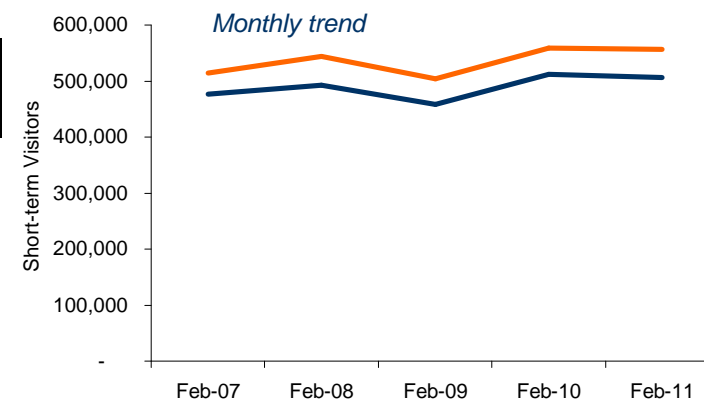
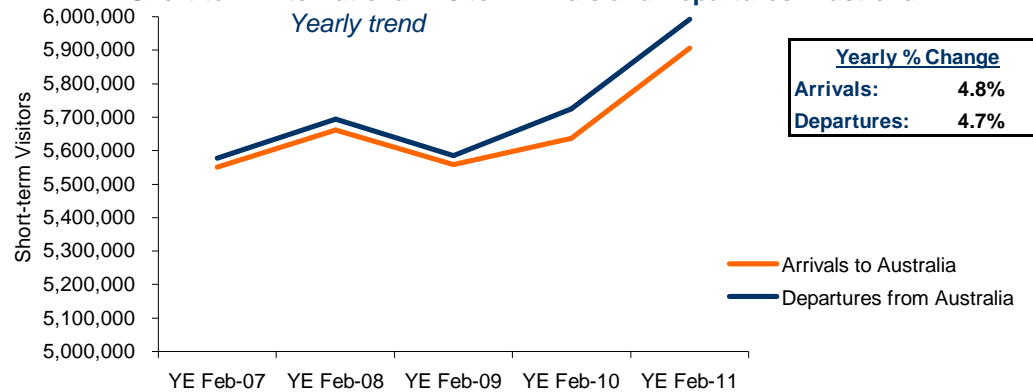




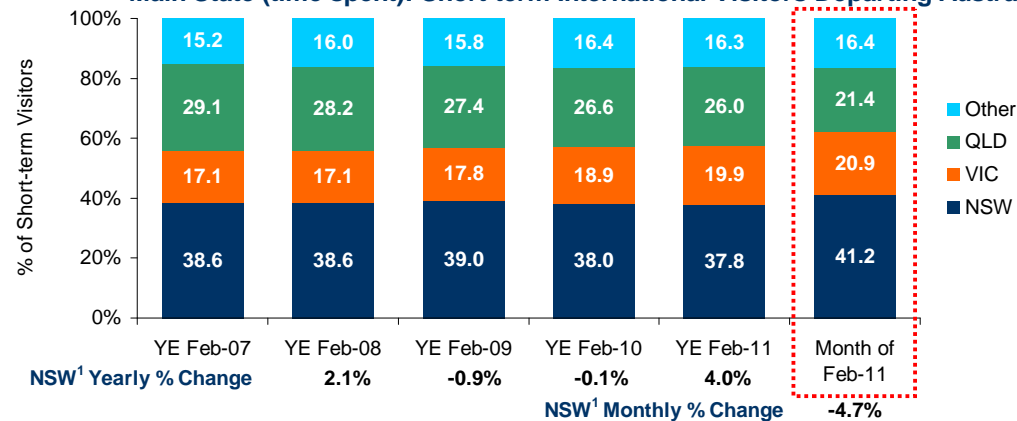
Overseas Arrivals and Departures Snapshot

February 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?

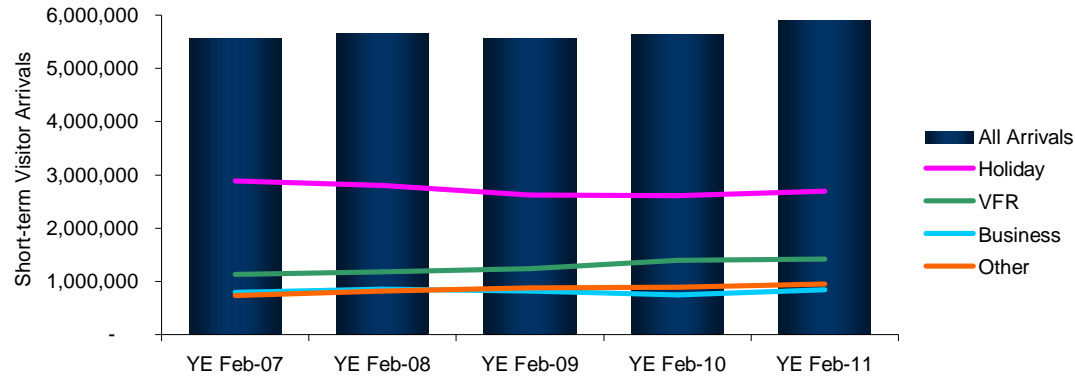
International short-term visitor **arrivals** to Australia declined by -1.1% in the month of February 2011, compared to the same month last year. International visitor **departures** recorded only a slight decline of -0.2%. On a yearly basis, international visitor arrivals increased by 4.8% with visitor departures recording a similar increase of 4.7%. Of all short-term international visitors departing Australia, 37.8% spent most time in NSW in the year to February 2011. The actual number of visitors who spent most time in NSW increased by 4.0% in the year, slightly below the national average (+4.7%). In monthly terms, international visitors to NSW declined by -4.7% which is above the national average and rather opposite from the previous month positive results. Victoria was the only state amongst the eastern seaboard states to record growth in inbound tourism, with visitor departures up by 6.0% this month.



