

**INTERNATIONAL TOURISM REPORT:
OVERVIEW OF ACCOMMODATION PERFORMANCE**

1. Key markets and trends

International visitors to Australia spent a record \$37.9 billion in the year ending March 2016 – an increase of \$5.4 billion (16.59%) on the previous year. From March 2015 to March 2016, total expenditure by Chinese residents increased by \$2.4 billion dollars, or 38%, to \$8.8 billion. This was predominantly driven by an increase of 22% in Chinese visitor numbers. Chinese expenditure alone accounts for 23% of the total trip expenditure. The top five markets by visitor numbers have remained constant: New Zealand, China, the UK, USA and Singapore.

In terms of reasons for travel, the strongest growth in visitor numbers was recorded in the education (19.5%) and holiday (16.4%) markets.

The latest statistics continue to indicate that international travellers' accommodation preferences are changing. In the year to March 2016, visitor nights in rented accommodation plus other private accommodation accounted for 45.9% of total international visitor nights, compared with 37.4% in March 2007. In the year to March 2016, visitor nights in hotels/motels/resorts accounted for 10.8 per cent of total international visitor nights, down from 16.6% in March 2007.

This report is based on data sourced from Tourism Research Australia.

2. International Visitor Trends

2.1 Overview

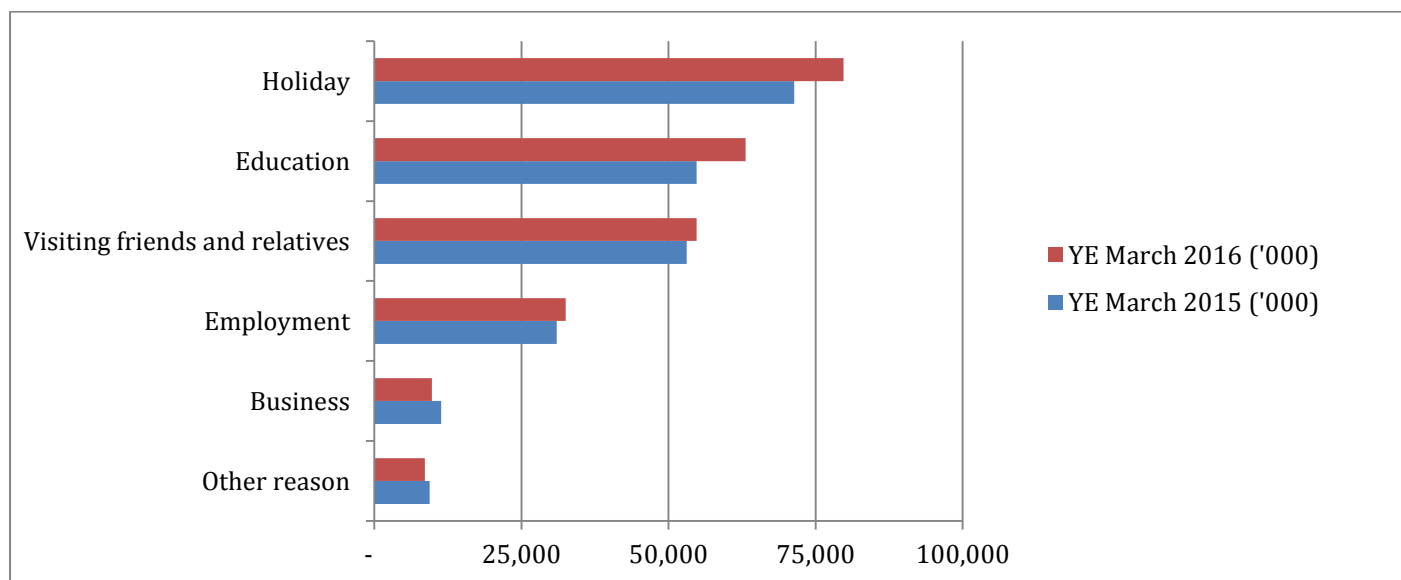
International Visitors	7,074,247	↑18.9%
International Visitor Nights	248,457	↑17.6%
International Visitor Expenditure	\$37.95 billion	↑16.6%
Average International Visitor Expenditure	\$5,364	↑12.6%

