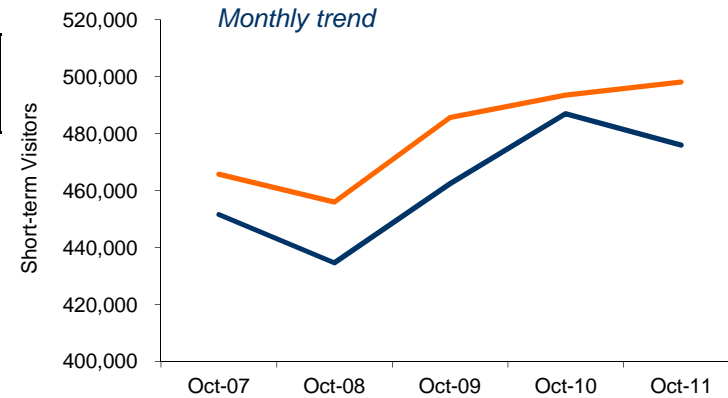
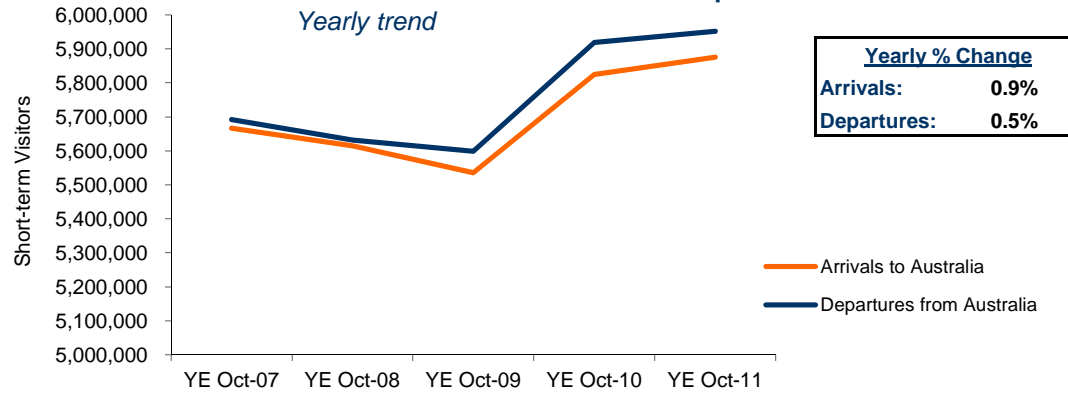




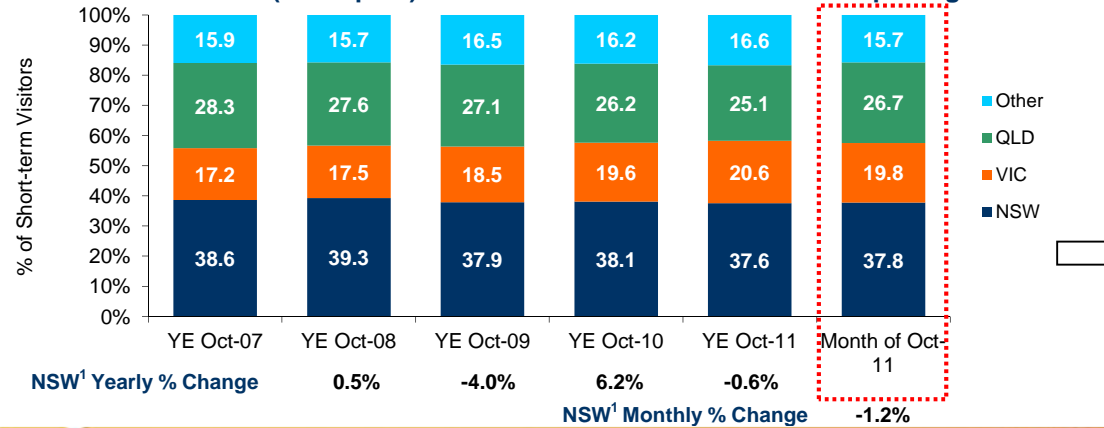
Overseas Arrivals and Departures Snapshot

