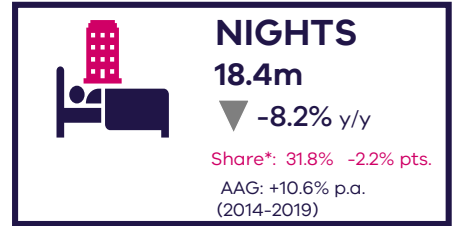
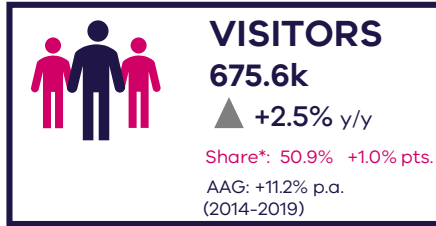
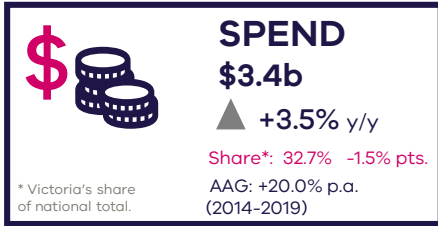


International Tourism Summary: China

Year ending December 2019

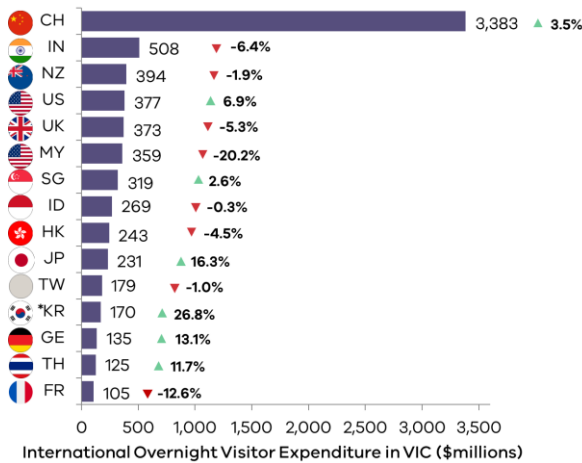


675,600 Chinese visitors spent 18.4 million nights and \$3.4 billion on trips to Victoria in the year ending December 2019.

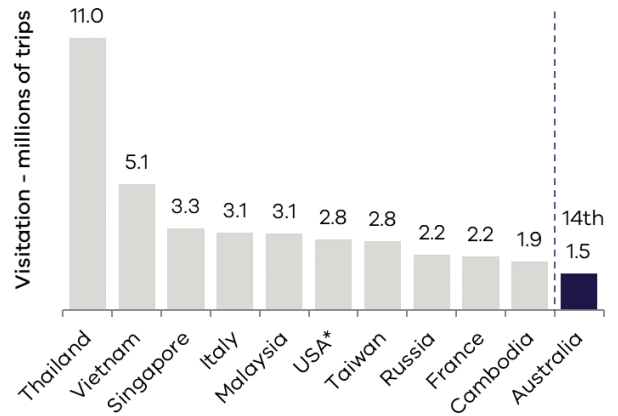


Context: In the year ending December 2019, international overnight visitors to Victoria (3.1 million) accounted for 3 per cent of total visitors to the state and 27 per cent (\$8.8 billion) of total visitor expenditure in Victoria.

International Overnight Expenditure in Victoria (\$m)



Top 10 Out-of-Region Destinations for Chinese Travellers



Chinese visitors spent \$3.4 billion on trips to Victoria in the year ending December 2019, a year-on-year increase of 3.5 per cent. This represents 38.3 per cent of all international overnight visitor spend in Victoria, more than the next ten markets combined. China is ranked Victoria's number one international market in terms of expenditure.

Australia was ranked #14 for visitation against other out-of-region destinations for Chinese travellers in the year ending December 2019 (down from #10 in 2018).

*USA including Hawaii Source: Tourism Economics, YE2019

* In the year ending December 2019, all Korean visitors to Australia were from South Korea.

