



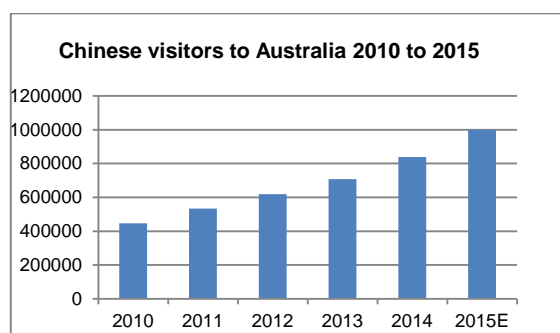
Chinese Tourism to Australia

1. China has been the **world's number one tourism source market** since 2012.¹ The total annual number of outbound Chinese tourists now **exceeds 100 million**,² leaping from 10 million in 2000.³ Outbound numbers are **expected to double to 200 million by 2020**.⁴

2. At present, only **six percent** of China's 1.4 billion-strong population **hold a passport**.⁵

3. **Between 2003 and 2013, 21 million Chinese households reached an annual income level of US\$35,000, which makes international travel affordable**.⁶ The total number of households meeting this threshold is expected to almost triple by 2023, with **61 million more households projected to join them**.⁷

4. Between 2010 and 2015, the total number of **Chinese visitors to Australia more than doubled**.⁸



5. China is now Australia's top market. In 2015, spending by Chinese tourists in Australia totaled **\$7.7 billion**⁹ (about 22 percent of the country's total international visitor spending). This compares with:¹⁰

- UK tourists \$3.5 billion (10 percent)
- US tourists \$3.1 billion (nine percent)
- New Zealand tourists \$2.6 billion (seven percent)
- Japanese tourists \$1.4 billion (four percent)

6. Australia's share of China's outbound tourism fell from 1.2 percent in 2000 to 0.8 percent now.¹¹ This compares with:¹²

- South Korea 4.3 percent
- Japan 1.9 percent
- US 2 percent
- Russia 0.9 percent

7. **NSW is the most popular destination for Chinese tourists**, with 536,000 visiting the state in 2015.¹³ 456,000 Chinese visited Victoria¹⁴ and 364,000 visited Queensland.¹⁵

¹ UN World Tourism Organisation, Media release: Over 1.1 billion tourists travelled abroad in 2014, January 27 2015 <http://media.unwto.org/press-release/2015-01-27/over-11-billion-tourists-travelled-abroad-2014>.

² China National Tourism Administration, "Top ten news of Chinese tourism industry in 2015", January 4 2016 http://en.cnta.gov.cn/syhdj/201512/t20151224_755626.shtml.

³ UN World Tourism Organisation, Media release: China – the new number one tourism source market in the world, April 4 2013 <http://media.unwto.org/en/press-release/2013-04-04/china-new-number-one-tourism-source-market-world>.

⁴ CLSA, Report: Social Pressures – Chinese tourists keep exploring, January 2015.

⁵ Dan Reed, "Chinese extend lead as the world's biggest spenders on foreign travel", *Forbes*, January 7 2016 <http://www.forbes.com/sites/danielreed/2016/01/07/chinese-worlds-biggest-spenders-on-foreign-travel/#2715e4857a0b493c3e0543b3>.

⁶ Tourism Economics, "The Future of Chinese Travel", March 2015 https://www.ihgplc.com/chinesetravel/src/pdf/IHG_Future_Chinese_Travel.pdf.

⁷ Tourism Economics, "The Future of Chinese Travel", March 2015 https://www.ihgplc.com/chinesetravel/src/pdf/IHG_Future_Chinese_Travel.pdf.

⁸ Australian Bureau of Statistics, Overseas Arrivals and Departures, November 2015 <http://www.abs.gov.au/ausstats/abs@nsf/mf/3413.0>.

⁹ Tourism Research Australia, International Visitors in Australia: September 2015 quarterly results of the international visitor survey, December 12 2015 http://www.tra.gov.au/documents/ivs/International_Visitors_in_Australia_September_2015_Results_of_The_International_Visitor_Survey.html.

¹⁰ Figures from Tourism Research Australia, International Visitors in Australia: September 2015 quarterly results of the international visitor survey, December 12 2015 http://www.tra.gov.au/documents/ivs/International_Visitors_in_Australia_September_2015_Results_of_The_International_Visitor_Survey.html.

¹¹ CEIC database. The latest available observation is 2013.

¹² CEIC database. The latest available observations are 2013.

¹³ Destination NSW, International travel to NSW, year ending September 2015.

¹⁴ Tourism Victoria, International visitation estimates to Victoria by origin, year ending September 2006-2015.

¹⁵ Tourism and Events Queensland, International tourism snapshot, year ending September 2015.