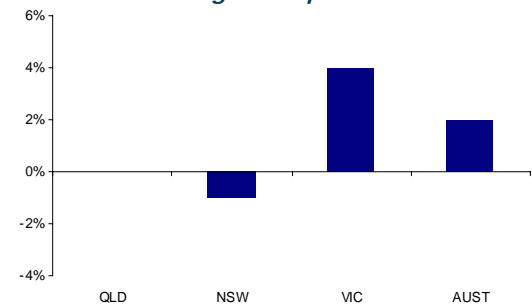
International visitors to QLD, NSW, VIC ('000)



Annual change in visitors by source market



Annual change in expenditure



## Queensland Overview

	Visitors	Annual change	Avg Stay	Annual change
<b>Holiday</b>	<b>1,426,000</b>	<b>-3%</b> ▼	<b>13.6</b>	<b>5%</b> ▲
NZ	236,000	-4%	9.9	-10%
Asia	510,000	-6%	11.2	15%
Americas	153,000	-4%	10.6	-5%
Europe	458,000	1%	19.3	4%
<b>VFR</b>	<b>484,000</b>	<b>0%</b>	<b>15.5</b>	<b>5%</b> ▲
NZ	174,000	-1%	9.9	14%
Asia	86,000	-7%	20.4	-7%
Americas	38,000	-10%	14.6	20%
Europe	136,000	4%	17.7	9%
<b>Business</b>	<b>162,000</b>	<b>-4%</b> ▼	<b>7.3</b>	<b>0%</b>
NZ	39,000	-9%	6.2	32%
Asia	55,000	6%	7.9	0%
Americas	26,000	0%	8.8	24%
Europe	24,000	-11%	7.3	-19%
<b>TOTAL</b>	<b>1,986,000</b>	<b>-2%</b> ▼	<b>20.2</b>	<b>5%</b> ▲
NZ	399,000	-2%	12.5	-7%
Asia	671,000	-4%	21.2	9%
Americas	206,000	-3%	16	5%
Europe	559,000	1%	24.6	4%
<b>EXPENDITURE</b>	<b>\$ Million</b>	<b>Annual change</b>		
Queensland	\$3,948	0%		

**QLD's more modest recovery** – in international visitation than the nation was due to a more subdued VFR result, and the ongoing declines from Japan.

**Positives for the state** - include an increase in international visitors in the March quarter 2010 (compared with the March quarter 2009). A recovery in NZ holiday visitors was a key contributor to this upturn.

**The increase in visitor nights** – also suggests the state's international tourism market is improving. A boost in the number of nights that Chinese visitors spent in QLD was a key influence. The increase in nights was from a variety of Chinese visitors, including those visiting QLD for education, to visit friends or relatives, and for a holiday.

**Chinese visitor expenditure** – increased significantly, with the boost in visitor nights driving this. This growth was however offset by a decline in Japanese visitor expenditure resulting in QLD's stable expenditure result.

**Whilst Japanese visitation declined** – the rate of the declines are beginning to ease. Outbound travel from Japan is also showing signs of recovery, suggesting that QLD may see a further easing in the downturn from this market.

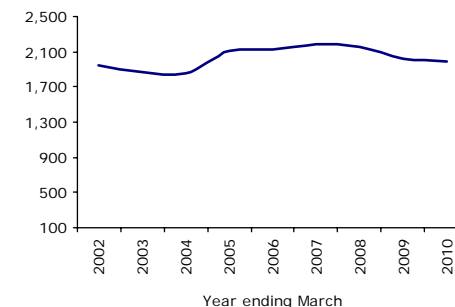
**Markets that are growing consistently** – are youth visitors from the UK, Continental Europe, and the USA, with all markets increasing their holiday travel to QLD. Visitors from these markets over the age of 55 however reduced their holiday travel to QLD. For the USA the decline in the over 55's drove the overall downturn in visitation from this market.

**Visitation from Korea** - is also recovering, and is due in part to a renewal in the youth market. Korea is QLD's third largest Asian source market, and visitation had been in decline since mid-2007. A sharp depreciation in the value of the Korean Won resulted in a significant downturn in outbound travel during the GFC.

