

Australia Tourism Report Q3 2016

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Abstracts

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BMI View: Tourism has been targeted as a key growth area by Australia and the government has committed to extensive investment in transport infrastructure - particularly greater air travel capacity - and wide reaching marketing campaigns which are focused on high growth markets including China and India. We hold a positive outlook for the tourism market, with arrivals increasing steadily between 2016 and 2020, in turn supporting growth in tourism related expenditure. The increase in arrivals, alongside growth in the domestic tourism market, is expected to stimulate investment in the hotel sector and as well as growth in the luxury travel segment we are also seeing more developments outside of established destinations to more remote areas of the country, gradually increasing the reach of tourism and improving market sustainability.

Key Updates And Forecasts

Australia is reliant upon air travel for the vast majority of international arrivals and continues to invest in air travel capacity. In late May 2016 the Queensland state government granted environmental approval to expand the Sunshine Coast Airport, about 100km north of Brisbane in Queensland. The USD250mn project will include construction of a 2,450m long and 45m wide runway, two taxiway loops and a combined air traffic control tower and fire fighting station. The expanded airport is expected to start operating by 2020.

Travel to various regions in Australia continues to improve. In May 2016 Qatar Airways launched a new flight route to Adelaide from Doha, competing alongside Emirates and Etihad, which is expected to support growth in arrivals to South Australia.

Australia continues to improve accessibility for key growth markets. In July 2016 the country will commence a three year trial of a multiple entry visa system for visitors from India, Vietnam, Thailand and Chile. Visas for visitors from Singapore were also recently extended.

Measures such as these support our forecasts for steady growth in international arrivals over the forecast period, with visitor numbers expected to increase from 8.4mn in 2016 to some 10.7mn in 2020. Although a small market compared to some other regional destinations, Australia continues to offer healthy longterm growth potential.

Contents

BMI Industry View

Table: Key Forecasts (Australia 2013-2020)

SWOT

Tourism

Industry Forecast

Table: Inbound Tourism (Australia 2013-2020)

Table: Tourism Receipts (Australia 2013-2020)

Table: Hotel Accommodation (Australia 2013-2020)

Table: Tourist Departures and Consumption (Australia 2013-2020)

Industry Risk/Reward Index

Tourism Risk/Reward Index

Table: Asia Tourism Risk/Reward Index

Rewards

Risks

Market Overview

Competitive Landscape

Domestic Hotel Groups

Table: Domestic Hotel Groups

International Hotel Groups

Table: International Hotel Group

Methodology

Industry Forecast Methodology

Risk/Reward Index Methodology

Table: Weighting Of Indicators

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