

Definition

International Aboriginal tourism is defined as visitors who undertook an Aboriginal related activity in Australia (also referred to as **Aboriginal tourism participants**).

Overview

	Visitors to ('000)	Nights in (million)	Total spend (\$ million)	Spend per visitor (\$)	Spend per night (\$)
Australia	1,276	52.3	\$6,122	\$4,799	\$117
NSW	335	10.1	\$1,225	\$3,676	\$121

Australia received nearly 1.3 million Aboriginal tourism participants – up by 2.4% on YE Jun 17. They stayed for nearly 52.3 million nights – down by 1.3% on YE Jun 17.

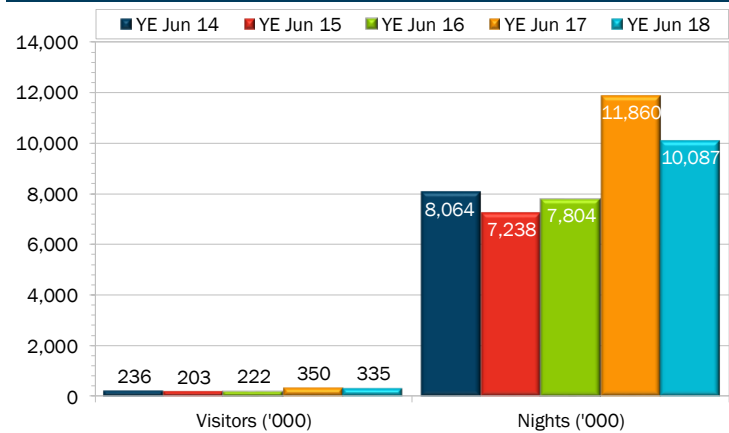
Aboriginal tourism participants spent an estimated \$6.1 billion (incl package expenditure) during their trip in Australia – up by 2.3% on YE Jun 17. On average, they spent \$4,799 per visitor and \$117 per night.

International Aboriginal tourism to NSW

The information in this section relates to international visitors who undertook an Aboriginal related activity in NSW (also referred to as **Aboriginal tourism participants in NSW**).

Note: Corresponding data for the domestic market is not available.

Visitors and nights in NSW



The State received 335,400 Aboriginal tourism participants in NSW - down by 4.2% on YE Jun 17. They spent nearly 10.1 million nights in the State - down by 15.0%* on YE Jun 17.

Market share

Aboriginal tourism participants in NSW represented 7.7% of visitors and 10.7% of nights by all international travellers to the State. Compared with YE Jun 17, the share of visitors was down by 0.8% points and the share of nights was down by 2.1% points.

The State received 26.3% of visitors and 19.3% of nights by Aboriginal tourism participants in Australia. NSW ranked first in share of both visitors and nights. Compared with YE Jun 17, the share of visitors was down by 1.8% points and the share of nights was down by 3.1% points.

Preliminary results

Due to quality issues with the incoming passenger data, IVS results for the YE Jun 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

The information is sourced from a sample survey, hence the results are subject to sampling variability.

Source: International Visitor Survey, YE Jun 18, Tourism Research Australia

* The percentage change is statistically significant.

Origin

Rank	Origin market	Visitors		Nights		Average stay (nights)
		('000)	%	('000)	%	
1	USA	62	18.4%	980	9.7%	15.9
2	Mainland China	44	13.2%	1,668	16.5%	37.8
3	United Kingdom	38	11.5%	1,169	11.6%	30.4
4	New Zealand	23	6.8%	279	2.8%	12.3
5	Germany	13	3.9%	369	3.7%	28.1
	Other Asian markets (1)	85	25.5%	3,071	30.4%	35.9
	Other European markets (2)	36	10.8%	1,386	13.7%	38.3
	All other countries	34	10.0%	1,165	11.6%	34.6
	Total	335		10,087		30.1

np = estimate considered statistically unreliable

The USA (18.4%) was the largest individual source market of international Aboriginal tourism participants in NSW, followed by Mainland China (13.2%) and the United Kingdom (11.5%).

Mainland China (16.5%) was the biggest individual contributor of **nights** in the State by Aboriginal tourism participants in NSW, followed by the United Kingdom (11.6%) and the USA (9.7%).

