

Nature Tourism Fact Sheet 2009

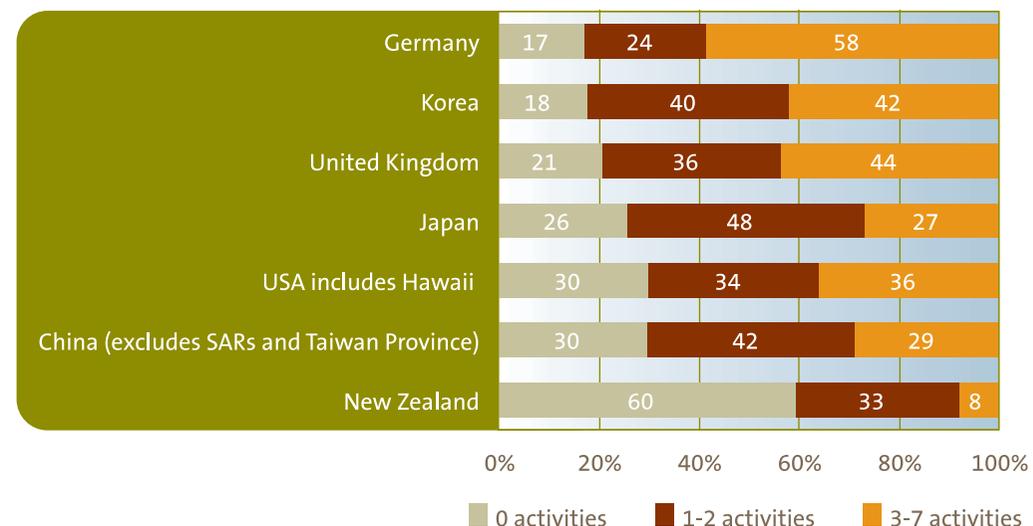
International visitors

- In 2009, there were 3.3 million international nature visitors. This was 64% of all international visitors to Australia.
- Of those that participated in nature activities, 31% took part in only one nature activity, 25% in two, and 44% in three or more activities.
- The top nature activities for international visitors were *visiting national/state parks (66%)*; *visiting wildlife park/zoo/aquarium (57%)* and *visiting botanical or other public gardens (56%)*.

- Visitors from Switzerland (63%), Netherlands (59%) and Germany (58%) were the most likely to participate in three or more nature activities while in Australia.
- Over half of visitors from New Zealand (60%) did not participate in any nature activities.

	No nature activities	1–2 nature activities	3 or more nature activities
Visitors ('000)	1,869 visitors	1,842 visitors	1,463 visitors
Nights ('000)	38,652 nights	62,532 nights	75,944 nights
Average length of stay	21 nights	34 nights	52 nights
Expenditure	\$175 per night \$3,614 per trip	\$145 per night \$4,931 per trip	\$137 per night \$7,116 per trip
Purpose of visit	28% business, VFR* 27% holiday	49% holiday 28% VFR	67% holiday 17% VFR
Number of stopovers	74% 1 stopover 5% 4 or more stopovers	55% 1 stopover 15% 4 or more stopovers	24% 1 stopover 48% 4 or more stopovers
Travel party	72% travel unaccompanied	55% travel unaccompanied	47% travel unaccompanied
Origin of visitors	13% adult couples 32% New Zealand	24% adult couples 18% New Zealand 12% United Kingdom	30% adult couple 19% United Kingdom 11% USA

Tier 1 markets



Domestic overnight visitors

- In 2009, there were 12.5 million domestic overnight trips that included a nature activity. This was 19% of all domestic overnight trips.
- Of those that participated in nature activities in 2009, 67% participated in only one nature activity, 27% in two activities, and 7% in three or more nature activities.
- The top three nature activities were *bushwalking/rainforest walks* (48%); *visiting national/state parks* (47%) and *visiting botanical or other public gardens* (19%).

	No nature activities	1–2 nature activities	3 or more nature activities
Visitors ('000)	53,619 visitors	11,648 visitors	810 visitors
Nights ('000)	186,302 nights	61,471 nights	8,908 nights
Average length of stay	3 nights	5 nights	11 nights
Expenditure	\$160 per night \$556 per trip	\$175 per night \$924 per trip	\$202 per night \$2,220 per trip
Purpose of visit	39% holiday 35% VFR 22% business	70% holiday 26% VFR	87% holiday 15% VFR
Number of stopovers	91% 1 stopover	82% 1 stopover	63% 1 stopover
Travel party	28% travel unaccompanied 27% adult couple 22% family group 17% friends or relatives travelling together	32% family group 30% adult couple 22% friends or relatives travelling together	35% adult couple, family group 23% friends or relatives travelling together

Data sources

Tourism Research Australia National Visitor Survey (NVS) and International Visitor Survey (IVS), 2005–2009 (unpublished data).

All figures refer to persons over the age of 15 years.

Notes

The following activities are defined as nature activities: (1) *visit national parks or state parks* (2) *visit botanical or other public gardens* (3) *bushwalking or rainforest walks* (4) *visit wildlife parks, zoos or aquariums* (5) *go whale or dolphin watching* (6) *scuba diving* (7) *snorkelling*.

Expenditure includes all expenditure related to the trip (excludes motor vehicles for domestic spend)

*VFR – Visiting friends and relatives

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Wildflower, Fitzgerald River National Park, WA
Image courtesy of Tourism WA

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