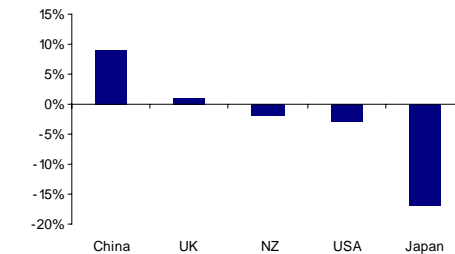
**The overall decline in the NZ market** – remains a challenge for QLD. The recovery in the March quarter is promising, however NSW and VIC saw better results than QLD in the year ending March 2010. NZ holiday visitors to NSW and VIC typically stay for shorter periods than those holidaying in QLD. This shorter break appears to have proved more appealing in uncertain economic times.

**The upturn in consumer confidence** – and associated recovery in outbound travel from many of QLD's source markets bodes well for international visitation in 2010.

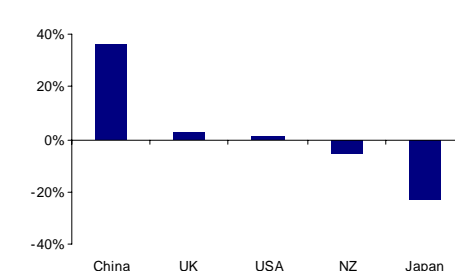
International visitors ('000) to Queensland



Annual change in visitors



Annual change in expenditure



## Region overview

	Visitors	Annual change	Avg Stay	Holiday Visitors	Annual change
Brisbane	918,000	2%	17.5	506,000	3%
Gold Coast	829,000	5%	9.9	660,000	6%
TNQ	659,000	-9%	9.5	599,000	-9%
Sunshine Coast	280,000	0%	9.1	222,000	-1%
Whitsundays	222,000	2%	5.8	213,000	0%
Fraser Coast	190,000	-4%	4.2	180,000	-4%
Townsville	144,000	-1%	9.6	118,000	-3%
Central Queensland	130,000	7%	10.2	111,000	6%

	Visitors	Trend change <sup>10</sup>	Avg Stay	Holiday Visitors	Trend change
Mackay	55,000	6%	8.0	42,000	4%
Bundaberg	46,000	2%	13.6	37,000	3%
Toowoomba	36,000	2%	18.2	18,000	4%
Outback	27,000	-4%	12.7	24,000	-1%

EXPENDITURE	\$ Million	Annual change	Spend per visitor	Spend per night
Brisbane	\$1,371	4%	\$1,492	\$85
Gold Coast	\$1,019	1%	\$1,229	\$124
TNQ	\$816	-16%	\$1,238	\$131
Sunshine Coast	\$240	25%	\$856	\$94
Whitsundays	\$163	27%	\$734	\$127

For further insights and data specific to the Queensland regions listed above, please refer to the Regional Snapshots which are released quarterly and can be found on our website at

[www.tq.com.au/research](http://www.tq.com.au/research)

**Whilst some QLD regions saw declines** - in international visitors, the magnitude of the declines are easing. Furthermore many regions that recorded growth improved upon the growth they recorded at the end of 2009.

**Brisbane's** - boost in international visitation came largely from an increase in Chinese holiday visitors. The region also saw an increase in VFR and education visitors from China. An expansion in younger European visitor numbers also supported the regions result.

**The Gold Coast** - like Brisbane recorded a healthy increase in holiday visitors from China. As was the case at the end of 2009 the Gold Coast also saw an increase in Japanese visitor numbers. The region further benefitted from a rise in younger Europeans and New Zealanders holidaying in the region.

**Tropical North Queensland's** - result continued to be driven by declines in Japanese holiday visitors. There are some indications that there is an easing in the rate of decline. Like many regions throughout QLD, TNQ saw an increase in younger Europeans' holidaying in the region. However, this was offset by a decline in the number of Europeans over the age of 55 holidaying in the region.

**The Whitsundays** - continued to experience consistent growth in youth visitors from a range of source markets, including, Continental Europe, the UK, the USA and Japan.

**Central Queensland** - was another region to record growth in younger European visitors; this represents a continuation of growth the region saw at the end of 2009.

**The Sunshine Coast** - too welcomed additional younger European holiday visitors. Visitors from the UK also increased. Yet the growth from these markets was countered by a downturn in holiday visitors from NZ.

