

International Tourism Snapshot

Year ended December 2009

National Overview

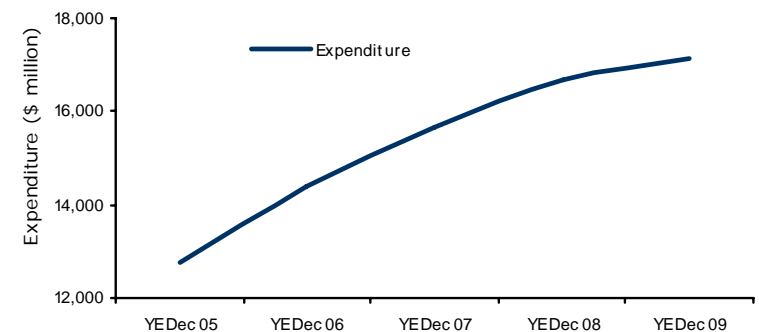
International visitors to Australia and Annual % change¹

5,131,000 0%

| Source Markets | Holiday | | VFR ² | | Business | |
|---------------------|------------------------|-------|--------------------|-------|-------------------------|--------|
| | 2,799,000 | -2% ▼ | 1,900,000 | 8% ▲ | 791,000 | -14% ▼ |
| | Holiday source markets | | VFR source markets | | Business source markets | |
| New Zealand | 446,000 | -2% | 437,000 | 7% | 198,000 | -10% |
| Total Asia | 1,005,000 | -5% ▼ | 551,000 | 16% ▲ | 300,000 | -12% ▼ |
| Japan | 237,000 | -25% | 56,000 | -7% | 38,000 | -14% |
| China | 189,000 | 0% | 73,000 | 22% | 56,000 | -23% |
| Korea | 116,000 | -18% | 29,000 | -9% | 19,000 | -14% |
| Singapore | 115,000 | 11% | 71,000 | 20% | 60,000 | -8% |
| Malaysia | 90,000 | 20% | 81,000 | 47% | 20,000 | -5% |
| Taiwan | 66,000 | 32% | 19,000 | 36% | 7,000 | 0% |
| Hong Kong | 62,000 | 9% | 56,000 | 10% | 23,000 | -12% |
| Indonesia | 34,000 | 17% | 36,000 | 33% | 14,000 | -13% |
| India | 32,000 | -3% | 45,000 | 29% | 25,000 | -7% |
| Thailand | 27,000 | 0% | 24,000 | 14% | 15,000 | -12% |
| Americas | 329,000 | 5% ▲ | 192,000 | 9% ▲ | 115,000 | -15% ▼ |
| USA | 253,000 | 6% | 143,000 | 15% | 98,000 | -15% |
| Canada | 76,000 | 1% | 49,000 | -6% | 16,000 | -24% |
| Total Europe | 861,000 | -2% ▼ | 571,000 | 1% ▲ | 121,000 | -20% ▼ |
| United Kingdom | 402,000 | -3% | 356,000 | -1% | 50,000 | -14% |
| Germany | 115,000 | -2% | 47,000 | 0% | 17,000 | -15% |
| France | 65,000 | 16% | 25,000 | 19% | 10,000 | -17% |
| Scandinavia | 59,000 | 2% | 27,000 | -7% | 9,000 | -36% |
| Italy | 37,000 | -5% | 15,000 | 7% | 7,000 | -22% |
| Netherlands | 35,000 | -8% | 18,000 | -10% | 6,000 | -25% |
| Switzerland | 30,000 | 3% | 14,000 | 40% | n/p | n/p |

