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MEDIA RELEASE

INTERNATIONAL VISITORS TO HELP AUSTRALIAN TOURISM HIT THE MARK

Strong gains in international tourism will help Australia continue to move towards attaining the lower bound of its *Tourism 2020* growth target (\$115 billion per year) for overnight visitor expenditure by the end of the decade, according to Tourism Research Australia's (TRA) *Tourism Forecasts 2016*, released today.

However, more work will need to be done if Australia is to reach the upper bound of its tourism industry potential (\$140 billion per year) by 2020.

With international visitors set to increase their share of spend from 31 per cent of total spend in 2014–15 to 41 per cent in 2024–25, and domestic overnight visitor spend continuing to grow, but at a moderate pace, total overnight expenditure is forecast to reach \$127 billion in nominal terms by 2019–20.

According to the *Forecasts*, our largest inbound source market is set to change, with strong visitor growth seeing China overtake New Zealand in 2017–18 – two years earlier than previously forecast. China is expected to contribute 43 per cent of total growth in visitor numbers from 2014–15 to 2024–25 and 60 per cent of growth in expenditure.

Other markets expected to experience solid growth over the next few years are Indonesia, Malaysia, Hong Kong, Japan and South Korea, along with our traditional markets of New Zealand and the USA. Sporting events scheduled in 2017–18 will also see an increase in arrivals from the UK, Australia's third-largest inbound market.

Strong growth in holiday travel – largely due to the lower value of the Australian dollar – is forecast to drive growth in domestic tourism in 2016–17 and 2017–18, with many Australians continuing to choose to holiday at home rather than travel abroad.

Tourism Forecasts 2016 is available to download from TRA's website, www.tra.gov.au

Media notes:

- When reporting TRA data, Tourism Research Australia (or TRA) must be attributed as the source.
- Media contact: tourism.research@tra.gov.au or (02) 6272 6968

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