

Internet Usage

Market Insights Tourism Facts December 2006



In 2006, 58% of international visitors used the Internet for information before coming to Australia. This is up from 22% in 2003.

Country of residence	% of visitors using Internet for information before coming to Australia
1 New Zealand	57%
2 United Kingdom	62%
3 Japan	61%
4 USA	69%
5 China	48%
6 Korea	65%
7 Singapore	61%
8 Germany	68%
9 Hong Kong	49%
10 Malaysia	47%

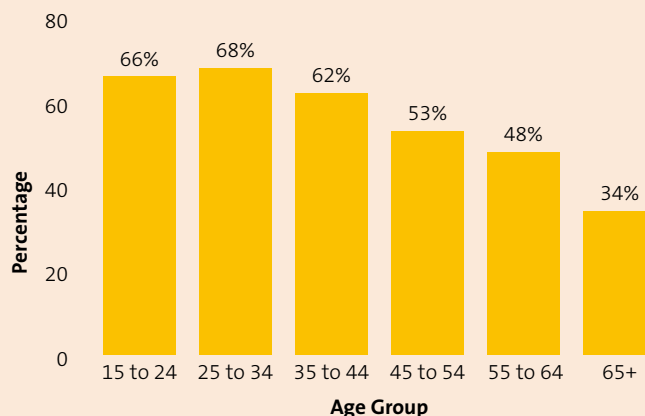
Internet use by top 10 markets, ranked in terms of 2006 arrivals¹

Of the top 10 markets, USA, Germany and Korea had the highest Internet use levels for information gathering prior to visit. China and Malaysia had the lowest levels.

1 Australian Bureau of Statistics, Overseas Arrivals & Departures, 3401.0, Year ended 31 December 2006.

2 International Visitor Survey, Bureau of Tourism Research, Year ended 31 December 2006. Base: All visitors aged 15 years or older.

The use of the Internet for information before coming to Australia declined with age.²



Internet used for information before coming to Australia by age group.

Of those visitors who did use the Internet to gather information prior to their trip, the most common reason was to find out more about Australia (after deciding to visit).

The Internet plays a greater role in travel planning once the decision has been made on a destination rather than influencing the choice of which destination to visit.

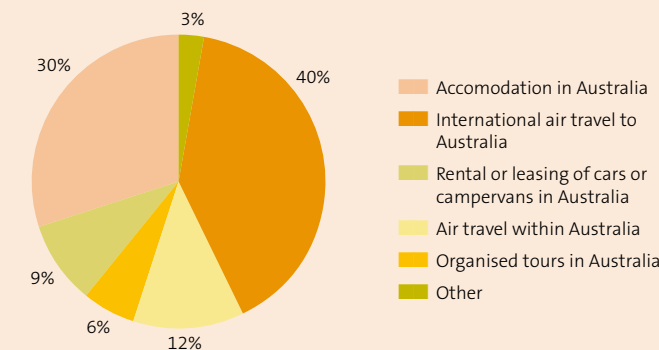
Specifically, to help plan trip itinerary and to look for air fares or air schedules for travel to Australia were key reasons for using the Internet amongst visitors to Australia.

Reasons for using the internet amongst internet using visitors to Australia

1 To find out more about Australia after you decide to visit	47%
2 To help plan your Australian trip itinerary	41%
3 To look for airfares or air schedules: – for travel to Australia	40%
4 To find out about accommodation in Australia	35%
5 To find out about events or activities in Australia	26%
6 To help plan other transport options within Australia (e.g., car rental, public transport, etc)	18%
7 To look for airfares or air schedules: – for travel within Australia	14%
8 To help decide whether or not to visit Australia	11%
9 To find a travel agent for Australia	7%

46% of international visitors who used the internet to gather information before coming to Australia also made an internet booking (23% of all visitors made an internet booking).

Items booked online



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