Australia

Inbound tourism overview

**Annual visits**

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>985,000</td>
</tr>
<tr>
<td>2015</td>
<td>1,048,000</td>
</tr>
<tr>
<td>2016</td>
<td>1,015,000</td>
</tr>
<tr>
<td>2017</td>
<td>1,120,000</td>
</tr>
<tr>
<td>2018</td>
<td>1,039,000</td>
</tr>
<tr>
<td>2019</td>
<td>1,063,000</td>
</tr>
</tbody>
</table>

Global ranking for inbound visits to the UK in 2019

**Regional spread of travel (2017-2019)**

- 12% Scotland
- 4% North West
- 4% Yorkshire
- 3% East Midlands
- 6% East of England
- 10% West Midlands
- 6% Wales
- 8% South West
- 12% London
- 31% South East

Percentages of visitor nights in the UK; colour indexes against overall inbound average:
- above overall average
- on par with overall average
- below overall average

**Annual visitor spend**

<table>
<thead>
<tr>
<th>Year</th>
<th>Global average spend per visit</th>
<th>Australia average spend per visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>£696</td>
<td>£1,104</td>
</tr>
<tr>
<td>2015</td>
<td>£696</td>
<td>£1,131</td>
</tr>
<tr>
<td>2016</td>
<td>£696</td>
<td>£1,150</td>
</tr>
<tr>
<td>2017</td>
<td>£696</td>
<td>£1,165</td>
</tr>
<tr>
<td>2018</td>
<td>£696</td>
<td>£1,190</td>
</tr>
<tr>
<td>2019</td>
<td>£696</td>
<td>£1,214</td>
</tr>
</tbody>
</table>

Global ranking for inbound spend in the UK in 2019

**Weekly international air departure seats (2019)**

348,886

To aviation hubs with connecting flights to UK gateway cities

Australia has a highly complex aviation market. With extensive outbound seat capacity, Australian travellers have a diverse range of affordable options for travelling the UK, with connecting flights via aviation hubs in South East Asia, the Middle East and North America to gateway cities across the UK, including London Heathrow, London Gatwick, London Stansted Manchester, Birmingham, Edinburgh and Cardiff.

**Average length of stay (2019)**

- Australia: 13 nights
- All inbound markets: 7 nights

**Seasonal spread of travel (2019)**

- Jan-Mar: 13%
- Apr-Jun: 25%
- Jul-Sep: 40%
- Oct-Dec: 22%

**Purpose of travel (2019)**

- VFR*: 30%
- Holiday: 41%
- Business: 21%
- Study: 1%
- Misc: 6%

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Australia

Visitor profile

Key demographics: age (2017-2019)

- 0-15: 2%
- 16-24: 11%
- 18-24: 17%
- 25-34: 18%
- 35-44: 18%
- 45-54: 18%
- 55-64: 15%
- 65+: 11%

Travel companions (2017)

- Spouse/Partner: 43%
- On their own: 36%
- With children under 18: 12%
- With other adult family members: 11%
- With friends: 7%
- Part of a tour group: 2%

Priority market segments & attributes

Visiting Friends and Relatives
A key volume audience from Australia is the Visiting Friends & Relatives market - almost half of outbound visitors to the UK

Explorers
Mature and active travellers willing to spend generously to explore comfortably the UK, this is a key segment for value

Top reasons to return to the UK (2019)

1. Visit a different part of the country
2. Go back to see the sights/attractions I didn't see the previous time
3. The country is easy to get around
4. See friends/relatives in the country
5. Experience a new activity I did not do last time

Activities topping the wish-list for 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

Visitors’ origin (2019)

- Australia: shade of blue
- Global Average (all inbound markets): light blue

Top five activities in the UK (2006-2019)

- Dining in restaurants
- Going shopping
- Going to the pub
- Sightseeing
- Socialising with the locals

Perceptions of Britain (2019)

Britain is ranked highly (within the top 3 out of 50 countries) by the Australians for:

- Historic buildings
- Vibrant cities
- Contemporary culture
- Sports

Source: International Passenger Survey (IPS), Nation Brands Index (Ipsos)