

Oceania

ASPECTS OF TOURISM

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ASPECTS OF TOURISM 17

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and Dallen Timothy (*Arizona State University, USA*)

Oceania

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Edited by
Chris Cooper and C. Michael Hall

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Chapter 1

Introduction

Oceania is defined as Australia, New Zealand and the islands of the Pacific east of Indonesia and the Philippines. As such it is part of the most buoyant tourism region in the world – East Asia and the Pacific – a region that is forecast to receive a quarter of the world’s international tourists by 2020 (WTO, 1998). However, as a tourism destination, Oceania’s tourism volumes will remain modest as they are constrained by the huge distances involved in travelling in the region, indeed distance pervades any discussion of tourism in Oceania – the Pacific Ocean covers almost one-third of the earth’s surface, yet contains a fraction of the earth’s population (Harrison, 2003) (Figure 1.1). This is not only in terms of intra-regional travel across the Pacific, and indeed travel within the region’s largest landmass – Australia, but also the ‘tyranny of distance’ to the world’s tourism markets. Effectively this means that Oceania will never rival the tourism volumes of, say, Europe or the Caribbean – despite the proximity of the generating markets of Asia. Nonetheless, governments across the region have recognised the economic importance of tourism for income, jobs, investment and regional development. They have realised that, increasingly, tourism is becoming more important than the primary industries that were once all-important in the majority of region’s countries. This is clearly demonstrated by the World Travel and Tourism Council’s statistics for the economic significance of tourism in Oceania shown in Table 1.1¹; indeed tourism is often the only real development option for many of the Pacific islands.

The very nature of Oceania as a tourism destination means that large volumes of tourism are inappropriate. Effective management of tourism is needed to conserve and protect the region’s rich natural and cultural resources – Australia, for example, has a total of 14 World Heritage sites, both Australia and New Zealand have native flora and fauna, whilst the Pacific and its islands have fragile reefs, eco-systems and indigenous cultures. Of course, the stereotyped image of much of the region is of crystal clear waters and swaying palm trees and, whilst this may be true for the Pacific islands and tropical Australia, the region also has many other types of tourism. Both Australia and New Zealand have significant business and conference tourism in the major urban centres, host world-class events such as the Olympic

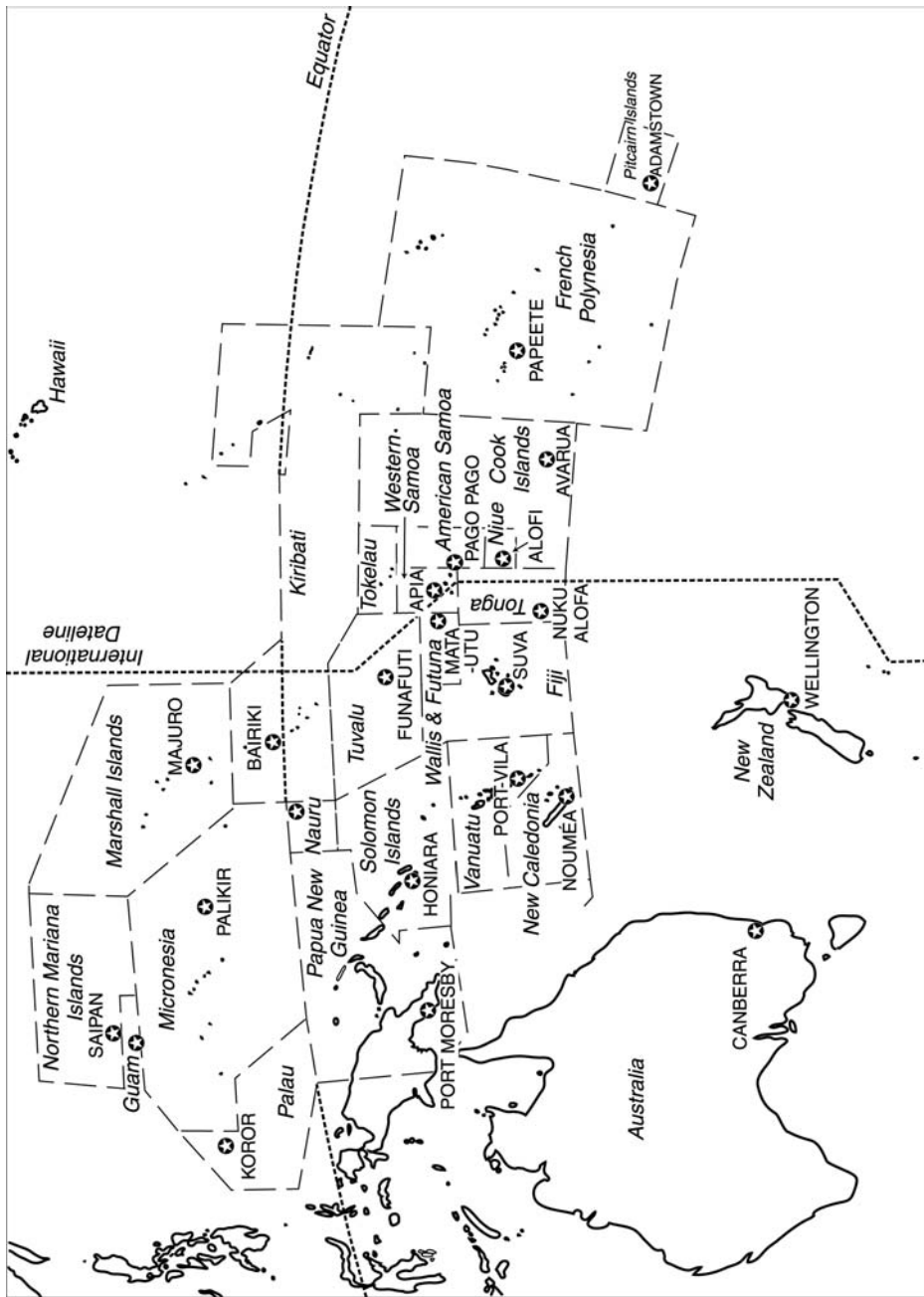


Figure 1.1 Oceania

Games, the America's Cup and Formula One Grand Prix, and act as settings for films such as the Lord of the Rings trilogy.

It is difficult to draw generalisations across the tourism destinations of Oceania. Aside from the tourism products themselves, there is also great variation in tourism supply across Oceania. Accommodation, for example, ranges from the 'profit-less-volume' high-rise units of the Gold Coast in Australia and parts of Hawaii, through the local home stays in the Pacific islands to 5 star lodges in New Zealand. Transportation too across the region is changing as both new budget airlines and also Asian carriers challenge the dominance of the national carriers such as Qantas and Air New Zealand. The organisation of tourism in the region showcases some of the best practice available worldwide. Both Australia and New Zealand have excellent national tourism administrations and policies, whilst the newly formed South Pacific Tourism Organisation is one of the few truly international tourism agencies in the world.

Demand for tourism in Oceania has suffered at the hands of the Asian currency crisis in the late 1990s and more recently due to world events, which have not only reduced overall demand for travel but have also acted to cut airline capacity in the region. With the great distances involved, this is a severe constraint on tourism development in Oceania. Inbound volumes of tourism to Oceania are concentrated in Australia, New Zealand and Hawaii, but in both New Zealand and Australia it is the domestic market that has remained strong in the early years of the 21st century. The domestic market has delivered much-needed bed nights to support the tourism sector when the international market has declined.

