

Conference or Convention arrivals to Australia August 2011 update

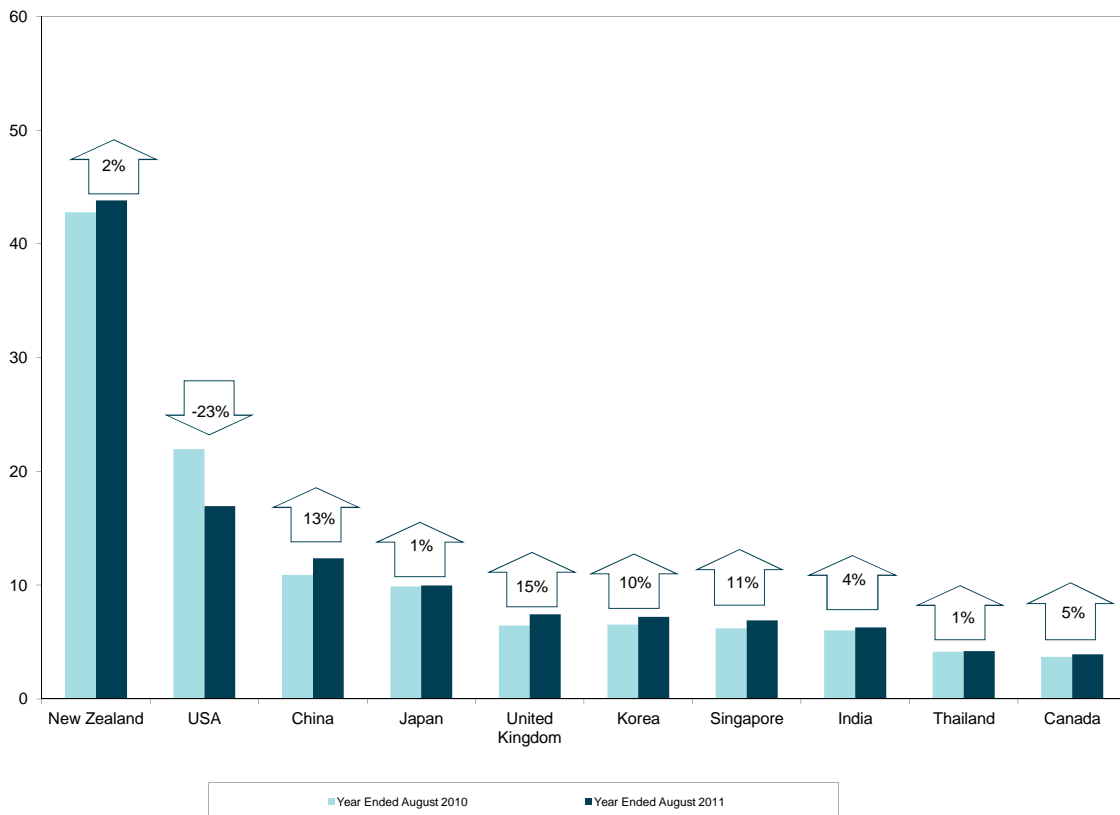
The Australian Bureau of Statistics (ABS) publishes short-term international arrivals to Australia on a monthly basis. The data is collected from passenger cards that international visitors complete when they enter Australia. These cards request information including purpose of visit, demographics and 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 166,200 convention or conference arrivals during the year ended 31 August 2011, a decrease of 1 per cent year-on-year. Conversely, overall business arrivals increased 7 per cent year-on-year to 857,100, while total arrivals to Australia increased 2 per cent to 5.9 million. Refer to Table 1.
- > There were 45,500 convention or conference arrivals during the three months ended 31 August 2011, a decrease of 14 per cent year-on-year. Conversely, overall business arrivals increased 1 per cent year-on-year, while total arrivals to Australia decreased 1 per cent. Refer to Table 1.
- > There were 15,500 convention or conference arrivals during August 2011, a decrease of 7 per cent year-on-year. Conversely, overall business arrivals were unchanged year-on-year, while total arrivals to Australia increased 3 per cent.

**Chart 1: Number of convention or conference visitors to Australia by country of residence.
Year ended 31 August 2011 compared to year ended August 2010**

Australian Bureau of Statistics, Overseas Arrivals and Departures



NB. The arrows in the above chart represent percentage change in convention/conference arrivals in year ending 31 August 2011 compared to 2010.

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 31 August 11		3 mths ended August 11		Year ended 31 August 11		3 mths ended August 11		Year ended 31 August 11		3 mths ended August 11	
			% ch		% ch		% ch		% ch		% ch		% ch
1	New Zealand	43,833	↑ 2%	↑ 6%	209,333	↑ 5%	↑ 1%	1,188,540	↑ 5%	↑ 1%			
2	USA	16,947	↓ -23%	↓ -34%	114,012	↑ 5%	→ 0%	458,472	↓ -5%	↓ -10%			
3	China	12,358	↑ 13%	↓ -4%	67,265	↑ 22%	↑ 11%	513,871	↑ 21%	↑ 18%			
4	Japan	9,953	↑ 1%	↓ -23%	36,237	↑ 1%	↓ -6%	350,139	↓ -11%	↓ -19%			
5	United Kingdom	7,422	↑ 15%	↑ 31%	54,130	↑ 9%	↑ 9%	630,292	↓ -3%	↓ -3%			
6	Korea	7,209	↑ 10%	↓ -24%	15,418	↑ 12%	↓ -3%	203,638	↑ 3%	↓ -6%			
7	Singapore	6,908	↑ 11%	↓ -20%	68,900	↑ 13%	↑ 14%	317,424	↑ 7%	↑ 4%			
8	India	6,290	↑ 4%	↓ -41%	28,359	↑ 5%	↓ -17%	143,727	↑ 10%	↓ -3%			
9	Thailand	4,185	↑ 1%	↓ -14%	16,178	↑ 10%	↑ 7%	88,511	↑ 6%	↑ 11%			
10	Canada	3,905	↑ 5%	↑ 20%	16,432	↑ 6%	→ 0%	117,910	↓ -6%	↓ -5%			
11	Malaysia	3,769	↑ 16%	↓ -20%	21,300	↑ 9%	↑ 9%	251,151	↑ 15%	↑ 5%			
12	Indonesia	3,674	↑ 9%	↓ -8%	16,570	↑ 8%	↑ 2%	145,091	↑ 21%	↑ 45%			
13	Hong Kong	2,861	↓ -23%	↓ -11%	25,899	↑ 6%	↓ -2%	167,239	↑ 4%	↓ -6%			
14	Germany	2,834	↑ 2%	↓ -20%	17,257	↑ 6%	↓ -2%	156,731	↓ -4%	↓ -7%			
15	Philippines	2,638	↓ -20%	↓ -34%	8,966	→ 0%	↓ -12%	54,469	↑ 8%	↑ 11%			
	Other	31,402	↓ -5%	↓ -22%	140,881	↑ 3%	↓ -1%	1,126,385	↓ -2%	↓ -3%			
	Total	166,188	↓ -1%	↓ -14%	857,137	↑ 7%	↑ 1%	5,913,590	↑ 2%	↓ -1%			

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

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

Table 1 reports on the three months to 31 August 2011 to reduce sample errors. The "%Change" calculations have been rounded to the nearest unit. The side arrow shows a 0% Variation when the absolute difference is < 0.5%.

This analysis was produced by Tourism Australia for Business Events Australia. For further information, including statistics on a financial or calendar year to date basis, please contact Sharon Foo sfoo@tourism.australia.com

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://tra.australia.com/> or for more tailored analysis contact research@tourism.australia.com.