

Conference or Convention Arrivals to Australia December 2007 Update

The Australian Bureau of Statistics (ABS) publishes short-term international arrivals to Australia on a monthly basis. The data is collected from passenger cards that international visitors complete when they enter Australia. These cards request information including purpose of visit, demographics and trip details. The following analysis focuses on international arrivals whose main purpose of visit was to attend a conference and convention in Australia.

Highlights

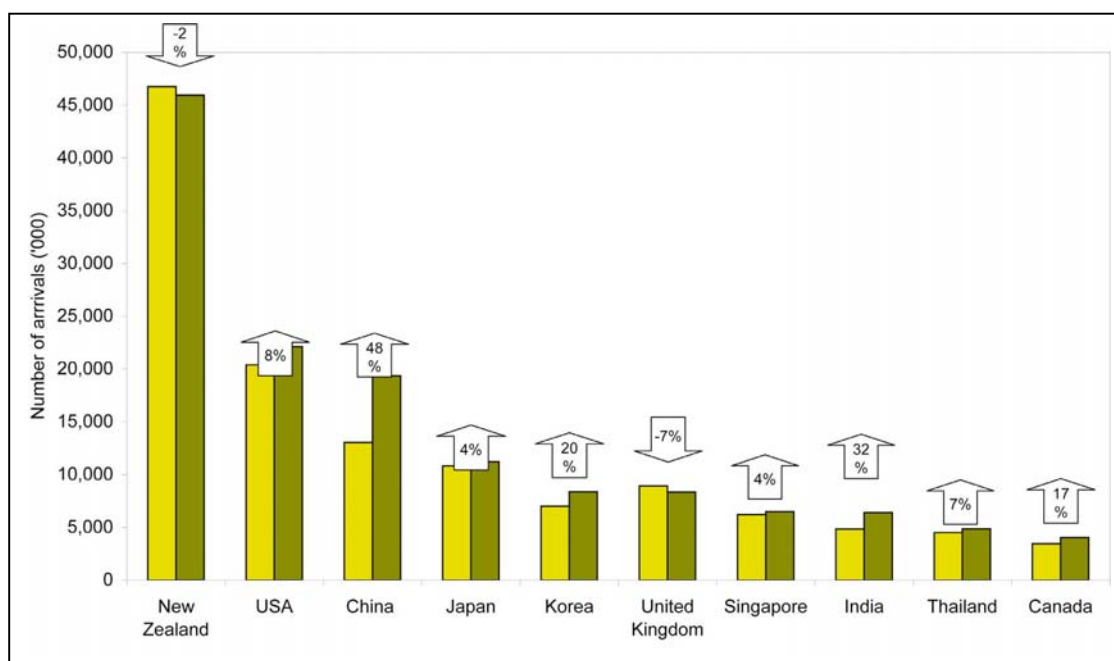
> There were 188,000 convention or conference arrivals during the year ended 31 December 2007, an increase of 10 per cent year-on-year. In addition, overall business arrivals increased 7 per cent year-on-year, while total arrivals to Australia increased 2 per cent. Refer to Table 1.

> There were 45,200 convention or conference arrivals to Australia during the three months ended 31 December 2007, an increase of 7 per cent year-on-year. In addition, overall business arrivals increased 2 per cent year-on-year, while total arrivals to Australia decreased 2 per cent. Refer to Table 1.

> There were 7,200 convention or conference arrivals during December 2007, a decrease of 10 per cent year-on-year. In addition, overall business arrivals decreased 1 per cent year-on-year, while total arrivals to Australia decreased 4 per cent.

Chart 1: Number of convention or conference visitors to Australia by country of residence Calendar Year 2007 compared 2006

Australian Bureau of Statistics, Overseas Arrivals and Departures



NB. The arrows in the above chart represent percentage change in convention/conference arrivals in Calendar Year 2007 compared to 2006.

Table 1: Number of visitor arrivals to Australia by purpose of visit and country of residence

Source: Australian Bureau of Statistics, Overseas Arrivals and Departures

| Rank | Country of residence | Convention or conference arrivals | | | | Total business arrivals* | | | Total arrivals | | |
|------|--------------------------|-----------------------------------|------|----------------------------|-------|--------------------------|------|----------------------------|--------------------------|------|----------------------------|
| | | Year ended December 2007 | | 3 mths ended December 2007 | | Year ended December 2007 | | 3 mths ended December 2007 | Year ended December 2007 | | 3 mths ended December 2007 |
| | | ('000) | % ch | % ch | % ch | ('000) | % ch | % ch | ('000) | % ch | % ch |
| 1 | New Zealand | 45.9 | -2% | 6% | 209.3 | 4% | 3% | 1,138.0 | 6% | 3% | |
| 2 | USA | 22.1 | 8% | -2% | 110.5 | 9% | 6% | 459.7 | 1% | 4% | |
| 3 | China | 19.3 | 48% | 12% | 72.5 | 8% | 0% | 357.5 | 16% | 12% | |
| 4 | Japan | 11.2 | 4% | 24% | 44.8 | 2% | -5% | 573.0 | -12% | -13% | |
| 5 | Korea | 8.4 | 20% | 11% | 17.2 | 5% | 0% | 253.3 | -12% | -13% | |
| 6 | United Kingdom | 8.3 | -7% | -6% | 52.0 | -3% | -11% | 689.0 | -6% | -16% | |
| 7 | Singapore | 6.5 | 4% | -9% | 58.6 | 4% | 3% | 263.8 | 4% | 0% | |
| 8 | India | 6.4 | 32% | 61% | 24.9 | 19% | 34% | 95.2 | 14% | 23% | |
| 9 | Thailand | 4.9 | 7% | 29% | 15.5 | 14% | 9% | 83.1 | 12% | 8% | |
| 10 | Canada | 4.0 | 17% | 15% | 16.3 | 20% | 13% | 114.6 | 4% | 7% | |
| 11 | Malaysia | 3.8 | -9% | 20% | 19.2 | 10% | 33% | 159.4 | 6% | 3% | |
| 12 | Hong Kong (SAR of China) | 3.6 | 11% | -12% | 24.2 | 12% | -8% | 147.0 | -5% | -8% | |
| 13 | Indonesia | 3.4 | 38% | 19% | 13.5 | 24% | 16% | 89.1 | 7% | 6% | |
| 14 | Philippines | 3.1 | 48% | 19% | 8.6 | 22% | 5% | 42.4 | 13% | 2% | |
| 15 | Scandinavia | 2.8 | 6% | 1% | 12.2 | 5% | -4% | 85.8 | 2% | 1% | |
| | Other | 34.2 | 12% | -1% | 139.3 | 7% | -1% | 1,093.2 | 8% | 5% | |
| | Total | 188.0 | 10% | 7% | 838.5 | 7% | 2% | 5,644.3 | 2% | -2% | |

*A business visitor is defined in the above table as an international visitor who came to Australia for business or convention/conference as their main purpose of journey

Source: Australian Bureau of Statistics, Overseas Arrivals and Departures, 3401.0. ABS data used with permission from the Australian Bureau of Statistics www.abs.gov.au

NB: Tourism Research Australia (TRA) also collects information on international arrivals to Australia on a quarterly basis through the International Visitor Survey (IVS). It is possible to analyse convention or conference arrivals in terms of expenditure, nights, states or territories visited, accommodation and transport used, country of residence, repeat visitation etc. However, data should only be used for indicative purposes only due to small sample sizes at this level of analysis. For general information on the IVS, visit <http://www.tra.australia.com/> or for more tailored analysis contact research@tourism.australia.com.

**This analysis was produced by Tourism Australia for Tourism Events Australia.
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