



# MEDIA RELEASE

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Minister for Resources and Energy  
Minister for Tourism

**SENATOR NICK SHERRY**

Minister for Small Business  
Minister Assisting on Deregulation and  
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## CHINESE NEW YEAR BOLSTERS AUSTRALIAN TOURISM

New figures show the Chinese New Year capped an impressive twelve months for Australia's most valuable tourism market.

For the year ending February 2011, short-term visitor arrivals from China increased 28 per cent.

*Overseas Arrivals and Departures February 2011* from the Australian Bureau of Statistics show that while total short-term visitor arrivals decreased 0.2 per cent in February 2011, there was an increase in arrivals from South Korea (up 15.6 per cent), China (up 6.1 per cent), and Singapore (up 5.3 per cent). Arrivals from New Zealand also increased marginally (up 1.1 per cent).

Declines over the period included arrivals from Japan (down 9.9 per cent), the United Kingdom (down 7.2 per cent), and Hong Kong (down 7.1 per cent).

"While it's too early to gauge the full effect of the earthquakes in New Zealand and Japan on the Australian tourism industry, what is clear is that our efforts to make the most of the Chinese market have now taken on greater urgency," Minister for Tourism, Martin Ferguson AM MP said.

"Our current radio and online campaign on why there's nothing like Queensland for an Australian holiday is reaching out to millions of Chinese and is just one of the practical measures we're taking.

"The launch of the TQUAL National Tourism Symbol of Quality provides an additional opportunity for tourism operators to sell the quality of our experiences to international markets."

In 2010, China surpassed the United Kingdom to be Australia's biggest tourism market by value. The Chinese market is worth \$3 billion or around 13 per cent of total tourism exports.

"Further liberalisation in the skies will help to meet the growing interest in Australian holidays among Chinese travellers," said the Minister Assisting on Tourism, Senator Nick Sherry.

"New airline services, including new entrant Hainan Airlines providing three services per week between Hangzhou and Sydney, show the enthusiasm Chinese carriers have for our market."

Short-term resident departures continue to increase strongly, up 9.2 per cent in February 2011. Supported by favourable economic and market conditions, travel by Australians to popular outbound destinations such as Indonesia and the United States grew 19.6 per cent and 19.0 per cent, respectively.

The full results can be downloaded at [www.abs.gov.au](http://www.abs.gov.au)

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