Domestic Tourism Forecasts (Australia)

- The Tourism Forecasting Committee (TFC) produces forecasts for domestic overnight and day trips over the next ten years, including visitor nights by purpose and expenditure. The forecasts represent the most likely outcome given past trends, current information and the impact of policy and industry changes.
- Domestic tourism continues its gradual recovery from the large contraction during the 2008-09 economic downturn. The sector remains resilient despite the high Australian dollar driving growth in outbound travel, and weaker consumer spending impacting on the domestic demand.
- Conditions for future growth will remain challenging, with outbound travel trips forecast to outpace the growth in domestic overnight trips, albeit from a much smaller base. At the same time, holiday's share of domestic visitor nights have fallen relative to the other purposes.

Domestic Tourism in Australia

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Note: Numbers highlighted in grey are forecasts.

1 “Other” visitor nights for historic data may differ from that published in NVS publications as it includes visitor nights for which the respondent was not specifically asked a purpose.

2 ‘HMGSA’ stands for hotels, motels, guest houses and service apartments.

Source: Tourism Forecasting Committee, Forecast 2013 Issue 1, Tourism Research Australia, Canberra
International Tourism Forecasts (Australia)

- The Tourism Forecasting Committee (TFC) forecast international visitor arrivals to Australia with these forecasts being developed for Australia’s major international source markets.

- Near term forecasts for international visitor arrivals have been revised upwards, due to a strong run of arrivals in 2012-13 financial year to date generating a more positive outlook. Visitor arrivals are now forecast to increase by 4.6 percent to 6.3 million in 2012-13 and then by a further 4.3 percent to 6.5 million in 2013-14.

- Markets expected to experience strongest gains in visitor volumes in 2012-13 are China (15.9 percent), Malaysia (13.9 percent), Singapore (12.5 percent) and India (7.5 percent), offset by lower arrivals from the United Kingdom (-2.0 percent) and South Korea (-4.9 percent).

- An improved economic outlook for the Asia-Pacific region (where 42 percent of Australia’s inbound arrivals are sourced) coupled with increased air capacity, as well as improved conditions in the United States of America and New Zealand are expected to translate into overall stronger visitor arrivals in 2012-13.

International Visitors to Australia by Purpose of Visit (‘000)

<table>
<thead>
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<td>1158</td>
<td>1330</td>
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Avg Annual Growth Rate from 2011-12 to 2021-22: +3.5%, +3.5%, +2.8%, +4.7%, +3.5%

Over the longer term, international visitors to Australia is forecast to grow at an annual average rate of 3.5 percent to nearly 8.4 million visitors by 2021-22. Growth is expected to be supported by a recovering global economy.

International visitor nights are forecasted to grow by 4.1 percent annually to 309 million nights by 2021-22, with the share of visitor nights in hotels, motels, guesthouses and serviced apartments declining slightly from 12 percent to 11 percent over the next ten years.

In 2012-13, by purpose, VFR is expected to increase 6.5 percent followed by Holiday, up 5.4 percent while Business travel is expected to increase 2.2 percent.

The TFC expects leisure (holiday and VFR) travel’s share of visitors to remain steady over the decade, accounting for two-thirds of international visitor arrivals through to 2021-22.