



International Business Visitors 2008



Sydney is Australia's pre-eminent location for global businesses and the State's extensive overseas trade and investment relationships draw large numbers of international business visitors. In 2008, 51% of international business visitors to Australia arrived through Sydney Airport.

Fifty-three per cent of the 878,000 international business visitors to Australia stopped over in New South Wales. Of these visitors to the State, 38% were from Asia, particularly China, Singapore, Japan and Hong Kong SAR, emphasising the State's close links to the major economies of Asia. Visitors from North America and Europe made up 17% and 15% respectively of all international business visitors who stopped over in New South Wales.

The number of business visitors to New South Wales is boosted by Sydney's attractiveness as a location for international business events. The biggest business events in the world have been held in Sydney. In 2007, Sydney hosted the Asia Pacific Economic Cooperation (APEC) Forum, one of the most important annual meetings of world leaders which also brought together thousands of delegates, support personnel and the international media. Upcoming events in Sydney include the Meeting of the World Federation for Ultrasound in Medicine and Biology (2009), the 7th International Orthodontic Congress (2010) and the Lions Club International Convention (2010), the latter involving more than 25,000 delegates.

International Business Visitors (1) to Major Australian Cities (%) 2008

Country of Residence	Sydney	Melbourne	Brisbane	Other Cities
Japan	65.2	11.7	8.2	15.0
Hong Kong SAR	63.2	20.5	10.7	5.6
Singapore	41.2	23.9	11.4	23.6
Malaysia	31.7	23.7	9.0	35.7
Indonesia	41.5	18.4	2.7	37.4
Taiwan	52.5	24.3	18.8	4.3
Thailand	57.5	25.0	3.9	13.6
Korea	61.7	16.7	10.4	11.2
China	50.9	30.9	13.2	5.0
India	46.1	25.1	12.9	15.9
Other Asia	48.0	19.7	10.2	22.1
New Zealand	48.4	27.3	17.7	6.6
USA	62.4	21.7	10.7	5.2
Canada	66.8	17.3	7.1	8.9
United Kingdom	49.3	20.1	5.1	25.5
Germany	49.1	23.9	12.5	14.5
France	46.3	21.3	17.7	14.7
Other Europe	42.0	28.3	9.0	20.7
Other Countries	47.1	9.2	21.8	21.9
Total	51.0	22.8	12.9	13.3

Footnotes:

1: Percentage distribution of total business visitors by city of arrival in Australia

Source: Tourism Research Australia, unpublished data, 2009