

**7 June 2017**

**INTERNATIONAL TOURISM REPORT:  
OVERVIEW OF ACCOMMODATION PERFORMANCE**

**1. Key markets and trends**

**1.1 Overview**

International Visitors	7,724,304	↑9.19%
International Visitor Nights	261,814,132	↑5.38%
International Visitor Expenditure	\$39.847 billion	↑5.00%
Average International Visitor Expenditure	\$5,159	↓3.83%

International visitors to Australia spent a record \$39.847 billion in the year ending March 2017 – an increase of \$1.9 billion (5.00%) on the previous year. International visitor nights increased 5.38%.

In terms of reasons for travel, the holiday and education segments recorded expenditure growth of 6.7% and 14.8%, respectively. Holiday visitor nights grew 6.1%, while education visitor nights grew 13.4%.

In capital cities (including Gold Coast), total visitor nights in the ‘Hotels, Motels, and Resorts’ category grew 10% to 22.5 million. The strongest growth was in Melbourne (18%) and Brisbane (12%). In regional locations, total visitor nights in the same category fell 0.32%, with the strongest growth in Tasmania (20%).

The number of international visitor nights in unregulated accommodation has grown 90% since 2008, growing from 64.5 million to 123.2 million. Over the same period international visitor nights in ‘Hotels, Motels and Resorts’ has grown 17.2% from 24.6 million to 28.8 million. As such, unregulated accommodation accounts for four times the number of international visitor nights as regulated hotel, resort, motel and serviced apartment accommodation.

<b>Key Market Synopsis</b>	Visitors	Visitor Nights	Average Expenditure per Night (AUD)
New Zealand	1,227,913	14,653,675	185
China	1,141,777	50,669,990	191
United Kingdom	674,314	24,251,902	145
USA	683,791	14,906,470	243
Singapore	381,771	6,258,803	230
Korea	265,458	12,746,834	123
India	251,807	14,892,065	90

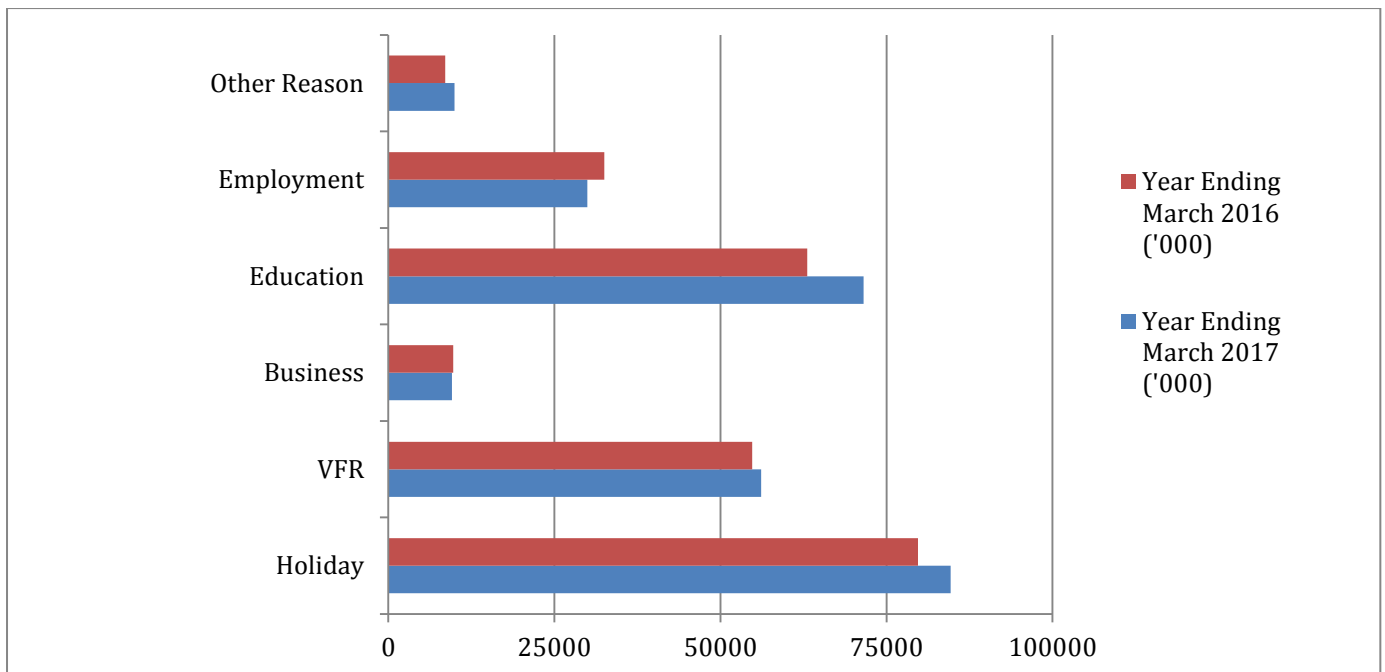
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### 2. International Visitor Trends

