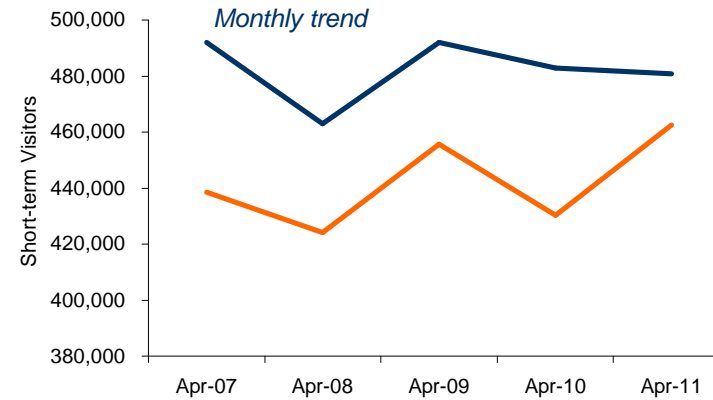
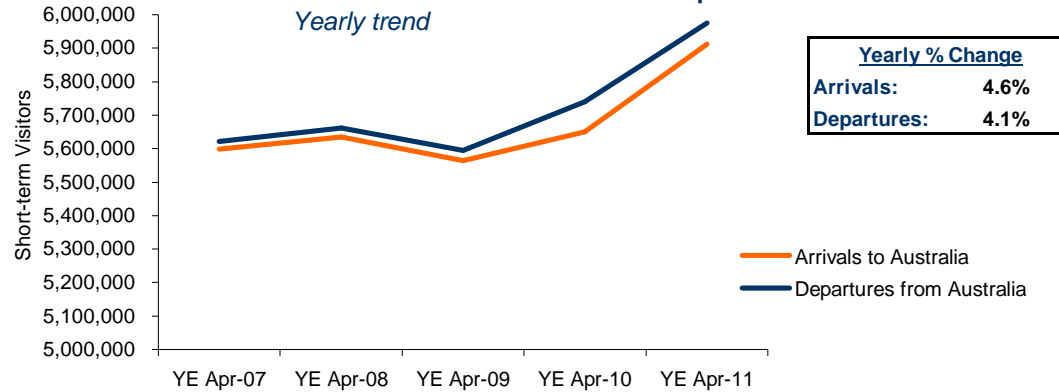




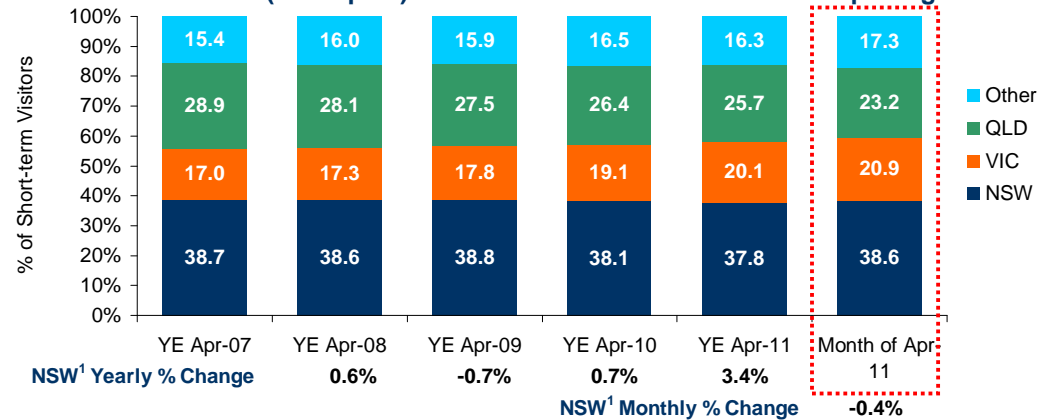
Overseas Arrivals and Departures Snapshot

April 2011

Short-term International Visitor Arrivals and Departures: Australia



Main State (time spent): Short-term International Visitors Departing Australia



How has International visitor movement changed?