AUSTRALIA



\$10.3b Spend ▲ 8.2%
1.3m Visitors ▲ 0.5%
57.7m Nights ▼ -1.8%

NEW SOUTH WALES



\$4.1b Spend ▲ 15.4%
771k Visitors ▼ -0.2%
22.2m Nights ▲ 5.2%

QUEENSLAND



\$1.6b Spend ▲ 12.2%
497k Visitors ▼ -1.1%
9.8m Nights ▲ 7.6%

The rate of growth of Chinese expenditure on trips to Victoria (+3.5% year-on-year) was behind the national average (+8.2%), New South Wales (+15.4%) and Queensland (+12.2%).

MELBOURNE



\$3.3b Spend ▲ 4.0%
664k Visitors ▲ 1.9%
17.3m Nights ▼ -10.0%

REGIONAL VICTORIA



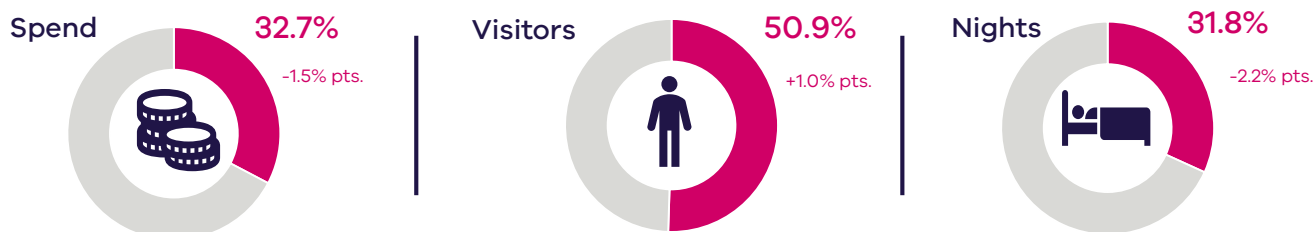
\$93m Spend ▼ -13.0%
82k Visitors ▲ 22.9%
1.0m Nights ▲ 36.4%

In the year ending December 2019:

- 664,000 Chinese visitors spent 17.3 million nights and \$3.3 billion on trips to Melbourne
- 82,000 Chinese visitors spent 1.0 million nights and \$93 million on trips to regional Victoria.

Chinese Spend, Visitors and Nights by Key States Visited

Victoria's Market Share of Chinese spend, visitors and nights



Chinese Overnight Expenditure in Australia by Key States, 2014-2019

Expenditure by Visitors from China Year Ending December	Total Expenditure (\$ million)					Share of National %			Expenditure Per Night \$			Expenditure Per Visitor \$		
	2014	2018	2019	Av Ann 14-19	% Change 18-19	2014	2018	2019	2014	2018	2019	2014	2018	2019
New South Wales	1,657	3,595	4,149	20.2% p.a.	15.4%	40.1%	37.6%	40.1%	128	170	187	3,426	4,656	5,383
Victoria	1,357	3,270	3,383	20.0% p.a.	3.5%	32.8%	34.2%	32.7%	122	163	184	3,409	4,959	5,008
Queensland	638	1,437	1,612	20.4% p.a.	12.2%	15.4%	15.0%	15.6%	123	158	165	1,907	2,860	3,245
Australia	4,134	9,551	10,338	20.1% p.a.	8.2%				122	162	179	5,198	7,224	7,783

Total VIC International Expenditure	4,903	8,467	8,826	12.5% p.a.	4.2%
China's Share of VIC International Expenditure	27.7%	38.6%	38.3%		

AAG = Average Annual Growth

NB: Visitor expenditure includes expenditure on packages attributable to destination. Estimates may differ from those published by Tourism Australia

Source: Regional Expenditure Model, International Visitor Survey, December 2014-2019, Tourism Research Australia, Canberra.

Victoria received 32.7 per cent of Chinese overnight visitors' expenditure in Australia in the year ending December 2019, well ahead of Queensland (15.6%) but behind New South Wales (40.1%). Chinese visitors' expenditure per night in Victoria (\$184) was higher than the national average (\$179) and Queensland (\$165), but lower than in New South Wales (\$187). Victoria received a higher total spend per visitor (\$5,008) compared with New South Wales (\$5,383) and Queensland (\$3,245).