OCTOBER 2011

Short-term International Visitor Arrivals and Departures: Australia



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



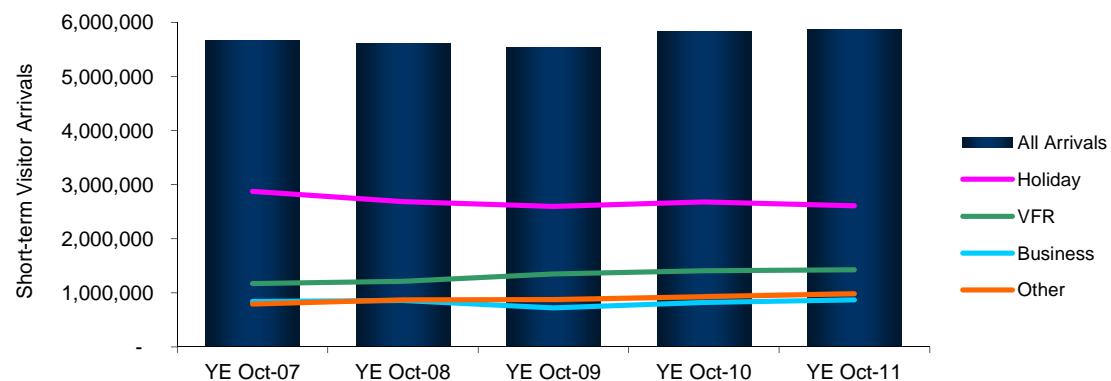
How has international visitor movement changed?

International short-term visitor **arrivals** to Australia increased by 0.9% in the month of October 2011, compared to the same month last year. On a yearly basis, both international visitor arrivals and departures showed the slowest growth since January 2010 (0.9% and 0.5% respectively). Of all short-term international visitors departing Australia, 37.8% spent most time in NSW in the year to October 2011. The number of visitors who spent most time in NSW declined marginally over the past 12 months to October 2011 when compared to last year. In monthly terms, international visitors to NSW decreased by -1.2% and marginally to VIC (-0.2%) while QLD saw a significant decline of -7.8%.

Overseas Arrivals and Departures Snapshot

OCTOBER 2011

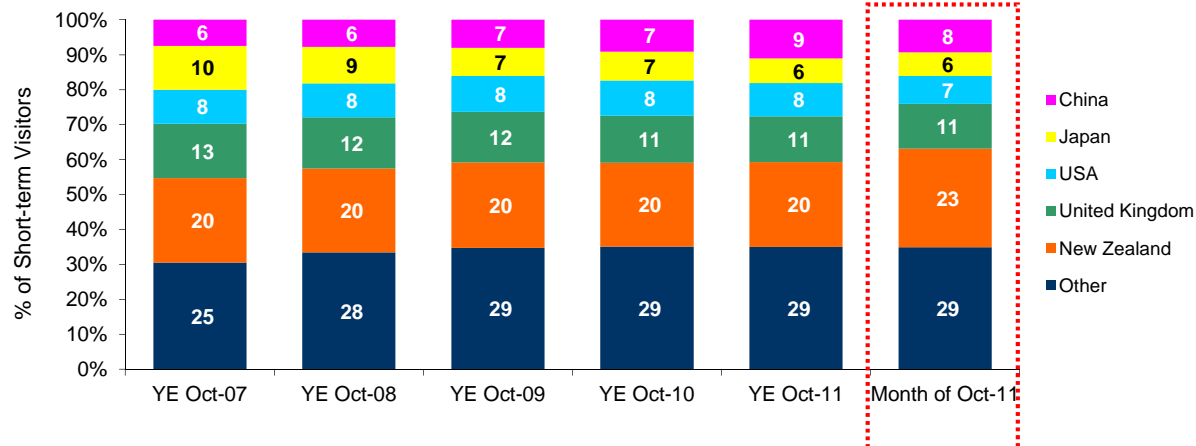
Short-term International Visitor Arrivals by Purpose: Australia



Why are they here and where are they from?