- The stability in international visitation that Australia experienced in 2009 represented a comparatively strong performance compared with a number of other regions around the world. The UNWTO³ reports that international tourist arrivals are estimated to have declined worldwide by 4% in 2009.
- A key contributor to Australia's stability in international visitors was an upswing in VFR (visiting friends or relatives) travel. The popularity of the often more economical form of international travel is evidenced by the range of markets that increased their VFR travel to Australia. New Zealand, Asia, the Americas, and to a lesser extent Europe all increased their VFR travel in 2009.
- VFR visitors also increased the nights they spent in the country, with this supporting growth in VFR visitors' expenditure. Total expenditure by international visitors grew by 3% in 2009. Another influence on this expenditure growth was education visitors.
- Holiday visitors' expenditure remained stable over the year. There were mixed results in terms of holiday visitation and this would have restricted growth in expenditure. Visitation from Australia's two largest holiday markets (New Zealand and the United Kingdom) declined, however the rate of the declines are now easing, which is a positive for visitation from these markets in 2010.
- Holiday visitors from the United States of America (USA) in contrast, increased, with additional air capacity on the USA route supporting this change. Holiday travel from Continental Europe declined, yet the youth market (under 30 years of age) continued to increase their holiday travel to Australia.
- Other markets to increase their holiday travel to Australia were Malaysia, Singapore, and Taiwan. Air capacity growth on the Malaysian route has influenced growth from this market. It will be challenging to sustain growth from these markets as Australia competes with a plethora of intra-Asian destinations (which are often more price competitive) for these markets.
- The Tourism Forecasting Committee expects inbound travel to increase by 4% in 2010. Recovery in inbound travel may be somewhat variable in 2010 as economic recovery occurs at different paces around the world.

International expenditure in Australia (YE⁴ December 05 to YE December 09)



International Tourism Snapshot

Year ended December 2009

Queensland Overview

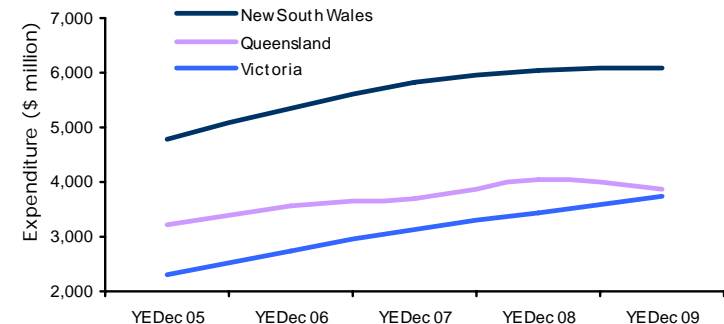
International visitors to Queensland and Annual % change

1,968,000 -4% ▼

| Source Markets | Holiday | | VFR | | Business | |
|---------------------|------------------------|----------|--------------------|----------|-------------------------|----------|
| | Visitors | % change | Visitors | % change | Visitors | % change |
| | Holiday source markets | | VFR source markets | | Business source markets | |
| New Zealand | 234,000 | -6% | 176,000 | 4% | 39,000 | -11% |
| Total Asia | 504,000 | -8% ▼ | 87,000 | -4% ▼ | 56,000 | -3% ▼ |
| Japan | 169,000 | -27% | 21,000 | -16% | 10,000 | 0% |
| China | 128,000 | 22% | 7,000 | 17% | 14,000 | -22% |
| Korea | 49,000 | -14% | 5,000 | -38% | n/p | n/p |
| Taiwan | 39,000 | 22% | 7,000 | 17% | n/p | n/p |
| Singapore | 28,000 | 0% | 8,000 | 0% | 7,000 | -13% |
| Malaysia | 28,000 | -10% | 9,000 | 29% | n/p | n/p |
| Hong Kong | 26,000 | 18% | 10,000 | -9% | n/p | n/p |
| India | 15,000 | -17% | n/p | n/p | n/p | n/p |
| Indonesia | 9,000 | 13% | n/p | n/p | n/p | n/p |
| Americas | 154,000 | -3% ▼ | 41,000 | -2% ▼ | 25,000 | -4% ▼ |
| USA | 114,000 | -3% | 30,000 | 20% | 22,000 | 10% |
| Canada | 41,000 | 0% | 10,000 | -41% | n/p | n/p |
| Total Europe | 458,000 | -1% | 130,000 | -2% | 22,000 | -15% |
| United Kingdom | 198,000 | -1% ▼ | 80,000 | -4% ▼ | 8,000 | 14% ▲ |
| Germany | 67,000 | -1% | 14,000 | 27% | n/p | n/p |
| France | 38,000 | 31% | 7,000 | 75% | n/p | n/p |
| Scandinavia | 37,000 | 9% | 6,000 | -14% | n/p | n/p |
| Netherlands | 21,000 | 0% | n/p | n/p | n/p | n/p |
| Italy | 20,000 | -17% | n/p | n/p | n/p | n/p |
| Switzerland | 18,000 | 13% | n/p | n/p | n/p | n/p |