Chinese Overnight Visitation (000s) to Australia by Key States, 2014-2019

Year Ending December	2014	2015	2016	2017	2018	2019	Av Annual % change 14/19	% change 18/19	Share of Visitors %
Australia	795	960	1,124	1,257	1,322	1,328	10.8% p.a.	0.5%	
New South Wales	484	576	692	789	772	771	9.8% p.a.	-0.2%	58%
Victoria	398	495	572	622	659	676	11.2% p.a.	2.5%	51%
Queensland	334	402	487	507	502	497	8.2% p.a.	-1.1%	37%

NB: Where there is a '-', figures are unreliable and are unable to be published.

China continues to be the largest source of international overnight visitors to Victoria. Year-on-year growth in Chinese overnight visitor numbers to Victoria (+2.5%) was ahead of the national average (+0.5%) and key competitor states New South Wales (-0.2%) and Queensland (-1.1%) in the year ending December 2019. Further, over the longer term (2014 to 2019), Chinese overnight visitors to Victoria increased at an average annual rate of 11.2 per cent, ahead of the national average (+10.8% p.a.), New South Wales (+9.8% p.a.) and Queensland (+8.2% p.a.).

Chinese Visitor Nights (000s) in Australia by Key States, 2014-2019

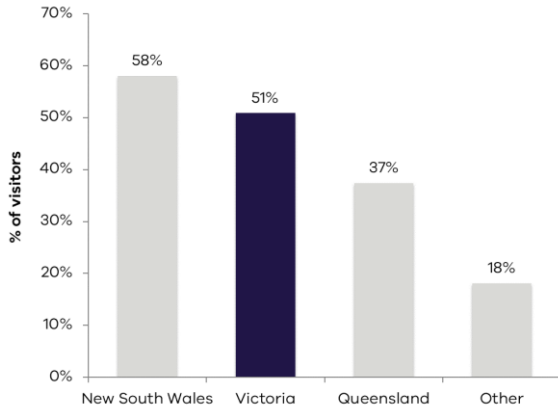
Year Ending December	2014	2015	2016	2017	2018	2019	Av Annual % change 14/19	% change 18/19	Share of Nights %
Australia	33,907	39,844	46,191	52,163	58,781	57,705	11.2% p.a.	-1.8%	
New South Wales	12,898	16,057	17,437	19,827	21,095	22,187	11.5% p.a.	5.2%	38%
Victoria	11,105	12,598	15,849	17,209	20,017	18,374	10.6% p.a.	-8.2%	32%
Queensland	5,201	6,378	6,827	7,547	9,093	9,780	13.5% p.a.	7.6%	17%

NB: Where there is a '-', figures are unreliable and are unable to be published.

In the year ending December 2019, Chinese visitor nights to Victoria declined by 8.2 per cent year-on-year, behind a slower decline nationally (-1.8%) and in contrast to growth in Queensland (+7.6%) and New South Wales (+5.2%). Over the longer term (2014 to 2019), Chinese visitor nights spent in Victoria increased at an average annual rate of 10.6 per cent, behind the national average (+11.2% p.a.), Queensland (+13.5% p.a.) and New South Wales (+11.5% p.a.).

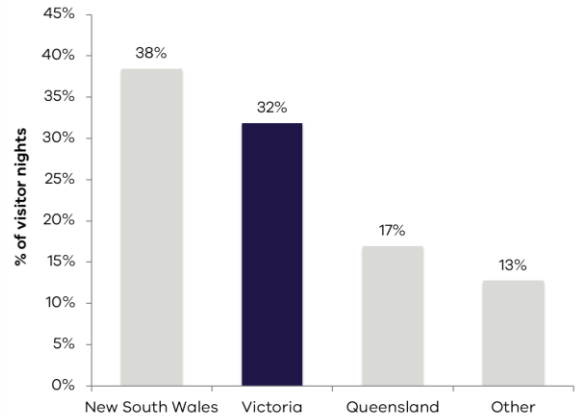
Market Share by Key States¹

Chinese Overnight Visitors to Australia
Year ending December 2019 – Market Share by Key States



In the year ending December 2019, 51 per cent of Chinese visitors to Australia stayed overnight in Victoria; ahead of Queensland (37%) but behind New South Wales (58%).