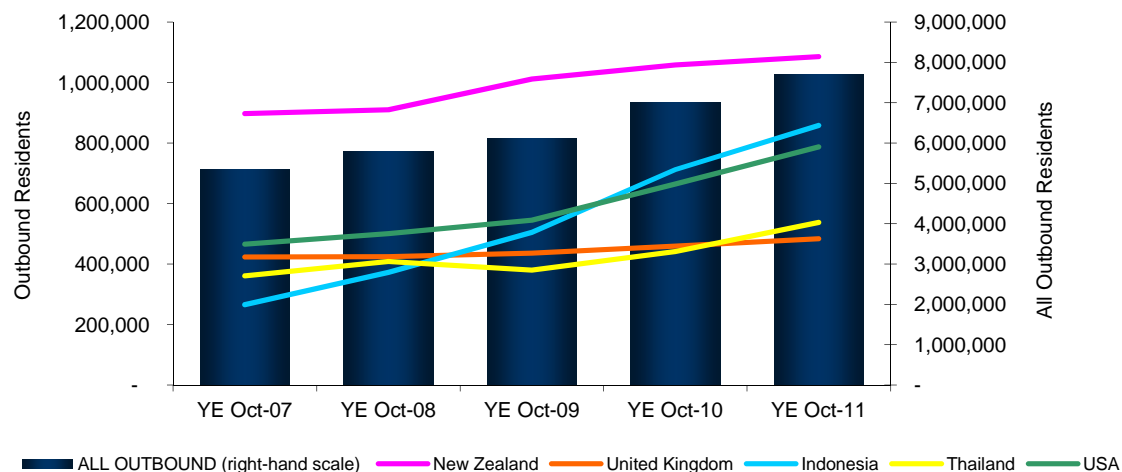
The increase in short-term international visitor arrivals in the year ending October 2011 was led by three of the four main 'purpose-of-visit' categories. Business visitors recorded the largest increase (up 5.8%); visitors for 'other' purposes (including education and employment), rose by 6.2%, while visiting friends and relatives grew by 1.2%. However, holiday visitors to Australia declined by 2.6% in year ending October 2011. Looking at the source markets, Chinese visitors recorded the strongest growth in arrivals in the month of October 2011 (30.0%). The decrease in visitors to Australia in the month reflects a fall in visitors from Korea (-11.5%), Japan (-11.4%), Malaysia (-8.7%), UK (-4.7%) and USA (-4.6%). In annual terms, China again recorded the strongest increase (+22.1%). Singapore (+5.3%), Malaysia (+4.5%) and Hong Kong (+3.1%) also recorded increases while Japan, Korea, USA, Germany and the UK recorded falls.

Top 5 Source Markets % Share: Australia



Rank	Source Market	% Change
1	New Zealand	1.4%
2	China	30.0%
3	USA	-4.6%
4	UK	-4.7%
5	Japan	-11.4%
6	Singapore	2.0%
7	Malaysia	-8.7%
8	Korea	-11.5%
9	Hong Kong	-0.8%
10	Germany	-2.6%

Australian Resident Departures: Top 5 Destinations



Where are Australians going?

Although Australian resident departures continue to grow strongly, the pace of increase has moderated somewhat to 9.9%, from 14.6% around the same time last year. Growth continued to be mainly concentrated around Asian destinations, which accounted for around 55% of the overall growth in outbound travel. Over 1 million Australian residents visited New Zealand in the year ending October 2011. Indonesia was the 2nd most popular destinations for Australians followed by the USA and Thailand. Indonesia (+20.4%) and Thailand (+21.7%) recorded the largest increases in visitors from Australia. Outbound travel to the USA also grew strongly, +18.4% while visitation to the UK grew by 5.2% 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](#)