- Queensland's modest increase in VFR visitors was not sufficient to offset the declines in holiday visitors. VFR visitation from a selection of countries did increase (most notably New Zealand, and the USA). However, where the nation saw significant growth from Asian VFR visitors, Queensland saw a decline.
- This easing in VFR growth flowed through to negatively impact VFR expenditure. The dip in VFR expenditure combined with a fall in expenditure by education visitors were the drivers of Queensland's 4% decline in international visitor expenditure. Education visitors are a relatively small percentage of visitors, yet their typically extended stay in the state means they can have a significant effect on expenditure.
- Queensland also recorded a marginal decline in holiday visitor expenditure, with the fall in Japanese visitor expenditure one of the main contributors. The decline in Japanese holiday visitors also continues to be the main driver of the state's fall in holiday visitors.
- In contrast, Chinese visitors and their expenditure on trips to Queensland increased in 2009. Much of the growth in visitation came from an increase in holiday visitors.
- Whilst we've seen a return to growth from the China market in the year ending December 2009, markets that have grown consistently and which continue to do so are holidaymakers from the USA, UK and Continental Europe under the age of 30. The vast majority of these visitors travel to Queensland purely for a holiday, with a small but growing proportion from the UK and Continental Europe coming for a working holiday.
- The growth seen nationally from Malaysia and Singapore holiday visitors wasn't replicated on a Queensland level. However, holiday visitors from Taiwan did increase their holiday travel to Queensland.
- The profile of international visitors to Queensland is quite distinct to the rest of Australia, with 72% of international visitors coming to the state for a holiday, (nationally the figure is 55%). This means that Queensland is well positioned to take advantage of the recovery in international holiday travel, which commentators are suggesting follows a slump.

International expenditure in Queensland, New South Wales and Victoria (YE December 05 to YE December 09)



