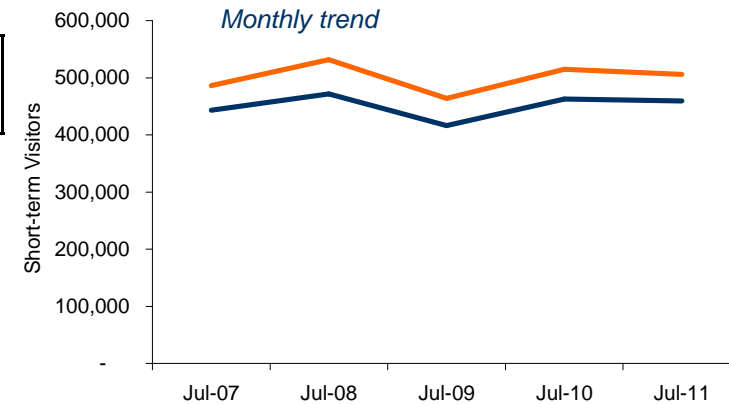
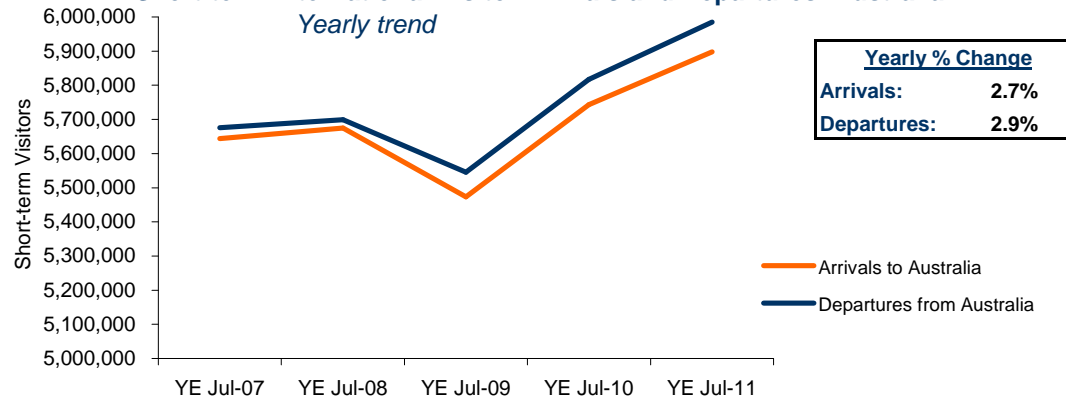


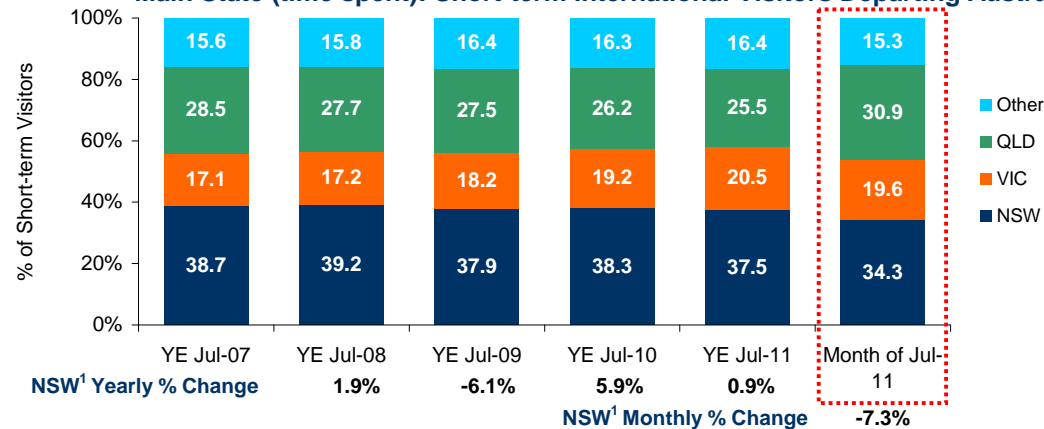
Overseas Arrivals and Departures Snapshot

JULY 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?

