

# Market Snapshot

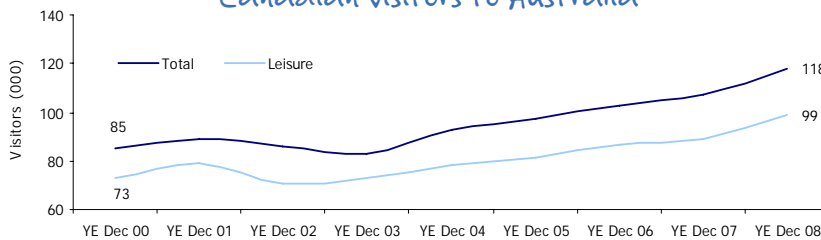
Year ended December 2008



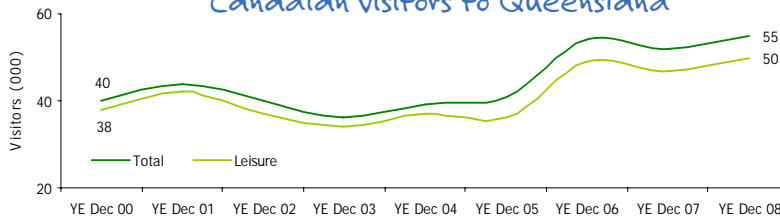
## Canada

	Australia	Change Dec 07 to Dec 08	Share of international visitors	Queensland	Change Dec 07 to Dec 08	Share of visitors to Qld
<b>Total visitors</b>	118,000	10% ▲	2%	55,000	6% ▲	3%
Total ALOS (nights) <sup>1</sup>	39.4	-0.6 ▼		20.8	-0.7 ▼	
<b>Leisure<sup>2</sup> visitors</b>	99,000	11% ▲	3%	50,000	6% ▲	3%
Leisure ALOS	33.0	-0.5 ▼		19.7	0.2 ▲	
<b>Expenditure (\$m)<sup>3</sup></b>	457	3% ▲	3% (Share of expenditure)	110	-12% ▼	3% (Share of expenditure)

### Canadian visitors to Australia



### Canadian visitors to Queensland



Canadians spent \$110 million in Queensland in the year to December 2008. This was a decline of 12% on the same period last year.

Canadian spend per visitor in Queensland was \$1,990, similar to the total international average spend (\$1,975).

### Canadians visiting Australia

While Canadian visitor numbers to Australia continue to grow their average length of stay is declining.

First time visitors to Australia accounted for 54% of the Canadian market, this market increased 8% over the year to December 2008. Repeat visitors have also seen an increase (up 14%) over the same period.

65% of Canadian visitors travel alone, while 23% travel with a partner while in Australia.

22% of Canadian visitors to Australia were backpackers<sup>4</sup>, this market increased by 16% over year to December 2008.

### Canadians visiting Queensland

First time visitors (to Australia) account for 62% of the Canadian market to Queensland. This market increased slightly by 1% over the year to December 2008.

Brisbane and Tropical North Queensland (TNQ) were the State's most visited regions for Canadian visitors. Canadians to Brisbane increased by 16% over the last year, while visitors to TNQ declined by 9%.

Canadian visitors disperse to more regions than most other international visitors, with regions such as the Fraser and Sunshine Coasts seeing a large proportion of the market making a stopover.

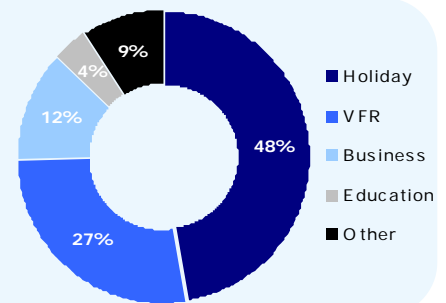
### Main purpose of visitation to Australia

The holiday market accounted for just under half of Canadian visitors to Australia. This market increased by 10% over the year to December 2008.

Canadian holiday visitor nights increased by 3% over the year to December 2008. Their average length of stay was 40.8 nights.

The visiting friends or relatives (VFR) market saw an increase of 7% over the same period. Canadian VFR visitors had a shorter length of stay than holiday visitors with average length of stay at 27.6 nights.

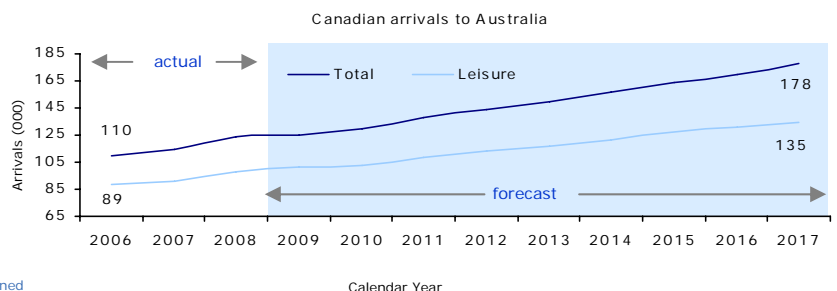
Education visitors from Canada accounted for a larger proportion of the market than the total international market average (which is 7%). Education visitors from Canada declined by 3% over the year to December 2008.



### Canadian arrivals forecast<sup>5</sup>

In the January-May 2008 period there were 11.8 million outbound departures from Canada, a 15% increase on the same period the previous year. Australia's share of this market was 1%.

Arrivals to Australia from Canada are forecast to increase by an average of 4% each year from 2012 to reach 178,000 arrivals in 2017.



1. Average length of stay  
 2. Leisure is holiday and visiting friends and relatives (VFR) combined  
 3. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure  
 4. Backpackers are classified as visitors who spent at least one night in a backpacker or hostel  
 5. Tourism Forecasting Committee 2008 Issue 2

Note All data unless specified is from Tourism Research Australia, International Visitor Survey year ended December 2008