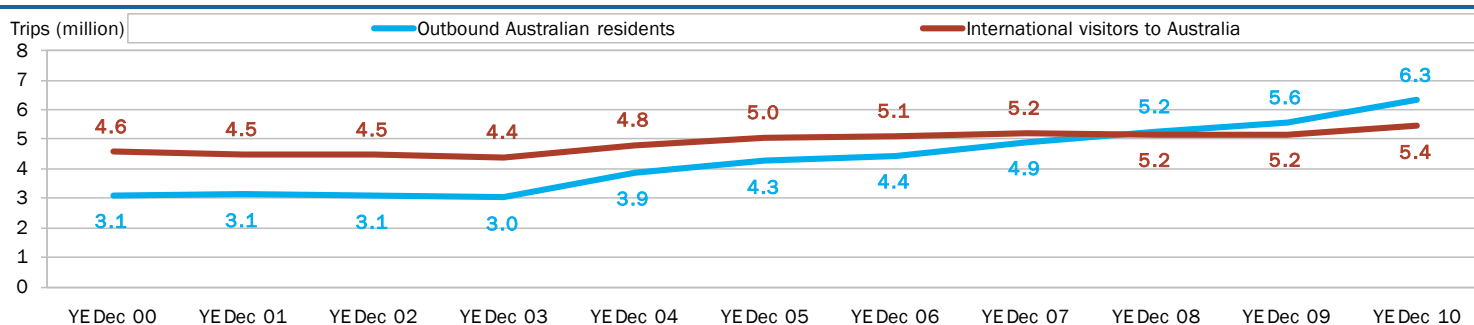


Outbound travel by Australian residents⁽¹⁾; Inbound visitors to Australia⁽²⁾



(1) Australian residents, aged 15 and over, who travelled overseas for a period of less than 12 months
 (2) International residents, aged 15 and over, who visited Australia for a period of less than 12 months

Outbound travel has experienced strong growth from the year ended December 2003. By the year ended December 2008, outbound travel had overtaken inbound visitors to Australia.

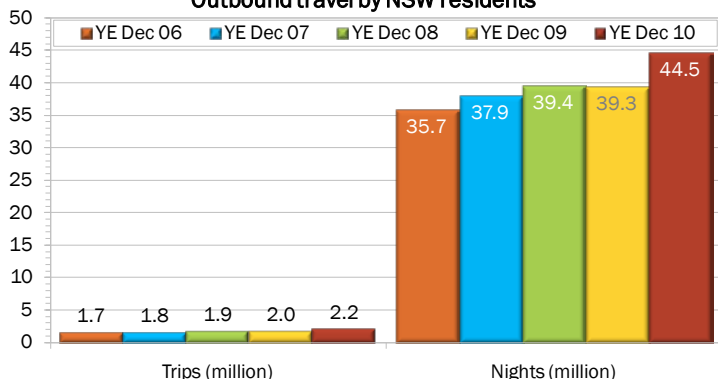
Overview

In 2010, Australians aged 15 and over took over 6.3 million trips and spent more than 124.7 million nights overseas. Trips were up by 13.7%* and nights were up by 11.8% on YE Dec 09.

On average, Australians were away for 19.8 nights on overseas trips - down by 0.3 nights on YE Dec 09.

Australians spent \$35.6 billion on outbound travel - up by 12.9% on YE Dec 09. On average, travellers spent \$5,648 per person and \$286 per night on overseas trips.

Outbound travel by NSW residents



NSW residents took over 2.2 million outbound trips and spent more than 44.5 million nights overseas. Trips were up by 13.5%* and nights were up by 13.4% on YE Dec 09.

On average, travellers from NSW stayed for 19.9 nights on overseas trips - unchanged on YE Dec 09.

NSW residents spent \$13.0 billion on outbound travel - up by 11.4% on YE Dec 09. This was 36.5% of total expenditure on outbound trips by Australians. On average, NSW travellers spent \$5,820 per person and \$292 per night on overseas trips.

