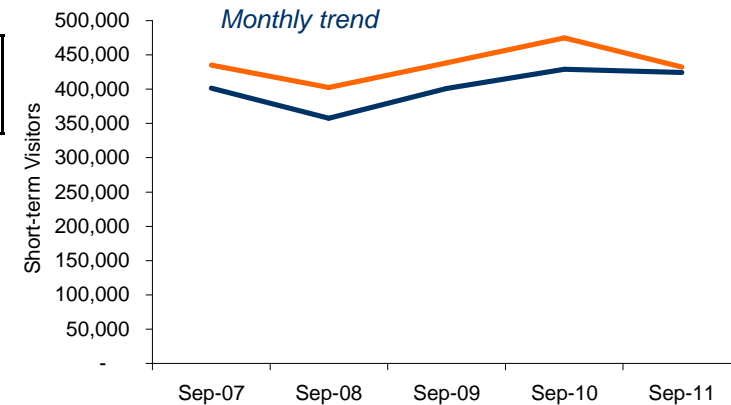
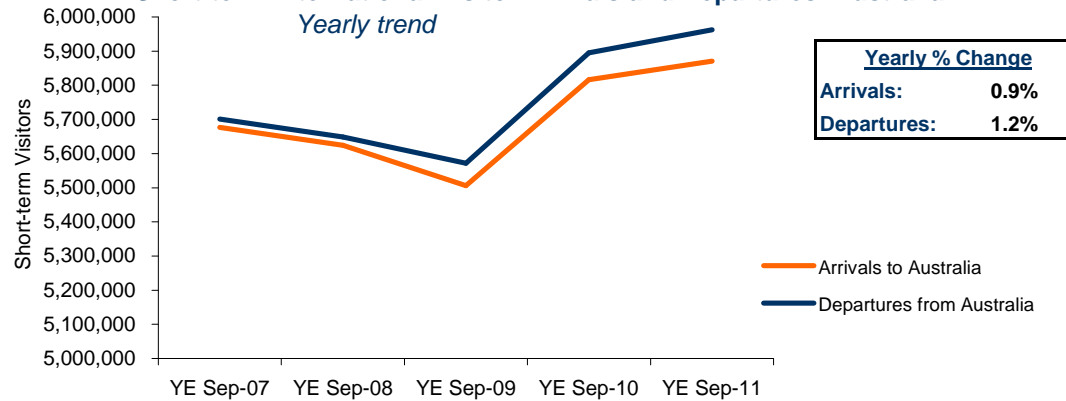


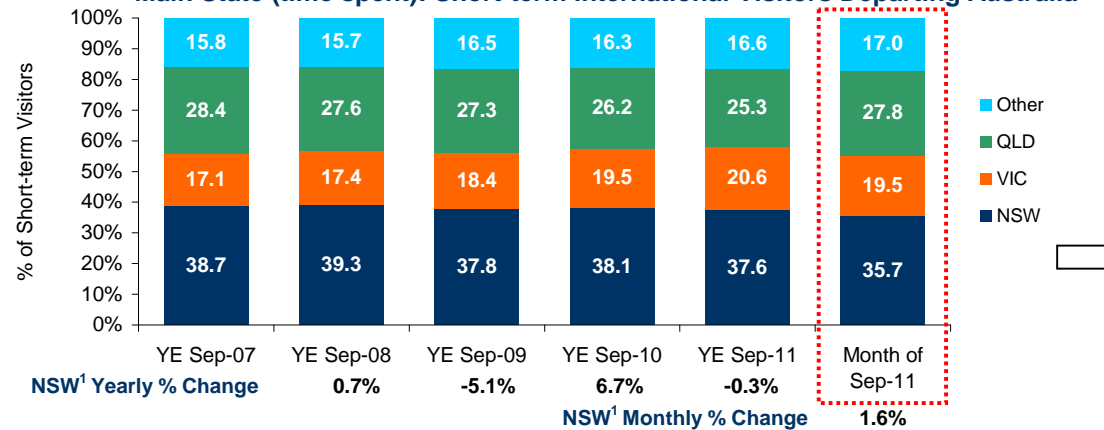
Overseas Arrivals and Departures Snapshot

