



Economic Development,
Jobs, Transport
and Resources

INTERNATIONAL EDUCATION WITHIN THE VISITOR ECONOMY

Produced by the Tourism,
Events and Visitor Economy
Research Branch

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INTERNATIONAL EDUCATION WITHIN THE VISITOR ECONOMY

Strong growth for international education visitors, nights and expenditure in Victoria.

International students that stayed less than a year in Australia are included in this report.

International education visitors to Victoria spent \$3.3 billion in 2017, representing year-on-year growth of 15.9%. Growth was ahead of the national average (+14.5%), New South Wales (+14.6%) and Queensland (+4.8%). Victoria also experienced year-on-year growth in international education visitors, to reach 183,200 (+15.6%), ahead of the national average growth rate (+10.2%), New South Wales (+9.1%) and Queensland (+6.9%). Visitor nights grew to reach 22.1 million (+17.1%), well ahead of the national average growth rate (+12.1%) and key competitors.

There has been strong average annual growth in international education visitors (+11.5% p.a.), nights (+10.7% p.a.) and spend (+15.3% p.a.) over the last five years (2012 to 2017).

Highlights for year ending December 2017

Education visitors in Victoria



\$3.3b
SPEND
+15.9% y/y
Share of Vic: 43%
Proportion of
Aus: 33%



183,200
VISITORS
+15.6% y/y
Share of Vic: 6%
Proportion of
Aus: 30%



22.1m
NIGHTS
+17.1% y/y
Share of Vic: 33%
Proportion of Aus:
30%

Purpose of trip to Australia³



Holiday



VFR



Leisure¹



Business



Education

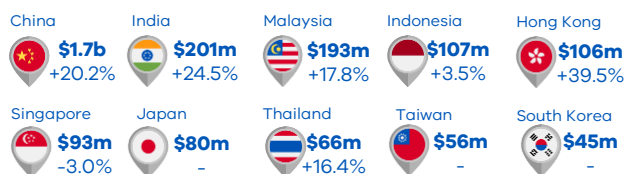
	Holiday	VFR	Leisure ¹	Business	Education
To Victoria	50%	26%	76%	11%	8%
Avg length of stay	11.5 nights	20.8 nights	14.7 nights	8.8 nights	98.2 nights
To Australia	48%	27%	75%	11%	7%

Seven per cent of international visitors to Australia stated the **main purpose** of their trip was for education, compared to 75 per cent for leisure. A similar proportion (8%) of international education visitors to Australia spent time in Victoria, averaging a stay of 98.2 nights in the state. Forty per cent (221,600) of international visitors to Australia whose main purpose was for education also visited Victoria. Almost three quarters (73%, 161,500) came for education reasons and a third (33%) came for leisure.



INTERNATIONAL EDUCATION WITHIN THE VISITOR ECONOMY

Top spending markets in Victoria and year-on-year growth.



‘-’ represent a percentage change that has a contributing figure that is non-publishable.

Increase in spend for most top ten markets.

Strong increases were experienced over the last 12 months in spend from Hong Kong (+39.5%), Indian (+24.5%), Chinese (+20.2%), Malaysian (+17.8%) and Thai (+16.4%) education visitors in Victoria. Spend by Indian students is now ranked second. Highest proportions of international education visitors are from China (51.5%), India (6.1%) and Malaysia (+5.9%). There has been growth in spend over the last five years, from most Asian markets, with strongest increases from China (+24.6% p.a.), India (+20.8% p.a.) and Taiwan (+20.4% p.a.), and compared to key Western markets the UK (-5.8% p.a.) and USA (+0.9% p.a.).

- An estimated 13% of international visitors to Victoria visited an overseas student studying in Australia. The main purpose of their trip to Australia was for a holiday (47%) or visiting friends and relatives (38%).²
- Ten per cent of international visitors to Victoria attended the graduation of an overseas student. Eight per cent of international visitors here for a holiday and 16 per cent visiting friends and/or relatives attended a graduation of an overseas student on their trip.²
- Eighteen per cent of international visitors had family (from overseas) visit, and 14% had friends (from overseas) visit. Most families visiting were from China (31%), with 43 per cent coming from the rest of Asia, while most friends visiting were from China (29%), with 46 per cent coming from the rest of Asia.
- Sixty-eight per cent of international visitors to Victoria studied in Australia for more than 6 months.
- A quarter (25%) of students graduated on this trip, with 56% of them having family or friends from overseas attend.²

