

Conference or Convention arrivals to Australia December 2009 update

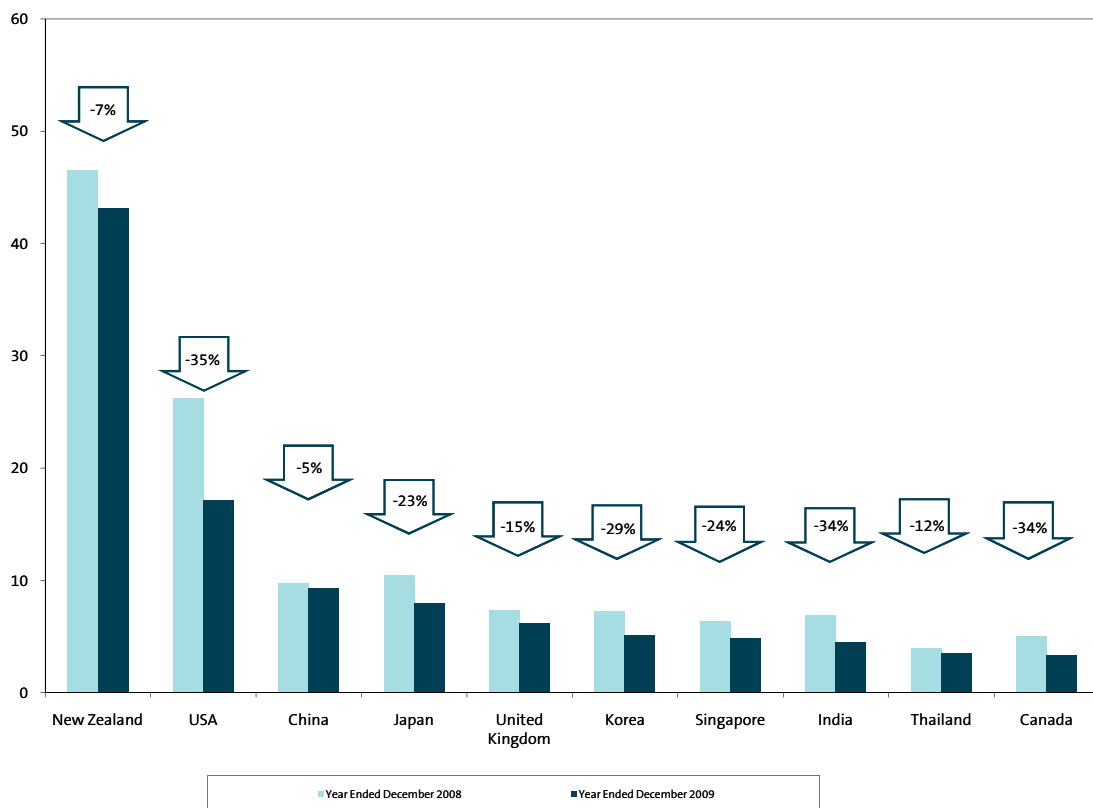
The Australian Bureau of Statistics (ABS) publishes short-term international arrivals to Australia on a monthly basis. The data is collected from passenger cards that international visitors complete when they enter Australia. These cards request information including purpose of visit, demographics and trip details. The following analysis focuses on international arrivals whose main purpose of visit was to attend a conference and convention in Australia.

Highlights

- > There were 145,400 convention or conference arrivals during the year ended 31 December 2009, a decrease of 23 per cent year-on-year. Similarly, overall business arrivals decreased 14 per cent year-on-year to 726,100, while total arrivals to Australia were unchanged at 5.6 million. Refer to Table 1.
- > There were 39,700 convention or conference arrivals during the three months ended 31 December 2009, an increase of 3 per cent year-on-year. Conversely, overall business arrivals decreased 2 per cent, while total arrivals to Australia increased 5 per cent. Refer to Table 1.
- > There were 9,100 convention or conference arrivals during December 2009, an increase of 11 per cent year-on-year. Similarly, overall business arrivals increased 4 per cent year-on-year, while total arrivals to Australia increased 6 per cent.

**Chart 1: Number of convention or conference visitors to Australia by country of residence.
Year ended 31 December 2009 compared to year ended December 2008**

Australian Bureau of Statistics, Overseas Arrivals and Departures



NB. The arrows in the above chart represent percentage change in convention/conference arrivals in year ending 31 December 2009 compared to 2008.

