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STRONG GROWTH FORECAST FOR INTERNATIONAL VISITOR ARRIVALS AND SPEND IN 2014–15

International visitor spend is expected to increase 6.0 per cent to \$33 billion in 2014–15, the strongest increase in recent years, according to *Tourism Forecasts, Autumn 2014* released today by Tourism Research Australia (TRA).

Spending by international visitors in Australia will make up 31 per cent of Australia's total visitor expenditure in 2014–15, up from 29 per cent in 2005–06.

The strong growth forecast for international visitor arrivals in 2014–15—up 5.7 per cent to around 7.0 million in 2014–15—is driven by growth in the Asian markets. Arrivals from China are expected to increase 10.5 per cent, India 6.6 per cent, and Singapore 5.8 per cent. Over the next ten years, 58 per cent of international visitor arrivals growth will be sourced from Asia.

“China is forecast to be the major player over the next ten years, contributing almost a quarter of total growth in international arrivals and approximately 40 per cent of the growth in international expenditure”, Chief Economist, TRA, Dr Leo Jago said.

“An improved global economic outlook, especially the continuing economic recovery in Australia's traditional inbound source markets such as the United Kingdom and the United States, has also contributed to an upward revision of growth for international visitor arrivals for 2014–15”, Dr Jago said.

On the back of a stronger-than-expected Australian dollar, outbound travel from Australia is expected to remain strong. Resident departures are forecast to grow 4.3 per cent to 9.3 million in 2014–15, and by 3.8 per cent per annum (on average) to 12.3 million in 2022–23.

“The strong growth in overseas travel will impact on the performance of domestic tourism in the short to medium term. Australia's domestic tourism is forecast to grow at an average annual rate of 0.8 per cent per annum over the next five years”, Dr Jago said.

Total domestic tourism expenditure is expected to increase 0.5 per cent in 2014–15 to \$72 billion in real terms, making up about 69 per cent of the total visitor expenditure of \$105 billion forecast for the year. Total tourism expenditure is forecast to grow on average 1.6 per cent per annum to \$119 billion in 2022–23.

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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