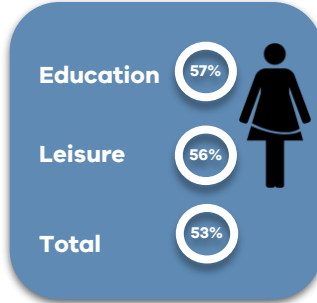
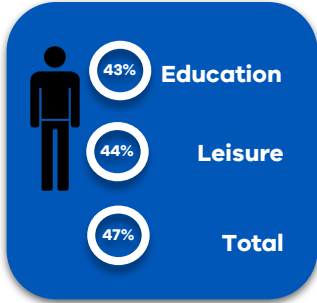
International Education in main States (visitors, nights and proportion)

Length of stay (avg. number of nights per visitor)

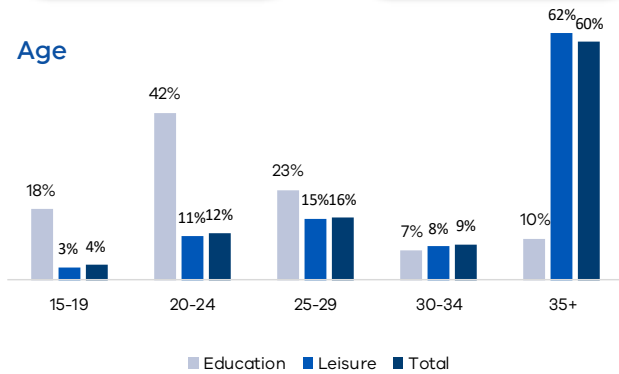
	International education overnight visitors	% of total international overnight visitors	International education visitor nights ¹	% of total internat. nights	International education overnight visitors	International leisure ¹ overnight visitors	Total international overnight visitors
Victoria	183,200	6.3%	22.1m	33.3%	120.5	15.0	22.9
NSW	223,400	5.4%	26.7m	28.2%	119.4	15.9	22.7
Queensland	109,800	4.1%	11.4m	21.5%	103.8	15.0	19.8
Other states	101,200	4.7%	12.3m	23.9%	121.5	19.0	24.0
Australia	600,800	7.4%	72.4m	27.3%	120.6	23.8	32.7

INTERNATIONAL EDUCATION WITHIN THE VISITOR ECONOMY

Profile of international overnight visitors to Victoria

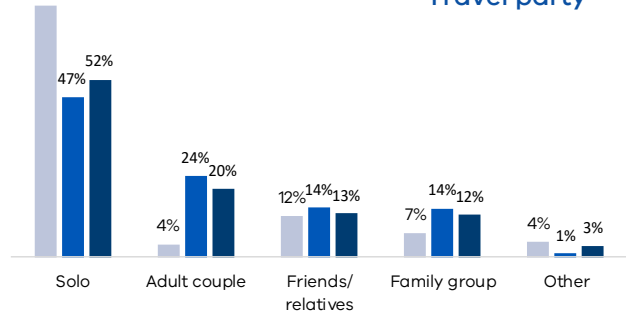


Age



73%

Travel party



International Education visitors to regional Victoria



Strong year-on-year growth in spend, visitors and nights for international education visitors to regional Victoria, with moderate growth over the longer term.

International education overnight expenditure in regional Victoria increased by 51.5% year-on-year to reach \$112 million in year ending December 2017. International visitors increased by 13.8% to 9,700 and international visitor nights also increased by 25.7% to reach 788,700. Growth over the last five years was more moderate for spend (+5.8% p.a.), visitors (+4.9% p.a.) and nights (+3.0% p.a.).

The highest proportion of international overnight spend in regional Victoria was by leisure visitors (60%) followed by education visitors (21% year-on-year). Growth rates for international education spend in regional Victoria were above that for leisure (-1.7%) and total international overnight visitors (+9.8%). However, over the longer term (2012 to 2017), growth in spend by international education overnight visitors in regional Victoria (+5.8 p.a.) was lower than for leisure (+9.0% p.a.) and total international overnight visitors (+9.2% p.a.).

Year Ending December	2012	2016	2017	AAG 12/17	% change 16/17
International Education Overnight Visitor Spend (\$M) in Victoria					
Melbourne	1,523	2,751	3,162	15.7%	14.9%
Regional Victoria	84	74	112	5.8%	51.5%
Victoria	1,607	2,825	3,274	15.3%	15.9%
International Education Overnight Visitation (000s) to Victoria					
Melbourne	99.9	152.0	174.9	11.8%	15.1%
Regional Victoria	7.7	8.6	9.7	4.9%	13.8%
Victoria	106.1	158.4	183.2	11.5%	15.6%
International Education Visitor Nights (000s) in Victoria					
Melbourne	12,596	18,221	21,288	11.1%	16.8%
Regional Victoria	681.0	627.6	788.7	3.0%	25.7%
Victoria	13,277	18,848	22,076	10.7%	17.1%

The majority of time and money spent by international education visitors in the State is in Melbourne, with only 3.4% of their spend in regional Victoria (lower than by total international leisure visitors, at 9.7%).

