

## 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	1,037	49.3	\$5,393	\$5,203	\$109
NSW	222	7.8	\$888	\$4,039	\$114

Australia received over 1.0 million Aboriginal tourism participants – up by 12.3%\* on YE Jun 15. They stayed for nearly 49.3 million nights – up by 4.3% on YE Jun 15.

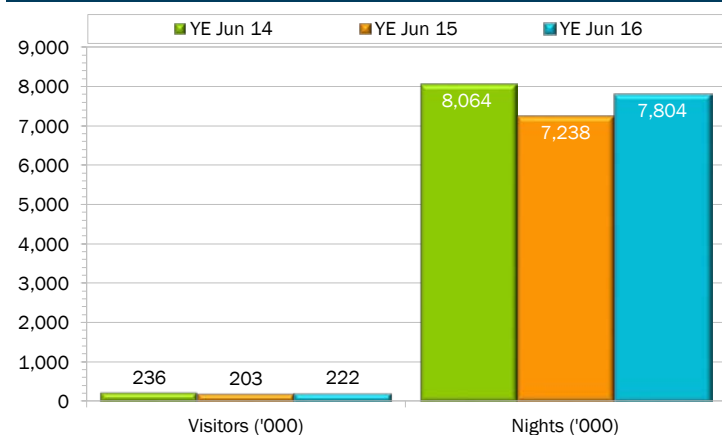
Aboriginal tourism participants spent an estimated \$5.4 billion (incl package expenditure) during their trip in Australia – up by 15.5%\* on YE Jun 15. On average, they spent \$5,203 per visitor and \$109 per night.

## 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: New survey question now provides state specific data for international visitors who undertook an Aboriginal related activity. Corresponding data for the domestic market is not available.

## Visitors and nights in NSW



The State received 222,500 Aboriginal tourism participants in NSW - up by 9.7%\* on YE Jun 15. They spent over 7.8 million nights in the State - up by 7.8% on YE Jun 15.

## Market share

Aboriginal tourism participants in NSW represented 6.1% of visitors and 9.0% of nights by all international travellers to the State. Compared with YE Jun 15, the share of visitors was unchanged and the share of nights was down by 0.1% point.

The State received 21.5% of visitors and 15.8% of nights by Aboriginal tourism participants in Australia. NSW ranked second in share of both visitors and nights. Compared with YE Jun 15, the share of visitors was down by 0.5% points and the share of nights was up by 0.5% points.

New survey question now provides state specific data for international visitors. Data in this factsheet should not be compared with previous factsheets on Aboriginal Tourism to NSW.

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

Source: International Visitor Survey, YE Jun 16, Tourism Research Australia

\* The percentage change is statistically significant.

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## Origin

Rank	Origin market	Visitors		Nights		Average stay (nights)
		('000)	%	('000)	%	
1	USA	39	17.6%	736	9.4%	18.8
2	United Kingdom	32	14.4%	960	12.3%	29.9
3	Mainland China	28	12.4%	1,521	19.5%	55.0
4	New Zealand	16	7.1%	np	np	np
5	Germany	9	4.2%	334	4.3%	35.4
	Other Asian markets (1)	50	22.3%	2,031	26.0%	40.9
	Other European markets (2)	28	12.8%	1,194	15.3%	42.0
	All other countries	20	9.2%	865	11.1%	42.4
	Total	222		7,804		35.1

np = estimate considered statistically unreliable

The USA (17.6%) was the largest individual source market of international Aboriginal tourism participants in NSW, followed by the United Kingdom (14.4%) and Mainland China (12.4%).

Mainland China (19.5%) was the biggest individual contributor of **nights** in the State by Aboriginal tourism participants in NSW, followed by the United Kingdom (12.3%) and the USA (9.4%).

(1) All Asian markets, excluding Mainland China.

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

## Participation rate

Visitors from Canada (10.6%) had the highest Aboriginal activities participation rate in NSW, followed by French visitors (10.3%) and visitors from the USA (10.0%). Indonesian visitors (6.9%) had the highest participation rate amongst Asian markets.

## Average length of stay in NSW

Aboriginal tourism participants in NSW stayed an average of 35.1 nights in the State – down by 0.6 nights on YE Jun 15. They had a longer stay than the average for all visitors to the State (23.8 nights). South Korean visitors (55.9 nights) had the longest average stay in the State, followed by visitors from Mainland China (55 nights) and Indian visitors (53.1 nights).

## Expenditure (incl 30% prepaid package expenditure)

Aboriginal tourism participants in NSW spent an estimated \$888 million in the State – up by 20.9%\* on YE Jun 15. This represented 16.5% of expenditure by Aboriginal tourism participants in Australia - up by 0.7% points on YE Jun 15. On average, they spent \$4,039 per visitor and \$114 per night.

## Type of Aboriginal activity in NSW

Rank	Aboriginal tourism activity	Visitors	
		('000)	%
1	See any aboriginal art, craft or cultural display	99	44.5%
2	Attend an aboriginal dance or theatre performance	83	37.5%
3	Visit an aboriginal gallery	60	26.8%
4	Visit an aboriginal cultural centre	40	18.2%
5	Purchase Aboriginal art, craft or souvenirs	36	16.1%
6	See an aboriginal site or aboriginal community	30	13.3%
7	Some other interaction with Aboriginal people	18	7.9%
8	Go on a tour with an aboriginal guide	11	5.1%
9	Attend an aboriginal festival	6	2.8%
10	Stay in aboriginal accommodation	np	np

'See any Aboriginal art, craft or cultural display' (44.5%) was the most popular activity undertaken in the State by Aboriginal tourism participants in NSW. 'Attend an Aboriginal dance or theatre performance' (37.5%) was the 2<sup>nd</sup> most popular, followed by 'visit an Aboriginal gallery' (26.8%).