(1) All Asian markets, excluding Mainland China.

(2) All European markets, excluding United Kingdom and Germany.

Participation rate

Visitors from the USA (12.6%) had the highest Aboriginal activities participation rate in NSW, followed by French visitors (11.4%) and visitors from Singapore (10.7%).

Average length of stay in NSW

Aboriginal tourism participants in NSW stayed an average of 30.1 nights in the State – down by 3.8 nights on YE Jun 17. They had a longer stay than the average for all visitors to the State (21.8 nights).

Malaysian visitors (52.5 nights) had the longest average stay in the State, followed by visitors from Indonesia (51.8 nights) and Hong Kong visitors (46.7 nights).

Expenditure (incl 30% prepaid package expenditure)

Aboriginal tourism participants in NSW spent an estimated \$1.2 billion in the State – down by 10.0%* on YE Jun 17. This represented 20.0% of expenditure by Aboriginal tourism participants in Australia - down by 2.7% points on YE Jun 17. On average, they spent \$3,676 per visitor and \$121 per night.

Type of Aboriginal activity in NSW

Rank	Aboriginal tourism activity	Visitors	
		('000)	%
1	See any Aboriginal art, craft or cultural display	147	43.8%
2	Attend an Aboriginal dance or theatre performance	142	42.3%
3	Visit an Aboriginal gallery	52	15.5%
4	Visit an Aboriginal cultural centre	41	12.1%
5	See an Aboriginal site or Aboriginal community	36	10.8%
6	Purchase Aboriginal art, craft or souvenirs	31	9.4%
7	Some other interaction with Aboriginal people	19	5.5%
8	Go on a tour with an Aboriginal guide	12	3.5%
9	Attend an Aboriginal festival	7	2.0%
10	Stay in Aboriginal accommodation	4	1.1%

'See any Aboriginal art, craft or cultural display' (43.8%) was the most popular activity undertaken in the State by Aboriginal tourism participants in NSW. 'Attend an Aboriginal dance or theatre performance' (42.3%) was the 2nd most popular, followed by 'visit an Aboriginal gallery' (15.5%).

Top places visited in NSW

Rank	Region	Visitors		Nights		Average stay (nights)
		('000)	%	('000)	%	
1	Sydney	318	95.3%	8,472	84.0%	26.7
2	North Coast NSW	29	8.7%	445	4.4%	15.3
3	South Coast NSW	21	6.4%	271	2.7%	12.7
4	The Hunter	20	6.0%	np	np	np
5	Blue Mountains	17	5.1%	np	np	np

np = estimate considered statistically unreliable

'Sydney' (95.3%) was by far the most visited region in the State by Aboriginal tourism participants in NSW. 'North Coast NSW' (8.7%) was the 2nd most visited, followed by 'South Coast NSW' (6.4%).

Aboriginal tourism participants in NSW spent more **nights** in 'Sydney' (84.0%) than any other region in the State. 'North Coast NSW' (4.4%) had the 2nd most nights, followed by 'South Coast NSW' (2.7%).

Seasonality

Over 3/10 (30.4%) of Aboriginal tourism participants in NSW departed Australia in the December quarter.

Nearly 3/10 (28.7%) of **nights** by Aboriginal tourism participants in NSW were spent by those who departed Australia in the September quarter.

Gender

More Aboriginal tourism participants in NSW were female (56.2%) than male (43.8%).

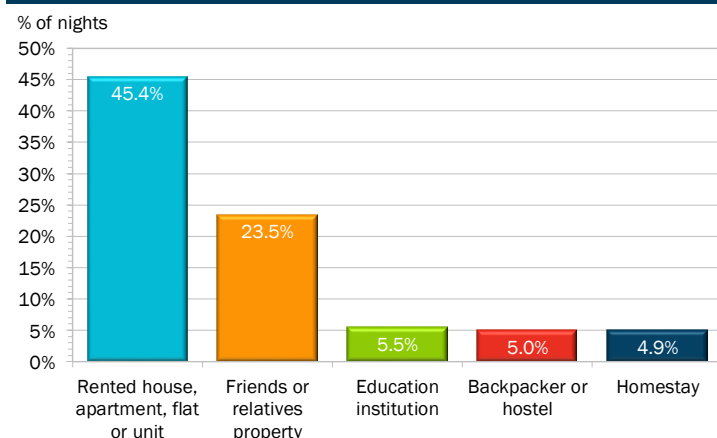
Age groups

'15 to 29 years' (35.7%) was the biggest age group of Aboriginal tourism participants in NSW. '30 to 39 years' (16.4%) was the 2nd biggest age group, followed by '50 to 59 years' (15.3%).