Trips and average trip duration by other states

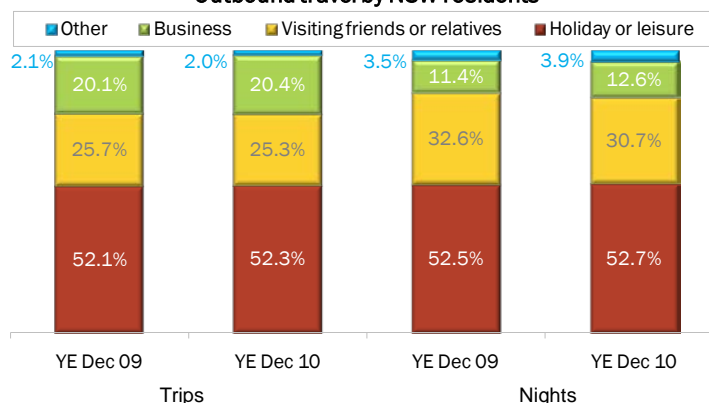
Origin	Trips ('000)	Nights ('000)	Average length of trip	% change in trips on YE Dec 09
Victoria	1,509	31,294	20.7	8.8%*
Queensland	1,135	22,055	19.4	15.6%*
South Australia	306	6,250	20.4	12.5%*
Western Australia	847	15,074	17.8	19.3%*
Tasmania	82	1,910	23.3	17.1%*
Northern Territory	81	1,335	16.5	26.6%*
Australian Capital Territory	113	2,300	20.4	16.5%*

* The percentage change is statistically significant.

Sources: National Visitor Survey & International Visitor Survey, YE Dec 10, Tourism Research Australia

Main purpose of trip

Outbound travel by NSW residents



'Holiday or leisure' (52.3%) was the most common purpose for an outbound trip by **NSW travellers**, followed by 'visiting friends or relatives' (25.3%) and 'business' (20.4%). Compared to YE Dec 09, the largest percentage increase was in 'education' trips, which grew by 58.8%*.

'Holiday or leisure' (54.2%) was the most common purpose for an outbound trip by **Victorian travellers**, followed by 'visiting friends or relatives' (23.1%) and 'business' (20.7%). Compared to YE Dec 09, the largest percentage increase was in 'business' trips, which grew by 30.0%*.

'Holiday or leisure' (55.5%) was the most common purpose for an outbound trip by **Queensland travellers**, followed by 'visiting friends or relatives' (23.5%) and 'business' (19.3%). Compared to YE Dec 09, the largest percentage increase was in 'business' trips, which grew by 47.0%*.

Average length of trip by main purpose

Australian 'holiday or leisure' travellers stayed away for 18.8 nights and 'visiting friends or relatives' travellers for 24.7 nights. 'Employment' travellers (66.9 nights) stayed away the longest, while 'business' travellers (12.7 nights) stayed the shortest.

Outbound 'holiday or leisure' travellers from NSW stayed away for 20.1 nights and 'visiting friends or relatives' travellers for 24.1 nights. 'Education' travellers (48.3 nights) stayed away the longest, while 'business' travellers (12.3 nights) stayed the shortest.

Top destinations

AUSTRALIAN travellers		Trips ('000)		Nights ('000)	
No.	Destination	YE Dec 09	YE Dec 10	YE Dec 09	YE Dec 10
1	New Zealand	906	945	10,161	10,914
2	Indonesia incl Bali	473	640	5,628	7,319
3	USA incl Hawaii	493	600	10,419	13,969
4	United Kingdom	405	416	13,946	13,858
5	Thailand	355	400	5,479	5,635
6	Mainland China	244	305	5,524	5,944
7	Singapore	221	247	2,342	2,512
8	Malaysia	208	224	3,351	3,757
9	Hong Kong	192	201	2,428	2,371
10	India	159	180	4,693	5,580

Australian travellers took 945,000 trips to New Zealand. Indonesia incl Bali was the 2nd most popular overseas destination (640,000 trips). Compared to YE Dec 09, trips to Korea grew by 84.2%* and trips to Switzerland increased by 66.7%*.

Australians on outbound trips spent more nights in the USA incl Hawaii (14.0 million nights) than any other destination, followed by the United Kingdom (13.9 million nights). Compared to YE Dec 09, nights spent in Korea were up by 129.6% and nights in the Netherlands grew 89.6%.

NSW travellers		Trips ('000)		Nights ('000)	
No.	Destination	YE Dec 09	YE Dec 10	YE Dec 09	YE Dec 10
1	New Zealand	330	352	3,218	3,730
2	USA incl Hawaii	204	250	3,959	5,279
3	United Kingdom	137	156	4,178	4,854
4	Thailand	108	127	1,540	1,915
5	Mainland China	106	122	2,513	2,409
6	Indonesia incl Bali	100	118	1,320	1,790
7	Hong Kong	72	94	987	1,059
8	Japan	56	74	834	1,126
9	Singapore	69	67	638	639
10	India	65	66	1,883	2,189

NSW travellers took 352,000 trips to New Zealand. The USA incl Hawaii was the 2nd most popular destination (250,000 trips). Compared to YE Dec 09, trips to Korea grew by 55.6% and trips to Switzerland increased by 50.0%.

