Australia

Inbound tourism overview

Annual visits*

<table>
<thead>
<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,063,000</td>
<td>993,000</td>
<td>1,058,000</td>
<td>1,057,000</td>
<td>1,043,000</td>
<td>982,000</td>
<td>1,092,000</td>
<td>1,093,000</td>
</tr>
</tbody>
</table>

#10 Global ranking for inbound visits to the UK in 2018

Annual visitor spend*

<table>
<thead>
<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>£1,079 m</td>
<td>£1,079 m</td>
<td>£1,079 m</td>
<td>£1,079 m</td>
<td>£1,079 m</td>
<td>£1,079 m</td>
<td>£1,079 m</td>
<td>£1,079 m</td>
</tr>
</tbody>
</table>

#5 Global ranking for inbound spend in the UK in 2018

Regional spread of travel* (2016-2018)

- 67% of Australian visitor nights are spent outside London

Seasonal spread of travel* (2018)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>16%</td>
<td>28%</td>
<td>37%</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>21%</td>
<td>27%</td>
<td>28%</td>
<td>24%</td>
</tr>
</tbody>
</table>

Average length of stay (2018)

Australia 13

One-stop routes to Britain from Australia (2018)

Arrival cities...
- London
- Manchester
- Birmingham
- Glasgow
- Edinburgh
- Newcastle
- Cardiff

Departure cities...
- Sydney
- Melbourne
- Brisbane
- Perth
- Adelaide
- Canberra
- Cairns
- Darwin

Airlines operating one-stop routes in 2018

>20

Purpose of travel* (2018)

- VFR: 46% (31%)
- Holiday: 44% (40%)
- Business: 5% (22%)
- Misc: 4% (5%)
- Study: 1% (1%)

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Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com
Australia

Visitor profile

Key demographics: age groups & gender* (2016-2018)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-15</td>
<td>3%</td>
</tr>
<tr>
<td>16-24</td>
<td>13%</td>
</tr>
<tr>
<td>25-34</td>
<td>19%</td>
</tr>
<tr>
<td>35-44</td>
<td>17%</td>
</tr>
<tr>
<td>45-54</td>
<td>18%</td>
</tr>
<tr>
<td>55-64</td>
<td>17%</td>
</tr>
<tr>
<td>65+</td>
<td>13%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
</tr>
</tbody>
</table>

Travel companions* (2017)

- Spouse/Partner: 42%
- On their own: 35%
- With children under 18: 12%
- With other adult family members: 11%
- With friends: 7%

Visitors' origin* (2014)

- Victoria: 33%
- Queensland: 18%
- New South Wales: 18%
- Western Australia: 15%
- South Australia: 7%
- Tasmania: 6%
- Northern Territory: 3%
- Australian Capital Territory: 2%
- Other: 1%

Most wished for activities in Britain** (2019)

- Driving through the countryside of England
- Canal boat tour the waterways of England
- Traditional afternoon tea
- Exploring British cities with historic app
- London best food markets’ tour

Perceptions of Britain*** (2018)

Britain is ranked highly (within the top 10 out of 50 countries) by the Australians for:

- Historic buildings
- Vibrant cities
- Contemporary culture
- Sports

Sources: *International Passenger Survey (IPS), % of visits excluding all unknown answers, **VisitBritain/Ipsos, ***Anholt Nation Brands Index, powered by psos.