International Tourism Snapshot

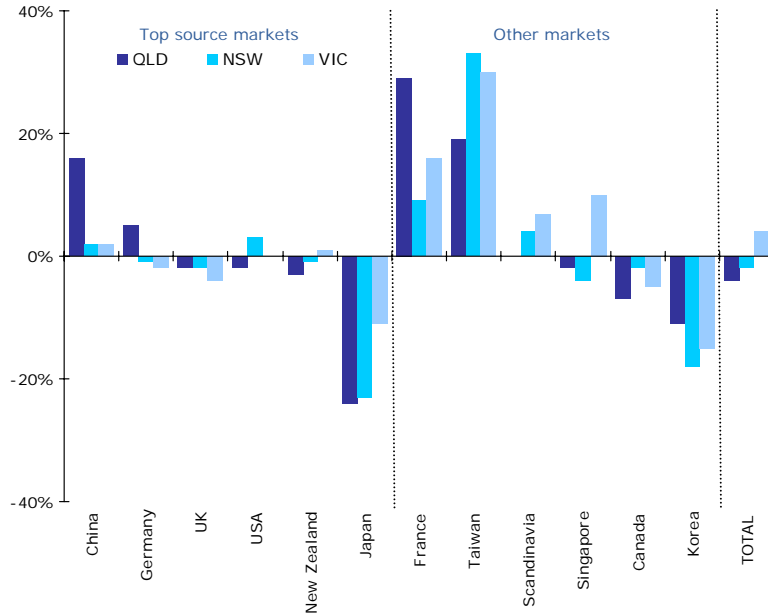
Year ended December 2009

State Overview

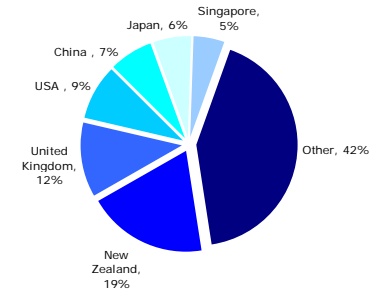
- In a continuation of the pattern seen previously, Victoria and Western Australia were the states that had the most positive international visitation results. Both states benefitted from growth in the VFR market.
- For Victoria the VFR growth came from New Zealand, the USA, and Malaysia. Western Australia too saw healthy growth from Malaysian VFR visitors, with the air capacity expansion on the Malaysian route to both Melbourne and Perth supporting this increase.
- Victoria, along with New South Wales were the states most heavily impacted by the ongoing declines in business visitors. These states attract the largest number of business visitors, and as such are more exposed to the worldwide declines in business travel.
- In contrast, Victoria and New South Wales both saw growth in the education market. Much of the growth came from Asia, and most notably from China. In addition to seeing expansion in education visitor numbers, Victoria and New South Wales also saw a significant increase in expenditure from education visitors.
- Queensland saw marginal growth from Chinese education visitors, but this did not flow through to an increase in overall education visitor's expenditure. Queensland's growth from China came primarily from holiday visitors, and was the largest of any state.
- While all states saw growth in French holiday visitors, Queensland enjoyed the strongest increase. Much of the growth came from French visitors under the age of 30. When looking more broadly at youth visitors from Continental Europe, Queensland continues to experience the healthiest increase.

Annual Visitor Change

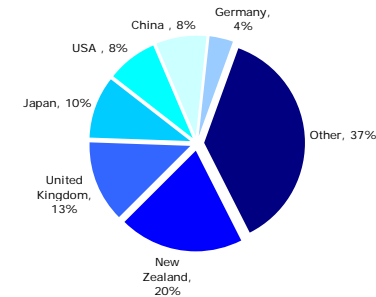
(YE December 08 to YE December 09)



Proportion of visitors to Australia



Proportion of visitors to QLD



Which state are they visiting?

| | Visitors YE December 2009 | Nights YE December 2009 | Average Length of Stay |
|--------------------|------------------------------|----------------------------|------------------------------|
| QLD | 1,968,000 | 39,075,000 | 19.9 |
| NSW | 2,711,000 | 61,293,000 | 22.6 |
| VIC | 1,531,000 | 38,368,000 | 25.1 |
| Other Australia | 1,354,000 | 37,860,000 | 28.0 |
| Total Australia | 5,131,000 | 176,596,000 | 34.4 |

| Holiday Visitors | | | VFR Visitors | | | Business Visitors | | |
|------------------------|--------------------|--------------------------------|------------------------|--------------------|-------------------|------------------------|--------------------|-------------------|
| YE December 2009 | Annual % change | Trend % change ⁵ | YE December 2009 | Annual % change | Trend % change | YE December 2009 | Annual % change | Trend % change |
| 1,418,000 | -5% | -4% | 479,000 | 1% | 2% | 160,000 | -9% | -5% |
| 1,546,000 | -1% | -3% | 692,000 | 4% | 2% | 382,000 | -17% | -3% |
| 772,000 | 1% | 1% | 518,000 | 16% | 8% | 220,000 | -13% | -5% |
| 758,000 | -1% | -2% | 448,000 | 6% | 8% | 163,000 | -12% | -1% |
| 2,799,000 | -2% | -2% | 1,900,000 | 8% | 5% | 791,000 | -14% | -2% |

