

CUMMINGS ECONOMICS

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Addendum - Research Note International Visitor Numbers

The figures quoted in the research paper below were of international visitors who had declared their main purpose of visit to Australia was for 'holidays'.

This is to draw to your attention that a number of the visitors who say they came to Australia for 'non-holiday' purposes will say when they visit the Cairns (TNQ) region, that it is for 'holiday' purposes.

For your information, the following table gives international visitors to Australia who visited the Cairns (TNQ) region and their indicated main purpose of visit to the TNQ region, compared with their declared main purpose of visit to Australia.

International Visitors to Cairns (TNQ) Region, 2011		
	<u>Declared Main Purpose of Visit to Australia</u>	<u>Indicated Main Purpose of Visit to TNQ</u>
Holiday/Leisure	461,000	532,000
Visit friends & relatives	52,000	28,000
Business	24,000	17,300
Education	28,000	5,600
Employment	9,000	4,400
Other	14,000	12,100
Total	588,000	599,400

Source: Cummings Economics from Tourism Research Australia, International Visitor Survey & Tourism Queensland data.

However, if the 532,000 'holiday' purpose visitors to the TNQ region are compared with the 2004/05 figure of 769,000, a fall of 31% is indicated, ie. a very similar figure to the 35% recorded in the table below.

Research Note

International Visitor Numbers Disappointing

Latest International Visitor Survey (IVS) data for the full year 2011 indicates a major fall of 14% – 15% on the previous year.

Table 1 : International Visitors to Tropical North Queensland		
	<u>Holiday Visitors No.</u>	<u>Total No.</u>
2004/05	708,000	823,000
2007	682,000	842,000
2010	545,000	686,000
2011	461,000	587,000
Change 2011 on 2010	(-15%)	(-14%)
Change 2010 on 2004/05	(-35%)	(-29%)

Source: Cummings Economics from Tourism Research Australia, International Visitor Survey.

Research Note

International Visitor Numbers Disappointing

However, the table also illustrates how this has continued a negative trend that has been evident since about 2005.

The following table illustrates how this has been against a background of a fall in international holiday visitors to Australia since 2004/05.

Table 2 : International Holiday Visitors				
	<u>2004/05</u> <u>'000</u>	<u>2007</u> <u>'000</u>	<u>YE Sep 2011</u> <u>'000</u>	<u>Change</u> <u>2004/05 to 2011</u>
Sydney	1,499	1,453	1,286	(-14.2%)
Melbourne	648	675	780	+20.3%
Tropical North Qld	708	682	461	(-34.9%)
Gold Coast	658	679	493	(-25.1%)
Brisbane	529	499	415	(-21.5%)
Australia	2,695	2,579	2,389	(-11.4%)

Source: Cummings Economics from Tourism Research Australia, International Visitor Survey.

The table indicates however, that while the drop in international holiday visitors to Australia has been (-11.4%), the fall in Queensland has been much worse and the fall in the Cairns region, the highest at (-34.9%). Melbourne has gone up over the same period.

From being second to Sydney in international holiday visitors in 2004/05, Cairns is now third with Melbourne well ahead and Gold Coast now back ahead of Cairns.

Japanese Visitation Down

Japanese visitation recorded for 2011 was down strongly again.

Table 3 : Visitors from Japan		
	<u>Cairns Region</u>	<u>Sydney</u>
2004/05	244,000	276,000
2007	203,000	217,000
2010	111,000	147,000
2011	87,000	139,000

Source: Cummings Economics from Tourism Research Australia, International Visitor Survey.