**The Fraser Coast** - experienced a similar pattern of visitation to the Sunshine Coast. The difference however is that the Fraser Coast saw a steady number of younger Europeans (as opposed to an increase).

**Townsville** - too recorded steady visitation from younger Europeans. UK visitation rose, yet this was offset by a decline in visitors from NZ.

**Regional expenditure results** - were largely positive, with a boost in visitor nights in most regions assisting this.

# International Tourism Snapshot

Year ended March 2010

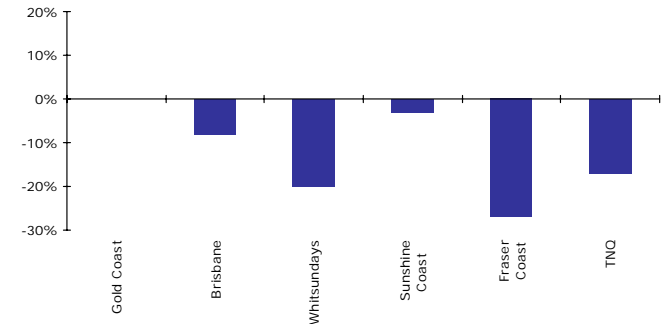
## Region comparison

NZ	Visitors	Annual change	UK	Visitors	Annual change
Gold Coast	207,000	0%	Gold Coast	82,000	22%
Brisbane	157,000	-8%	Brisbane	141,000	2%
Whitsundays	8,000	-20%	Whitsundays	66,000	5%
Sunshine Coast	77,000	-3%	Sunshine Coast	66,000	6%
Fraser Coast	11,000	-27%	Fraser Coast	57,000	0%
TNQ	34,000	-17%	TNQ	119,000	-6%
QLD	399,000	-2%	QLD	249,000	1%

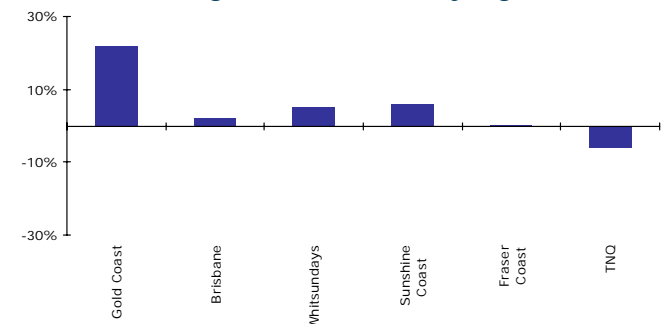
Continental Europe <sup>11</sup>	Visitors	Annual change	USA	Visitors	Annual change
Gold Coast	84,000	9%	Gold Coast	30,000	-3%
Brisbane	179,000	2%	Brisbane	63,000	3%
Whitsundays	97,000	0%	Whitsundays	18,000	20%
Sunshine Coast	77,000	1%	Sunshine Coast	15,000	0%
Fraser Coast	89,000	1%	Fraser Coast	9,000	-18%
TNQ	181,000	-1%	TNQ	79,000	-11%
QLD	311,000	1%	QLD	155,000	-3%

Japan	Visitors	Annual change	China	Visitors	Annual change
Gold Coast	114,000	5%	Gold Coast	106,000	15%
Brisbane	27,000	-10%	Brisbane	62,000	19%
Whitsundays	11,000	n/p	Whitsundays	n/p	n/p
TNQ	95,000	-33%	TNQ	47,000	47%
QLD	209,000	-17%	QLD	153,000	9%

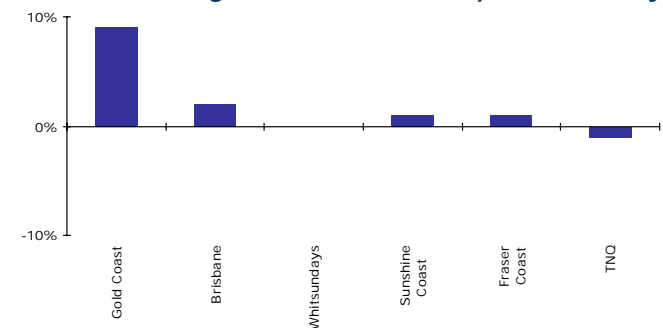
Annual change in NZ visitation by region



