

This fact sheet provides a summary of the latest tourism data for the Aboriginal Tourism segment. Information includes: domestic and international visitor numbers, and visitor profiles such as origin, purpose of visit and travel parties.

### DOMESTIC & INTERNATIONAL VISITATION FOR VISITORS PARTICIPATING IN ABORIGINAL TOURISM ACTIVITIES

Aboriginal tourism visitors are defined as those who experienced Aboriginal art, craft or cultural displays, visited an Aboriginal site or community or attended an Aboriginal performance (from 2004 only, International only) while on their trip to Australia.

Year Ending December 2009	Victoria	Australia
<b>Domestic</b>		
Overnight Visitors (000s)	NA	367
Visitor Nights (000s)	NA	3,128
Daytrip Visitors (000s)	NA	243
<b>International</b>		
Overnight Visitors (000s)	291	709
Nights (000s)	6,671	40,014

NA: Figure is unreliable and unable to be published.

NB: International Aboriginal tourism visitors to Victoria as defined above, did not indicate in which state the activities were undertaken while on their trip to Australia. Figure will differ from trend data below.

### International Visitation

709,000 International Aboriginal tourism visitors travelled to Australia in the year ending December 2009, accounting for 40 million nights. Of these visitors, 41% visited Victoria during this period.

291,000 Aboriginal tourism visitors to Australia travelled to Victoria on their trip in the year ending December 2009, accounting for 6.7 million nights. Aboriginal tourism visitors represent 19% of all international visitors to the State.

Average length of stay for Aboriginal tourism visitors to Australia was 56.4 nights, compared to an average length of stay of 23.0 nights for Aboriginal tourism visitors to Victoria.

### Aboriginal Tourism Activity Participation in Victoria

The table below examines Aboriginal tourism visitors who participated in that activity while visiting Victoria during their trip.

	Year ending December		% change 08/09
	2008	2009	
<b>International Visitors (000s)</b>			
Victoria	64	58	
Australia	785	709	-9.6%
Vic's Mkt Share	8.2%	8.2%	
<b>International Visitor Nights (000s)</b>			
Victoria	2,487	2,380	
Australia	41,820	40,014	-4.3%
Vic's Mkt Share	5.9%	5.9%	

\* Due to survey limitations, estimates of aboriginal tourism activity participation in Victoria is based on the rate of participation of a proportion of the overall sample (for 3 years to December 2009) and applied to the estimate of total international visitors to Victoria (year ending December 2009). Segment trends at the national level are applied to this estimate.

In 2009, an estimated 58,000 visitors to Victoria participated in a local Aboriginal experience while in the state. These visitors accounted for an estimated 2.4 million nights to Victoria in the period.

Compared to 2008, International Aboriginal tourism visitors to Australia have decreased by 9.6% and 4.3% for visitor nights.

Victoria's market share of International Aboriginal tourism is estimated to be 8.2% for visitors and 5.9% for visitor nights in the year 2009.

### Domestic Overnight Visitation

Australia received 367,000 domestic overnight Aboriginal tourism visitors for the year ending December 2009, accounting for 3.1 million domestic Aboriginal tourism visitor nights. The average length of stay was 8.5 nights.

	Year ending December					AAG* 99-09	% change 08/09
	1999	2006	2007	2008	2009		
<b>Domestic Visitors (000s)</b>							
Victoria	87	89	NA	NA	NA	NA	NA
Australia	498	696	677	456	367	-3.0%	-19.5%
Vic's Mkt Share	17.5%	12.8%	NA	NA	NA		
<b>Domestic Visitor Nights (000s)</b>							
Australia	5,869	6,718	5,645	4,816	3,128	-6.1%	-35.0%
<b>Domestic Daytrips (000s)</b>							
Australia	NA	409	313	NA	243	NA	NA

\* Average Annual Growth

There was a decrease in domestic Aboriginal tourism visitors within Australia of 19.5% and decrease in visitor nights of 35% from 2008 to 2009.

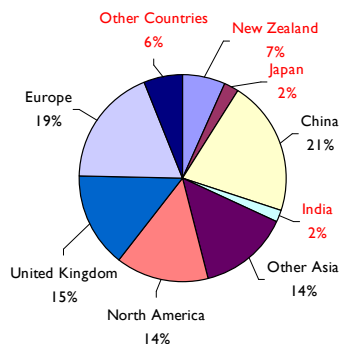
### Domestic Daytrip Visitation

In the year ending December 2009, there were 243,000 domestic daytrips undertaken within Australia by Aboriginal tourism visitors.

## PROFILE OF INTERNATIONAL ABORIGINAL TOURISM VISITORS

The analysis following examines those who are Aboriginal tourism visitors who participated in that activity while visiting Victoria. Due to survey limitations, data for Victoria is based on three years of data to December 2009.

### Origin of Aboriginal Tourism Visitors to Victoria



The largest single source market of Aboriginal tourism visitors to Victoria was China with 21% or an estimated 6,100 visitors in 2009. Other key markets include Europe (est. 3,000), the United Kingdom (est. 2,700), North America (est. 2,600), and Other Asia (est. 2,200).

### Age Group (% of International Aboriginal Tourism Visitors)

International Aboriginal tourism visitors to Victoria were most likely to be aged between 25-44 years (39%) or 45-64 years old (38%).