## Top places visited in NSW

Rank	Region	Visitors		Nights		Average stay (nights)
		('000)	%	('000)	%	
1	Sydney	208	94.5%	6,536	83.8%	31.4
2	North Coast region	25	11.5%	346	4.4%	13.7
3	South Coast region	15	6.8%	np	np	np
4	Blue Mountains	13	5.9%	np	np	np
5	The Hunter	12	5.6%	297	3.8%	24.2

np = estimate considered statistically unreliable

'Sydney' (94.5%) was by far the most visited region in the State by Aboriginal tourism participants in NSW. 'North Coast region' (11.5%) was the 2<sup>nd</sup> most visited.

Aboriginal tourism participants in NSW spent more **nights** in 'Sydney' (83.8%) than any other region in the State. 'North Coast region' (4.4%) had the 2<sup>nd</sup> most nights.

## Purpose of visit to NSW

'Holiday' (63.5%) was the largest purpose of visit to the State for Aboriginal tourism participants in NSW, followed by 'visiting friends and relatives' (27.4%) and 'education' (9.8%).

## Seasonality

Nearly 1/3 (32.9%) of Aboriginal tourism participants in NSW departed Australia in the March quarter. Over 1/3 (34.3%) of **nights** by Aboriginal tourism participants in NSW were spent by those who departed Australia in the March quarter.

## Travel party

Over 1/2 (51.0%) of Aboriginal tourism participants in NSW arrived in Australia 'alone'. Their 2<sup>nd</sup> most common travel party description was 'adult couple' (21.3%), followed by 'friends or relatives' (12.5%).

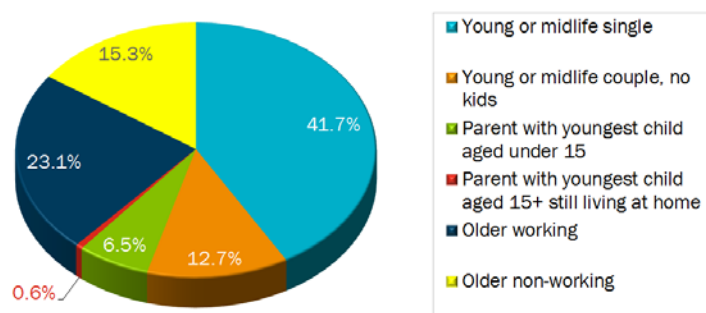
## Age groups

'15 to 29 years' (37.2%) was the biggest age group of Aboriginal tourism participants in NSW. '30 to 39 years' (18.5%) was the 2<sup>nd</sup> biggest age group, followed by '50 to 59 years' (16.0%).

## Gender

More Aboriginal tourism participants in NSW were female (58.1%) than male (41.9%).

## Lifecycle groups



Visitors

'Young or midlife single' (41.7%) was the most common lifecycle grouping amongst Aboriginal tourism participants in NSW. 'Older working' (23.1%) was the 2<sup>nd</sup> most common, followed by 'older non-working' (15.3%).

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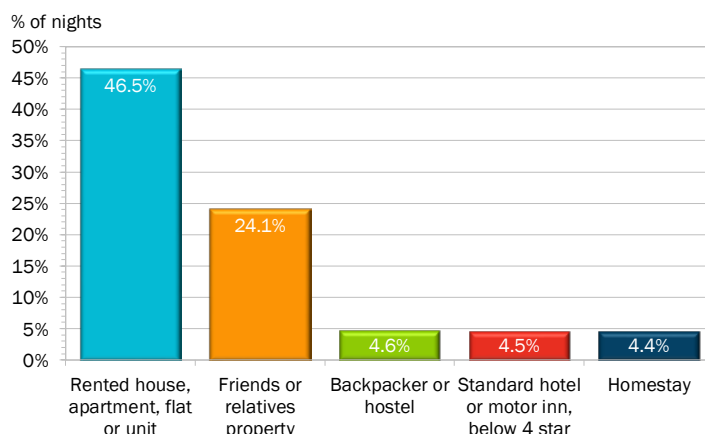
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\* The percentage change is statistically significant.

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## Accommodation in NSW



'Rented house, apartment, flat or unit' (46.5%) was the most popular accommodation type used for nights in the State by Aboriginal tourism participants in NSW. 'Friends or relatives property' (24.1%) was the 2<sup>nd</sup> most popular, followed by 'backpacker or hostel' (3.6%).

## Transport in NSW

'Aircraft' (32.4%) was the most common transport used to destinations in the State by Aboriginal tourism participants in NSW. 'Private vehicle or company car' (27.6%) was the 2<sup>nd</sup> most common, followed by 'local public transport' (21.2%).

## First or return visitor

Over 2/5 (40.2%) 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 (50.8%).

## Travel package

Over 1/8 (15.7%) 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 (18.7%).

'All accommodation' (82.6%) was the most popular travel arrangement included in the travel package (other than 'international airfares'), followed by 'most ground transport within Australia' (64.3%).

## Group tours

The rate of group tour travel to Australia amongst Aboriginal tourism participants in NSW was 9.2%. This was a lower percentage than for all visitors to the State (12.6%).

## Booked Aboriginal activity

How Aboriginal activity was booked	Visitors	
	('000)	%
Online website	15	21.0%
Email with operator	15	21.3%
Travel agent	22	31.5%
Hotel	np	np
Visitor information centre	3	4.9%
Other	7	10.4%

Of those who had booked at least one Aboriginal activity, over 3/10 (31.5%) booked through a 'travel agent'. 'Email with operator' (21.3%) was the 2<sup>nd</sup> most popular booking method, followed by 'online website' (21.0%).