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Tourism Research Australia



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MEDIA RELEASE

Chinese holiday visitors increase by 30 per cent

Visitor arrivals from China continued in record numbers during the year ending September 2013, the latest *International Visitor Survey* has found.

The publication, released today by Tourism Research Australia (TRA), reported overall Chinese visitor numbers for the year reached 676,445, up 18 per cent on the previous year. Chinese holiday visitors increased by 30 per cent, while the number of nights stayed grew by 22 per cent. Total spend in Australia was up 25 per cent on the previous year.

Dr Leo Jago, Chief Economist and General Manager of TRA, said the results highlighted the strength of the Asian markets, particularly China, and their potential contribution to Australia's economy over coming years.

"Along with continuing record arrivals from China we also saw further recovery in the number of visitors from the traditional markets," Dr Jago said.

Arrivals from the US remained strong, while visits from the UK and Europe increased on the back of improving holiday and backpacker sectors. Backpackers have a high rate of dispersal and are therefore an important sector for Australia's regional areas.

It was a positive year overall for international arrivals, with visitor numbers increasing 5 per cent to 5,889,197. Visitor nights increased 4 per cent to 212 million and spend in Australia increased 3 per cent to \$19.3 billion.

Other key findings from the report for the year ending September 2013 include:

- International visitors travelling on holiday were the largest growth sector, with arrivals increasing 7 per cent, nights 13 per cent and spend 10 per cent.
- Backpacker nights spent in Australia increased 8 per cent to 47.6 million while spend in Australia increased 6 per cent to \$3.3 billion.

International Visitor Survey, September Quarter 2013 can be accessed in full at www.tra.gov.au/publications/latest-ivs-report.html

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