International short-term visitor **arrivals** to Australia rose by 7.5% in the month of April 2011, compared to the same month last year. In contrast, international visitor **departures** recorded a small decline of 0.5%. On a yearly basis, international visitor arrivals increased by 4.6%, while visitor departures recorded a rise of 4.1%. Of all short-term international visitors departing Australia, 37.8% spent most time in NSW in the year to April 2011. The actual number of visitors who spent most time in NSW increased by 3.4% in the year, slightly less than the national average. In monthly terms, international visitors to NSW fell by 0.4%, consistent with the national average. Although visitor growth in Victoria has softened over the past few months from its buoyant growth in the second half of 2010, growth continued to record a robust 6.7% in the month of April.

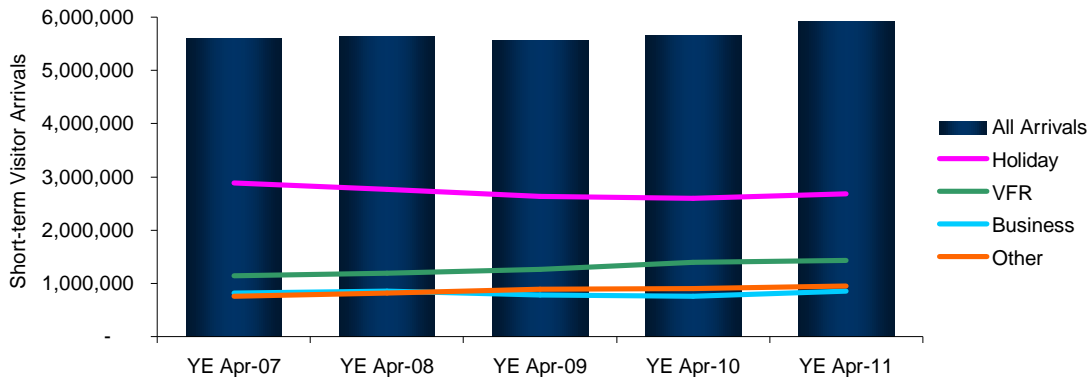


Tourism New South Wales

Overseas Arrivals and Departures Snapshot

April 2011

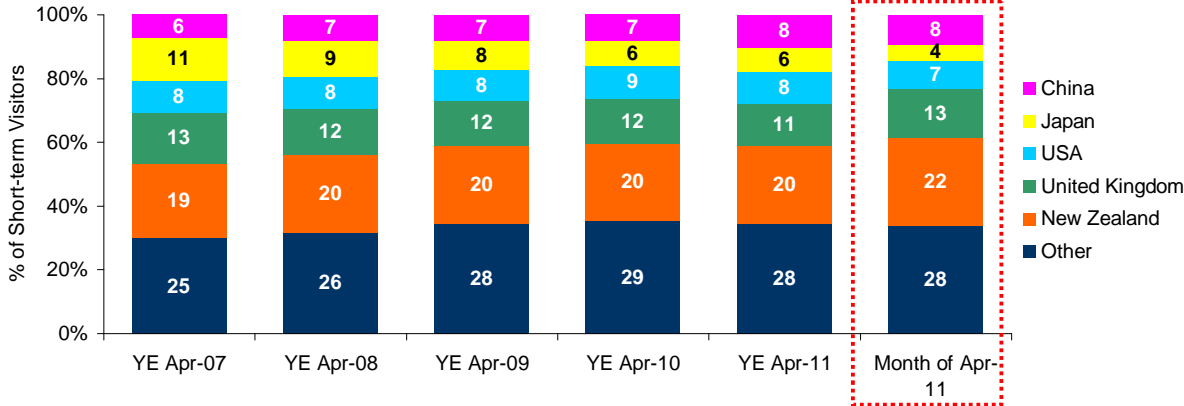
Short-term International Visitor Arrivals by Purpose: Australia



Why are they here and where are they from?

The increase in visitor arrivals over the year to April 2011 continues to be broad-based across the main purpose-of-visit categories, with business and holiday visitors making the largest contributions to growth. In fact, business visits continued to record the largest increase over the year (up by 11.9 per cent). Holiday travel - the main purpose for visiting Australia - increased by 3.1% over the year, while VFR travel rose by 2.8%. The softening in growth in visitors to Australia was mainly reflective of large declines in visitors from north-east Asia, i.e. Japan (-26%) and Korea (-27%), with visitation from China also slowing (+8%). This was partly offset by solid growth in visitors from south-east Asian markets, such as Singapore and Malaysia (both +17%). Meanwhile, the UK market posted its strongest growth in 10 years, with visitors from the UK increasing by 36%, following a 22% decline last month.

