

Australia & New Zealand Outbound - July 2018

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“Destinations worldwide recognise that Australians and New Zealanders tend to be curious and engaged travellers who do not rush back home and are proven high spenders while on vacation.”

– **Jessica Kelly, Senior Tourism Analyst**

This report looks at the following areas:

- Which countries are Australian and New Zealand travellers visiting?
- How important is each country to the other, both as an outbound travel destination and as a tourism source market?
- What impact is the increased volume of inbound flights from Asia having on the outbound destination choices of Australians and New Zealanders?
- What economic and social factors may impact the future of outbound travel from both countries?
- To what extent is the expansion of cruise tourism impacting outbound travel patterns?
- How are global tourism marketers enticing new and repeat travellers from Australia and New Zealand?

Travel and tourism are deeply embedded in the cultures and lifestyles of Australians and New Zealanders. Located in the southern hemisphere, both countries are high-profile tourism destinations offering expansively beautiful landscapes and bountiful outdoor adventure. As island nations, overseas travel requires taking a flight or boarding a cruise ship, yet despite – or perhaps because of – their geographical remoteness, both populations share a highly globalised outlook on life, and welcome multicultural influences into their local cuisines, entertainment, arts, music, fashion and sports.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Introduction

Data Sources

Market Drivers

Population

Australia

New Zealand

Figure 1: Total population in Australia & New Zealand, 2010-17

Figure 2: Australian population distribution by state, end of September 2015-17

Figure 3: New Zealand population distribution by region, end of June 2015-17

Economy

Australia

New Zealand

Exchange rates

Australia

Figure 4: Exchange rate of the Australian Dollar versus key currencies, (1 January each year), 2010-18

New Zealand

Figure 5: Exchange rate of the New Zealand Dollar versus key currencies, (1 January each year), 2010-18

Tourism balance

Australia

New Zealand

Outbound Tourism

Arrivals

Destinations

Australian outbound destinations

Figure 6: Top 10 destinations for Australian residents, year ending February 2017-18

New Zealand and Oceania

Asia

Europe

Figure 7: Distribution of Australian travellers to Europe, 2017

The Americas

Africa

New Zealand outbound destinations

Figure 8: Top 10 destinations for New Zealand residents, year ending February 2017-18

Australia and Oceania

Asia

Europe

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The Americas

Market Characteristics

Pre-booking behaviour and booking methods

Demographics

Purpose of visit

Figure 9: Reasons to travel to the top 10 destinations for Australian residents in February 2018

Figure 10: Purpose of visit for Australian travellers to New Zealand, year ending October 2012-17

Expenditure

Figure 11: Total annual visits & spending by Australian residents in the US, 2009-16

Length of stay

Figure 12: Length of stay for Australian travellers to New Zealand, year ending October 2012-17

Seasonality

Figure 13: Total monthly overseas trips by Australian residents, year ending 2016-17

Figure 14: Total monthly overseas trips by New Zealand residents, 2016-17

Transport

Air

Australia

Figure 15: International passenger movements from Australian airports, year ending January 2018

New Zealand

Figure 16: International & domestic passenger movements to/from Auckland Airport, 2016-17

Road/rail

Sea

Australia

Figure 17: Total Australian cruise passengers, 2008-18

New Zealand

Figure 18: Top destinations for New Zealand cruise passengers, 2015-16

Accommodation

Tour Operators and Travel Agencies

What Next?

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