Market Profile: Australia

**Outbound Travel from Australia (2007):** 5,462 thousand

**Direct Customs Entries to BC (2008):** 160,667

**Population (2007):** 21.017 million

**Unemployment Rate (Jan. 2009):** 4.8%

**BC’s Share of Australia’s Custom Entries to Canada (2008):** 67.3%

**Real GDP (2008 est.):** $1.069 Trillion US

**GDP Growth (2008 vs. 2005):** 2.5%

**Australia as a Share of BC’s Total Int’l Customs Entries (2008):** 3.6%

**GDP Growth (2008 est.):** 2.2%

**Asia/Pacific as a Share of BC’s Total Int’l Customs Entries (2008):** 19.1%

**Australia as a Share of BC’s Asia/Pacific Customs Entries (2008):** 18.8%

**Forecasted GDP Growth (2009):** 0.3%

**Sources:** Statistics Canada, Tourism Australia, World Bank, Australian Bureau of Statistics, CIA World Fact Book, Australian Government, Economist Intelligence Unit, New South Wales Government, Reserve Bank of Australia, CTC, OECD, Australian Capital Territory Government, Air Canada

**Top 10 Countries to BC**

| U.S. Overnight | 1 | China | 6 |
| U.K. | 2 | Hong Kong | 7 |
| Australia | 3 | Mexico | 8 |
| Japan | 4 | Germany | 9 |
| South Korea | 5 | Taiwan | 10 |

**Source:** Statistics Canada

**In 2008, Australia ranked as BC’s third largest international market of direct customs entries, and Canada’s seventh largest market in visitation.**

**Australia ranked first in the Asia/Pacific region for BC and second for Canada.**

**Australia held 18.8% of BC’s Asia/Pacific market share and 15.8% of Canada’s Asia/Pacific market share.**

**SIZE OF AUSTRALIAN MARKET**

**After a strong 10.6% increase in Australian outbound travel in 2007, 2008 outbound travel is expected to slow to 5.2%, still a record 5.7 million departures.**

**In 2008, 238,802 Australians visited Canada, of whom, 160,667 entered directly through British Columbia, accounting for 67.3% of Canada’s Australian market.**

**When compared to 2007, 2006, 2005, 2004, 2003, 2002, and 2001, Australian custom entries to BC in 2008 exhibited increases of 11.6%, 25.5%, 24.6%, 35.4%, 55.1%, 67.3%, and 51.5% respectively.**

**Between 2008 and 2017, the total number of outbound departures from Australia is projected to increase at an annual rate of 3.6% reaching 7.8 million in 2017.**

**Source:** Tourism Australia
The Australian Traveller

The International Travel Survey (ITS) is an ongoing survey conducted by Statistics Canada in partnership with the Canadian Tourism Commission and some provinces, including BC. The survey contains questions designed to collect data on the characteristics of travellers. The ITS provides statistics on the volume of international travellers and on characteristics of their trips such as expenditures, activities, places visited, accommodations and length of stay. The data in this section (with the exception of visitation which is 2007 custom entries data) is based on the 2007 ITS results and on those who entered Canada from Australia and who spent at least one night in BC.

- In 2007, Australian visitation peaked in May and June. Overall, the months May to September and December were popular months for Australian visitors to Canada.
- Canada received a slightly greater proportion of female Australian visitors (51%) than males (49%) in 2007.
- Close to a quarter (24%) of Australian visitors to Canada in 2007 were between the ages of 55 to 64. Eighteen percent were between the ages of 65 to 74.
- Three quarters of Australian travellers (77%) came to Canada in groups of two or more, with most (60%) travelling with just one other individual. The remaining proportion (23%) travelled alone.
THE AUSTRALIAN TRAVELLER (CONT’D)

- In 2007, Australian travellers to Canada (who also visited BC) spent, on average, 14 nights in Canada including 10 nights in BC.
- The most frequently reported trip length was 10 to 13 nights in Canada. More than three-fifths (62%) of travellers spent more than 7 days in Canada.
- Majority of Australian visitors (70%) travelled to Canada for leisure purposes (i.e. those who came for holidays).
- Over one-fifth of travellers (21%) came to Canada to visit friends and relatives (VFR).

Aside from shopping (90%) and sightseeing (84%), visiting a national or provincial nature park was the most popular activity participated in by Australian travellers to Canada. Visiting a historic site, visiting a zoo, aquarium or botanical garden, participating in sport or outdoor activities, visiting friends or relatives, visiting a museum or art gallery, going to a bar or night club, and going downhill skiing or snowboarding were all also popular activities for the Australian traveller.

While travelling in Canada, bus (59%) was the most commonly used mode of transportation for the Australian traveller.