#### 2.1 International Visitor Nights by State ('000)

Rank	State	Year Ending March 2016	Year Ending March 2017	Change (%) in Visitor Nights	% of all Visitor Nights
1	NSW	86,898,127	89,932,354	3.5	34.4
2	VIC	58,907,640	66,630,753	13.1	25.5
3	QLD	51,827,569	53,469,437	3.2	20.4
4	WA	28,186,264	28,540,127	1.3	10.9
5	SA	9,752,354	10,608,125	8.8	4.1
6	ACT	5,145,173	4,546,505	-11.6	1.7
7	NT	3,849,376	3,859,286	0.3	1.5
8	TAS	3,316,179	3,618,698	9.1	1.4
Total	AUS	248,457,122	261,814,132	5.4	100

#### 2.2 Purpose/Reason for Visit (by visitor nights)



\*Holiday up 6.1%

\*Employment down 7.9%

\*Education up 13.4%

\*Business down 1.7%

\*VFR up 2.4%

\*Other up 16.35%

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### 3. Accommodation Performance - Capital Cities (plus GC)

#### 3.1 Capital Cities, International Visitor Nights Spent in Hotels, Motels and Resorts

Rank	Capital City	Year Ending March 2016	Year Ending March 2017	Change
1	Sydney	7,789,879	8,703,385	11.73%
2	Melbourne	5,118,821	6,049,891	18.19%
3	Gold Coast	2,106,341	2,286,737	8.56%
4	Brisbane	1,753,588	1,970,778	12.39%
5	Perth	1,696,070	1,612,188	-4.95%
6	Adelaide	973,353	978,600	0.54%
7	Hobart	358,884	372,248	3.72%
8	Darwin	415,534	303,362	-26.99%
9	Canberra	283,800	283,002	-0.28%
Total	Capital Cities incl. Gold Coast	20,496,271	22,560,193	10.07%

#### 3.2 Capital Cities, International Visitor Nights Across All Accommodation Categories

Rank	Capital City	Year Ending March 2016	Year Ending March 2017	Change (%)
1	Sydney	73,138,124	75,722,397	3.53%
2	Melbourne	52,281,467	58,675,886	12.23%
3	Brisbane	23,935,085	26,078,546	8.96%
4	Perth	21,805,566	22,724,584	4.21%
5	Gold Coast	9,810,011	9,844,977	0.36%
6	Adelaide	7,942,586	8,709,616	9.66%
7	Canberra	5,145,173	4,546,505	-11.64%
8	Darwin	2,442,030	2,370,955	-2.91%
9	Hobart	1,807,436	2,143,535	18.60%
Total	Capital Cities incl. Gold Coast	198,307,479	210,817,001	6.31%

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### 4. Accommodation Performance - Regional

#### 4.1 Regional Locations, International Visitor Nights Spent in Hotels, Motels and Resorts

Rank	Regional	Year Ending March 2016	Year Ending March 2017	Change
1	QLD	3,227,030	3,406,094	5.55%
2	NSW	1,028,765	831,811	-19.14%
3	VIC	541,875	571,636	5.49%
4	WA	565,937	500,892	-11.49%
5	NT	435,659	443,443	1.79%
6	TAS	234,570	282,155	20.29%
7	SA	271,812	249,199	-8.32%
Total	Regional	6,305,647	6,285,230	-0.32%