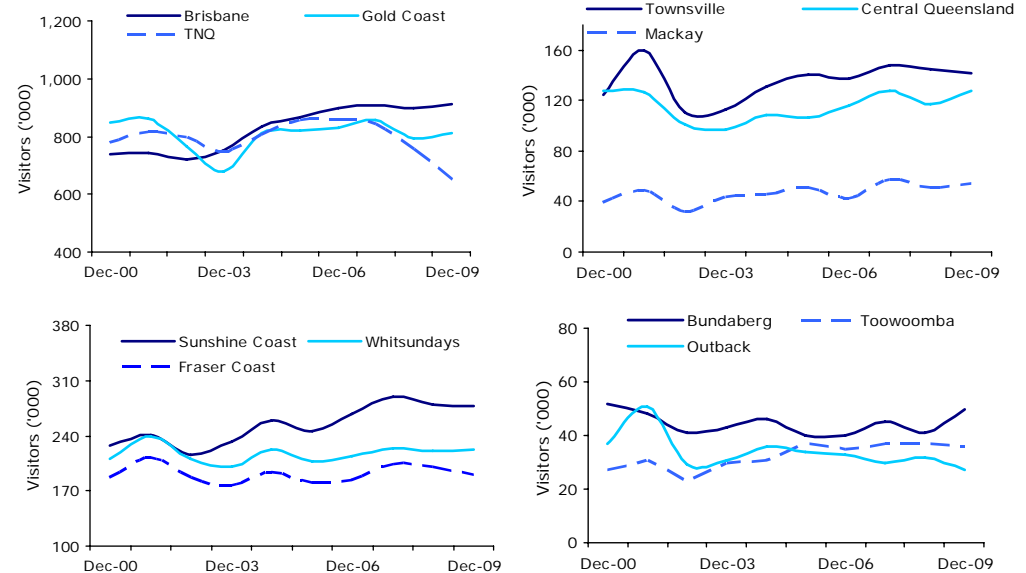
International Tourism Snapshot

Year ended December 2009

Regional overview

- The performance of the majority of Queensland's regions continues to improve; whilst not all have recorded growth in international visitors, those who haven't have seen an easing in the magnitude of declines.
- Younger Europeans remain an important market, and their typically extensive dispersal throughout Queensland means they often impact a number of regions. The Gold Coast, Sunshine Coast, Whitsundays, Tropical North Queensland, and Central Queensland all saw growth in Continental Europeans under the age of 30.
- For the Sunshine Coast and Tropical North Queensland the overall result from Europe was a decline, as European visitors over the age of 45 reduced their travel to these regions.
- On a Queensland level, UK visitors declined, however the majority of Queensland regions saw growth.
- Tropical North Queensland continues to be negatively impacted by the decline in visitors from Japan. The Gold Coast in contrast, saw growth in Japanese visitors, with air capacity increases a key influence. The Gold Coast and Brisbane also benefitted from the increase in Chinese visitors, with much of the growth coming from visitors over the age of 55.
- Brisbane is the region that attracts the largest proportion of VFR visitors, and was therefore the main beneficiary of the growth in VFR visitors from New Zealand. The decline in holiday visitors from New Zealand was more widespread, with most Queensland regions seeing declines. Contributing to the decline in holiday visitation from New Zealand was the economic uncertainty that was present for much of 2009.

Regional Visitor numbers (YE December 00 to YE December 09)



Which QLD regions are they visiting?

| | Visitors YE December 2009 | Annual % change | Trend % change | % of Int'l Visitors to QLD ⁶ | Average Length of Stay |
|--------------------|------------------------------|--------------------|-------------------|--|---------------------------|
| Brisbane | 913,000 | 2% | 1% | 46% | 17.0 |
| Gold Coast | 813,000 | 2% | -1% | 41% | 9.5 |
| TNQ | 651,000 | -14% | -8% | 33% | 9.6 |
| Sunshine Coast | 277,000 | -1% | 1% | 14% | 9.2 |
| Whitsundays | 223,000 | 1% | 1% | 11% | 5.9 |
| Fraser Coast | 191,000 | -5% | 1% | 10% | 4.0 |
| Townsville | 142,000 | -2% | 1% | 7% | 9.4 |
| Central Queensland | 128,000 | 9% | 3% | 7% | 10.2 |
| Mackay | 54,000 | n/p | 7% | 3% | 9.1 |
| Bundaberg | 50,000 | n/p | 8% | 3% | 13.9 |
| Toowoomba | 36,000 | n/p | 1% | 2% | 16.5 |
| Outback | 27,000 | n/p | -6% | 1% | 13.2 |

| Holiday Visitors | | VFR Visitors | |
|---------------------|-------------------|---------------------|-------------------|
| YE December 2009 | Trend % change | YE December 2009 | Trend % change |
| 509,000 | 0% | 254,000 | 4% |
| 648,000 | 0% | 123,000 | 0% |
| 590,000 | -9% | 32,000 | -4% |
| 219,000 | 2% | 51,000 | -1% |
| 215,000 | 2% | 6,000 | n/p |
| 182,000 | 1% | 8,000 | 4% |
| 116,000 | 1% | 19,000 | 4% |
| 109,000 | 4% | 12,000 | 6% |
| 41,000 | 7% | 10,000 | n/p |
| 39,000 | 7% | 9,000 | n/p |
| 17,000 | 6% | 12,000 | 0% |
| 23,000 | -4% | n/p | n/p |