These paragraphs are a generalisation from a region that is rich in tourism products and examples. This volume draws together a wide range of sources to provide a comprehensive handbook of tourism in Oceania. As tourism grows in importance and significance in the countries of Oceania it is helpful to have a single source of information and reference for tourism. At the same time, this handbook attempts to provide a disciplined analysis of tourism by standardising terminologies and delivering a consistency of approach for all the countries in the region. The handbook is organised into four parts. The first three parts provide an anatomy of tourism in the region by taking a detailed look at each of the three key constituents of Oceania – Australia, New Zealand and the Pacific islands. For each of these regions we have analysed tourism demand, supply and organisation. In addition, for both Australia and New Zealand, we have devoted a chapter for each country to guide the reader through the sources of tourism statistics available. The final part of the handbook takes a thematic approach with invited chapters examining key issues of tourism in the region. Here we identified investment, air transport, risk management, land ownership, climate change and tourism education as critical to the future of the region's tourism development.

This has not been an easy volume to assemble. Partly this is due to the plethora of material on Australia and New Zealand, compared to the much more sparse sources for many of the Pacific islands. However, the handbook has also demonstrated the lack of consistency of tourism sources, statistics and terminology. This is nothing new to tourism researchers, of course, but is a cause for concern as tourism claims its place as one of the leading economic sectors not just in this region, but also worldwide. Stalwarts of putting this handbook together have been Lisa Ruhanen and Peter Treloar, as well as the authors of the themed chapters – Steve Craig-Smith, Anne-Marie d’Hauteserre, David Duval, Larry Dwyer and Jeff Wilks. As ever, Mike Grover and his team at Channel View have been at once patient, encouraging and supportive.

Chris Cooper, Brisbane, Australia

C. Michael Hall, Dunedin, New Zealand

September 2003

Note

1. Throughout this volume, Tables have generally been presented at the end of the relevant chapter or section.

Table 1.1 The economic significance of tourism in Oceania

	<i>Direct impact</i>	<i>Direct impact % of the economy</i>	<i>Direct and indirect impact</i>	<i>Direct and indirect impact % of the economy</i>	<i>Forecast growth to 2013 % annualised real growth</i>
Jobs	739,990	6.0	1,750,930	14.2	2.4
	US\$ billions		US\$ billions		
Gross domestic product	27.9	5.5	66.0	12.9	5.0
Exports			21.6	16.6	7.3
Capital investment			17.2	15.3	3.9
Government expenditure			3.8	4.2	2.7

Source: WTTC (2003)

Part I

Australia

Chapter 2

Introduction to Australia

LISA RUHANEN

Australia is a unique and diverse country with great variations in its geography, society and culture. Popular icons have served to encapsulate Australia's way of life such as food (Vegemite, lamingtons and Anzac biscuits); people (bushrangers and the early settlers); and legends such as the Anzacs and Ned Kelly that symbolise the Australian spirit (Womersley & Richmond, 2001). With a coastal-based population, the popularity of the beach has an important place in the national psyche, but the over-riding Australian image is of the 'bush', conjuring up images of the hardships of the first settlers, and unique and ancient landscapes (Womersley & Richmond, 2001). However, although these may be the traditional icons of Australian life, immigration, urbanisation and economic diversification have seen the country grow into a contemporary and sophisticated society with large, modern cities comparable to other western nations around the world. Australia's tourism product reflects these changes as it develops and moves beyond the stereotypical images of the beach and the bush. As a consequence, Australia is attracting increasing numbers of visitors who are seeking to experience the cultural, heritage and food and wine products which are becoming important components of the tourism industry.

Geography

The Commonwealth of Australia comprises six States, two mainland Territories and a number of external Territories, including a number of islands; Norfolk, Heard, the McDonald's, Jervis, Cocos (Keeling), Christmas, Ashmore, Cartier and the Coral Sea Islands as well as the Australian Antarctic Territory (Encarta Encyclopedia, 2001) (Figure 2.1). Located in the southern hemisphere, Australia is the largest island nation in the world at 7,682,300 square kilometres and is approximately the same size as the United States (excluding Alaska). The country extends for approximately 4000 kilometres from east to west and 3700 kilometres from north to south, with a coastline of 25,760 kilometres. The country is bounded by the Arufa Sea to the north, the Pacific Ocean to the east, the Southern Ocean to the south and the Indian Ocean to the west (Australian Bureau of Statistics, 2002). Table 2.1

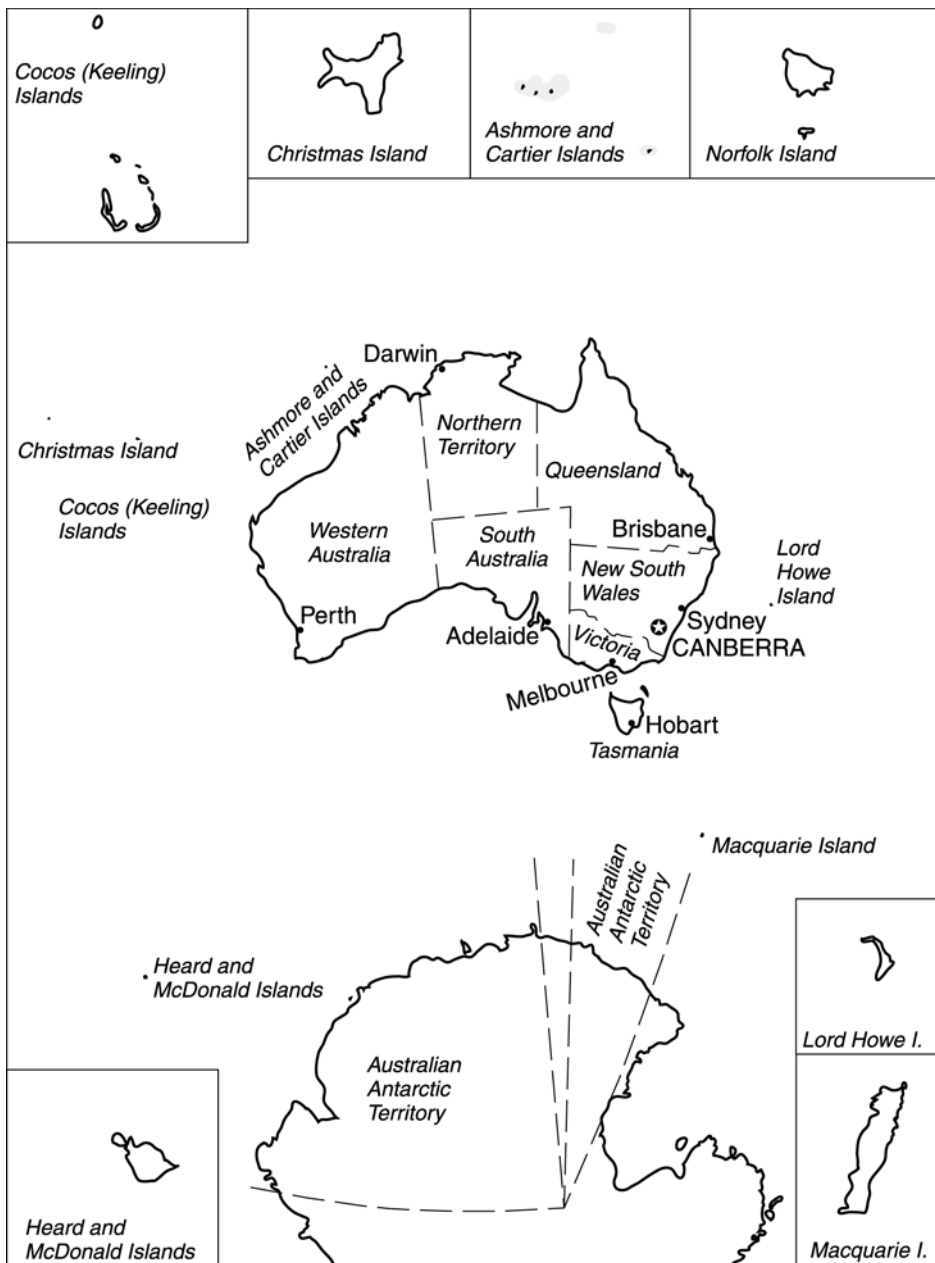


Figure 2.1 Australia

outlines selected information on the States and Territories of the Commonwealth of Australia.