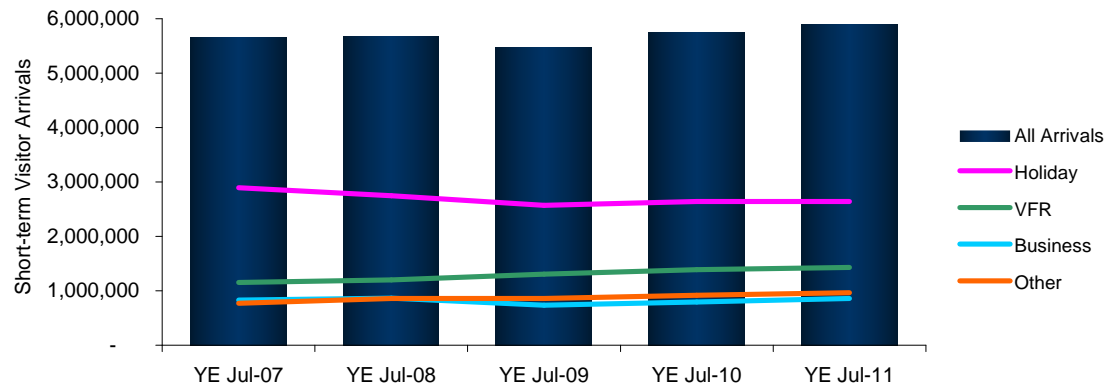
International visitation to NSW in July 2011 was weak in both monthly and yearly terms, falling behind the national average and well below Victoria.

International short-term visitor **arrivals** to Australia declined by 1.7% in the month of July 2011, compared to the same month last year. International short-term visitor **departures** also declined, however at a slightly smaller rate of 0.7%. On a yearly basis, International visitor arrivals increased by 2.7% while departures also increased by 2.9%. Of all short-term international visitors departing Australia, 37.5% spent most time in NSW in the year to July 2011. The actual number of visitors who spent most time in NSW increased by 0.9% in the year, somewhat less than the national average of 2.9%. In monthly terms, international visitors to NSW fell by 7.3% while Victoria continued to record robust growth of 7.3% in the month of July.

Overseas Arrivals and Departures Snapshot

JULY 2011

Short-term International Visitor Arrivals by Purpose: Australia

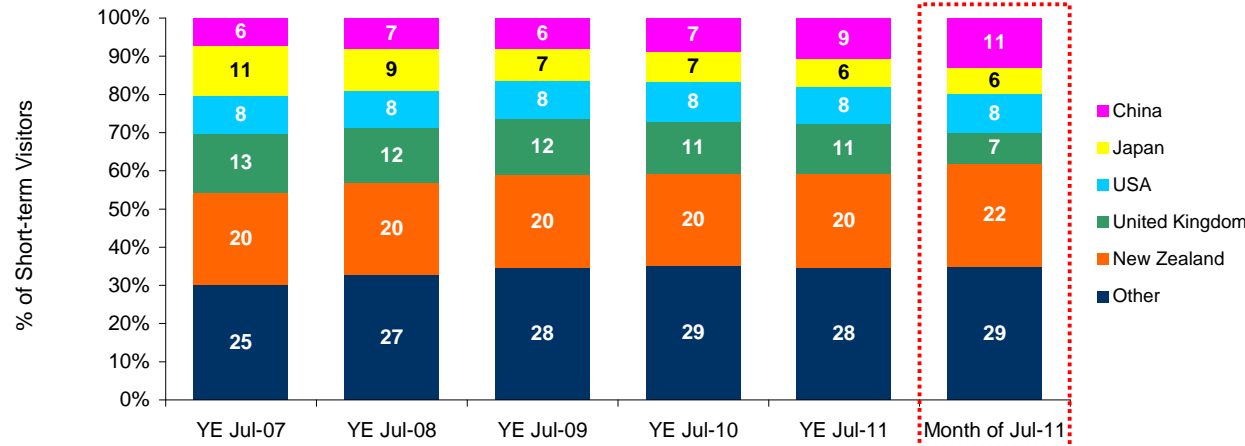


Why are they here and where are they from?