Despite the low regional overnight dispersal, international education visitors to Victoria have a longer average length of stay of (120.5 nights) compared to total international leisure visitors (15.0 nights). This highlights the opportunity to do more to get this market out to the regions.

INTERNATIONAL EDUCATION WITHIN THE VISITOR ECONOMY

Chinese visitors studying in Victoria and their visiting friends and family

Almost forty per cent of education visitors to Victoria come from China. This highlights the importance of this market, as well as potential visitors to those studying in the State. Sixteen per cent of Chinese students who visit Victoria have family visit them while studying in Australia, and 11% have friends visit them. Almost two thirds (65%) of the international education visitors have family or friends from overseas attend their graduation².

Research on the visiting friends and relatives market in Victoria highlighted some of the motivations for Chinese coming to Australia included having a holiday (67%), seeing friends (66%) and family (63%). Travel is a status symbol and for trip and itinerary planning the visitor will defer to the host's local knowledge and expertise.

The research also identified some of the following opportunities:

- ensuring hosts have information available for visitors, including a range of tourism experiences within Victoria,
- targeting communications through specific publications and online channels to hosts living in Victoria,
- building the confidence for the visitor to travel without the host, and
- ensuring easy access to information on self-contained accommodation to help convert day trips to overnight stays in regional Victoria.

Source: Destination Visitor Survey, Visiting Friends and Relatives in Victoria: The China and India Market, May 2017 . Tourism Research Australia [website](#)

Places visited in Victoria by Education visitors











EDUCATION VISITORS	Year Ending December 2017						
	PURPOSE						
Visited ('000s)	YE Dec 2017	% change YE Dec 2016-17	YE Dec 2017 (% total)	All		Leisure	All
				Visitors	purposes	Visitors (% total)	purposes (% total)
Regional Destinations							
Ballarat/ Sovereign Hill	18	18%	10%	147	174	6%	6%
Bendigo	7	-2%	4%	57	73	2%	3%
Great Ocean Road or Twelve Apostles	57	20%	31%	899	989	38%	34%
Mornington Peninsula	25	18%	14%	189	221	8%	8%
Phillip Island penguin parade	34	14%	18%	450	501	19%	17%
Yarra Valley and Dandenong Ranges (inc. Puffing Billy & Healesville Sanctuary)	47	13%	25%	516	590	22%	20%
Victorian Snowfields	9	3%	5%	51	62	2%	2%
Wilson's Promontory	8	24%	5%	65	74	3%	3%
Geelong	22	np	12%	208	246	9%	9%
Melbourne Attractions & Precincts							
Crown Casino/entertainment complex	69	14%	38%	486	622	21%	22%
Docklands/ Etihad Stadium	78	18%	43%	467	597	20%	21%
Federation Square	106	8%	58%	1,052	1,246	45%	43%
Melbourne Cricket Ground (MCG)	20	3%	11%	161	200	7%	7%
Melbourne Museum (Royal Exhibition Building)	68	26%	37%	406	496	17%	17%
National Gallery of Victoria (NGV)	53	26%	29%	341	415	15%	14%
Queen Victoria Market	119	14%	65%	1,156	1,356	49%	47%
Southbank/Southgate	81	16%	44%	624	788	27%	27%
Sea Life Melbourne Aquarium	27	20%	15%	136	173	6%	6%
Eureka Skydeck	22	-5%	12%	207	243	9%	8%
St Kilda	84	10%	46%	673	816	29%	28%
Chapel Street	44	15%	24%	268	336	11%	12%
Chadstone Shopping Centre	78	24%	43%	311	409	13%	14%
Brunswick Street	42	8%	23%	242	302	10%	10%
Melbourne Zoo	34	np	19%	185	237	8%	8%
Melbourne CBD Shopping Precinct	151	18%	83%	1,469	1,775	63%	61%
TOTAL VICTORIA	183	16%	100%	2,343	2,891	100%	100%

* Places visited include day visits

'np' is shown for figures that are non-publishable, as they are subject to sampling error.