Australia's diverse and unique geographical and natural features form the basis of the country's tourist appeal and attractions. Australia is one of the lowest, flattest and driest continents on earth, with three main geographical regions; the Eastern Highlands, the Central Lowlands and the Western Plateau (Darlington, 2001).

- The Eastern Highlands extend across the continent from Cape York Peninsula in the north to the southernmost point of Tasmania. The coastal plains of the Eastern Highlands are separated from the interior of the country by the Great Dividing Range, a mountainous region averaging approximately 1200 metres in height, incorporating the Blue Mountains near Sydney, the Australian Alps in Victoria and the highest peak in Australia – the 2228 metre Mount Kosciuszko in New South Wales (Encarta Encyclopedia, 2001). The majority of Australia's cities and tourist facilities are located along the eastern coastal fringe and this is the most densely populated area of the country, housing more than three-quarters of the country's population. The eastern coastline of Australia is popular for its beaches, bays and capes, with a number of natural harbours in Hobart, Port Lincoln and Albany and the well-known Sydney Harbour. Also located along the eastern coastline is one of Australia's best-known natural assets and most popular tourist destinations, the Great Barrier Reef. The Reef is the largest known coral formation in the world, extending approximately 2010 kilometres along the northeastern coast of Queensland and is reputed to be between 2 million and 18 million years old.
- The Central Lowlands are a series of vast rolling plains that extend from the Great Dividing Range to the Western Plateau and are characterised by a series of salt lakes, vast plains and low plateaus. Although mostly uninhabited the area is popular with both domestic and international visitors who are seeking an 'outback' experience and who desire to witness the great diversity of the Australian continent.
- The Western Plateau, which is mostly desert, extends from central Australia to the Western Australia coastline and covers over two-thirds of the continent (Darlington, 2001). The fact that much of the centre of Australia is flat enhances the significance of one of its greatest natural icons, Uluru (Ayers Rock). A significant tourism attraction, Uluru is believed to be the largest monolith in the world, at 348 metres high and 9 kilometres around its base (Encarta Encyclopedia, 2001).

A continent the size of Australia results in a range of vastly different climatic zones with extreme temperature fluctuations common. Approximately half of the country lies above the Tropic of Capricorn and therefore is within the tropical zone, with the remainder in the temperate (or subtropical zone). In the northern tropical

areas of Australia, the summer months, between October and March are known as the wet season, when the area experiences high temperatures and humidity, heavy rainfall, storms and cyclonic conditions. During this time much of northern Australia becomes inaccessible and it is generally not desirable for tourists to visit during this season. During the remainder of the year the region is generally hot but does not experience the high rainfall and cyclonic extremes of the wet season. Through the populated coastal areas of Australia, from Southern Queensland to the south-east of the continent the climate is generally more temperate, although summer and winter temperature extremes are possible. In some parts of inland New South Wales, Victoria and Tasmania large areas can be covered in snow and Australia's ski resorts are located here. Throughout the interior of the continent there are very high temperatures in summer during the day, and lower temperatures at night, typical of a desert climate. In winter the days are still warm but at night the temperatures can be below freezing (Womersley & Richmond, 2001). Australia is also susceptible to extreme weather phenomenon, including cyclones, droughts, floods and bushfires.

One of Australia's biggest tourism drawcards is its natural environment, and numerous conservation mechanisms have been implemented to protect it for future generations. Australia has 14 World Heritage sites including the Wet Tropics and Fraser Island in Queensland, the virgin rainforest areas of Tasmania and the Blue Mountains in New South Wales. Since the first national park was declared in 1879 the area of national parks in Australia has expanded considerably to over 30 million hectares or 3.9% of the country.

Society

Aboriginal Australia

The first inhabitants, the Aborigines, migrated to Australia about 40,000 years ago, most likely from Southeast Asia during a period when low sea levels permitted simple forms of land and water travel. The Aborigines, although nomadic had a strong sense of place and intimate knowledge of their home landscapes (Encarta Encyclopedia, 2001). At the time of European settlement in 1788, there was an estimated Aborigine population of 300,000, with tribes in all parts of the country, but during the first century of white settlement, the Aboriginal population declined substantially due to the introduction of diseases from which they were not immune, social and cultural disruptions and mistreatment. By the 1920s the population had been reduced to only 60,000. More than 70% of Aborigines now live in urban areas, with traditional life maintained in small enclaves in the more remote locations of the north and centre of the continent (Encarta Encyclopedia, 2001). Collectively, Aborigines generally have lower social and economic opportunities than other Australians. However, Aboriginal communities all over Australia have begun to embrace the opportunities offered by tourism, which allows them to maintain and

celebrate a more traditional way of life. International visitors are increasingly seeking authentic Aboriginal tourism experiences, where they can learn about customs, dances, folklore and rock art. Aboriginal tourism is becoming an important component of Australia's cultural tourism market.

European Australia

From the early 1400s Europeans began exploring many parts of the southern hemisphere and mapped the continent's coastline. In 1770 the 'Great Southern Land' was finally claimed for England and the continent was named New South Wales. In 1786 the British government decided to establish a penal colony at New South Wales to alleviate the severe overcrowding of Britain's gaols and Sydney still features some of the settlement's original buildings. During the early years of the settlement there were a number of difficulties to be faced in the harsh, strange climate, including famine and drought and ongoing struggles with the Aborigines. However, despite this the settlement continued to grow and expand. Explorers began mapping the interior of the country; new penal settlements were opened in Victoria, Tasmania and Norfolk Island to support the continued deportation of convicts, and free settlers also began to migrate to Australia to establish farms to support the growing colony. By 1840 most of the southeastern parts of the continent had been occupied by Europeans, along with parts of Western Australia, South Australia and Queensland, all of which became self-governing colonies (Barwick & Barwick, 2000). In 1840 the British government ended transportation to New South Wales, although it continued in Tasmania until 1853, Norfolk Island until 1856 and in Western Australia until 1868, by which time more than 160,000 men, women and children had been sent to Australia as convicts (Darlington, 2001; Womersley & Richmond, 2001).

Travel has been commonplace for Australians since the first settlement. The need to open new lands and establish industries and towns caused the constant dispersal of people across Australia, which created an early habit of mobility and enterprise (Piesse, 2002). Initially tourism developed in the resorts surrounding the main population centres, such as the Blue Mountains near Sydney and the hill and coastal resorts close to Melbourne and other major cities, facilitated by horse-drawn and later motor coach transport and rail. As transportation advanced travel increased steadily, particularly by rail and sea, with passenger ships providing links between ports across the country. In the years following World War II, the advent of new and improved methods of transportation, coupled with rises in the standard of living and the marketing of foreign destinations, saw international travel increasing considerably (Piesse, 2002), particularly with the establishment and growth of air services.

Australia's British heritage saw the population's way of life initially reflecting that of the early settlers, but customs were modified as the settlers adapted to the

new country and the extremities of its climate. A culture evolved that, although based on British traditions, was unique to Australia. This culture has become increasingly sophisticated and has been promoted by government subsidies for the arts and the provision of improved facilities. Many cities and towns have built or expanded art galleries and performing arts centres with the Sydney Opera House being one of Australia's premier icons.