BUSINESS EVENTS ARRIVALS

December 2009



Table 1: Number of visitor arrivals to Australia by purpose of visit and country of residence.

Source: Australian Bureau of Statistics, Overseas Arrivals and Departures

Rank	Country of residence	Convention or conference arrivals				Total business arrivals*				Total arrivals			
		Year ended 31 December 09		3 mths ended December 09		Year ended 31 December 09		3 mths ended December 09		Year ended 31 December 09		3 mths ended December 09	
			% ch		% ch		% ch		% ch		% ch		% ch
1	New Zealand	43,144	↓ -7%	↑ 4%	187,280	↓ -12%	↓ -9%	1,110,462	→ 0%	→ 0%			
2	USA	17,129	↓ -35%	↑ 37%	94,246	↓ -14%	↑ 16%	479,738	↑ 6%	↑ 18%			
3	China	9,328	↓ -5%	↓ -6%	47,946	↓ -19%	↑ 5%	366,342	↑ 3%	↑ 9%			
4	Japan	7,992	↓ -23%	↑ 16%	33,071	↓ -18%	↓ -11%	355,456	↓ -22%	↓ -13%			
5	United Kingdom	6,219	↓ -15%	↑ 28%	45,806	↓ -12%	↓ -3%	663,777	↓ -1%	↑ 2%			
6	Korea	5,158	↓ -29%	↓ -2%	11,917	↓ -24%	↑ 2%	180,881	↓ -17%	↓ -1%			
7	Singapore	4,844	↓ -24%	↓ -10%	56,268	↓ -8%	↓ -1%	285,343	↑ 5%	↑ 8%			
8	India	4,524	↓ -34%	↓ -35%	23,600	↓ -15%	↓ -11%	124,880	↑ 8%	↑ 10%			
9	Thailand	3,530	↓ -12%	↑ 38%	13,450	↓ -6%	↑ 10%	81,823	↑ 3%	↑ 19%			
10	Canada	3,294	↓ -34%	↓ -13%	13,941	↓ -19%	↓ -14%	123,357	↓ -1%	↑ 10%			
11	Indonesia	3,276	↑ 1%	↓ -9%	13,478	↓ -1%	↑ 22%	108,759	↑ 15%	↑ 22%			
12	Malaysia	3,087	↓ -16%	↑ 2%	17,593	↓ -9%	↓ -2%	211,573	↑ 24%	↑ 14%			
13	Philippines	2,489	↓ -22%	↓ -9%	7,784	↓ -16%	↓ -12%	47,450	↑ 1%	↑ 7%			
14	Papua New Guinea	2,485	↓ -25%	↓ -16%	9,980	↓ -6%	↓ -6%	43,648	↑ 13%	↑ 13%			
15	Hong Kong	2,243	↓ -27%	↓ -4%	21,391	↓ -8%	↑ 10%	156,898	↑ 9%	↑ 8%			
	Other	26,668	↓ -36%	↓ -3%	128,317	↓ -18%	↓ -3%	1,244,330	↑ 1%	↑ 8%			
	Total	145,410	↓ -23%	↑ 3%	726,068	↓ -14%	↓ -2%	5,584,717	→ 0%	↑ 5%			

*A business visitor is defined in the above table as an international visitor who came to Australia for business including convention/conference as their main purpose of journey.

Source: Australian Bureau of Statistics (ABS), Overseas Arrivals and Departures, 3401.0. ABS data used with permission from the Australian Bureau of Statistics www.abs.gov.au

Table 1 reports on the three months to 31 December 2009 to reduce sample errors. The "%Change" calculations have been rounded to the nearest unit. The side arrow shows a 0% Variation when the absolute difference is < 0.5%.

This analysis was produced by Tourism Australia for Business Events Australia. For further information, including statistics on a financial or calendar year to date basis, please contact Leah Fletcher lfletcher@tourism.australia.com

NB. Tourism Research Australia (TRA) also collects information on international arrivals to Australia on a quarterly basis through the International Visitor Survey (IVS). It is possible to analyse convention or conference arrivals in terms of expenditure, nights, states or territories visited, accommodation and transport used, country of residence, repeat visitation etc. However, data should only be used for indicative purposes only due to small sample sizes at this level of analysis. For general information on the IVS, visit <http://tra.australia.com/> or for more tailored analysis contact research@tourism.australia.com.