INTERNATIONAL EDUCATION WITHIN THE VISITOR ECONOMY

Activities visitors to Victoria did on their trip to Australia*

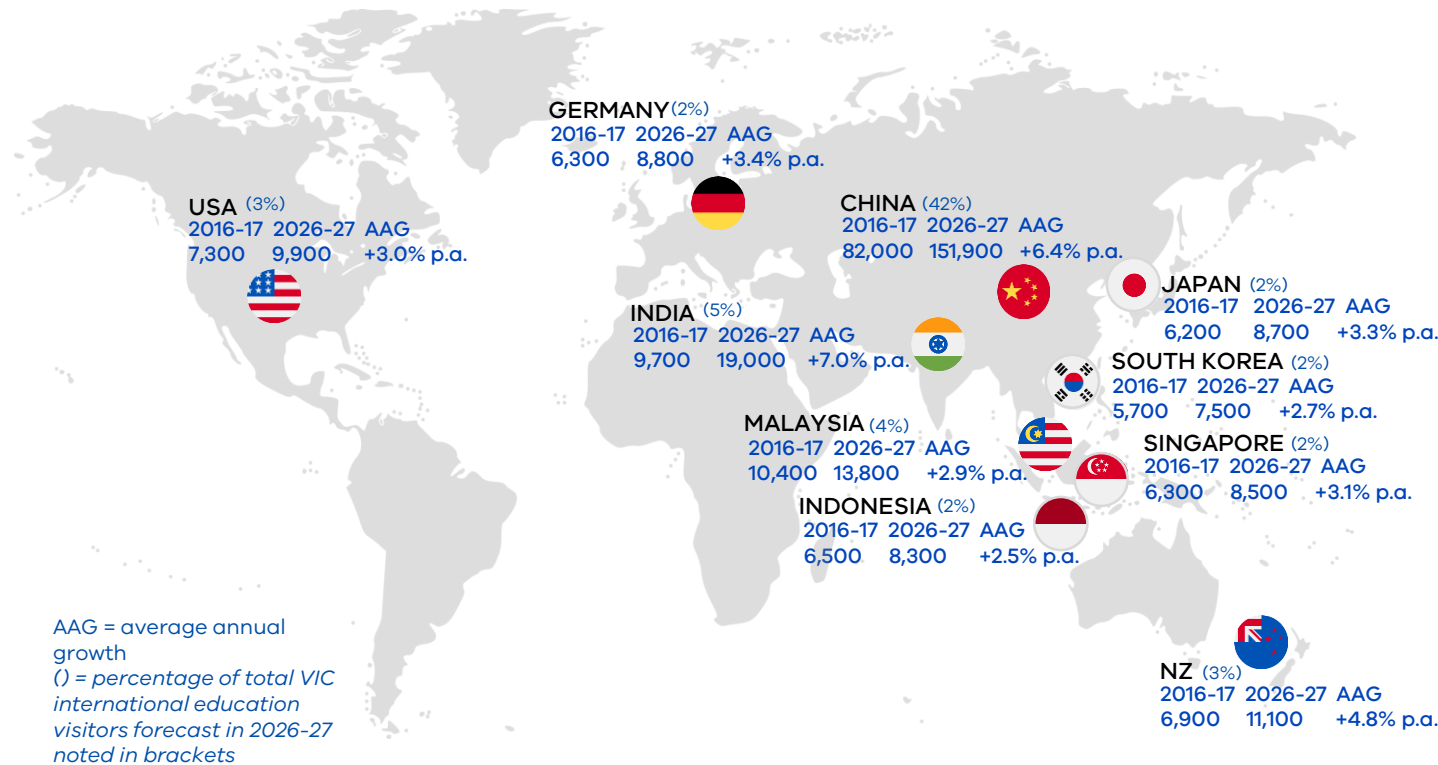
										
Education	98%	91%	65%	63%	57%	56%	47%	41%	40%	38%
Leisure	96%	85%	80%	68%	60%	17%	45%	53%	55%	36%
Total	78%	69%	65%	55%	49%	13%	36%	43%	45%	29%

The average length of stay by students is 120.5 nights, much longer than leisure (average of 15.0 nights) and over four times the average nights spent by all international visitors. This is reflected in the higher proportion education students have in undertaking some activities.

* Activity may or may not have taken place in Victoria.

Current and forecast education visitors to Australia who visited Victoria (top markets forecast for year ending June 2027)

By 2026–27, international education visitors to Australia who visited Victoria are forecast to be 362,000.



Note that forecasts estimates are based on forecast growth at the national level, applied to year ending June 2017 figures for Victoria.

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DATA NOTES

Definition of international education within the visitor economy

This factsheet reports on education visitor figures from the International Visitor Survey, Tourism Research Australia. In this survey, education visitors are defined as visitors who have been in Australia for less than one continuous year and who stated their main purpose for visiting Australia was for education purposes. The survey is conducted with visitors as they leave the main Australian airports. International Education visitors to Victoria may have undertaken their studies in another State or Territory, however visited Victoria on their trip.

Not all international students are part of this definition. If a student is studying a course/degree for more than a year and does not leave Australia within a year (for example, to visit their family) they are not defined as an international education visitor in the IVS.

Source: International Visitor Survey, Tourism Research Australia, year ending December 2017, released March 2018. Expenditure includes packages Base: International short-term visitors (12 months or less) aged 15+.

Tourism Forecasts 2017, Tourism Research Australia, released August 2017. ¹A leisure visitor has stated their main purpose of their Australian trip was for either a holiday or to visit family and/or a friend(s). ²Question was only asked from 2012 to 2014.