#### 4.2 Regional Locations, International Visitor Nights Across All Accommodation Categories

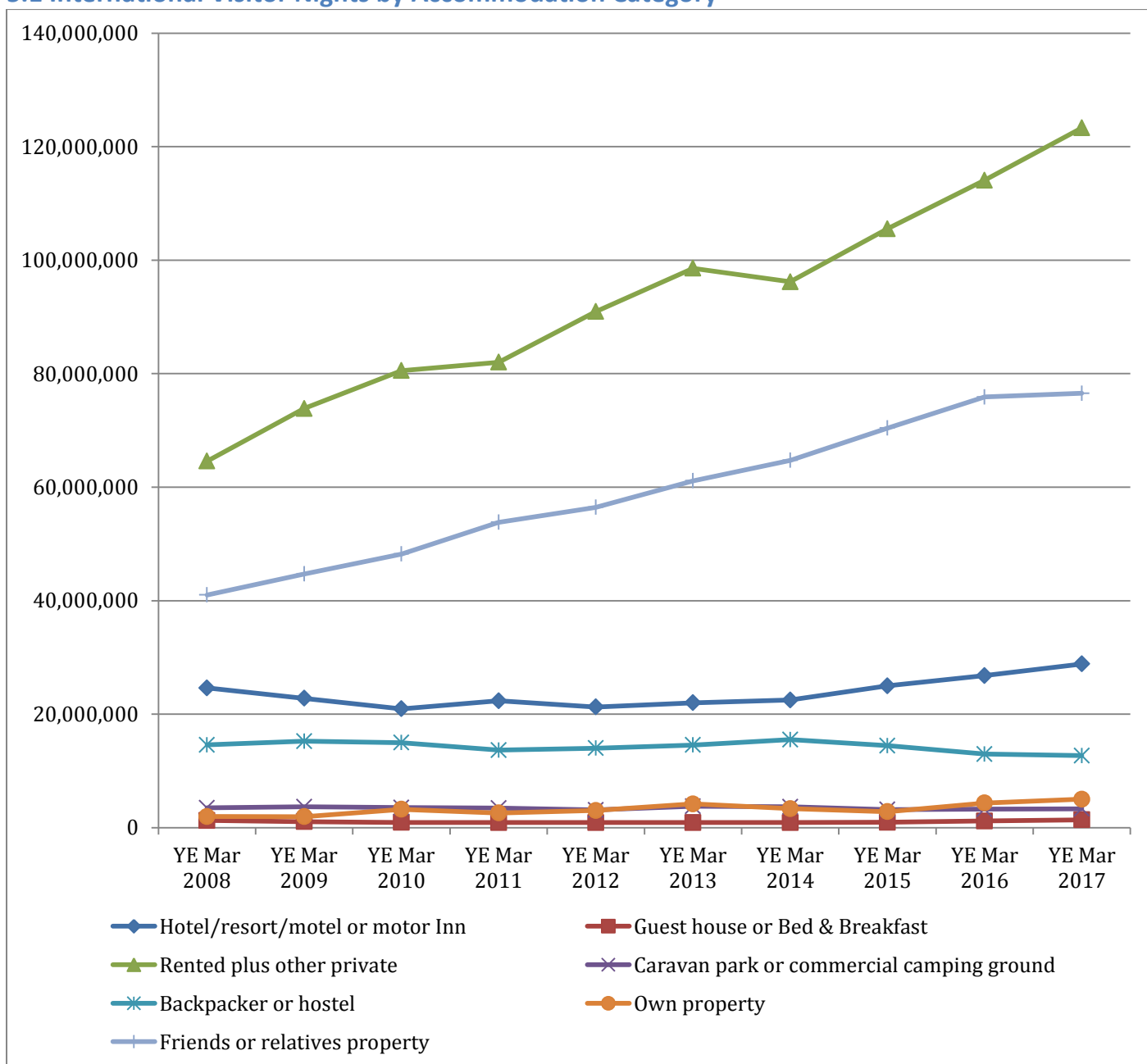
Rank	Regional	Year Ending March 2016	Year Ending March 2017	Change
1	QLD	18,082,473	17,545,914	-2.97%
2	NSW	13,760,003	14,209,957	3.27%
3	VIC	6,626,207	7,954,868	20.05%
4	WA	6,380,698	5,815,543	-8.86%
5	SA	1,809,768	1,898,509	4.90%
7	NT	1,407,346	1,488,331	5.75%
6	TAS	1,508,743	1,475,163	-2.23%
Total	Regional	50,149,643	50,997,130	1.69%

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### 5. Unregulated Accommodation

Tourism Research Australia has advised TAA that unregulated accommodation (i.e. Airbnb-type rentals) is presently recorded in two categories: 'Rented house/apartment/flat or unit' and 'Other Private Accommodation.' Accordingly, these two categories have been combined below and labelled 'Rented plus Other Private'.

#### 5.1 International Visitor Nights by Accommodation Category



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### 6. Notes

Serviced apartments are included in the Hotels/Motels/Resorts data category.

### 7. More Information

The data in this Member Bulletin is from Tourism Research Australia's *International Visitors In Australia: March 2017 Quarterly Results Of The International Visitor Survey*. It can be accessed at <https://www.tra.gov.au/research/latest-ivs-report.html>.

If you have questions about the information provided in this overview, or would like further information, please email: [taa@tourismaccommodation.com.au](mailto:taa@tourismaccommodation.com.au).