

INBOUND TOUR OPERATORS, AUSTRALIA, 1994-95

KEY POINTS

The ABS recently surveyed inbound tour operators located in Australia. Results of the survey show that, during the year 1994-95, 1.5 million overseas visitors coming to Australia on package tours paid a total of \$1.2 thousand million dollars to Australian inbound tour operators for the Australian content of their tour. Of these visitors, 46% came from Japan and 31% from other Asian countries. Significant numbers of visitors were also recorded from North America (8%), Europe (8%) and the United Kingdom and Ireland (5%).

As at the last pay period in June 1995, Australian inbound tour operators employed 2,900 full-time and 470 part-time employees in Australia. They also employed 250 full-time employees overseas.

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Source country/ region	Number of passengers '000s	Gross amount of invoices \$m
The Americas	116.4	97.5
United Kingdom & Ireland	78.7	48.0
Europe	115.4	121.2
Japan	687.0	660.5
Other Asia	460.8	266.0
Oceania	33.9	17.5
Africa	8.6	6.0
Total	1 500.7	1 216.7

EXPLANATORY NOTES

Gross amount of invoices includes all amounts received for ground content provided in Australia (e.g. coach transfers, accommodation, meals, cruise etc.).

Europe is defined as the total of Eastern and Western Europe excluding the United Kingdom and Ireland. Middle Eastern countries are not included.

Other Asia comprises the whole of the Asian region (excluding Japan), from Turkey in Southwest Asia to Indonesia in Southeast Asia.

Oceania includes the whole of the South Pacific e.g. New Zealand, Tahiti, Fiji and New Caledonia.

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