

FactSheet

Tourism Fact Sheet – INDIA (December 2018)

Indian Visitor Arrivals to Australia

- There were **39,250 visitors** from India during the month of December 2018, a **15 per cent increase** over December 2017. December 2018 recorded the highest-ever visitor arrivals in any given month from India to Australia.
- Total arrivals for the year ended (YE) December 2018 were **357,700** an increase of **18 per cent** relative to the same period the previous year.
- This makes India the **8th largest inbound market for arrivals** for the year ended December 2018.

Calendar Year	Visitors	% Change	Calendar Year	Visitors	% Change
2005	68,000	22.0	2012	159,420	7.5
2006	83,800	23.2	2013	171,700	7.9
2007	95,200	13.6	2014	197,000	17.0
2008	116,000	22.0	2015	233,000	18.6
2009	124,800	8.0	2016	262,300	11.3
2010	138,700	11.1	2017	302,200	15.2
2011	148,231	6.9	2018	357,700	18.2

Visitor Expenditure

- For year ended December 2018, Indian visitors spent **A\$ 1.7 billion (approx. Rs 8,300 crores)** on their Australian trips, an increase of **21 per cent** over the previous year
- India is the **6th largest source market** in terms of expenditure for Australia
- Average spend per trip for Indian visitors was **A\$ 4,959 (approx. Rs 248,000)**

Duration of Stay

- For year ended December 2018, Indian visitors spent **20.5 million nights** in Australia, an increase of **30 per cent** over 2017
- The average length of stay for all visitors from India was **61 nights**, with a **53 per cent** repeat visitation

Arrivals by Australian States (based on IVS data)

State/territory	Visitors – YE Dec 2018 (000s)	Growth over previous year (%)
Victoria	172	19%
New South Wales	164	11%
Queensland	78	5%
Western Australia	31	11%
Canberra	15	25%
South Australia	13	3%

Arrivals by Indian States (based on IVS data)

Place of residence	Visitors – YE Dec 2018	Growth over previous year (%)
Maharashtra	63,300	11%
Delhi	42,500	16%
Karnataka	36,700	38%
Punjab	26,200	30%
Tamil Nadu	24,900	-3%
Kerala	18,700	-7%
Gujarat	17,400	-7%
Andhra Pradesh	13,970	16%
West Bengal	13,000	39%
Haryana	12,100	48%
Telangana	10,500	44%

Forecast Arrivals

- Arrivals from India are expected to perform well with an **average annual financial year growth rate of 9.1 per cent** through to the financial year **2022-23**.

Financial Year	Visitors (000)	% Change	Financial Year	Visitors (000)	% Change
2017-18	308	10.5	2020-21	400	8.7
2018-19	337	9.6	2021-22	433	8.5
2019-20	368	9.1	2022-23	470	8.5

(Source: *Tourism Forecasts - 2017*, Tourism Research Australia, Canberra)

Australia's Competitive Advantage

- Three Australian cities, including Melbourne, Adelaide, and Perth, feature in the list of the top 10 world's most liveable cities, according to the Economist Intelligence Unit (EIU), with Melbourne having won the honour for the world's most liveable city for seven years in a row.
- The findings of the Consumer Demand Project (CDP) research has revealed that the top factors that influence the selection of a holiday destination among the Indian high value travellers are nature, wildlife, beaches (aquatic & coastal experiences), safety/ security, food & wine, and value for money.
- Australia ranks number 1 for factors such as destination awareness, aspiration, consideration and intention to visit, advertisement recall, food & wine, among the Indian high value travellers
- The Australian Department of Immigration and Border Protection has extended online lodgement of visitor visa applications to all Indian nationals. Online lodgement offers benefits such as 24x7 accessibility, electronic payment of the visa application charge and the ability to check the status of applications lodged online. Processing times for these visas are faster, as both applications and supporting documentation are immediately available to the processing office.

Target Customer & Markets

High Value Travelers comprising of:

- Out of region (Long-haul) travellers
- Considering or intending to travel to Australia
- Find one or more of Australia's key strengths important for destination selection including Aquatic & Coastal, Nature and Wildlife, and food and wine.
- Represents high value (Trip expenditure, Length of stay and Dispersal)

Target markets: Delhi, Mumbai and Bengaluru (Primary). Chennai, Hyderabad, Kolkata, Ahmedabad and Pune (Secondary).

Flight Options to Australia

- Air India operate their daily direct, non-stop services on the Delhi-Sydney (five times a week) and Delhi-Melbourne (thrice a week) route.
- Regular, one-stop flights from key cities in India to key ports in Australia via Singapore Airlines, Malaysia Airlines, Thai Airways, Cathay Pacific, Scoot, Air Asia X, Malindo, Sri Lankan Airways, Garuda, Etihad and Emirates.
- Qantas also has a code share agreement with Jet Airways, via Singapore, Hong Kong and Bangkok.

Aussie Specialist Agents (ASP)

- Participants in the Aussie Specialist Program strongly promote and develop Australia as a holiday destination
- As at December 2018, there were 3,100 registered agents on the Aussie Specialist Program, with 2,100 agents completing their online certification
- The Premier Aussie Specialist Program was launched in October 2018, with 60 agents inducted on the top tier of the online program

Tourism 2020 Goal

- India's overnight visitor spend to reach up to A\$ 1.9 billion
- 300,000 arrivals achieved during the calendar year 2017
- Top 6 ranking for out-of-region market share was also achieved in 2017

Sources

- International Visitor Survey, Tourism Research Australia
- Overseas Arrivals and Departures, ABS (Cat. No. 3401.0)
- Tourism Research Australia