Australian society in the 21st century

In 2001, Australia's population was 18,972,350, which represents an increase of 6% since the 1996 census (Australian Bureau of Statistics, 2002d). Table 2.2 presents selected demographic data for the Australian State capitals. Other key characteristics of the Australian population from the 2001 Australian Bureau of Statistics census include:

- The median age of the population was 35 years, with an increase in the proportion of people aged 65 years and over (12.6% of the population), with 20.7% of people aged between 0–14 years. The Australian population is continuing to age as a result of low fertility and increased life expectancy.
- The proportion of females (50.7%) is slightly higher than males (49.3%).
- The majority of the Australian population were Australian born (71.8%) and English was the only language spoken at home by 79.1% of the population.
- Over 410,000 Australian's identify as being of Indigenous origins which represents 2.2% of the total (Australian Bureau of Statistics, 2002d).

As is the case with much of the western world, Australia's demographic and socio-cultural circumstances are changing. Greater affluence, increased leisure time, a high percentage of women participating in the workforce, greater life expectancy and changes in family structures, have seen Australians increasingly engaging in travel both internationally and domestically (Hall, 1998). Other factors such as a high rate of car ownership amongst the population have seen the Australian domestic market expand considerably. Domestic travel is a major component of the Australian tourism industry and has led to investment in the development of new and improved facilities, especially accommodation, at dispersed points around Australia, and to modifications in the organisation and methods of tourist administration, development and promotion (Piesse, 2002).

Political Structure

The nation of Australia officially began in 1901 when the six colonies of New South Wales, Victoria, Queensland, Tasmania, South Australia and Western Australia became States under the central authority of the Commonwealth of Australia. Later two Territories were added to the Commonwealth, the Australian Capital Territory and the Northern Territory (Darlington, 2001). The Australian

parliamentary system is based upon British and American government models, with two parliamentary houses, the Senate and the House of Representatives. Australia is managed by a federal system of administration – the official title of the federal government is the Commonwealth Government of Australia. The Commonwealth Government is formed from the party that has the most members in the House of Representatives and the leader of the party is the country's prime minister.

At the federal level, the Commonwealth Government has authority over matters affecting the entire nation such as the national economy, the welfare system, national defence and immigration. While not having explicit control over tourism it does have a facilitation and coordination role and establishes the general framework within which tourism operates, and also has a legal responsibility for areas that impinge on tourism such as quarantine, customs and excise, corporations and international trade (Hall, 1998). The Commonwealth Government does fund a ministerial department, a tourism marketing commission, and a national tourism research body.

The State and Territory governments are responsible for health, education, transportation and other matters that fall within their borders and have a far more substantial role in tourism than the Commonwealth Government. The States and Territories are primarily responsible for infrastructure, facility development, planning and the regulation of tourism located within their jurisdiction (Hall, 1998). Each of the States and Territories has a tourism agency responsible for, among other things, the planning and marketing of tourism. Hall (1998) finds that there is often little difference between the tourism objectives of the States and the Commonwealth resulting in an overlap of responsibilities.

Australia's political structure also includes a local government system that has authority over local issues such as parks, housing and roads and derives its powers from the respective State or Territory government. Local government plays an important and often entrepreneurial role in tourism development and spatial planning (Hall, 1998). Further involvement in tourism usually relates to the provision of public services and facilities that are used by both residents and visitors alike and local tourism marketing through the provision of visitor information centres and promotional literature.

Economy

Traditionally Australia has been a large producer of primary products. Economic sectors such as the pastoral industry have been one of the country's economic mainstays since the early days of settlement and have played a significant role in Australia's economic and historical development. The growth in the wool industry resulted in considerable advances in the Australian economy, and local manufacturing industries were established in response to these new market opportunities.

Gold surpassed wool as Australia's major export earner throughout the 1850s and 1860s, resulting in a rapid expansion of banking and commerce (Australian Bureau of Statistics, 2002). In the 21st century, service industries such as tourism have played a much greater role in the economy as the contributions from goods-producing industries have declined. This can be seen in Table 1.3.

Tourism has become a significant economic sector for Australia. For the period 2000/2001, tourism's contribution to Gross Domestic Product exceeded that of government administration and defence, agriculture, forestry and fishing, communication services, electricity, gas and water supply, accommodation, cafes and restaurants, personal and other services, and cultural and recreational services (Australian Bureau of Statistics, 2002). In 2000/2001 the tourism sector accounted for AU\$31.8 billion of total Gross Domestic Product, making it one of the economy's most lucrative sectors. Tourism also makes a significant contribution to employment and Australia's exports. Contribution to total employment in 2000/2001 was 6% and the industry contributed 11.2% of Australia's total exports of goods and services (Australian Bureau of Statistics, 2002).

Conclusion

Optimistic tourism leaders predict that by the year 2020 Australia will be receiving approximately 20 million visitors annually. Whether this forecast is realistic or not, Australia's international and domestic visitor numbers are set to continually increase, and this will impact upon the country's natural, social and cultural resources. The challenge is for government authorities, management agencies and the tourism industry to ensure a balance between growth and sustainability objectives so that Australia's tourism assets can be enjoyed by future generations of residents and visitors.

Table 2.1 States and Territories of the Commonwealth of Australia

<i>State/Territory</i>	<i>Area (km²)</i>	<i>Percentage of country</i>	<i>Length of coastline (km)</i>	<i>Population ('000) 2002</i>	<i>Capital city</i>
New South Wales	800,640	10.4	2,140	6,532	Sydney
Victoria	227,420	3.0	2,510	4,829	Melbourne
Queensland	1,730,650	22.5	13,550	3,628	Brisbane
South Australia	983,480	12.8	5,070	1,502	Adelaide
Western Australia	2,529,880	32.9	20,780	1,910	Perth
Tasmania	68,400	0.9	4,880	470	Hobart
Northern Territory	1,349,130	17.54	10,950	198	Darwin
Australian Capital Territory	2,360	0.03	–	314	Canberra
Total	7,691,960	100	59,740	19,387	

Source: Australian Bureau of Statistics (2002)

Table 2.2 Demographic data by Australian State capital, 2001

<i>Persons ('000)</i>	<i>Sydney – NSW</i>	<i>Melbourne - VIC</i>	<i>Brisbane - QLD</i>	<i>Adelaide - SA</i>
Persons ('000)	3,997.3	3 366.5	1,627.5	1,072.6
Males ('000)	1,967.7	1,647.9	794.5	522.0
Females ('000)	2,029.6	1,718.7	730.3	507.9
Median age	34	34	33	37
Persons born in Australia (%)	62.2	65.7	74.6	72.2
<i>Persons ('000)</i>	<i>Perth - WA</i>	<i>Hobart - TAS</i>	<i>Darwin - NT</i>	<i>Canberra - ACT</i>
Persons 2001 ('000)	1,340.0	191.2	109.4	311.5
Males ('000)	656.8	92.6	57.1	153.2
Females ('000)	609.6	92.4	51.7	158.4
Median age	34	36	32	32
Persons born in Australia (%)	63.6	83.6	72.7	73.8

Source: Australian Bureau of Statistics (2002d)

Note: NSW = New South Wales; VIC = Victoria; QLD = Queensland; SA = South Australia; WA = Western Australia; TAS = Tasmania; NT = Northern Territory; ACT = Australian Capital Territory