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2.2 International Visitor Nights by State ('000)

Rank	State	Year ending March 2015 ('000)	Year ending March 2016 ('000)	Change (%)
1	NSW	78 623	86 898	10.52
2	Vic	53 096	58 908	10.95
3	Qld	48 512	51 828	6.83
4	WA	28 897	28 186	-2.46
5	SA	8 615	9 752	13.20
6	ACT	4 365	5 145	17.88
7	NT	4 800	3 849	-19.80
8	Tas	3 403	3 316	-2.56

2.3 Purpose/Reason for Visit (by visitor nights)



*Holiday up 11.8%

*Employment up 5.0%

*Education up 15.2%

*Business down 14%

*VFR up 3.1%

*Other down 8.4%

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3. Accommodation Performance - Capital Cities (plus GC)

3.1 Capital Cities, International Visitor Nights Spent in Hotels, Motels and Resorts

Rank	Location	YE March 2015	YE March 2016	Change (%)
1	Sydney	7,560,482	7,789,879	3.03
2	Melbourne	4,998,905	5,118,821	2.40
3	Gold Coast	1,874,058	2,106,341	12.39
4	Brisbane	1,619,626	1,753,588	8.27
5	Perth	1,557,362	1,696,070	8.91
6	Adelaide	730,828	973,353	33.18
7	Darwin	372,817	415,534	11.46
8	Hobart	345,367	358,884	3.91

3.2 Capital Cities, International Visitor Nights Across All Accommodation Categories

Rank	Location	YE March 2015	YE March 2016	Change (%)
1	Sydney	66,387,039	73,138,124	10.17
2	Melbourne	46,263,010	52,281,467	13.01
3	Brisbane	22,192,439	23,935,085	7.85
4	Perth	23,175,782	21,805,566	-5.91
5	Gold Coast	8,275,861	9,810,011	18.54
6	Adelaide	7,169,363	7,942,586	10.79
7	Canberra	4,364,794	5,145,173	17.88
8	Darwin	3,000,983	2,442,030	-18.63
9	Hobart	1,914,631	1,807,436	-5.60

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4. Accommodation Performance - Regional

4.1 Regional Locations, International Visitor Nights Spent in Hotels, Motels and Resorts

Rank	Location	YE March 2015	YE March 2016	Change (%)
1	QLD	2,888,340	3,227,030	11.73
2	NSW	775,062	1,028,765	32.73
3	WA	541,077	565,937	4.59
4	VIC	568,023	541,875	-4.60
5	NT	491,047	435,659	-11.28
6	SA	210,851	271,812	28.91
7	TAS	207,330	234,570	13.14