The increase in short-term international visitor arrivals in the year-ending July 2011 was led by three of the four main 'purpose-of-visit' categories. Business visitors recorded the largest increase (up 7.8%), followed by visitors for 'other' purposes (including education and employment), which rose by 5.4%, while visiting friends and relatives grew by 2.9%. Visiting Australia for the purpose of holidays remained flat with 0.1% growth. Overall, all purpose-of-visit categories were weaker in the year-ending July 2011 compared to growth in the year-ending July 2010 with holidays and visiting friends and relatives showing the largest decrease.

The fall in visitors to Australia in the month of July reflects a decline in visitors from seven of the top 10 destinations. Declines were most significant from North Africa (-18.8%), Japan (-17.4%), the UK (-5.3%), Hong Kong (-4.8%) and Korea (-3.3%). The Asian markets of China (up 13.4%), Singapore (up 7.6%) and Malaysia (7.6%) were the only destinations from which there was an increase in visitor numbers among the top 10.

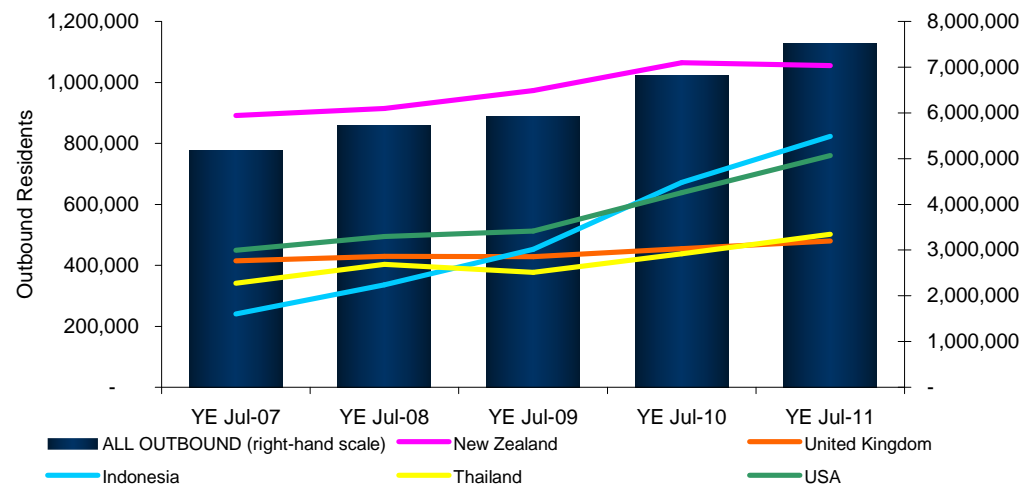
Top 5 Source Markets % Share: Australia



Top 10 Source Markets
Monthly % Change Jul-11 vs Jul-10

Rank	Source Market	Monthly % Change Jul-11 vs Jul-10
1	New Zealand	-1.2%
2	China	13.4%
3	USA	-1.9%
4	UK	-5.3%
5	Japan	-17.4%
6	Singapore	7.6%
7	Malaysia	7.6%
8	Korea	-3.3%
9	Hong Kong	-4.8%
10	North Africa	-18.8%

Australian Resident Departures: Top 5 Destinations



Where are Australians going?

Australian resident departures grew strongly in the year to July 2011, however the rate of growth was weaker compared to yearly growth recorded in June 2010. The total number of Australian residents travelling overseas grew by 10.1% over the year to July 2011.

Growth continued to be mainly concentrated around Asian destinations, which accounted for around 56.6% of the overall growth in outbound travel. Four of the top five outbound destinations recorded increases in the number of Australian visitors in the year to July 2011; New Zealand was the only destination to contract, albeit very slightly, and continues to receive the largest number of Australian visitors.

Across Asian destinations, outbound travel to Indonesia grew at the fastest pace in the year to July 2011 (up by 22.5%). Outbound travel to the USA also grew strongly, up 19.1% over the year, largely supported by the strength in the exchange rate and competitive airfares. Visitation to Thailand and the UK grew by 14.6% and 5.4% respectively over the year.

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](#)