



MEDIA RELEASE

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CHINA TOURISM NUMBERS CAN SPUR NEW INVESTMENT

New *Overseas Arrivals and Departures May 2011* data from the Australian Bureau of Statistics released today show another rise in the number of visitor arrivals from China and India.

Arrivals from China rose by 15.6 per cent compared with May 2010 and arrivals from India rose by 5.0 per cent. Both of these markets are showing good year-to-date growth compared with 2010.

Arrivals from Australia's top inbound market, New Zealand, also grew strongly in May, up almost 10 per cent.

Arrival numbers from Japan were down by 21 per cent and continue to flag following the earthquake and tsunami.

There was a small decline in the number of visitors from the United States, down 2.1 per cent.

Minister for Tourism, Martin Ferguson AM MP said the new figures offer the Australian tourism industry fresh incentive to invest in emerging markets.

“These figures are just part of the case for better tourism infrastructure, services and products,” Minister Ferguson said.

“Interest in investing in Australia’s tourism industry is growing, particularly from investors in other sectors and markets.

“Having a price on carbon will also give the market the certainty needed to invest in long lived capital intensive assets.

“The growth in the Chinese and Indian markets helps build the case for further investment which is needed for tourism to remain competitive.

“The positive growth from North East Asia in particular is very welcome- it is helping to underpin trade at a time when the industry it is being buffeted by natural disasters, the high Australian dollar and fuel prices.”

The Minister Assisting on Tourism, Senator Nick Sherry, said arrivals from China could reach 900,000 a year by the end of the decade.

“China is already Australia's largest inbound market by value at more than \$3 billion last year. With the right investments, marketing and products this market has the potential to contribute \$6 billion to \$9 billion annually by 2020,” Senator Sherry said.

