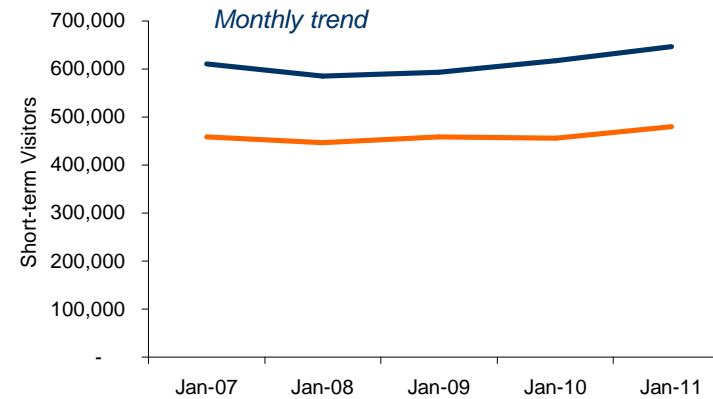
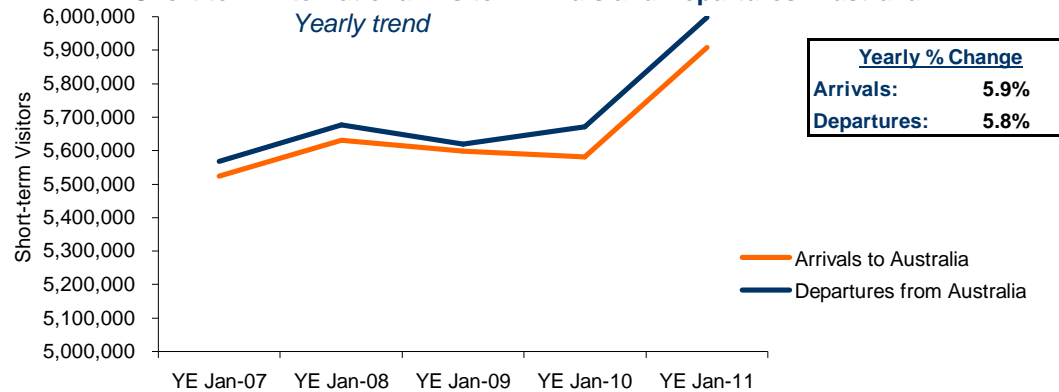




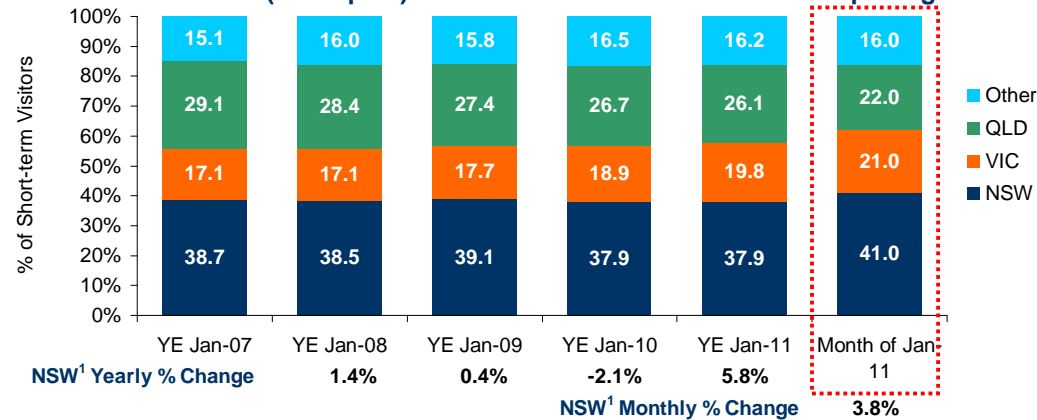
Overseas Arrivals and Departures Snapshot

January 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?

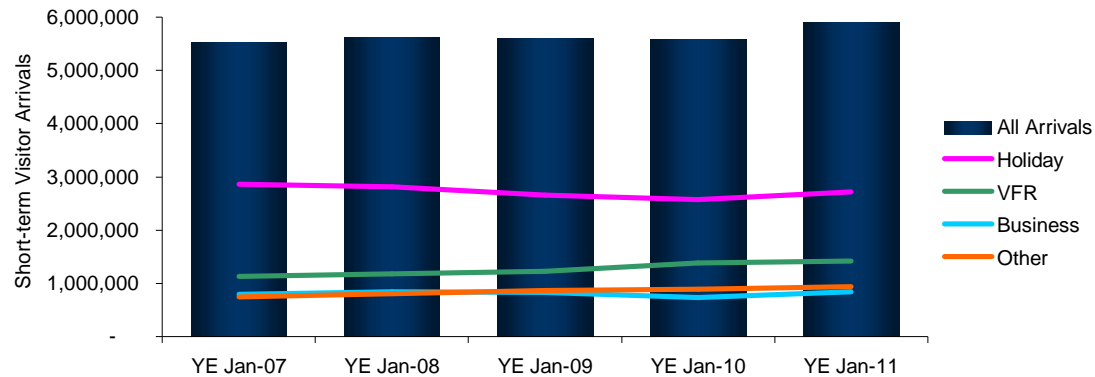
International short-term visitor **arrivals** to Australia rose by 5.1% in the month of January 2011, compared to the same month last year. International visitor **departures** recorded a similar increase of 4.7%. On a yearly basis, international visitor arrivals increased by 5.9%, while visitor departures recorded a rise of 5.8%. Of all short-term international visitors departing Australia, 37.9% spent most time in NSW in the year to January 2011. The actual number of visitors who spent most time in NSW increased by 5.8% in the year, consistent with the national average. In monthly terms, international visitors to NSW rose by 3.8%, which is below the national average. Victoria continued to post strong growth in inbound tourism, with visitor numbers increasing by 15.7% in the month of January 2011.