Transport in NSW

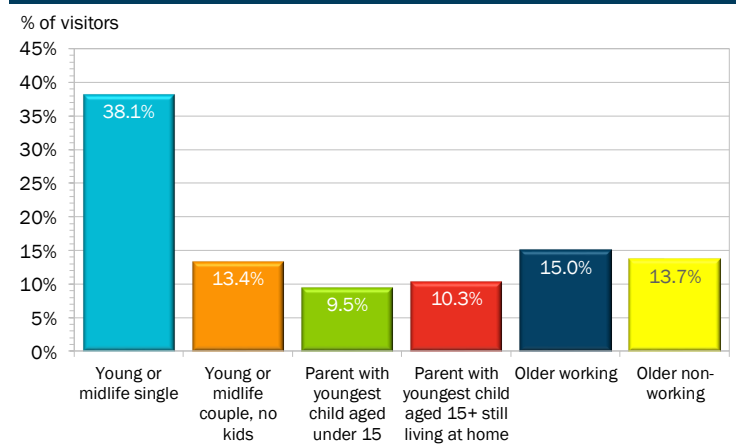
'Aircraft' (28.0%) was the most common transport used to destinations in the State by Aboriginal tourism participants in NSW. 'Private vehicle or company car' (25.1%) was the 2nd most common, followed by 'local public transport' (23.0%).

Accommodation in NSW



'Rented house, apartment, flat or unit' (45.4%) was the most popular accommodation type used for nights in the State by Aboriginal tourism participants in NSW. 'Friends or relatives property' (23.5%) was the 2nd most popular, followed by 'education institution' (5.5%).

Lifecycle groups



'Young or midlife single' (38.1%) was the most common lifecycle grouping amongst Aboriginal tourism participants in NSW. 'Older working' (15.0%) was the 2nd most common, followed by 'older non-working' (13.7%).

First or return visitor

Over 2/5 (43.9%) of Aboriginal tourism participants in NSW were on a return visit to Australia. This was a lower percentage than for all visitors to the State (51.9%).

Travel package

Over 1/8 (14.6%) of Aboriginal tourism participants in NSW arrived in Australia on a travel package. This was a lower percentage than for all visitors to the State (17.4%).

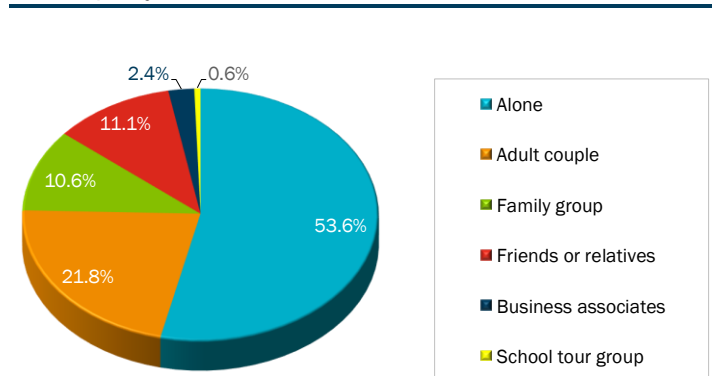
'All accommodation' (88.6%) was the most popular travel arrangement included in the travel package (other than 'international airfares'), followed by 'most ground transport within Australia' (68.5%).

Group tours

The rate of group tour travel to Australia amongst Aboriginal tourism participants in NSW was 8.6%. This was a lower percentage than for all visitors to the State (11.4%).

'Guided holiday' (89.7%) was the most common group tour. 'School excursion' (6.2%) was the 2nd most common group tour, followed by 'business or convention' (3.3%).

Travel party



Over 1/2 (53.6%) of Aboriginal tourism participants in NSW arrived in Australia 'alone'. Their 2nd most common travel party description was 'adult couple' (21.8%), followed by 'friends or relatives' (11.1%).