Chinese Visitor Nights to Australia
Year ending December 2019 – Market Share by Key States



Victoria's market share of visitor nights spent by Chinese travellers to Australia in the year ending December 2019 was 32 per cent; well ahead of Queensland (17%) but behind New South Wales (38%).

Main Purpose of Trip (000s) to Australia by Key States Visited and Market Share

Year Ending December 2019

Year Ending December 2019	Holiday	Visiting friends and relatives	Total Leisure*	Business	Education	Employment	Other reason	Total
New South Wales	456	128	584	34	124	10	19	771
Market Share %	67%	49%	62%	47%	47%	47%	57%	58%
Victoria	398	110	508	34	110	8	16	676
Market Share %	59%	42%	54%	47%	42%	35%	49%	51%
Queensland	368	48	416	23	50	-	5	497
Market Share %	54%	18%	44%	31%	19%	-	15%	37%
Australia	677	262	939	72	263	21	33	1,328

* Total Leisure = Holiday + VFR

NB: Where there is a '-'; figures are unreliable and are unable to be published.

In the year ending December 2019, 54 per cent of Chinese leisure visitors to Australia stayed overnight in Victoria, including 59 per cent of holiday and 42 per cent of visiting friends and relatives (VFR) visitors. New South Wales' share of Chinese leisure visitors was higher at 62 per cent, while Queensland's share was lower at 44 per cent. During the same period, Victoria's share of the Chinese business visitor market was 47 per cent, education market share was 42 per cent and employment market share was 35 per cent.

Purpose of Visit to Victoria (and the Destinations Within)

Some international visitors to Victoria visit more than one destination in the state, and for different purposes. For example, a visitor might stay in Melbourne for education reasons, and visit the Great Ocean Road region for a holiday. As such, the percentages of international visitors who visited Victoria for each purpose total more than 100 per cent.

Chinese Overnight Expenditure and Visitation to Victoria by Destination Purpose of Visit – Year Ending December 2019

Year Ending December 2019	Holiday	Visiting friends and relatives	Total Leisure*	Business	Education	Employment	Other	Total
Overnight Expenditure (\$M)	548	442	990	91	2,228	51	-	3,383
Overnight Visitors (000s)	427	144	549	36	94	-	15	676
Visitor Nights (000s)	2,280	5,128	7,408	414	9,866	595	-	18,374
Average Length of Stay	5.3	35.7	13.5	11.7	105.4	-	-	27.2
Spend per Visitor	1,283	3,080	1,805	2,554	23,803	-	-	5,008
Spend per Night	240	86	134	219	226	86	-	184

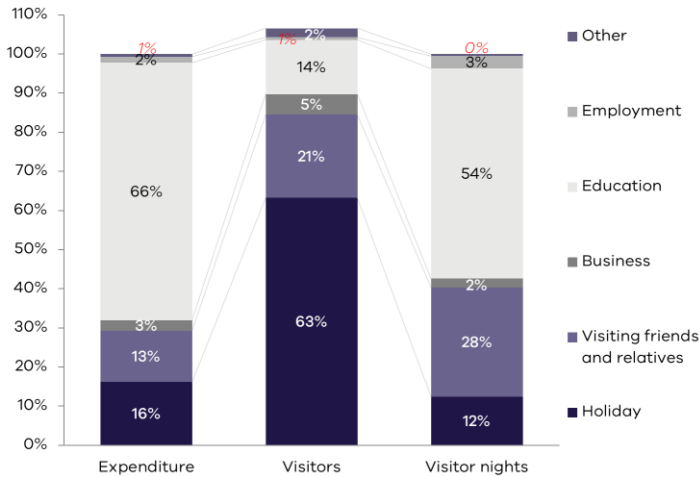
* Total Leisure = Holiday + VFR (NB total leisure may equal more than the sum of holiday + VFR, since visitors can visit more than one destination in Victoria with more than one purpose)

NB: Where there is a '-'; figures are unreliable and are unable to be published.