Top 5 Source Markets % Share: Australia



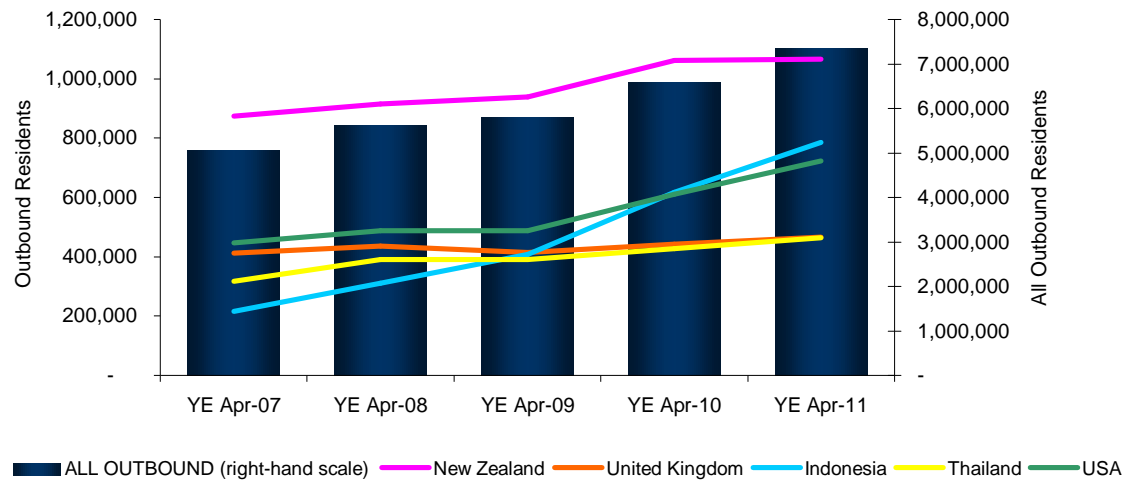
% Change Apr-11 vs Apr-10		
1	New Zealand	5.6%
2	UK	36.4%
3	USA	4.4%
4	Japan	-26.4%
5	China	7.7%
6	Singapore	17.0%
7	Korea	-27.1%
8	Malaysia	16.6%
9	Germany	5.2%
10	Hong Kong	36.8%



Overseas Arrivals and Departures Snapshot

April 2011

Australian Resident Departures: Top 5 Destinations



Where are Australians going?

Growth in Australian outbound travel continued to be strong over the year to April 2011, with the total number of Australian residents travelling overseas growing by 12% over the period. Growth continued to be mainly concentrated around Asian destinations, which accounted for roughly 56% of the overall growth in outbound travel. Of the top five outbound destinations for Australians, New Zealand continued to receive the largest number of visits by Australians, though the number of trips increased only marginally in the year to April 2011. Across Asian destinations, outbound travel to Indonesia continues to be growing at the fastest pace over the year to April (up by 27%). Outbound travel to the USA has also been growing strongly, by around 18% over the year, largely supported by the strength in the exchange rate. Visitation to Thailand and the UK grew by 8% and 6% respectively over the year. Interestingly, Thailand is about to become the fourth most popular destination, taking over the UK.

Notes:

¹ NSW % Change based on the actual (original, non-seasonally adjusted) number of short-term visitors departing Australia who claimed that they spent the most time in NSW

Short-term visitors are defined as visitors who stay in Australia less than 12 months

Outbound residents are those temporarily departing Australia (for a period of less than 12 months)

Main State is measured by visitors nominating the state in which most time was spent upon departure from Australia

Source:

The Overseas Arrivals and Departures information included in this report is extracted from the Overseas Arrivals and Departures (OAD) data, published by the Australian Bureau of Statistics. OAD information is collated from passenger cards. These statistics refer to airport movements, short-term visitor arrivals to Australia, or short term resident departures from Australia.

[Full Overseas Arrivals and Departures report \(cat.no. 3401.0\) from the ABS](#)