Overseas Arrivals and Departures Snapshot

February 2011

Short-term International Visitor Arrivals by Purpose: Australia



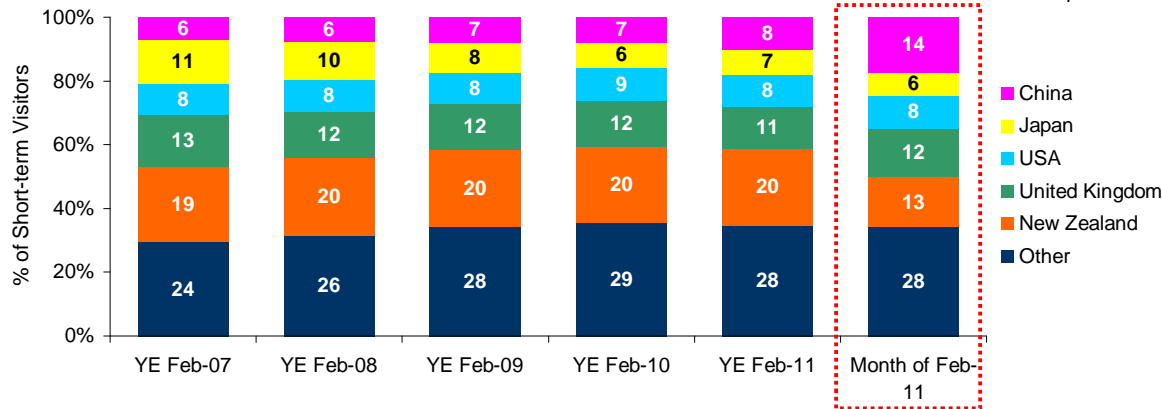
Why are they here and where are they from?

The increase in visitor arrivals over the year to February 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 14.2 per cent). Holiday travel - the main purpose for visiting Australia - increased by 3.3% over the year, while VFR travel rose by 1.7%.

In terms of source markets, China, Korea and Singapore were the best performers this month. For the first time in the history of the data series China became the largest source market ahead of our traditional markets NZ, UK and USA. Chinese New Year Celebrations in late Jan and early Feb this year brought up the number of arrivals from China over the two months.

Meanwhile, UK and Japan had the largest drop in actual visitor arrivals to Australia. The recent earthquake and tsunamis in Japan will mean fewer Japanese travelling internationally in the months to come.

Top 5 Source Markets % Share: Australia

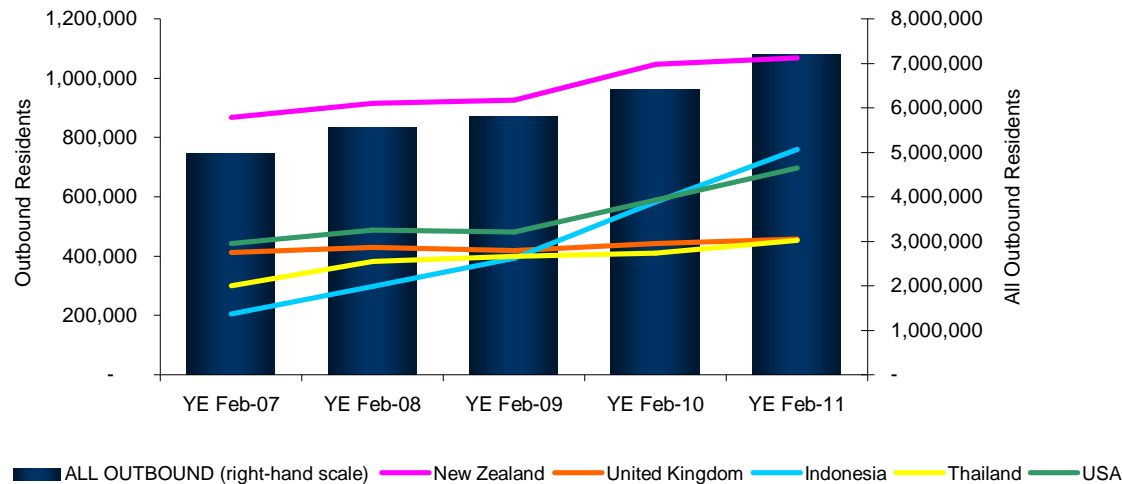


Top 10 Source Markets
% Change Feb-11 vs Feb-10

1	New Zealand	1.1%
2	UK	-7.2%
3	USA	1.1%
4	Japan	-9.9%
5	China	6.1%
6	Singapore	5.3%
7	Korea	15.6%
8	Malaysia	-1.6%
9	Germany	2.9%
10	Hong Kong	-7.1%



Australian Resident Departures: Top 5 Destinations



Where are Australians going?

Growth in Australian outbound travel continued to be strong over the year to February 2011, with the total number of Australian residents travelling overseas growing by 12.2% over the period. Growth continued to be mainly concentrated around Asian destinations, which accounted for roughly 53% 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, with trips increasing by 2.2% over the year to February 2011. Across Asian destinations, outbound travel to Indonesia continues to be growing at the fastest pace over the year to February (up by 30.4%). Outbound travel to the USA has also been growing strongly, by around 18.1% over the year, largely supported by the strength in the exchange rate. Visitation to Thailand and the UK grew by 10.8% and 3.3% respectively over the year. Interestingly, Thailand is well on the way 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](#)