¹NOTE: The proportion of Visitors to the States and Territories will not add up to 100% as visitors can travel to multiple destinations in one trip; while the proportion of Visitor Nights to the States and Territories will add to 100% as this measure is mutually exclusive.

Chinese Overnight Expenditure, Visitors and Nights to Victoria by Purpose of Visit

Year Ending December 2019



In the year ending December 2019, almost two-thirds (66%) of Chinese visitor expenditure in Victoria was accounted for by education visitors. Chinese leisure visitors contributed a further 29 per cent of spend, comprising holiday visitor expenditure (16%) and VFR visitor expenditure (13%)*. Business visitors contributed three per cent of spend while employment visitors contributed two per cent.

During the same period, 63 percent of Chinese visitors travelled to Victoria for holiday purposes, 21 per cent travelled for VFR and a further 14 per cent came for education purposes. Five per cent visited on business.

More than half (54%) of all nights spent in Victoria by Chinese visitors in the year ending December 2019 were accounted for by education visitors, while VFR visitors accounted for 28 per cent of visitor nights and holiday visitors for 12 per cent of nights.

Note: Percentages of visitors will not add up to 100% as visitors can travel to multiple destinations in Victoria with different purposes.

Note: Percentages in red are based on small survey samples and are subject to high levels of sampling variability. Results should be interpreted with caution.

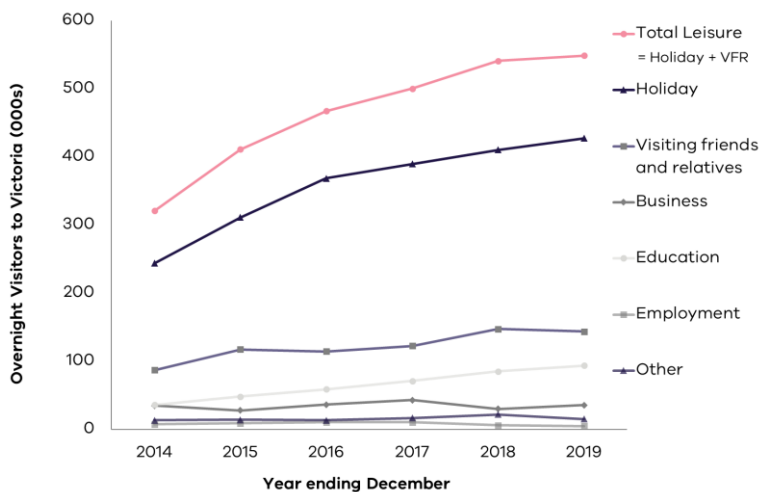
*Figures might not add up due to rounding.

Chinese Overnight Visitation (000s) to Victoria by Destination Purpose of Visit, 2014-2019

Year Ending December	2014	2015	2016	2017	2018	2019	Av Annual % change 14/19	% change 18/19
Holiday	244	311	368	389	410	427	11.9% p.a.	4.1%
Visiting friends and relatives	87	117	114	122	147	144	10.6% p.a.	-2.5%
Total Leisure	321	411	467	500	541	549	11.3% p.a.	1.4%
Business	35	28	36	43	30	36	0.4% p.a.	19.5%
Education	36	48	59	71	85	94	21.2% p.a.	10.4%
Employment	7	9	10	10	6	-	-	-
Other	13	14	13	16	22	15	2.8% p.a.	-30.2%

NB: Where there is a '-', figures are unreliable and are unable to be published.