Table 2.3 Industry contributions to the Australian Economy, 1999/2000

<i>Industry</i>	<i>Contribution to Gross Domestic Product</i>		<i>Contribution to total employment</i>
	<i>AU\$m</i>	<i>%</i>	<i>%</i>
Agriculture, forestry, fishing	18,717	3.0	4.9
Mining	27,559	4.4	0.8
Manufacturing	76,698	12.1	13.0
Electricity, gas, water supply	12,049	1.9	0.7
Construction	37,106	5.9	7.8
Wholesale trade	32,863	5.2	4.9
Retail trade	32,736	5.2	14.6
Accommodation, cafes, restaurants	12,983	2.1	5.0
Transport and storage	35,267	5.6	4.6
Communication services	18,812	3.0	2.0
Finance and insurance	41,615	6.6	3.7
Property and business services	74,192	11.7	11.3
Government administration and defence	23,289	3.7	3.8
Education	28,011	4.4	6.8
Health and community services	34,482	5.5	9.5
Cultural and recreational services	10,573	1.7	2.4
Personal and other services	15,020	2.4	3.9

Source: Australian Bureau of Statistics (2002)

Chapter 3

Demand for Tourism in Australia

CHRIS COOPER AND LISA RUHANEN

Introduction

Demand for tourism in Australia has been influenced by two key factors (Hall, 1998):

- the distance of Australia from major generating markets; and
- the large size distances between major urban centres in Australia.

This means that significant inbound tourism volumes remain out of reach for Australia, leaving domestic tourism as the mainstay of Australian tourism, representing around 75% of activity. Capital cities form relatively self-contained domestic tourism markets whilst Australia's ageing population means that both outbound and domestic travel products have to adapt to the changing circumstances of the market. Australia's inbound markets are also ageing, with the consequent need to change products and promotional messages.

Economic Significance of Tourism Demand

The contribution of tourism to Australia's economy can be measured from the Australian tourism satellite accounts. Here, visitor consumption includes all expenditure on goods and services in Australia by visitors. For Australia, tourism impacts upon the economic sectors of accommodation, food and beverage, transport and retail, whilst the indirect impact of tourism is felt across a broader range of economic sectors. Tourism is also a significant economic factor in both the income and spending of government in Australia.

It is estimated that tourism demand directly contributed 4.3% to Gross Domestic Product in 2000/2001. The majority of this was contributed by domestic demand (76%), followed by international visitors (24%). For domestic demand, overnight visits account for 77% of consumption and daytrips 23%. In 1999/2000 by industry sector, transportation accounted for 18% of consumption; retailing (16%); food and

beverage (15%); and accommodation (9%). The regions of Australia benefit significantly from the economic effects of tourism.

Tourism employed 551,000 persons in 2000/2001 representing 6% of Australia's total workforce (rising to 10% if indirect employment is taken into account). The retail sector employed 27% and the accommodation sector 18% of this total. Over one-third of employees work part-time. The majority of tourism businesses (80–90%) are small and employ fewer than 20 people, making up about one-half of the tourism workforce. By 2010 it is estimated that tourism will directly generate a further 200,000 new jobs.

Demand for Inbound Tourism to Australia

The 'tyranny of distance' has held back the growth of inbound tourism to Australia, with the majority of visitors either coming to settle in Australia, or to do business there. Until the 1980s, Australia was not important as a holiday destination, the great majority of visitors being for business or visiting friends and relatives (VFR) purposes. In the last 20 years of the 20th century visitation increased significantly, particularly from Asia, as Asian markets developed and transport links were enhanced.

In the 1980s and 1990s growth rates for inbound tourism accelerated, and by the end of the 1990s Australia was receiving arrivals of almost 4.5 million, a 9% increase in arrivals from approximately 2 million in 1990 (Table 3.1). In 2002 inbound arrivals had risen to 4.8 million, which is effectively a doubling of inbound volume on 1990. In part, this has been due to the promotional efforts of both the Australian Tourist Commission (ATC) and the Australian State governments. In turn these arrivals are delivering considerable export earnings to the Australian economy (11.2% of total exports), and record spending per visitor.

In the early years of the 21st century international tourism has continued to grow significantly, boosted by the 2000 Sydney Olympic Games, and the depreciation of the Australian dollar against other currencies. There were fears that international arrivals would fall following the Olympics and promotional campaigns and a post-Olympics strategy were put in place to minimise the 'post Olympics' effect. Specifically, the impact of the 2000 Olympics on tourism demand were:

- 110,000 international visitors;
- AU\$6.1 billion economic benefit; and
- 150 new jobs.

In 2001, there were a total of 4.8 million visitors to Australia, a fall of 2.6% on the year 2000, partly due to world events (see case study). By 2002 the decline had levelled off with virtually no change in the volume of inbound tourists.

In terms of purpose of visit, business and professional reasons have increased substantially since the 1990s, representing 10% of all visits (Table 3.2). However,

well over half of all international visitors arrive on holiday trips. Visiting friends and relatives (VFR) tourism is decreasing in importance (especially from Britain and Ireland) as holiday tourism becomes more important; nonetheless it represents almost 20% of all visits.

Length of stay tends to be long given the distances travelled to reach Australia – in 1999/2000 21% of visitors stayed for at least a month (Table 3.3). The longest lengths of stay are by visitors from Europe (38 days), Asia (30 days) and North America (27 days).

As Asian markets have developed and transport links enhanced, the traditional markets of Europe, New Zealand and the USA are becoming relatively less important (Table 3.4). Increased transport links with South Africa since the dismantling of apartheid have also boosted arrivals from South Africa. The main inbound markets for Australia are:

- New Zealand is Australia's number one market. This is despite the failure of Ansett, and the consequent changes to trans-Tasman routes. Other airlines have entered the route and New Zealand travellers have chosen Australia in preference to alternative long-haul destinations – perceived as unsafe – in the post-September 11th environment.
- North America, though as a market it was strongly affected by the September 11th attacks, and developments in the air transport market. These included:
 - the failure of Ansett (as no Star Alliance partner served Australian domestic routes);
 - changing structures in the Canadian airline sector; and
 - the fact that Qantas reduced capacity on North American routes.
- the UK/Ireland, both important generating markets for Australia, displaying considerable resilience.
- Asia, where Japan remains important, despite being a market that was markedly affected by September 11th and the Ansett collapse. A growing number of tourists come from Singapore, Hong Kong, and other Asian countries, and many of these are in the student category. China has the potential to become a major generating market for Australia, particularly in the group travel segment and with younger and family groups.

New South Wales is the most popular State for international visitors with almost 40% of all nights, followed by Queensland with over a fifth of nights (Tables 3.5 and 3.6). The International Visitor Survey (IVS) shows that the great majority of foreign visitors to Australia arrive in Sydney or Melbourne and few travel beyond New South Wales, Victoria or Queensland to take advantage of lower fares offered by the major domestic airlines. This is despite attempts to spread arrivals to other gateways (such as Perth) and the fact that the impact of deregulation of the domestic airlines in 1991 reduced prices and increased choice. As would be expected, the ma-

jority of tourists travel to Australia by air and the percentage of tourists arriving in Australia by sea is slowly decreasing. The distribution of tourists by age group is shown in Table 3.7.

The Tourism Forecasting Council predict international arrivals to increase by less than 5% per annum in the period 2001–2012 to reach 7.6 million visitors by 2012. Particularly strong markets for the first decade of the 21st century are Asia (especially China and Korea), the UK and the USA. Arrivals have been boosted by mega-events in the period, including the Rugby World Cup in 2003, and no doubt will be further boosted by the Commonwealth Games in 2006. However, the impact of international tension, acts of terrorism and heightened security alerts, allied to weak global economic growth, have reduced the optimism of inbound forecasts.

Australian Domestic Tourism Demand

Domestic tourism is the 'lifeblood' of the Australian tourist industry, accounting for well over two-thirds of total visitation. Domestic tourism is particularly important to the economies of rural Australia, although it is the metropolitan areas that have shown growth.