Overseas Arrivals and Departures Snapshot

January 2011

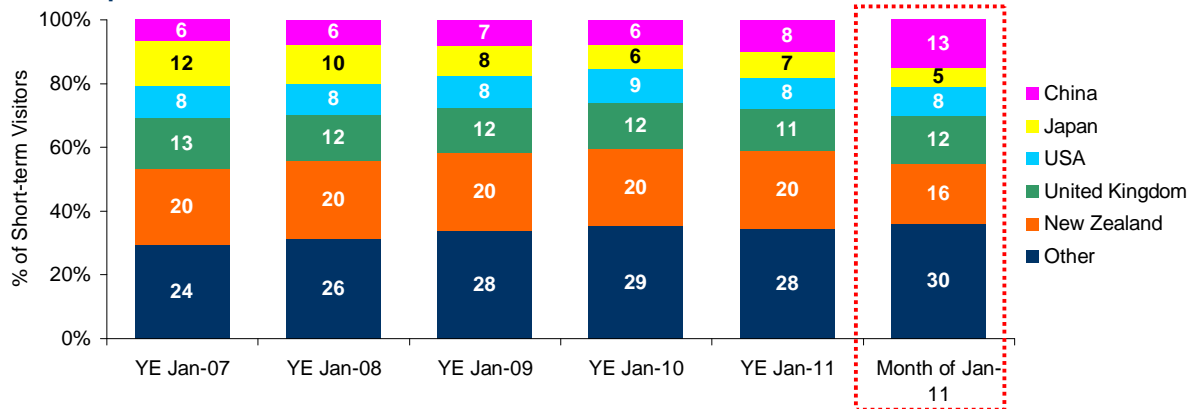
Short-term International Visitor Arrivals by Purpose: Australia



Why are they here and where are they from?

The increase in visitor arrivals over the year to January 2011 continues to be broad-based across the main purpose-of-visit categories, with holiday and business visitors making the largest contributions to growth. In fact, business visits continued to record the largest increase over the year (up by 14.9 per cent). Holiday travel - the main purpose for visiting Australia - increased by 5.4% over the year, while VFR travel rose by 2.4%. Monthly growth in visitors to Australia continued to be driven by Asian source markets. Within Australia's top ten source markets, visitors from China increased very strongly (+63%), making China the second largest source market (ahead of UK and USA) for the first time in the history of the data series. Hong Kong (+26%), Malaysia (+25%), Singapore (+18%) and Korea (+3%) also contributed to the overall increase in visitors. Meanwhile, Japan posted its strongest decline in visitors to Australia since late 2009 (-16.8%).

Top 5 Source Markets % Share: Australia

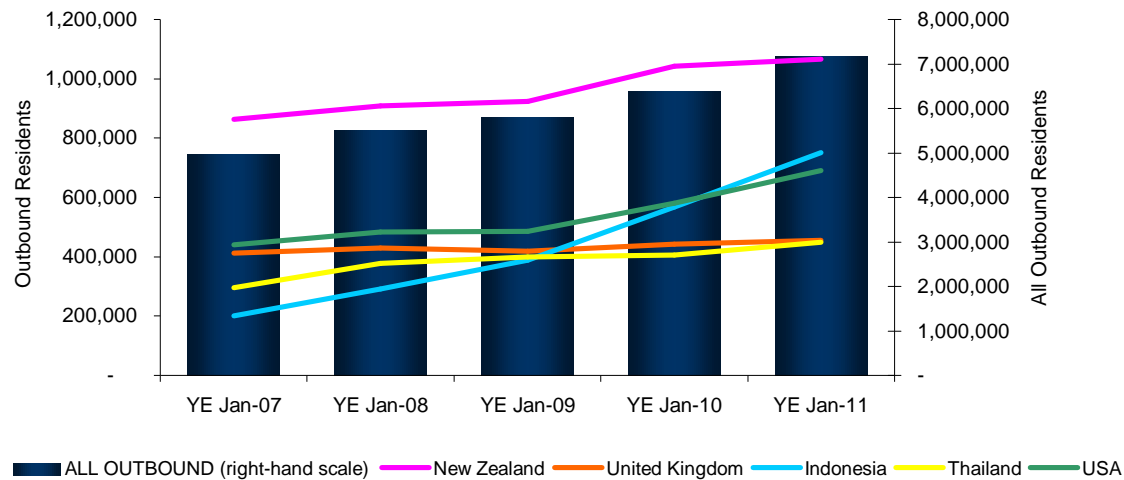


Top 10 Source Markets % Change Jan-11 vs Jan-10

1	New Zealand	5.8%
2	UK	-4.6%
3	USA	-4.1%
4	Japan	-16.8%
5	China	62.9%
6	Singapore	18.4%
7	Korea	3.3%
8	Malaysia	25.0%
9	Germany	1.4%
10	Hong Kong	25.7%



Australian Resident Departures: Top 5 Destinations



Where are Australians going?

Growth in Australian outbound travel continued to be strong over the year to January 2011, with the total number of Australian residents travelling overseas growing by 13% over the period. Growth continued to be mainly concentrated around Asian destinations, which accounted for roughly 57% 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% over the year to January 2011. Across Asian destinations, outbound travel to Indonesia continues to be growing at the fastest pace over the year to January (up by 33%). Outbound travel to the USA has also been growing strongly, by around 19% over the year, largely supported by the strength in the exchange rate. Visitation to Thailand and the UK grew by 11% and 3% 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](#)