

**CULTURAL AND HERITAGE TOURISM IN AUSTRALIA 2006**

**Snapshot**

Domestic and international visitors participate in a range of activities while travelling in Australia. This snapshot presents a profile of domestic and international visitors who participated in cultural and heritage activities during 2006.

**Definition**

Cultural and heritage visitors participate in at least one of the following tourism activities:

- Attend theatre, concerts or other performing arts
- Visit museums or art galleries
- Visit art, craft workshops or studios
- Attend festivals, fairs, or cultural events
- Experience Aboriginal art, craft and cultural displays
- Visit an Aboriginal site or community
- Visit historical/heritage buildings, sites or monuments.

Note these visitors may also participate in other tourism activities.

**What are the recent trends?**

Between 1999 and 2006, cultural and heritage tourism experienced annual average growth of 4% for international visitors, increasing to 2.6 million visitors. Domestic overnight visitors grew slightly during this period to 9.8 million visitors.

Half of all international visitors (51%) participated in at least one cultural and heritage activity in 2006, as did 13% of domestic overnight and 7% of domestic day visitors, which was unchanged from 2005.

**How much do they spend?**

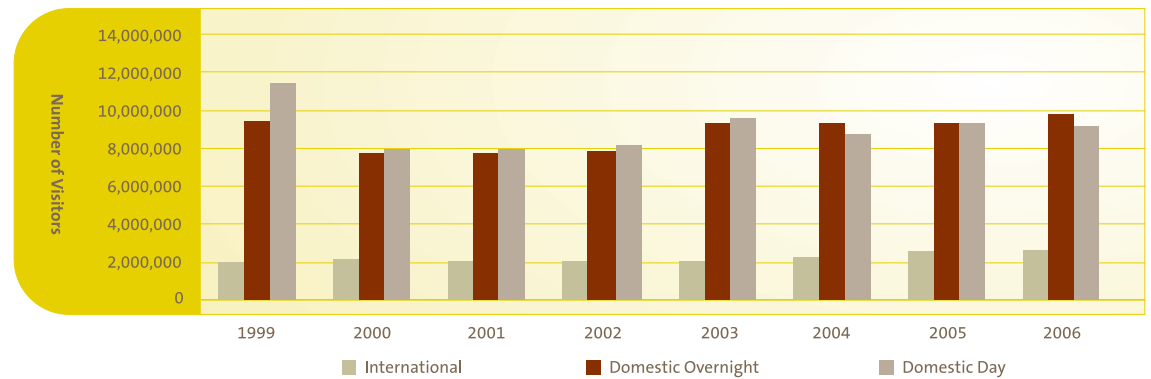
Domestic overnight cultural and heritage visitors spent a total of \$9.7 billion on their whole trip, while international visitors spent a total of \$9.0 billion in Australia (Table 1). Domestic culture and heritage day visitors spent around \$1 billion.

International cultural and heritage visitors spent on average almost \$3,481 per person on their

**Table 1 Visitor numbers, nights and trip expenditure<sup>a</sup> for cultural and heritage visitors 2006**

	International		Domestic overnight			Domestic day		
	Number	Share Per cent	Number	Share	Per cent	Number	Share	Per cent
Visitors ('000)	2 596	51	9 824		13	9 114		7
Nights ('000)	103 550	67	59 073		21	np		Np
Expenditure <sup>a</sup> (\$ million)	9 037	65	9 739		23	1 041		8

**Figure 1 Number of cultural and heritage visitors 1999 – 2006**



entire trip, more than three times the amount spent by domestic overnight visitors (\$991). International visitors spent a higher proportion on; accommodation, food and drink (\$1520); education (\$573) and shopping (\$450) (Table 2).

Domestic overnight visitors recorded accommodation, food and drink (\$461) and other transport (\$151) as their major expenditure items.

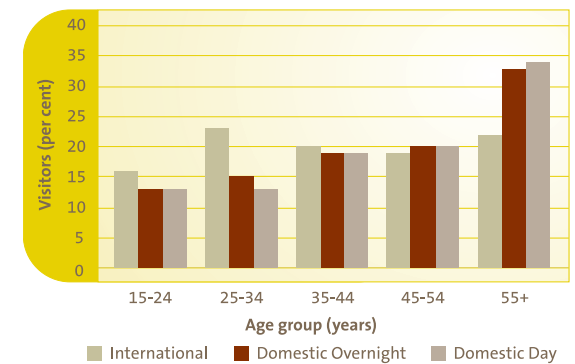
**Table 2 Expenditure per person by cultural and heritage visitors 2006**

Expenditure Items	International Per person	Domestic Overnight Per person
Accommodation, food and drink	1 520	461
Shopping	450	121
Domestic airfares	84	100
Other transport	292	151
Organised tours	183	19
Education	573	np
Entertainment	86	np
Other	293	100
Total per visitor	3 481	991
<b>Total expenditure (\$ million)</b>	<b>9 037</b>	<b>9 739</b>

**Who participated in cultural and heritage activities?**

There was a fairly even spread among the age groups of international cultural and heritage visitors during 2006. However cultural and heritage activities were more popular with domestic overnight and day visitors aged 45 years and over.

**Figure 2 Visitors who participated in cultural and heritage activities by age 2006**



Of the 2.6 million international cultural and heritage visitors, 17% were from the UK, 16% from Other Europe<sup>b</sup> and 14% from New Zealand (Table 6).