The early settlers in Australia were the first domestic tourists, often farmers travelling from the rural areas to the towns. The large size of Australia, coupled with the large distances between major urban centres, means that domestic tourism is mainly restricted to near city, often coastal destinations (Hall, 1998).

Domestic travel by Australians, both for overnight and day trips has been depressed in the later years of the 1990s and the early years of the 21st century – estimates suggest that in any one year 30% of working Australians do not take a holiday. At best, demand for overnight trips is flat and day trips have registered a decline, despite population increases and a strong economy. There are concerns that in the economy as a whole, domestic tourism is losing its share of spending to other consumer purchases, whilst the drought of 2002/2003 has affected regional economies and changed tourists' purchasing patterns. In response, the Australian Tourist Commission instigated the 'See Australia' campaign, which encourages Australians to take the time to have an Australian holiday.

Overnight trips

Each year Australians over the age of 15 take, on average, at least five trips involving a stay away from home, and travel has become an important element of discretionary spending, increasing travel propensities. In 2001 the domestic market was worth almost 290 million nights, with an average stay of four nights (Table 3.8). This represents a flattening of demand, as visitors take more, but shorter trips, consequently reducing the total number of nights. However, in 2002 and 2003, international events keeping Australians at home, boosted the domestic market. As would be expected, the volume of domestic tourism is closely related to the popula-

tion size of each State, with Queensland, New South Wales and Victoria clearly dominating.

The key features of domestic tourism are as follows:

- New South Wales is the most popular destination (around one-third of visitor nights), followed by Queensland (around one-quarter of visitor nights), and Victoria (18% of visitor nights). However, Victoria is increasing its relative share of the market (Table 3.9).
- Intrastate trips dominate, being more than twice the volume of interstate trips.
- Almost half of all trips are taken for pleasure purposes, followed by VFR (29%) and business (15%) (Table 3.10).
- As would be expected, air travel dominates for interstate trips, whilst private vehicles are the dominant transport mode for intrastate trips (Table 3.11).
- It is a seasonal market, peaking in the summer months and school holiday periods.
- The most commonly used accommodation is staying with friends and relatives (40% of visitor nights). This reflects a trend away from the traditional caravan parks to hotel/motel accommodation, and staying with friends and relatives.
- Table 3.12 shows the demographic profile of domestic tourists.

Overall forecasts for domestic tourism reflect the very flat growth experienced since the late 1990s. The Tourism Forecasting Council predict an average annual growth rate of 0.5% to 2012 giving a total of 314.0 million visitor nights by 2012. Business tourism is forecast to grow at a slightly greater rate.

Day trips

Day trips are defined by the Australian Bureau of Statistics as a round trip of 50 kilometres or more with no overnight stay. The day trip market in Australia has been in steady decline, with 146 million trips taken by Australians in 2001 (Table 3.13). Of these trips, leisure dominates (52%) followed by VFR (30%) and business (9%). Spending on day trips is pre-dominantly on retailing, fuel and food and beverage and represents around one-quarter of the spend of overnight visitors. Most trips are taken within States except for the small Australia Capital Territory where 95% of trips are taken out of the State. As would be expected, Australians tend to use private motor vehicles for day trips (91% of all trips) (Table 3.14).

Demand for Outbound Tourism from Australia

Australia is the largest generator of international tourism in the Southern Hemisphere, with over 3.4 million trips taken in 2001/2002 and spending of over 4500 Australian dollars (per trip). The number of Australian residents travelling abroad

has been increasing over the last decade due to greater economic prosperity, the desire to maintain cultural and personal links with other countries and the reducing cost of international travel as a result of competition and technology. In the 1999/2000 period the growth in inbound visitors was almost double that of outbound visitors (9% and 5% respectively) resulting in a positive balance on Australia's travel account (Table 3.15).

The following are key features of Australians' outbound tourism:

- The majority of Australian tourists who travel abroad are residents of the two most prosperous States – New South Wales and Victoria.
- Europe is the most visited destination. Other popular destinations include the USA, New Zealand, the Pacific Islands (such as Fiji, Vanuatu and New Caledonia) and Asia (Thailand and Bali). The relative decline of the Australian dollar has impacted upon destination choice, although its recovery in 2003/2004 has stimulated demand for outbound travel (Table 3.16).
- Purpose of visit is dominated by leisure (45%); followed by VFR (25%) and business (17%). Both business and VFR travel are increasing as the purpose of visit (Table 3.17).
- The long-haul nature of Australians' travel, allied to the high percentage of VFR traffic, means that lengths of stay are long – almost one third of travellers stay overseas for a month or longer, particular those travelling to Europe (Table 3.18).
- Travel overseas by Australians does not demonstrate a strong seasonal trend.

Short-term forecasts predict a continual rise in numbers of Australians travelling overseas, particularly as the Australian dollar makes foreign destinations competitive with domestic destinations. Also, some of the factors that kept Australians at home in previous years – the Sydney Olympics and the outbreak of foot and mouth disease in the UK – are less relevant. In the longer term, the Tourism Forecasting Council predict an annual growth rate of 2.9% for outbound travel between 2001 and 2012 giving a total of 4.6 million trips in 2012.

Case study

The impact of September 11th 2001 terrorist attacks, the Ansett collapse and the 2002 Bali bombings on Australia's tourism demand

September 11th and the collapse of Ansett

There is no doubt that the twin events of the September 11th terrorist attacks and the collapse of Australia's second airline, Ansett, also in September 2001, were

two significant and related shocks to the tourism sector in Australia, with a consequent impact upon the demand for tourism in Australia. This is because the September 11th attacks severely impacted upon international demand, whilst the collapse of Ansett had major repercussions for domestic demand. In response, the Prime Minister of Australia established a 'Tourism Industry Working Group' (TIWG) to assess the impacts of September 11th and the Ansett collapse and to make recommendations for recovery strategies.

The impact

International arrivals were affected immediately following September 11th with a decline of 12% of international arrivals in September 2001 compared to 2000.

<i>2001</i>	<i>Monthly % change (international arrivals)</i>
September	-3.6
October	-10.8
November	-3.6
December	+13.4
<i>2002</i>	
January	-1.6
February	+2.1
March	+5.1

Taking a longer-term comparison, it appears that October and November 2001 were the months most affected. Clearly, these dramatic falls in international arrivals had severe economic effects. Overall, the TIWG estimated that Australia's GDP declined by 0.6% in the final quarter of 2001, a loss of AU\$1 billion to the economy. In addition, the December quarter for 2001 demonstrated a 15% decline in exports and 0.3% decline in employment (including Ansett employees). Whilst the greatest impact was felt in that quarter, it is estimated that the effects will be felt for up to two years after the events. Most tourism indicators declined in the final quarter of 2001, but recovered in the first half of 2002. Although it is possible to discern clearly the impact of these events on tourism in Australia, it must be remembered that immediate comparisons to tourism in September 2000 are problematic as this was an atypical year due to the Sydney Olympics and introduction of the Goods and Services Tax.

In terms of the accommodation sector, occupancy rates fell slightly in September 2001, but by less than 5% and the decline continued throughout the quarter. Effectively, the higher the star rating of the establishment, the greater was the impact of September 11th and the collapse of Ansett – serviced apartments and

motels were less affected. Similarly takings were also down in the final quarter of 2001, by an average of around 4%.

The collapse of Ansett saw the rise of domestic airfares across Australia – averaging 4% – as well as the imposition of levies on airfares to assist Ansett employees and to cover extra insurance charges following September 11th. In addition, Ansett's demise left bad debts across the industry. On the international scene, Qantas began reducing services on some routes.

