

EDUCATION TOURISM

1. DEFINITION

An education tourism visitor is defined as an international traveller to the ACT aged 15 years of above whose main reason for coming to Australia is education and length of stay is less than twelve months.

2. VISITOR NUMBERS

In the year ending December 2006, the ACT welcomed 15,880 education tourism visitors who stayed a total of 959,053 nights. This represents 10% of total international visitors to the ACT for the year ending December 2006.

<i>Total education tourism visitors and visitor nights to the ACT</i>						
	2001	2002	2003	2004	2005	2006
Education tourism visitors	12,218	10,987	15,163	13,353	10,854	15,880
Education tourism visitor nights	399,475	726,714	1,055,631	917,521	635,443	959,053

Source: International Visitor Survey, Tourism Research Australia, Year ending December 2001-2006

3. DEMOGRAPHICS

3.1. Country of Origin

In the year ending December 2006, the largest proportion of education tourism visitors to the ACT were from Asia (54%), followed by Europe - including the UK - (18%), the USA & Canada (17%) and Other Countries (11%).

3.2. Gender

In the year ending December 2006, 51% of all education tourism visitors to the ACT were male and 49% were female.

3.3. Age

In the year ending December 2006, visitors aged 15-24 years accounted for 54% of all education tourism visitors to the ACT, followed by visitors aged 25-44 years (36%) and visitors aged 45 years or over (9%).

4. TRAVEL BEHAVIOUR

4.1. First or return visit to Australia

In the year ending December 2006, 55% of education tourism visitors to the ACT were return visitors to Australia and 45% were first time visitors.

4.2. City of Arrival

In the year ending December 2006, the most common city of arrival for education tourism visitors to the ACT was Sydney (67%), followed by Melbourne (18%), Brisbane (13%) and Other Cities (2%).

4.3. Length of Stay

In the year ending December 2006, 34% of education tourism visitors to the ACT stayed 1 to 3 nights, 22% stayed 4 to 9 nights and 45% stayed 10 nights or over.

4.4. Travel party

In the year ending December 2006, the majority of education tourism visitors to the ACT were travelling alone (83%) followed by 11% travelling with a friend or relative and 6% Other.

4.5. Accommodation (based on visitor nights)

In the year ending December 2006, 37% of education tourism visitor nights in the ACT were spent in an educational institution (e.g. university), 37% were spent in a rented house/apartment/unit/flat, 10% were spent in homestay accommodation, 9% were spent in other accommodation, and 7% were spent at the home of a friend or relative.

*Source: International Visitor Survey, Tourism Research Australia, Year ending December 2006.
Percentages may not sum to 100 due to rounding.*