



**Australia**

Last updated July 2005

	2003	2004	%change 04/03
visitors	4,385,000	4,797,000	9
nights	119,093,000	131,400,000	10

**Origin Country to NSW**

	Visitors 2004	%Change '04/03	Nights 2004	%Change '04/03
United Kingdom	405,000	-2	7,834,000	-3
New Zealand	355,000	13	3,774,000	2
USA	294,000	6	4,100,000	14
Japan	300,000	26	3,505,000	36
Korea	166,000	2	3,237,000	-2
China	174,000	63	5,452,000	72
Germany	96,000	7	1,703,000	26
Singapore	69,000	-3	811,000	-29
Hong Kong	67,000	-3	1,606,000	-1
Canada	68,000	16	1,428,000	41
Taiwan	63,000	12	1,034,000	5
other countries	605,000	8	12,825,000	10
<b>Total</b>	<b>2,663,000</b>	<b>10</b>	<b>47,309,000</b>	<b>12</b>

**NSW Destination**

	Visitors 2004	%Change '04/03	Nights 2004	%Change '04/03
Sydney	2,523,000	9	39,132,000	10
Regional NSW	551,000	6	8,177,000	22
<b>NSW</b>	<b>2,663,000</b>	<b>10</b>	<b>47,309,000</b>	<b>12</b>

**State Market Shares**

	Visitors				Nights			
	NSW %	VIC %	QLD %	Change 04/03 NSW %	NSW %	VIC %	QLD %	Change 04/03 NSW %
United Kingdom	64	33	44	-1	33	20	23	-1
New Zealand	38	24	41	-3	31	16	36	-5
Japan	45	11	69	4	32	15	36	4
USA	73	29	35	3	43	16	19	8
China	72	48	55	9	52	30	8	2
Total	56	27	43	1	36	22	21	1

**International Visitors to NSW and Australia 2004**

	New South Wales Rank	New South Wales Visitors	%Change '04/03	Australia Rank	Australia Visitors	%Change '04/03	NSW Share of Visitors
United Kingdom	1	405,000	-2	3	632,000	0	64
New Zealand	2	355,000	13	1	930,000	22	38
Japan	3	300,000	26	2	662,000	13	45
USA	4	294,000	6	4	404,000	2	73
China	5	174,000	63	5	240,000	42	72
Korea	6	166,000	2	7	192,000	2	86
Germany	7	96,000	7	9	136,000	2	70
Singapore	8	69,000	-3	6	216,000	-2	32
Canada	9	68,000	16		93,000	11	74
Hong Kong	10	67,000	-3	10	124,000	6	54
Taiwan		63,000	12		91,000	13	70
Malaysia		43,000	2	8	146,000	6	29
Thailand		38,000	5		73,000	10	52
Indonesia		36,000	5		75,000	-5	48
Other Europe		282,000	6		406,000	6	69
Other Countries		141,000	6		254,000	6	55
Other Asia		66,000	30		121,000	13	54
<b>Total</b>		<b>2,663,000</b>	<b>10</b>		<b>4,797,000</b>	<b>9</b>	<b>56</b>



**Purpose of Visit to NSW - 2004**

	% NSW visitors
Holiday	55
Visiting friends and relatives	19
Business	16
Education	6
Employment	2
Other	3
<b>Total</b>	<b>100</b>

**Regional dispersion - nights - NSW - 2004**

	% NSW nights spent in Sydney	% NSW nights in regional NSW
United Kingdom	75	25
New Zealand	84	16
USA	79	21
Japan	86	14
Korea	94	6
China	92	8
Germany	74	26
Singapore	97	3
Hong Kong	91	9
Canada	70	30
Taiwan	86	14
<b>Total</b>	<b>82</b>	<b>18</b>

**Length of stay and expenditure in NSW by origin country - 2004**

	Nights Average	Nights Median	Expenditure \$ per night	Expenditure \$ per visitor	Expenditure in NSW \$ Million
Backpackers	28	9	72	2,043	771
United Kingdom	19	8	85	1,633	662
USA*	14	5	132	1,811	542
Other Europe	21	7	86	1,772	499
Japan*	12	3	124	1,443	433
China*	31	3	71	2,227	387
Korea	20	3	108	2,109	350
New Zealand	11	5	89	933	336
Other Countries	19	7	79	1,477	206
Hong Kong	24	5	111	2,654	178
Germany**	18	6	85	1,515	145
Other Asia	28	7	82	2,280	127
Canada**	21	7	84	1,756	120
Thailand**	31	6	101	3,090	118
Taiwan**	16	4	109	1,777	113
Singapore*	12	4	134	1,569	109
Indonesia**	26	7	87	2,278	83
Malaysia**	17	5	106	1,842	79
India***	19	3	79	1,502	50
Gulf Countries	17	6	79	1,322	27
<b>Total*</b>	<b>18</b>	<b>5</b>	<b>96</b>	<b>1,691</b>	<b>4,534</b>

Note: Includes package expenditure and excludes international airfares and major purchases including motor vehicles. \*Uses NSW expenditure data. \*\*NSW expenditure data not available - Australian expenditure by origin market has been applied. \*\*\*Average expenditure per night in Australia for 'other countries' has been applied. Source: TRA Travel Expenditure by Domestic and International Visitors in Australia's Regions 2004.

**Average Expenditure per night (2004)**

	Australia \$	NSW \$	VIC \$	QLD \$
International*	\$96	\$96	\$92	\$110

\* Includes package expenditure. Source: Tourism Research Australia. Travel Expenditure by Domestic and International Visitors in Australia's Regions. 2004.