4.2 Regional Locations, International Visitor Nights Across All Accommodation Categories

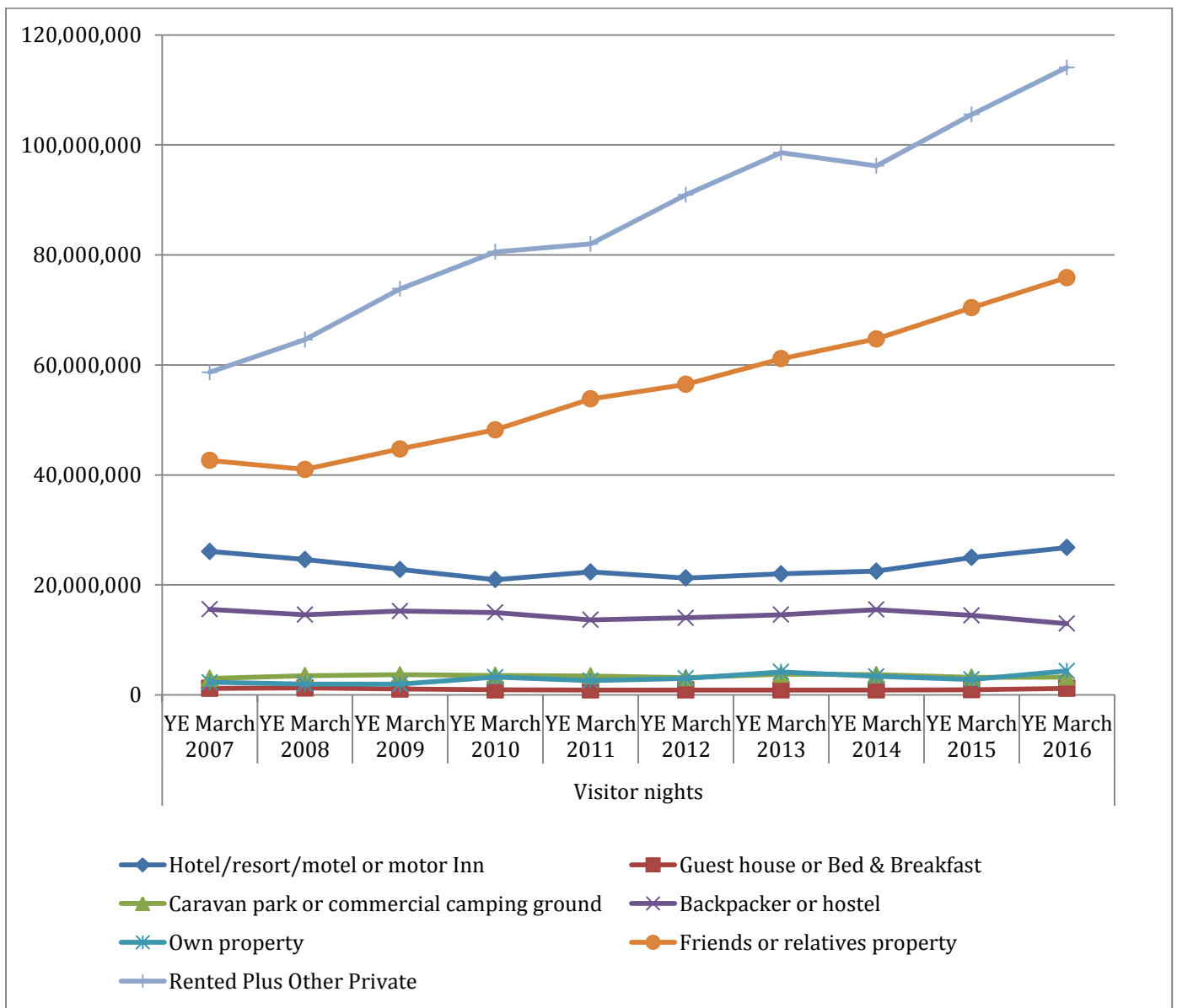
Rank	Location	YE March 2015	YE March 2016	Change (%)
1	QLD	18 044	18 082	0.22
2	NSW	12 236	13 760	12.45
3	VIC	6 833	6 626	-3.02
4	WA	5 721	6 381	11.53
5	SA	1 446	1 810	25.16
6	TAS	1 489	1 509	1.34
7	NT	1 799	1 407	-21.76

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5. Unregulated Accommodation

Tourism Research Australia has advised TAA that unregulated accommodation (i.e. Airbnb type rentals) is presently recorded in two categories: 'Rented house/apartment/flat or unit' and 'Other Private Accommodation.' Accordingly, these two categories have been combined below and labelled 'Rented plus Other Private'.

5.1 International Visitor Nights by Accommodation Category



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6. Notes

Serviced apartments are included in the Hotels/Motels/Resorts data category.

7. More Information

If you have questions about the information provided in this overview, or would like further information, please email: taa@tourismaccommodation.com.au