International Tourism Snapshot

Year ended December 2009

State comparison of key source markets

| | Visitors (000) and Annual % change | | | | | | Visitor Nights (000) and Annual % change | | | | | | Visitor Share Change (percentage points) | | |
|-------------|------------------------------------|------|-----|------|-----|------|--|------|-------|------|-------|------|--|------|------|
| | QLD | | NSW | | VIC | | QLD | | NSW | | VIC | | QLD | NSW | VIC |
| NZ | 398 | -3% | 357 | -1% | 231 | 1% | 5,167 | -8% | 3,609 | 9% | 2,097 | -10% | -1.2 | -0.4 | 0.3 |
| UK | 247 | -2% | 377 | -2% | 201 | -4% | 5,467 | 14% | 7,462 | 16% | 3,663 | 3% | -0.2 | -0.8 | -0.9 |
| Japan | 205 | -24% | 130 | -23% | 40 | -11% | 2,393 | -23% | 2,380 | -12% | 1,026 | -5% | -2.2 | -0.7 | 1.4 |
| USA | 157 | -2% | 305 | 3% | 130 | 0% | 2,115 | 10% | 3,916 | 3% | 1,855 | 13% | -2.3 | -0.7 | -1.3 |
| China | 153 | 16% | 236 | 2% | 163 | 2% | 1,846 | -2% | 8,552 | 2% | 6,327 | 48% | 4.4 | -1.3 | -1.0 |
| Germany | 81 | 5% | 108 | -1% | 59 | -2% | 2,240 | 4% | 2,178 | 10% | 967 | -14% | 2.9 | -0.2 | -0.4 |
| Korea | 62 | -11% | 132 | -18% | 33 | -15% | 3,609 | 38% | 5,594 | 12% | 1,232 | -11% | 2.3 | -1.1 | 0.3 |
| Canada | 51 | -7% | 83 | -2% | 38 | -5% | 1,270 | 11% | 1,704 | 3% | 740 | -11% | -3.0 | -1.1 | -1.4 |
| Taiwan | 50 | 19% | 60 | 33% | 26 | 30% | 1,685 | 10% | 1,256 | 51% | 482 | 22% | -3.2 | 3.6 | 0.9 |
| France | 44 | 29% | 61 | 9% | 29 | 16% | 1,355 | 42% | 1,494 | 15% | 760 | 30% | 8.0 | 0.2 | 2.1 |
| Singapore | 43 | -2% | 73 | -4% | 75 | 10% | 527 | -9% | 1,363 | 14% | 1,996 | 14% | -1.6 | -3.3 | 0.9 |
| Malaysia | 41 | 0% | 43 | 10% | 73 | 38% | 580 | -23% | 830 | -12% | 2,498 | 23% | -5.3 | -3.0 | 3.6 |
| Scandinavia | 41 | 0% | 54 | 4% | 29 | 7% | 1,078 | 3% | 976 | -10% | 607 | 1% | 0.0 | 2.5 | 2.5 |
| Hong Kong | 38 | -3% | 84 | 9% | 39 | 3% | 708 | -36% | 1,662 | -7% | 1,091 | 25% | -3.0 | 0.4 | -1.5 |
| India | 27 | -16% | 55 | -7% | 51 | 28% | 871 | -24% | 2,095 | -14% | 3,307 | 44% | -6.6 | -7.6 | 6.6 |
| Italy | 25 | -7% | 37 | -12% | 24 | 9% | 443 | -24% | 952 | -5% | 631 | 41% | -0.2 | -3.9 | 6.7 |
| Netherlands | 24 | -8% | 32 | 0% | 22 | 5% | 523 | -12% | 724 | 43% | 325 | -3% | -1.0 | 3.8 | 4.5 |
| Switzerland | 20 | 11% | 28 | 12% | 16 | 7% | 479 | -6% | 457 | 0% | 155 | 0% | 2.6 | 4.2 | 0.5 |
| Indonesia | 16 | 14% | 43 | 16% | 37 | 23% | 346 | 16% | 1,280 | 0% | 1,258 | -5% | 0.0 | 0.8 | 2.9 |
| Thailand | 8 | -20% | 43 | 8% | 22 | 0% | 259 | -25% | 1,657 | 21% | 1,065 | 9% | -3.2 | 1.8 | -1.2 |