Chinese Overnight Visitation (000s) to Victoria by Destination Purpose of Visit, 2014-2019

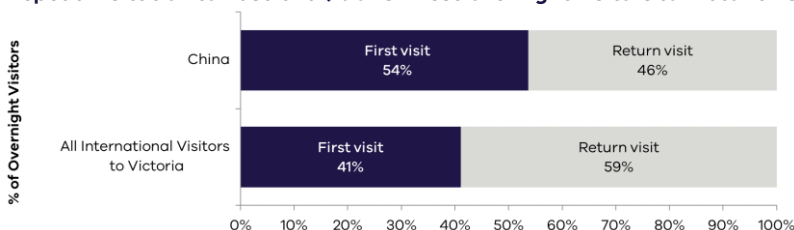


Of all the main purpose segments, the Chinese education market has provided the strongest growth to overnight visitor numbers to Victoria over the past five years (+21.2% p.a.), while holiday (+11.9% p.a.) and VFR (+10.6% p.a.) visitors have also increased strongly. Overall, overnight Chinese leisure visitors to Victoria have increased at an average annual rate of 11.3 per cent over the period 2014-2019.

Overnight Chinese business visitors to Victoria have only increased at an average rate of 0.4 per cent per annum since 2014.

Repeat Visitation to Australia

Repeat Visitation to Australia (% of Chinese overnight visitors to Victoria vs all international overnight visitors to Victoria)



In the year ending December 2019, 54 per cent of overnight visitors from China to Victoria were visiting Australia for the first time, compared with 41 per cent of international overnight visitors to Victoria overall.

Melbourne and Regional Victoria Overnight Visitation

Chinese Overnight Visitation (000s) to Victoria, 2014-2019

Year Ending December	2014	2015	2016	2017	2018	2019	Av Annual % change 14/19	% change 18/19
Melbourne	389	490	563	611	652	664	11.3% p.a.	1.9%
Regional Victoria	32	47	53	68	67	82	20.4% p.a.	22.9%
Victoria	398	495	572	622	659	676	11.2% p.a.	2.5%

NB: Where there is a '-', figures are unreliable and are unable to be published.

There were 664,000 Chinese overnight visitors to Melbourne in the year ending December 2019, a 1.9 per cent increase over the previous year. Chinese visitors to Melbourne have grown at an average annual rate of 11.3 per cent over the period 2014 to 2019.

In the year ending December 2019, there were 82,000 Chinese overnight visitors to regional Victoria, a 22.9 per cent increase year-on-year. Over the longer term (2014-19), Chinese overnight visitors to regional Victoria have grown at an average annual rate of 20.4 per cent per annum.

Chinese Visitor Nights (000s) to Victoria, 2 years² (rolling), 2014-2019

2 Years Ending December	2014	2015	2016	2017	2018	2019	Av Annual % change 14/19	% change 18/19
Melbourne	19,421	22,707	27,458	31,411	35,360	36,591	13.5% p.a.	3.5%
Regional Victoria	748	995	990	1,647	1,865	1,799	19.2% p.a.	-3.5%
Victoria	20,169	23,703	28,447	33,058	37,225	38,390	13.7% p.a.	3.1%

NB: Where there is a '-', figures are unreliable and are unable to be published.

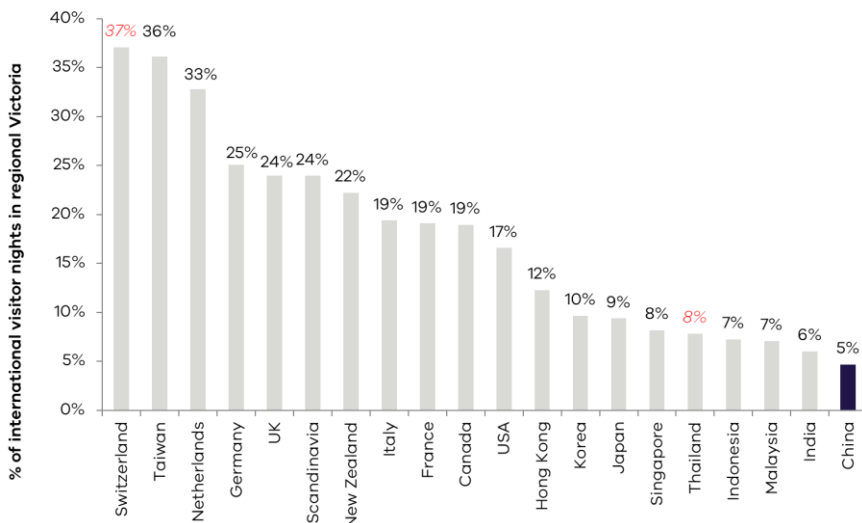
Chinese visitors spent 36.6 million nights in Melbourne in the two years ending December 2019, an increase of 3.5 per cent compared with the two years ending December 2018. During the period 2014 to 2019 (using two years of data per annum*), visitor nights spent in Melbourne increased at an average annual rate of 13.5 per cent.

