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MEDIA RELEASE

A record 6 million international visitors travelled to Australia during YE March 2014

During the year ending March 2014 the number of international visitors aged 15 years and over arriving in Australia reached a record 6 million for the first time according to the latest International Visitor Survey released by Tourism Research Australia today. Visitor numbers increased 6% while visitor nights increased 1% to 214 million and total trip expenditure increased 6% to \$29.6 billion.

“Whilst the growth in visitor numbers out of China (up 14% to 697,200) continues to underpin Australia’s inbound performance, it is very pleasing to note that record numbers of visitors continue to arrive from the US while European markets are showing a strong recovery” said Dr Leo Jago, Tourism Research Australia’s Chief Economist.

Growth in visitor numbers was boosted by increases of 11% in the number of people arriving to visit friends and relatives (VFR) and 9% for those on holiday. VFR visitor numbers increased to 1,643,900 while nights were up 9% to 46.6 million and trip expenditure jumped 12% to \$4.8 billion. The number of holiday visitors increased 9% to 2,710,300 while nights increased 5% to 72.8 million and trip expenditure 12% to 11.8 billion.

With the strong growth in visitation for VFR, the number of nights spent in the home of a friend or relative increased 6% to 64.5 million. The number of visitors travelling in family groups increased 16% to 699,400 while those travelling with friends or relatives increased 13% to 587,900. “These groups now account for 20% of all international expenditure in Australia and over 20% of all visitors, it’s great to see such a diverse range of visitation contributing to the broader tourism industry” said Dr Jago.

Other key findings show increased leisure travel has contributed positively to other areas including:

- Shopping on items to take home increased 18% to \$1.8 billion
- Increase of 7% in the number of visitors attending wildlife parks, zoos and aquariums to 2 million and theme parks 5% to 763,400.
- Increases in the use of local public transport, taxis, cars, self -drive vans and motorhomes.

The full report can be viewed at: www.tra.gov.au

Media notes:

When reporting TRA data, Tourism Research Australia (or TRA) must be attributed as the source.

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