

## Conference or Convention arrivals to Australia October 2008 update

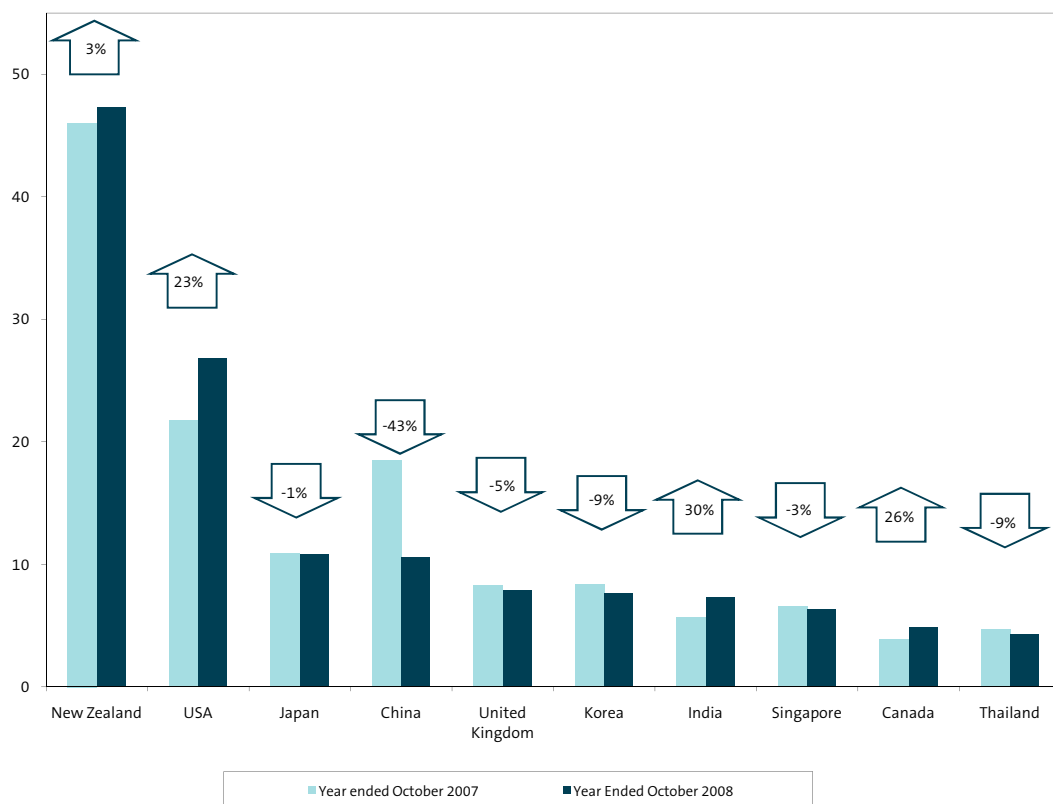
The Australian Bureau of Statistics (ABS) publishes short-term international arrivals to Australia on a monthly basis. The data is collected from passenger cards that international visitors complete when they enter Australia. These cards request information including purpose of visit, demographics and 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 193,100 convention or conference arrivals during the year ended 31 October 2008, an increase of 5 per cent year-on-year. Similarly, overall business arrivals increased 2 per cent year-on-year to 852,800, while total arrivals to Australia decreased 1 per cent to 5.6 million. Refer to Table 1.
- > There were 48,900 convention or conference arrivals during the three months ended 31 October 2008, a decrease of 12 per cent year-on-year. Similarly, overall business arrivals decreased 6 per cent, while total arrivals to Australia decreased 4 per cent. Refer to Table 1.
- > There were 16,500 convention or conference arrivals during October 2008, a decrease of 9 per cent year-on-year. Similarly, overall business arrivals decreased 5 per cent year-on-year, while total arrivals to Australia decreased 2 per cent.

**Chart 1: Number of convention or conference visitors to Australia by country of residence. Year ended 31 October 2008 compared to year ended October 2007**

*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 October 2008 compared to 2007.

# BUSINESS EVENTS ARRIVALS

October 2008



**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 October 2008		3 mths ended October 2008		Year ended 31 October 2008		3 mths ended October 2008		Year ended 31 October 2008		3 mths ended October 2008
			% ch		% ch		% ch		% ch		% ch	
1	New Zealand	47,290	↑3%	↓-9%	214,103	↑2%	↓-2%	1,115,007	↓-2%	↓-3%		
2	USA	26,798	↑23%	↓-18%	111,195	↑2%	↓-13%	453,019	↓-1%	↓-6%		
3	Japan	10,783	↓-1%	↓-5%	40,951	↓-10%	↓-2%	481,433	↓-18%	↓-21%		
4	China	10,543	↓-43%	↓-53%	63,502	↓-12%	↓-41%	361,289	↑4%	↓-20%		
5	United Kingdom	7,892	↓-5%	↓-10%	52,566	↓-1%	↑0%	679,745	↓-7%	↓-3%		
6	Korea	7,592	↓-9%	↓-34%	16,472	↓-6%	↓-24%	229,907	↓-13%	↓-12%		
7	India	7,329	↑30%	↑5%	28,307	↑21%	↑6%	114,143	↑26%	↑21%		
8	Singapore	6,352	↓-3%	↓-8%	61,562	↑5%	↑0%	272,127	↑4%	↑5%		
9	Canada	4,855	↑26%	↓-5%	16,919	↑6%	↓-10%	123,134	↑9%	↑1%		
10	Thailand	4,306	↓-9%	↓-26%	14,802	↓-3%	↓-22%	79,905	↓-3%	↓-19%		
11	Malaysia	3,901	↑12%	↓-17%	19,932	↑10%	↓-10%	167,792	↑9%	↑0%		
12	Indonesia	3,424	↑8%	↓-2%	14,042	↑7%	↓-11%	94,964	↑11%	↑8%		
13	Germany	3,296	↑45%	↑44%	17,975	↑6%	↑3%	159,066	↑6%	↑2%		
14	Philippines	3,251	↑8%	↑21%	9,076	↑7%	↑2%	45,776	↑8%	↑3%		
15	Hong Kong	3,110	↓-12%	↓-23%	23,260	↓-5%	↓-9%	143,152	↓-3%	↓-9%		
	Other	42,413	↑26%	↓-4%	148,183	↑11%	↑7%	1,095,045	↑8%	↑4%		
	Total	193,135	↑5%	↓-12%	852,847	↑2%	↓-6%	5,615,504	↓-1%	↓-4%		

\*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](http://www.abs.gov.au)

Table 1 reports on the three months to 31 October 2008 to reduce sample errors. Sometimes there is no change between the comparison periods (i.e.0%) but the arrows will be directional to reflect the decimal places associated with the figure. E.g. Increase of 0.04%

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](mailto: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://www.tra.australia.com/> or for more tailored analysis contact [research@tourism.australia.com](mailto:research@tourism.australia.com).