NSW residents on outbound trips spent more nights in the USA incl Hawaii (5.3 million) than any other overseas destination, followed by the United Kingdom (4.9 million nights). Compared to YE Dec 09, nights spent in Germany were up by 44.3% and nights in Scandinavia grew by 36.6%.

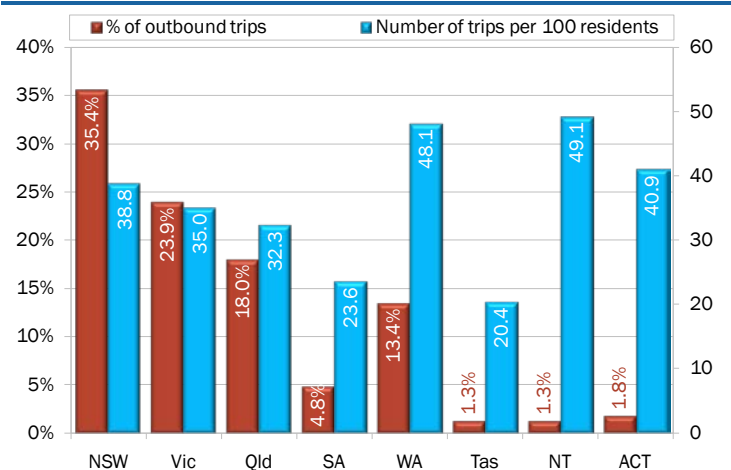
VICTORIAN travellers		Trips ('000)		Nights ('000)	
No.	Destination	YE Dec 09	YE Dec 10	YE Dec 09	YE Dec 10
1	New Zealand	209	218	2,259	2,196
2	USA incl Hawaii	129	154	2,667	3,682
3	Indonesia incl Bali	104	109	1,401	1,269
3	Thailand	101	109	1,800	1,532

Victorian travellers took 218,000 trips to New Zealand. The USA incl Hawaii was the 2nd most popular destination (154,000 trips). Compared to YE Dec 09, trips to Scandinavia grew by 83.3% and trips to the Netherlands increased by 66.7%.

QUEENSLAND travellers		Trips ('000)		Nights ('000)	
No.	Destination	YE Dec 09	YE Dec 10	YE Dec 09	YE Dec 10
1	New Zealand	239	244	2,888	2,893
2	USA incl Hawaii	83	108	1,806	2,786
3	Indonesia incl Bali	35	77	471	782

Queensland travellers took 244,000 trips to New Zealand. The USA incl Hawaii was the 2nd most popular destination (108,000 trips). Compared to YE Dec 09, trips to Korea grew by 700%* and trips to the Netherlands increased by 200%*.

Propensity to travel by origin State



Northern Territory residents (49.1) took the most number of outbound trips per 100 residents. West Australians (48.1) took the 2nd most number of trips, followed by ACT residents (40.9).

Propensity to travel by NSW Region

Origin	Outbound trips		Number of trips per
	('000)	%	100 residents
South Coast	110	4.9%	30.6
Sydney	1,606	71.8%	49.1
Snowy Mountains	5	0.2%	16.7
Capital Country	38	1.7%	31.9
The Murray	12	0.5%	16.7
Riverina	18	0.8%	13.5
Central NSW	30	1.3%	15.1
Hunter	124	5.5%	29.0
Mid North Coast	85	3.8%	26.9
Northern Rivers	58	2.6%	22.4
New England North West	22	1.0%	13.5
Outback NSW	6	0.3%	17.6
Central Coast	92	4.1%	32.9
Blue Mountains	32	1.4%	28.1
Lord Howe Island	-	-	-
Total NSW	2,237	100%	38.8

In terms of tourism regions: Sydney residents (49.1) took the most number of outbound trips per 100 residents. Residents of Central Coast (32.9) took the 2nd most number of trips.

Travel party and propensity to travel by lifestage

Over the period 2007 to 2010 outbound travel for holiday / visiting friends and relatives (VFR) increased by 37.5%*. Some segments recorded larger increases, for example travel parties with children (up by 53.8%*), and couples/ friends/ relatives aged 50 to 69 years travelling without children (up 50.7%*).

Propensity to travel outbound for a holiday or VFR in 2010 differed by lifestage, with couples aged 20 to 39 years without children having the highest propensity to travel (45.8 outbound trips per 100 people in this lifestage). High propensities were also recorded for parents with their youngest child at home aged 15 or more (38.0 trips per 100) and people aged 50 to 69 years with no children at home (33.0 trips per 100).

Reason for outbound travel

'Want to see specific person / people' (32.3%) was the most popular reason for Australians travelling overseas, followed by 'overseas trip was cheaper / no more expensive than Australia' (27.8%) and 'going overseas is just more interesting / exciting / different' (8.5%).

* The percentage change is statistically significant.