SEPTEMBER 2011

Short-term International Visitor Arrivals and Departures: Australia



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



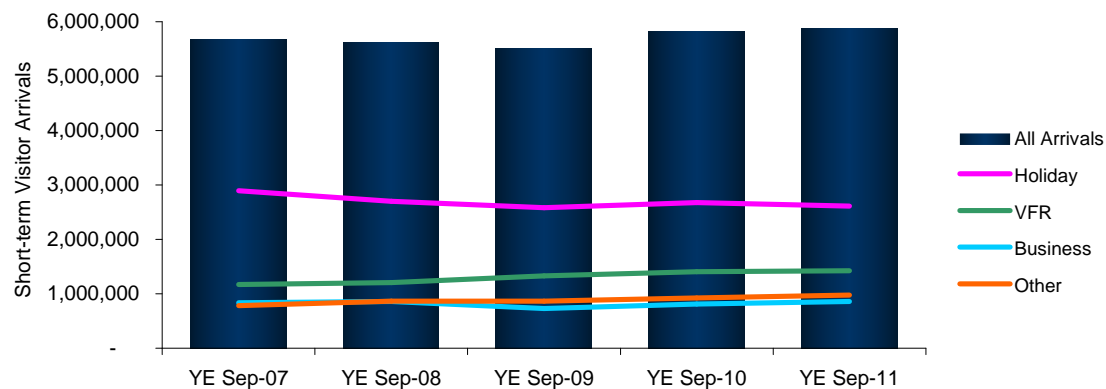
How has international visitor movement changed?

International short-term visitor **arrivals** to Australia declined by 9.0% in the month of September 2011, compared to the same month last year. However, the magnitude of the decline in arrivals is yet to translate into an equally sized decline in **departures**, which fell by a most modest 1.1% in the month. On a yearly basis, both international visitor arrivals and departures showed the slowest growth since January 2010 (0.9% and 1.2% respectively). Of all short-term international visitors departing Australia, 37.6% spent most time in NSW in the year to September 2011. The actual number of visitors who spent most time in NSW remained broadly unchanged in the year to September 2011 when compared to the same period last year. In monthly terms, international visitors to NSW and VIC increased by 1.6% and 1.2% respectively, while QLD saw a significant decline of -8.0%.

Overseas Arrivals and Departures Snapshot

SEPTEMBER 2011

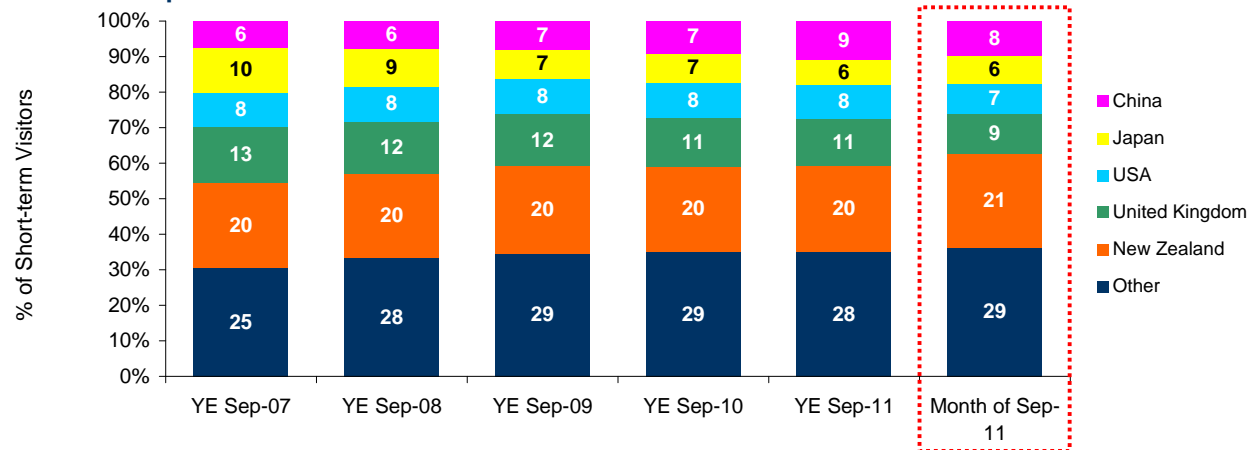
Short-term International Visitor Arrivals by Purpose: Australia



Why are they here and where are they from?