Regional comparison of key source markets

| | Visitors and Annual % change | | | | | | | | | | | | | |
|---------------------|------------------------------|------|----------|------|-------------|------|----------------|------|--------------|------|---------|------|------------|------|
| | Gold Coast | | Brisbane | | Whitsundays | | Sunshine Coast | | Fraser Coast | | TNO | | Queensland | |
| New Zealand | 204,000 | -3% | 156,000 | -7% | 8,000 | -20% | 79,000 | -1% | 12,000 | -20% | 34,000 | -21% | 398,000 | -3% |
| Europe ⁷ | 82,000 | 8% | 179,000 | 1% | 96,000 | -1% | 75,000 | -4% | 89,000 | -1% | 177,000 | -5% | 307,000 | -2% |
| UK | 78,000 | 8% | 139,000 | -1% | 67,000 | 5% | 62,000 | 2% | 57,000 | 2% | 121,000 | -8% | 247,000 | -2% |
| Japan | 116,000 | 8% | 28,000 | -10% | 9,000 | n/p | n/p | n/p | n/p | n/p | 89,000 | -45% | 205,000 | -24% |
| USA | 33,000 | 22% | 61,000 | -5% | 18,000 | 20% | 14,000 | -13% | 10,000 | -9% | 83,000 | -8% | 157,000 | -2% |
| China | 102,000 | 12% | 63,000 | 47% | n/p | n/p | n/p | n/p | n/p | n/p | 41,000 | 41% | 153,000 | 16% |
| Korea | 32,000 | -18% | 33,000 | 0% | n/p | n/p | n/p | n/p | n/p | n/p | 12,000 | 33% | 62,000 | -11% |

International visitor expenditure in Australia

| | Total Expenditure ⁸ | | Expenditure Share | |
|-----------------|--------------------------------|--------------------|--------------------|---|
| | \$ million YE December 09 | Annual % change | (%) YE December 09 | Change in share (percentage points) |
| Queensland | \$3,883 | -4% | 22.7% | -1.6 |
| NSW | \$6,097 | 1% | 35.6% | -0.7 |
| VIC | \$3,757 | 9% | 22.0% | 1.3 |
| Total Australia | \$17,112 | 3% | - | - |

- Notes:**
- Annual change refers to the percentage between the year ending December 2009 vrs the year ending December 2008.
 - Visiting friends or relatives (VFR)
 - United Nations World Tourism Organisation (UNWTO)
 - Year ending (YE)
 - Trend change refers to the percentage change between the three years to December 2009 vrs the three years to December 2008.
 - Total will sum to more than 100% as international visitors may visit multiple regions on their trip to Queensland.
 - Europe excludes the United Kingdom (UK)
 - Including package expenditure (\$m)
- n/p not publishable

Data Source:

International Visitor Survey, Tourism Research Australia. The information included in this report was extracted from the International Visitor Survey (IVS), conducted by Newton Wayman Chong Research on behalf of Tourism Research Australia (TRA). IVS information is collected by personal interviews with short-term international visitors to Australia in the departure lounges at eight Australian airports prior to departure. The IVS is weighted to total figures supplied by the Australian Bureau of Statistics' Overseas Arrivals and Departures and does not include persons aged under 15 years.

For this publication data has been adjusted to conform to Tourism Queensland's destinations, which may differ slightly from ABS Tourism Regions.

For Further Information:

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