Age Group	Aboriginal Tourism Visitors to Victoria	Aboriginal Tourism Visitors to Australia	Total Travellers
15 - 24 years	16%	23%	17%
25 - 44 years	39%	38%	41%
45 - 64 years	38%	31%	34%
65 years or over	7%	8%	8%

## TRAVEL BEHAVIOUR OF INTERNATIONAL ABORIGINAL TOURISM VISITORS

### Purpose of Visit (% of International Aboriginal Tourism Visitors)

57% of Aboriginal tourism visitors to Victoria were holiday visitors while 21% were visiting friends and relatives.

Purpose of Visit	Aboriginal Tourism Visitors to Victoria	Aboriginal Tourism Visitors to Australia	Total Travellers
Holiday	57%	68%	46%
Visiting friends or relatives	21%	15%	25%
Business	9%	4%	15%
Education	10%	10%	8%
Employment	2%	2%	2%
Other	2%	2%	4%

### Length of Trip (% of International Aboriginal Tourism Visitors)

55% of international Aboriginal tourism visitors to Victoria were on a trip of 1 to 9 nights and a further 26% stayed 10 to 39 nights.

Length of Visit	Aboriginal Tourism Visitors to Victoria	Aboriginal Tourism Visitors to Australia	Total Travellers
1-9 nights	55%	22%	35%
10-39 nights	26%	47%	40%
40-99 nights	7%	14%	12%
100-199 nights	7%	9%	7%
200+ nights	5%	8%	6%

### Travel Party (% of International Aboriginal Tourism Visitors)

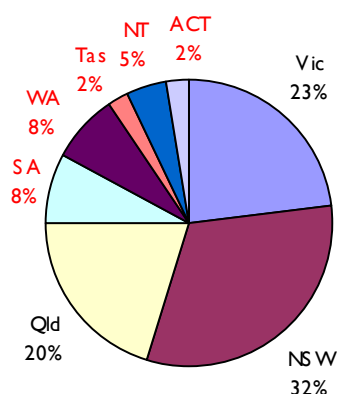
The majority of international Aboriginal tourism visitors to Victoria travelled alone (46%) or as an adult couple (28%). This is relatively similar to travel party distribution of all international visitors in Australia.

Travel Party	Aboriginal Tourism Visitors to Victoria	Aboriginal Tourism Visitors to Australia	Total Travellers
Travelling Alone	46%	48%	59%
Adult Couple	28%	30%	22%
Family Group - parents and children	5%	8%	9%
Friends or relatives	20%	11%	8%
Business associates	1%	2%	3%

## PROFILE OF DOMESTIC ABORIGINAL TOURISM VISITORS

Due to survey limitations domestic overnight Aboriginal tourism visitor statistics are provided for total Australia travel only.

### Origin of Domestic Overnight Aboriginal Tourism Visitors



32% of domestic overnight Aboriginal tourism visitors within Australia came from New South Wales. The Victorian market made up 23% share of domestic overnight Aboriginal tourism visitors.

### Age Group (% of Aboriginal Tourism Visitors)

Domestic overnight Aboriginal tourism visitors in Australia were most likely to be aged between 45-64 years (46%) and 25-44 years old (32%).

Age Group	Aboriginal Tourism Visitors	Total Australia
15 - 24 years	7%	15%
25 - 44 years	32%	36%
45 - 64 years	46%	36%
65 years or over	16%	13%

### Lifecycle (% of Aboriginal Tourism Visitors)

Domestic overnight Aboriginal tourism visitors tended to be in the parent (35%) and older non-working (24%) lifecycle segments.

Lifecycle	Aboriginal Tourism Visitors	Total Australia
Single, no kids	13%	17%
Couple, no kids	9%	12%
Parent	35%	38%
Older working	19%	16%
Older non-working	24%	18%

## TRAVEL BEHAVIOUR OF DOMESTIC ABORIGINAL TOURISM VISITORS

### Purpose of Visit (% of Aboriginal Tourism Visitors)

74% of Aboriginal tourism visitors were holiday visitors while 14% were visiting friends and relatives.

Purpose of Visit	Aboriginal Tourism Visitors	Total Australia
Holiday or leisure	74%	45%
Visiting friends and relatives	14%	33%
Business	12%	19%
Other	7%	5%

### Length of Trip (% of Aboriginal Tourism Visitors)

Domestic overnight Aboriginal tourism visitors in Australia were less likely than travellers generally to be on a short trip of 1 to 3 nights (32% cf 67%). 34% of Aboriginal tourism visitors stayed 4 to 7 nights, whilst 20% stayed 8 to 14 nights.

Length of Trip	Aboriginal Tourism Visitors	Total Australia
1-3 nights	32%	67%
4-7 nights	34%	23%
8-14 nights	20%	7%
15+ nights	14%	3%

### Travel Party (% of Aboriginal Tourism Visitors)

The majority of Aboriginal tourism visitors in Australia travelled as a couple (34%), followed by friends or relatives (24%), or in a family group (20%). Aboriginal tourism visitors to Australia were less likely to be traveling alone than travellers generally (11% cf 25%).

Travel Party	Aboriginal Tourism Visitors	Total Australia
Travelling Alone	11%	25%
Adult Couple	34%	28%
Family Group - parents and children	20%	24%
Friends or relatives	24%	18%
Business associates	6%	5%
Other	6%	2%

Sources:

— National and International Visitor Surveys, year ending December 2009, Tourism Research Australia

Current definition of Aboriginal Tourism:

— International - 'Experience Aboriginal art or craft and cultural displays'; 'Visit an Aboriginal site or community'; 'Attend Aboriginal performance'.

— Domestic - 'Experience Aboriginal art or craft and cultural displays'; 'Visit an Aboriginal site or community.'

Figures might not add up due to rounding.

Figures in red italics are unreliable and should be used with caution.