Annual change in UK visitation by region



Annual change in Continental Europe visitation by region



# International Tourism Snapshot

Year ended March 2010



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## State source market comparison

Visitors and Annual change								
	QLD		NSW		VIC		Australia	
New Zealand	399,000	-2%	359,000	-1%	233,000	2%	995,000	1%
Total Asia	671,000	-4%	980,000	0%	607,000	7%	1,983,000	3%
Japan	209,000	-17%	132,000	-16%	39,000	-7%	334,000	-15%
China	153,000	9%	242,000	-1%	158,000	-3%	360,000	3%
Korea	66,000	-1%	138,000	-7%	31,000	-11%	175,000	-7%
Taiwan	47,000	2%	61,000	24%	28,000	22%	90,000	14%
Singapore	46,000	10%	77,000	5%	74,000	4%	254,000	9%
Malaysia	40,000	-2%	42,000	5%	76,000	33%	194,000	22%
Hong Kong	39,000	11%	82,000	4%	43,000	10%	143,000	8%
India	27,000	-13%	54,000	-8%	52,000	18%	118,000	6%
Indonesia	15,000	7%	46,000	24%	39,000	39%	102,000	21%
Americas	206,000	-3%	397,000	7%	166,000	3%	571,000	7%
USA	155,000	-3%	313,000	9%	132,000	8%	453,000	9%
Canada	51,000	-7%	83,000	-1%	33,000	-15%	117,000	1%
Total Europe	559,000	1%	824,000	0%	447,000	3%	1,279,000	2%
UK	249,000	1%	375,000	0%	203,000	1%	624,000	2%
Germany	85,000	10%	109,000	3%	60,000	2%	157,000	4%
France	44,000	22%	66,000	16%	31,000	15%	93,000	13%
Scandinavia	41,000	0%	57,000	12%	29,000	7%	84,000	9%
Netherlands	25,000	4%	33,000	6%	21,000	5%	50,000	0%
Italy	25,000	-7%	37,000	-12%	24,000	4%	53,000	-7%
Switzerland	20,000	18%	28,000	12%	17,000	31%	42,000	14%
TOTAL	1,986,000	-2%	2,754,000	1%	1,539,000	4%	5,211,000	3%

Expenditure Comparison				
	QLD	NSW	VIC	Australia
Expenditure (\$ million)	\$3,948	\$6,087	\$3,785	\$17,239
Annual change	0%	-1%	4%	2%
Share of expenditure	22.9%	35.3%	22.0%	-
Change in share (percentage points)	-0.3	-0.9	0.6	-

**Data Source:** International Visitor Survey, Tourism Research Australia. The information included in this report was extracted from the International Visitor Survey (IVS), conducted by Newton Wayman Chong Research on behalf of Tourism Research Australia (TRA). IVS information is collected by personal interviews with short-term international visitors to Australia in the departure lounges at eight Australian airports prior to departure. The IVS is weighted to total figures supplied by the Australian Bureau of Statistics' Overseas Arrivals and Departures and does not include persons aged under 15 years.

For this publication data has been adjusted to conform to Tourism Queensland's destinations, which may differ slightly from ABS Tourism Regions.

**For Further Information:**  
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### Notes:

- Annual change refers to the percentage between the year ending March 2010 vrs the year ending March 2009.
- Avg Stay: Average length of stay expressed in nights.
- Asia includes Japan, China, Korea, Singapore, Malaysia, Hong Kong, India, Indonesia, Taiwan, Thailand and Other Asia.
- Americans includes United States of America and Canada
- Europe includes the United Kingdom, Germany, France, Scandinavia, Netherlands, Italy, Switzerland, and Other Europe.
- Visiting friends or relatives (VFR)
- Total refers to total visitors to Australia, including those classified as 'Other', and therefore the sum of Holiday, VFR, and Business visitors may not equal total.
- All expenditure figures include package expenditure (\$m)
- International Monetary Fund, World Economic Outlook, April 2010
- Trend change refers to the percentage change between the three years to March 2010 vrs the three years to March 2009.
- Continental Europe includes Germany, France, Scandinavia, Netherlands, Italy, Switzerland and other Europe.

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