In the two years ending December 2019, Chinese visitors spent 1.8 million nights in regional Victoria, representing a decline of 3.5 per cent compared with the two years ending December 2018. During the period 2014 to 2019 (using two years of data per annum*), visitor nights spent in regional Victoria increased at an average rate of 19.2 per cent.

* where 2014 includes years ending December 2013 and 2014 and 2019 includes years ending December 2018 and 2019.

Regional Dispersal

Regional Dispersal of Top 20 International Overnight Markets to Victoria – 2 Years Ending December 2019



Of the 38.4 million nights spent in Victoria by Chinese visitors in the two years ending December 2019, only five per cent (1.8 million) of them were spent in regional Victoria.

Chinese visitors to Victoria have the lowest rate of overnight dispersal of all the state's top 20 international markets.

However, during the same two year period, Chinese visitors accounted for 10.0 per cent of all international visitor nights spent in regional Victoria, making them the second largest contributor to international regional nights (behind the UK).

Note: Percentages in red are based on small survey samples and are subject to high levels of sampling variability. Results should be interpreted with caution.

² Two years of data are used to increase reliability of the figures.

Places Visited in Regional Victoria and Melbourne Attractions

Places Visited in Regional Victoria – Year Ending December 2019

Selected Places Visited - Overnight Visit or Daytrip (% of all Overnight Visitors to Victoria)	China Visitors	All International Visitors
Ballarat, Sovereign Hill	5%	6%
Bendigo	1%	3%
Daylesford, Hepburn Springs, Mt. Macedon	-	1%
Geelong & the Bellarine Peninsula	4%	9%
Great Ocean Road/Twelve Apostles	45%	33%
Healesville Sanctuary	1%	2%
Mornington Peninsula	3%	8%
Phillip Island/Penguin Parade	18%	17%
Puffing Billy and Dandenong Ranges	15%	10%
Victorian Snowfields	1%	2%
Wilson's Promontory	1%	3%
Yarra Valley	7%	12%

NB: Where there is a '-', figures are unreliable and are unable to be published.

In the year ending December 2019, 45 per cent of Chinese overnight visitors to Victoria spent time (daytrip or overnight) in the Great Ocean Road/Twelve Apostles region. This region is very popular generally, with 33 per cent of all international overnight visitors to Victoria travelling there.

Eighteen per cent (18%) of Chinese overnight visitors to Victoria went to the Phillip Island/Penguin Parade area (compared with 17 per cent of international overnight visitors to Victoria overall) and 15 per cent visited Puffing Billy and the Dandenong Ranges (compared with 10 per cent of international visitors overall).

Melbourne Attractions Visited – Year Ending December 2019

Selected Places Visited - Melbourne Attractions (% of Overnight Visitors to Victoria)	China Visitors	All International Visitors
Australian Centre for the Moving Image (ACMI)	4%	4%
Brunswick Street	3%	10%
Chadstone Shopping Centre	20%	15%
Chapel Street	4%	9%
Crown Casino/entertainment complex	18%	19%
Docklands/Marvel Stadium (prev. Etihad Stadium)	9%	19%
Federation Square	47%	38%
Melbourne CBD Shopping Precinct	66%	63%
Melbourne Cricket Ground (MCG)	2%	6%
Melbourne Museum (Royal Exhibition Building)	20%	16%
Melbourne Zoo	9%	8%
National Gallery of Victoria (NGV)	24%	17%
Queen Victoria Market	36%	44%
Shrine of Remembrance	9%	12%
Southbank/Southgate	12%	26%
St Kilda	11%	28%

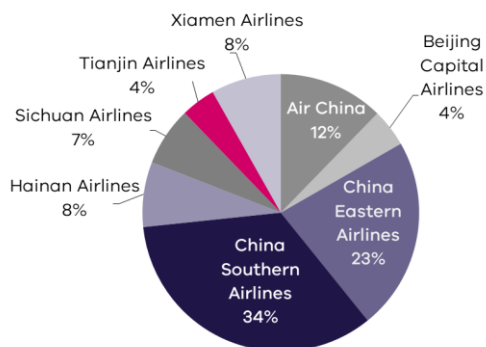
NB: Where there is a '-', figures are unreliable and are unable to be published.