For the sector as a whole, the following parts of the tourism industry bore the greatest impact of the two events:

- businesses based in metropolitan areas;
- larger businesses;
- the transport, intermediaries and accommodation/food and beverage sectors;
- businesses in the leisure sector; and
- casual staff.

The response

In response to these events, the TIWG recommended that:

- Australia seize the opportunity to promote itself as a safe haven;
- Government support be provided to encourage visitation to regional Australia; and
- a range of incentives and packages for tourism businesses and the aviation sector should be initiated.

Responding to these recommendations, the Australian Tourist Commission began aggressive promotional campaigns. The markets most affected initially were the USA and New Zealand, whilst some markets actually grew – the UK, Japan, Singapore and China.

The impact of the Bali bombings

The Bali bombings of October 2002 severely impacted on Australians travelling to Indonesia, with cancellations occurring immediately. The Commonwealth Department of Tourism states that the impacts include:

- travel agents with high exposure to Bali outbound have been most affected;
- Qantas redirected Bali aircraft to domestic tropical/beach destinations and the South Pacific; and
- some reorientation of cruise liners away from South East Asian ports to Australia.

Australians who, prior to the October bombings, were intending to travel to Indonesia changed their destination but not their intention to travel. In other words, they substituted other destinations for Bali, including:

- Queensland resorts in Australia;
- other destinations in Australia and New Zealand;
- the Indian Ocean islands; and
- the Pacific Island resorts of Fiji, Vanuatu, Cook Islands, Hawaii and French Polynesia.

Australian Tourist Commission market intelligence is suggesting that while there have been few cancellations for travel to Australia in markets such as China, Korea and Taiwan, some markets are more wary of Australia's close proximity to Bali and the potential for terrorist attacks in Australia. Both Germany and Japan, for example, issued travel warnings to their nationals in relation to Australia as a result of the Bali bombings.

Table 3.1 Inbound visitors to Australia, 1991–2002

<i>Year</i>	<i>Number of visitors</i>	<i>Change (%)</i>
2001–02	4,768,294	2.5
2000–01	n.y.a.	n.y.a.
1999–00	4,651,785	8.5
1998–99	4,288,027	1.6
1997–98	4,220,005	–0.8
1996–97	4,252,654	7.2
1995–96	3,966,161	12.2
1994–95	3,535,265	11.6
1993–94	3,168,961	13.8
1992–93	2,785,597	10.6
1991–92	2,519,712	13.1

Source: Australian Bureau of Statistics (2003)

Note: n.y.a = data not yet available due to delays in processing passenger card data by the Department of Immigration and Multicultural and Indigenous Affairs following a change in the method of data collection

Table 3.2 Inbound visitors to Australia by purpose of visit, 2001–2

<i>Purpose of visit</i>	<i>Number of visitors ('000)</i>	<i>% of visitors</i>
Business	563.8	11.8
Holiday	3151.2	66.1
Employment	79.3	1.8
Education	211.6	4.4
Other	762.4	15.9
Total	4768.3	100%

Source: Australian Bureau of Statistics (2003)

Table 3.3 Inbound visitors to Australia by average length of stay and nights in Australia, 1999

<i>Country of origin</i>	<i>Average length of stay</i>	<i>Total nights in Australia</i>	<i>Total visitors ('000)</i>	<i>% of visitors</i>
New Zealand	15	9,652	660.8	15.95
Japan	14	8,961	662.5	15.99
Hong Kong	25	3,232	127.9	3.09
Singapore	21	4,836	234.1	5.65
Malaysia	30	3,794	126.5	3.05
Indonesia	39	3,208	82.4	1.99
Taiwan	25	3,391	133.6	3.22
Thailand	36	2,030	55.7	1.34
Korea	32	3,195	100.1	2.42
China	53	4,596	87.5	2.11
Other Asia	47	4,747	101.8	2.46
United States	22	8,606	392.5	9.47
Canada	40	3,037	75.2	1.82
United Kingdom	36	18,109	508.9	12.28
Germany	31	4,373	140.0	3.38
Other Europe	41	15,892	388.5	9.38
Other countries	24	6,454	265.1	6.40
Total	31 nights	108,113	4143.1	100

Source: Bureau of Tourism Research (2000)

Table 3.4 International visitors to Australia by country of residence, 2001–2

<i>Country of residence</i>	<i>Number of visitors ('000)</i>	<i>% of visitors</i>
New Zealand	787.7	16.5
Other Oceania	119.8	2.5
Germany	136.8	2.9
United Kingdom	627.1	13.2
Other Europe	408.4	8.6
Indonesia	94.7	2.0
Malaysia	154.3	3.2
Singapore	295.8	6.2
Hong Kong	148.6	3.1
Japan	659.2	13.8
Korea	181.1	3.8
Taiwan	99.1	2.1
Other Asia	373.7	7.8
United States of America	424.4	8.9
Other America	126.7	2.7
Middle East and North Africa	56.3	1.2
Other Africa	72.7	1.5
Not stated	2.0	*
Total	4768.3	100%

Source: Australian Bureau of Statistics (2003)

Table 3.5 Inbound visitors to Australian States/Territories, 1999

<i>State/Territory</i>	<i>Total visits ('000)</i>	<i>% of visits</i>
New South Wales	2616.2	36.1
Victoria	1113.4	15.3
Queensland	1984.0	27.3
South Australia	319.1	4.4
Western Australia	543.9	7.5
Tasmania	98.1	1.4
Northern Territory	367.7	5.1
Australian Capital Territory	210.5	2.9
Total visits to States/Territories	7252.9	100%

Source: Bureau of Tourism Research (2000)

Table 3.6 Inbound visitors to Australia, Top 20 tourism regions visited, 1999

<i>Region visited</i>	<i>Number of visitors ('000)</i>	<i>% of visitors</i>
1. Sydney, NSW	2275.6	55.5
2. Melbourne, VIC	997.7	24.4
3. Gold Coast, QLD	875.8	21.4
4. Tropical North QLD	755.8	18.4
5. Brisbane, QLD	704.4	17.2
6. Perth, WA	519.2	12.7
7. Adelaide, SA	296.8	7.2
8. Petermann, NT	254.8	6.2
9. Alice Springs, NT	211.1	5.2
10. Sunshine Coast, QLD	199.6	4.9
11. Whitsunday Islands, QLD	197.7	4.8
12. Northern Rivers, NSW	182.6	4.5
13. Canberra, ACT	180.7	4.4
14. Darwin, NT	179.2	4.4
15. Hervey Bay, QLD	177.9	4.3
16. Northern, QLD	146.3	3.6
17. Fitzroy, QLD	121.2	3.0
18. Western, VIC	107.7	2.6
19. Kakadu, NT	98.9	2.4
20. Hunter, NSW	88.4	2.2
Total	4096.7	100%

Source: Bureau of Tourism Research (2000)

Note: NSW = New South Wales; VIC = Victoria; QLD = Queensland; SA = South Australia; WA = Western Australia; NT = Northern Territory; ACT = Australian Capital Territory.

