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MEDIA RELEASE:

NEW RECORD FOR CHINA AND US VISITOR ARRIVALS

Visitor arrivals from China and the United States hit record numbers during the March 2013 quarter, the latest *International Visitors Survey* has found.

The publication, released today by Tourism Research Australia (TRA) found Chinese visitor numbers for the quarter jumped to 213,383, eclipsing the previous record of 185,355 seen in the March quarter of 2012.

For the same period, the unprecedented number of arrivals from the United States was 135,824, accompanied by a seven per cent increase in numbers for the year ending March 2013.

Dr Leo Jago, Chief Economist and General Manager of TRA, said the results are an encouraging indication of improvements in the market.

“Along with China’s record numbers for the quarter, the year ending March 2013 saw a 17 per cent increase in numbers from China and a 21 per cent increase in spend,” Dr Jago said.

“The record number of US arrivals this quarter, paired with similar results for the December 2012 quarter is notable considering the strength of the Australian dollar.

“Results like these are clear indications of the ongoing growth of the Asian market, and continuing recovery of some of the traditional markets.”

It was a positive year for all international arrivals in the year ending March 2013, with figures increasing by five per cent to 5,766,005. Nights increased seven per cent to 211 million and spend in Australia increased five per cent to \$19.2 billion.

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

- New Zealand remained Australia’s top source market for visitor arrivals with 1,098,391 followed by China with 620,197 and the UK with 559,882.
- Visitor numbers for those travelling for the purpose of holiday or to visit friends and relatives both increased 6 per cent while business was up 2 per cent and employment 8 per cent. The education market weakened slightly with visitor numbers down 2 per cent.
- The number of nights spent in Australia by international visitors in rented apartments, flats or units increased by 8 per cent to 83.8 million nights. This style of accommodation accounts for 40 per cent of all nights spent in Australia by international visitors.

The full *International Visitors Survey March 2013* publication can be accessed at: www.tra.gov.au.

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