The increase in short-term international visitor arrivals in the year ending September 2011 was led by three of the four main 'purpose-of-visit' categories. Business visitors recorded the largest increase (up 6.1%), followed by visitors for 'other' purposes (including education and employment), which rose by 5.7%, while visiting friends and relatives grew by 1.5%. However, holiday visitors to Australia declined by 2.6% in year ended September 2011. The strongest growth in the month of September 2011 was recorded by Chinese (18.6%) and Indian source markets (12.1%), however, the decrease in visitors to Australia in the month reflects a fall in visitors from Malaysia (-27.7%), Japan (-21.3%), New Zealand (-20.9%) and Korea (-15.2%). In annual terms, China (+20.6%), India (+9.4%) and Malaysia (+7.0%) saw the strongest increases, while Japan, Germany, the UK and Korea recorded a fall.

Top 5 Source Markets % Share: Australia



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

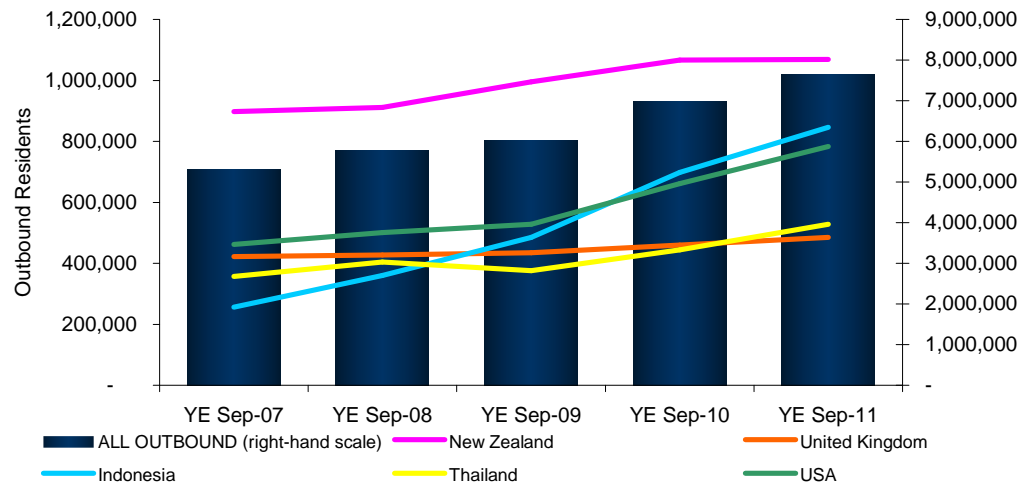
1	New Zealand	-20.9%
2	China	18.6%
3	USA	-7.7%
4	UK	2.6%
5	Japan	-21.3%
6	Singapore	4.2%
7	Malaysia	-27.7%
8	Korea	-15.2%
9	Hong Kong	-8.3%
10	North Africa	-18.8



Overseas Arrivals and Departures Snapshot

SEPTEMBER 2011

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 9.6%, from 15.8% 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. Most top five outbound destinations recorded increases in the number of Australian visitors in the year to September 2011, with only departures to New Zealand staying flat over the year, though continued to receive the largest number of Australian visitors. Across Asian destinations, outbound travel to Indonesia continued to grow at the fastest pace in the year to September 2011 (up by 21.2%). Outbound travel to Thailand and the USA also grew strongly, up 19.1% and 18.5% respectively while visitation to the UK grew by 5.5% 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](#)