Table 3.7 Inbound visitors to Australia by demographic characteristics, 1999

<i>Age (years)</i>	<i>% of visitors</i>
< 15	7
15–19	5
20–24	9
25–29	13
30–34	11
35–39	9
40–44	9
45–49	8
50–54	8
55–59	7
60–64	5
65+	8
Total	100%

Source: Bureau of Tourism Research (2000)

Table 3.8 Australian domestic visitors and visitor nights, 2001

<i>Destination</i>	<i>Visitors</i>		<i>Visitor nights</i>	
	<i>('000)</i>	<i>%</i>	<i>('000)</i>	<i>%</i>
New South Wales	26,543	36	89,447	31
Victoria	18,142	24	55,747	19
Queensland	16,275	22	75,002	26
South Australia	5,529	7	19,508	7
Western Australia	6,698	9	28,068	10
Tasmania	1,852	2	7,970	3
Northern Territory	1,063	1	7,174	2
Australian Capital Territory	2,107	3	5,749	2
Total*	74,585	100%	289,644	100%

Source: Bureau of Tourism Research (2002)

Note: * = Components may not add to total as overnight visitors may visit more than one State/Territory on trip

Table 3.9 Australian domestic overnight visitors, Top 20 regions visited, 2001

<i>Region visited</i>		<i>Number of visitors</i>	<i>% of visitors</i>
1.	Sydney, NSW	8,355	11
2.	Melbourne, VIC	6,419	9
3.	Brisbane, QLD	4,514	6
4.	Gold Coast, QLD	3,542	5
5.	Hunter, NSW	2,835	4
6.	South Coast, NSW	2,657	4
7.	Perth, WA	2,503	3
8.	North Coast, NSW	2,494	3
9.	Adelaide, SA	2,286	3
10.	Sunshine Coast, QLD	2,242	3
11.	Canberra, ACT	2,107	3
12.	Explorer Country, NSW	1,919	3
13.	Northern Rivers, NSW	1,843	2
14.	Western, VIC	1,694	2
15.	Big Sky Country, NSW	1,565	2
16.	South West, WA	1,457	2
17.	Central Coast, NSW	1,395	2
18.	Peninsula, VIC	1,347	2
19.	Tropical North, QLD	1,325	2
20.	Darling Downs, QLD	1,221	2
Total		74,585	100%

Source: Bureau of Tourism Research (2002)

Note: NSW = New South Wales; VIC = Victoria; QLD = Queensland; SA = South Australia; WA = Western Australia; NT = Northern Territory; ACT = Australian Capital Territory.

Table 3.10 Australian domestic tourism interstate and intrastate by purpose of visit, 2001

<i>Purpose of visit</i>	<i>Interstate trips ('000)</i>	<i>Intrastate trips ('000)</i>	<i>Total trips ('000)</i>	<i>%</i>
Holiday	9,326	24,766	32,490	43.56
Visiting friends and relatives	6,848	18,200	24,474	32.81
Business	7,233	8,263	15,014	20.13
Other	1,142	3,179	4,133	5.54
Total	22,358	52,047	74,585	100

Source: Bureau of Tourism Research (2002)

Table 3.11 Australian domestic tourism transport, 2001

<i>Tourism transport</i>	<i>Interstate ('000)</i>	<i>%</i>	<i>Intrastate ('000)</i>	<i>%</i>	<i>Total ('000)</i>	<i>%</i>
Air	11,654	46.6	1,967	3.7	13,007	17.43
Private vehicle	11,153	44.6	47,669	88.1	56,669	75.97
Other transport	2,205	8.8	4,460	8.2	6,428	8.61
Total	22,538	100	52,047	100	74,585	100

Source: Bureau of Tourism Research (2002)

Note: Components may not add total as visitors may have used more than one form of transport on their trip

Table 3.12 Australian domestic tourism demographics, 2001

<i>Age (years)</i>	<i>Number of visitors ('000)</i>	<i>% of visitors</i>
15–24	13,786	18.2
25–44	30,050	40.0
45–64	23,286	30.9
65+	7,462	9.9
Total	74,585	100%

Source: Bureau of Tourism Research (2002)

Table 3.13 Day visitors by Australian State/Territory visited by main purpose of visit, 2001

<i>Day visitors</i>	<i>Leisure (% of trips)</i>	<i>VFR (% of trips)</i>	<i>Business (% of trips)</i>	<i>Other (% of trips)</i>	<i>Total visitors ('000)</i>	<i>%</i>
New South Wales	34	37	35	35	50,676	34.71
Victoria	25	28	31	26	38,582	26.42
Queensland	20	15	14	19	25,735	17.63
South Australia	8	7	7	7	11,177	7.66
Western Australia	8	9	7	8	12,288	8.42
Tasmania	3	3	4	3	4,863	3.33
Northern Territory	1	*	1	*	768	0.54
Australian Capital Territory	1	1	2	1	1,920	1.31
Total	100%	100%	100%	100%	–	–
Total visitors	76,511	42,360	13,444	13,693	146,008	100

Source: Bureau of Tourism Research (2002)

Note: * = less than 1%

Table 3.14 Day visitors by Australian State/Territory visited by main transport used, 2001

<i>Day visitors ('000)</i>	<i>Air transport</i>		<i>Private vehicle</i>		<i>Other transport</i>		<i>Total</i>	
	<i>No.</i>	<i>%</i>	<i>No.</i>	<i>%</i>	<i>No.</i>	<i>%</i>	<i>No.</i>	<i>%</i>
New South Wales	379	31	44,589	34	5,708	49	50,676	35
Victoria	245	20	35,578	27	2,758	24	38,582	26
Queensland	205	17	23,746	18	1,783	15	25,735	18
South Australia	139	11	10,644	8	394	3	11,177	8
Western Australia	79	6	11,486	9	723	6	12,288	8
Tasmania	47	4	4,647	3	169	1	4,863	3
Northern Territory	28	2	720	1	19	*	768	1
Australian Capital Territory	94	8	1,682	1	144	1	1,920	1
Total	1,217		133,091		11,700		146,008	

Source: Bureau of Tourism Research (2002)

Note: * = less than 1%

Table 3.15 Australians travelling abroad, 1991–2002

<i>Year</i>	<i>Number of visitors</i>	<i>Change (%)</i>
2001–2	3,367,870	1.1
2000–1	n.y.a.	n.y.a.
1999–0	3,332,258	4.5
1998–9	3,188,692	5.2
1997–8	3,031,897	6.9
1996–7	2,837,207	8.1
1995–6	2,624,359	8.4
1994–5	2,421,983	5.1
1993–4	2,303,964	0.2
1992–3	2,299,504	5.8
1991–2	2,173,453	2.7

Source: Australian Bureau of Statistics (2003)

Note: n.y.a = data not yet available due to delays in processing passenger card data by the Department of Immigration and Multicultural and Indigenous Affairs following a change in the method of data collection.

Table 3.16 Australian outbound tourism by main destination, 2001–2

<i>Destination</i>	<i>Number of visitors ('000)</i>	<i>% of visitors</i>
Fiji	113.3	3.4
New Zealand	592.2	17.5
Other Oceania	138.2	4.1
Italy	70.8	2.1
United Kingdom	308.0	9.1
Other Europe	305.9	9.1
Indonesia	270.9	8.0
Malaysia	109.5	3.3
Philippines	58.3	1.8
Singapore	163.2	4.9
Thailand	163.4	4.8
China	121.3	3.6
Hong Kong	142.0	4.2
Other Asia	303.7	9.1
United States of America	276.0	8.2
Other America	94.8	2.8
Middle East and North Africa	77.0	2.3
Other Africa	56.8	1.7
Not stated	2.5	*
Total	3,367.9	100%

Source: Australian Bureau of Statistics (2003)

Note: * = less than 1%

Table 3.17 Australian outbound visitors by purpose of visit, 2001–2

<i>Purpose of visit</i>	<i>Number of visitors ('000)</i>	<i>% of visitors</i>
Business	674.2	20.0
Holiday	2,294.4	68.1
Employment	98.2	2.9
Education	46.6	1.4
Other	254.4	7.6
Total	3,367.9	100%

Source: Australian Bureau of Statistics (2003)