

# MEDIA RELEASE

**Tuesday, 13<sup>th</sup> June 2017**

## AUSTRALIAN TOURISM SECTOR CONTINUES ITS RECORD BREAKING RUN

A record number of travelers have visited Australia over the past year, signaling the continued rise of the tourism sector as a jobs and wealth-generating juggernaut.

TTF Chief Executive Margy Osmond welcomed the latest ABS Overseas Arrivals figures released today, which show that 8.5 million people travelled to Australia over the 12 months to April 2017, an increase of 9.5 per cent on the previous April.

“The Australian tourism industry continues its record breaking run of international visitor arrivals, confirming its importance as our next super-growth sector,” Ms Osmond said.

“While the rise and rise of Chinese visitors sees China poised to overtake New Zealand as our largest single visitor source market by the end of the year, it is the resurgence of the USA visitor market that is shaking up the tourism sector.

“The USA recorded a 14.9 per cent rise in international visitors, overshadowing our other traditional visitor market, the UK, which saw a 3.1 per cent increase.

“New Zealand continues to be our largest market, with 1,355,700 visitors, but has again recorded the lowest growth of the top 10 markets at just 2.8 per cent. The strongest growth was achieved by South Korea (291,600 visitors, up 15.9 per cent), followed by India (270,900, up 15.8 per cent).

“These figures are fantastic news for our booming visitor economy. Not only are more and more people are choosing to visit Australia for their holidays, for business or to visit family and friends, but the record breaking growth shows no signs of slowing.”

<b>Country of Origin</b>	<b>Arrivals (12 months to April 2017)</b>	<b>Increase/Decrease</b>
1. New Zealand	1,355,700	2.8%
2. China	1,231,400	10.2%
3. USA	740,900	14.9%
4. UK	725,800	3.1%
5. Singapore	439,200	6.2%

6.	Japan	421,500	14.4%
7.	Malaysia	392,900	11.7%
8.	South Korea	291,600	15.9%
9.	India	270,900	15.8%
10.	Hong Kong	257,100	10.0%