**How long do they stay?**

International cultural and heritage visitors spent 104 million visitor nights in Australia which was 67% of total international visitor nights. Domestic overnight visitors spent 59 million nights which was 21% of total domestic visitor nights.



On average visitors from Other Europe<sup>b</sup> spent 53 nights, followed by Korea (51 nights) and Canada (50 nights). Cultural and heritage visitors from New Zealand spent the least number of nights (19 nights) (Table 3).

On average international culture and heritage visitors from Singapore, Canada, Other Europe<sup>b</sup> and Korea spent more during their trip than visitors from other countries. Visitors from Singapore and the USA spent on average more per night than other visitors.

**Table 3 Expenditure and length of stay by cultural and heritage visitors 2006**

Country/region	Visitors Per cent	Average stay Nights	Expenditure per trip \$	Expenditure per night \$
United Kingdom	17	39	3 434	88
New Zealand	14	19	1 911	99
USA	10	30	3 373	114
Other Europe <sup>b</sup>	16	53	4 246	79
Japan	7	31	2 436	79
China	6	45	3 840	85
Korea	6	51	4 155	81
Singapore	3	37	4 471	122
Canada	3	50	4 252	86
Other Asia <sup>c</sup>	12	49	4 107	84
Other countries	5	45	3 446	77
<b>Total all countries</b>	<b>100</b>	<b>40</b>	<b>3 481</b>	<b>87</b>

### Where do they go?

In 2006 New South Wales had the highest number of international and domestic cultural and heritage visitors, followed by Victoria for domestic visitors. Queensland was the second most popular State for international visitors (Table 4).

### Participation in cultural and heritage activities

The most popular cultural and heritage tourism activity for international visitors was visiting a historical or heritage building (61%), followed by visiting museums or art galleries (56%).

**Table 5 Share of cultural and heritage visitors by activity type 2006**

Type of cultural and heritage tourism activity	International Per cent	Domestic overnight Per cent	Domestic day Per cent
Attend theatre, concerts or other performing arts	26	21	19
Visit museums or art galleries	56	43	36
Visit art / craft workshops / studios	19	9	12
Attend festivals / fairs or cultural events	17	17	17
Experience Aboriginal art / craft and cultural displays	25	6	3
Visit an Aboriginal site / community	13	3	n/p
Visit historical/heritage buildings, sites or monuments	61	31	27
Total cultural and heritage based visitors (million)	2.6	9.8	9.1
Average number of culture and heritage activities	2.2	1.3	1.1

**Table 4 Visitors by State and Territory 2006**

	International '000	Domestic overnight '000	Domestic day '000
New South Wales	1 665	3 467	2 933
Victoria	908	2 531	2 306
Queensland	1 139	1 726	1 673
South Australia	262	822	771
Western Australia	375	1 043	793
Tasmania	114	433	301
Northern Territory	319	313	np
Australia Capital Territory	120	643	np
<b>Total</b>	<b>2 596</b>	<b>9 824</b>	<b>9 114</b>

For domestic overnight and day visitors, visiting museums or art galleries was the most popular activity (43% and 36% respectively), followed by visiting a historical or heritage building (31% and 27% respectively) (Table 5).

### How do they travel?

In 2006, 25% of international cultural and heritage visitors arrived on travel packages, a similar proportion to that of all international visitors (23%). Of those international visitors, Japan had the highest number and proportion of cultural and heritage visitors arriving on package tours.

Only 5% of domestic overnight cultural and heritage visitors travelled on travel packages.

**Table 6 Visitors on a travel package by country 2006**

Country/region	Package tour visitors '000	Package tour visitors as a proportion of total cultural visitors Per cent
United Kingdom	80	18
New Zealand	53	15
USA	56	21
Other Europe <sup>b</sup>	90	22
Japan	111	60
China	72	45
Korea	78	47
Singapore	12	14
Canada	np	n/p
Other Asia <sup>c</sup>	73	23
Other countries	12	9
<b>Total</b>	<b>643</b>	<b>25</b>

#### KEY

n/a Not available

np Not publishable due to reliability concerns issues

<sup>a</sup> Expenditure is for the whole trip, not only on cultural and heritage activities, and excludes expenditure on international airfares and pre-paid packages and purchase of motor vehicles.

<sup>b</sup> Europe excluding the United Kingdom

<sup>c</sup> Asia excluding Japan, China, Korea and Singapore

#### DATA SOURCES

Tourism Research Australia National Visitor Survey (NVS) and International Visitor Survey (IVS) 1999-2006 (unpublished data).

## KEY FINDINGS

- Between 1999 and 2006 cultural and heritage tourism achieved an average annual growth of 4% for international visitors, increasing to 2.6 million visitors while domestic overnight increased to 9.8 million visitors.
- International cultural and heritage visitors spent almost \$3,481 per person, more than three times the amount of domestic overnight visitors (\$991).
- In 2006 half of all international visitors (51%) participated in at least one cultural or heritage activity along with 13% of domestic overnight and 7% of domestic day visitors.
- The most popular activity for international visitors (61%) was visiting an historical or heritage building and visiting museums or art galleries was the most popular activity for domestic overnight (43%) and day visitors (36%).
- Cultural and heritage tourism activities were most popular with domestic visitors aged 45 years and over.

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