A train (38%), plane (36%), private automobile (34%), and boat (33%) were also commonly used while travelling in Canada.

| Activities Participated in While in Canada | | Methods of Transportation in Canada |
|-------------------------------------------|------------------|
| 1. Visit a national or provincial nature park | 65%  | Bus | 59% |
| 2. Visit historic site | 54% | Train | 38% |
| 3. Visit zoo, aquarium or botanical garden | 50% | Plane | 36% |
| 4. Participate in sport or outdoor activity | 48% | Private Automobile | 34% |
| 5. Visit friends or relatives | 46% | Boat | 33% |
| 6. Visit a museum or art gallery | 45% | Rented Automobile | 15% |
| 7. Go to a bar or nightclub | 44% | Private Plane | 15% |
| 8. Go downhill skiing or snow boarding | 21% | Private Boat | 0% |
| 9. Visit a theme or amusement park | 14% | Other | 42% |
| 10. Attend a cultural event | 14% | | |
**The Australian Traveller (Cont’d)**

- Australian travellers spent an estimate of $2,977 per party during their visit to Canada in 2007. The detailed expenditure breakdown is as follows:
  - accommodation 29%
  - transportation 13%
  - food and beverage 23%
  - recreation and entertainment 17%
  - other costs 17%.

- As can be seen in the accompanying table, Australian visitors who spent a minimum of 1 night in BC while visiting Canada were generally satisfied with their experiences in Canada.

- It is noteworthy that the rating of the ‘value for money’ category was considerably lower than other categories.

### Economic Profile

- In 2007, the Australia economy was ranked as the eighteenth largest in the world (based on purchasing power parity); however, it is ranked above those of Japan and most European nations on per capita GDP.

- Annual GDP Growth is expected to average 2.4% in 2009-2013, down from an average of 3.3% in 2003 to 2007.

- The Australian dollar (AUD) is the sixth most traded currency in the foreign exchange market.

- Unemployment rates fell from 7.0% in October 2001 to 4.1% in February 2008, before rising slightly to stand at 4.4% in December 2008. The Australian unemployment rate is one of the lowest of the OECD countries.

- Australia has been ranked the most resilient economy in the world for five of the past six years. The economy is now in its seventeenth year of uninterrupted growth, the longest boom in its history (IMD World Competitiveness Yearbook 2007).

- The median weekly household income range was $1,000 to $1,199 in 2006, a 30% increase from ten years ago. Average wages in Australia are amongst the highest of the OECD countries.

- Australia was ranked as the third most technology-savvy country in the world in the 2007 Globalisation Index.

- In 2006-2007 tourism directly contributed $38.9 billion (3.7%) to the GDP, $32.3 billion to Gross Value Added, and the employment of 483,000 people.
THE COMPETITION

- The top competitors for Canada in the long-haul market are Asia (specifically Thailand, China, Singapore and Hong Kong), Europe, and the United States.
- S.E. Asia vacations are the most popular amongst the Australian market because they are able to offer diverse cultures, with different foods, at affordable prices.
- Europe also appeals to the Australians on the basis of its deep history and culture, and provides the opportunity to visit many countries on a single trip.
- Australian long-haul pleasure travellers ranked the UK as their first choice and US as their second choice for taking a pleasure trip in the next two years, whereas Canada was ranked as the tenth most likely destination. The US is perceived as having slighter better flight accessibility and more important historical sites than Canada.
- As a tourism destination, Canada is seen as having untouched nature with an abundant wildlife. In comparison to Australia, Canada has an arid climate that is clean and moist, creating an ideal holiday destination for sight-seeing and getting into the outdoors.
- In terms of price-value perceptions, Canada is viewed as being able to offer the same accommodation range and standards as Australia. However, the most stated barrier for travel to Canada was the perception that the trip would be too costly.

EMERGING TRENDS IN THE TRAVEL TRADE

- Australians have a lot of opportunity for travel time; most have four weeks or more of vacation time plus an additional ten days of statutory holidays.
- Four fifth of Australians (82.3%) are internet users; however the vast majority of long-haul travellers use the internet primarily for research. Most use travel agencies and package providers to book their vacations.
- Currently, nine out of ten visitors to Canada are fully independent travellers, with only 27% of these individuals booking directly through an airline.
- Australians are most likely to plan their trips well in advance, with 56% of individuals planning five or more months in advance from their departure date.
- According to an Australian senior publication, more seniors are considering a cruise holiday than any other type of holiday.
- Australian potential travellers to Canada are in a good position to travel, with over half of the market having an annual household income of $70,000 AUD ($65,000 CDN) or more, one in six are college/university educated, and 42% are employed in managerial or professional positions².

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² Conclusion based on an online survey of Australian residents, who have taken a long-haul pleasure trip where they stayed at least one night in paid accommodations in the past three years or who plan to take such a trip in the next two years.

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EMERGING TRENDS IN THE TRAVEL TRADE (CONT’D)

- In 2007, Air Canada began introduced the only non-stop service between Vancouver and Sydney using the Boeing 777, a modern, fuel-efficient plane.