The most visited Melbourne attractions by Chinese overnight visitors to Victoria were the CBD shopping precinct (66 per cent compared with 63 per cent of international visitors overall), Federation Square (47 per cent compared with 38 per cent of international visitors overall) and the Queen Victoria Market (36 per cent compared with 44 per cent of international overall).

Other attractions that Chinese visitors were more likely to visit compared to international visitors overall included the National Gallery of Victoria (24 per cent of Chinese overnight visitors compared with 17 per cent of international overnight visitors to Victoria overall), Chadstone Shopping Centre (20 per cent compared with 15 per cent of international overnight visitors overall) and Melbourne Museum (20 per cent compared with 16 per cent of international visitors overall).

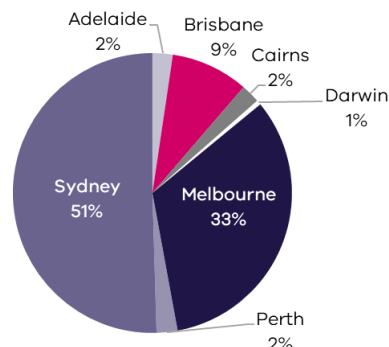
Aviation³

Airline Market Share – Direct Seats into Melbourne from China – Year ending December 2019



In the year ending December 2019, China Southern Airlines contributed 34 per cent of the 717,600 available seats on direct flights from China to Melbourne. China Eastern Airlines contributed 23 per cent and Air China accounted for 12 per cent of seats.

Direct Flight Market Share – Direct Seats into Australian Airports from China – Year ending December 2019



In the year ending December 2019, Melbourne received 33 per cent of the 2.2 million available seats on direct flights from China to Australia. Sydney received the highest share (51%) of available seats on direct flights from China to Australia.

³ Note: Aviation capacity is measured by "available seats", which includes international visitors and Australian residents returning home.

Sources:

- International Visitor Survey (IVS), years ending December 2014-2019, Tourism Research Australia (data released 8 April 2020)
- Regional Expenditure Model (REX) 2014-2019, Tourism Research Australia (data released 8 April 2020)
- Tourism Australia Consumer Demand Project, Tourism Economics, April 2020
- International Airlines Operated Flights and Seats, year ending December 2019, Department of Infrastructure and Regional Development (BITRE)
- Visitor Arrivals and Departures, year ending December 2019, Tourism Research Australia

Base for IVS and Expenditure data: Only those trips where International visitors aged 15 years or over who have stayed in Australia for less than 12 months are in scope. Expenditure includes package expenditure.

Figures that are unreliable and unable to be published are represented by '-'. Figures might not add up due to rounding.

To view the full suite of 15 International Tourism Summaries (Victoria's top 15 international markets in terms of expenditure, visitors and nights), see <https://www.business.vic.gov.au/tourism-industry-resources/research/international-research>

For further information on IVS and Expenditure data sources used please refer to our Guide to Tourism Data Sources and Definitions document found here: <https://www.business.vic.gov.au/tourism-industry-resources/research/teve-research>

For further information on Tourism Australia's Consumer Demand Project, see <http://www.tourism.australia.com/en/markets-and-research/reports/consumer-research.html>

Further information on international visitor statistics: <https://www.tra.gov.au/international>;
<http://www.tourism.australia.com/en/markets-and-research/market-regions.html>

Factsheet produced by the TEVE Research Unit, May 2020.

Due care is taken in the production of this factsheet, however DJPR accepts no responsibility for the use of this information.