

Market Snapshot

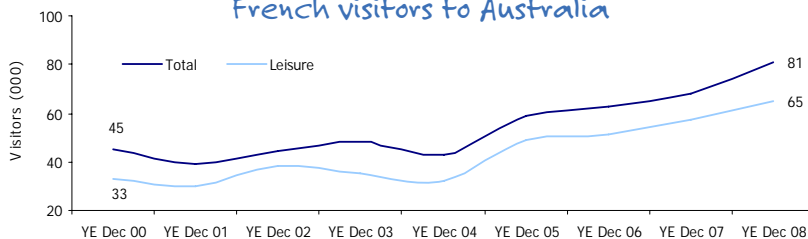
Year ended December 2008



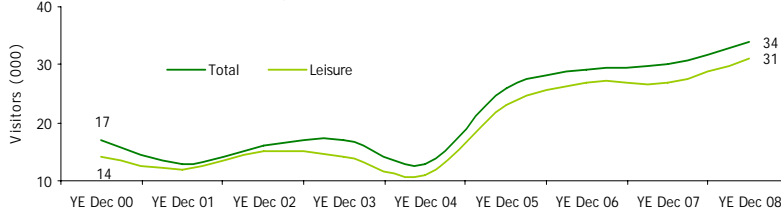
France

	Australia	Change Dec 07 to Dec 08	Share of international visitors	Queensland	Change Dec 07 to Dec 08	Share of visitors to Qld
Total visitors	81,000	19% ▲	2%	34,000	13% ▲	2%
Total ALOS (nights) ¹	46.2	-4.8 ▼		28.0	2.7 ▲	
Leisure² visitors	65,000	14% ▲	2%	31,000	15% ▲	2%
Leisure ALOS	41.3	-2.6 ▼		24.0	4.9 ▲	
Expenditure (\$m)³	306	12% ▲	2% (Share of expenditure)	78	42% ▲	2% (Share of expenditure)

French visitors to Australia



French visitors to Queensland



The French spent \$78 million in Queensland in the year to December 2008. This was an increase on the same period last year (up by \$23 million).

The French spend per visitor to Queensland was \$2,283, higher than the total international average spend (\$1,975).

French visitors to Australia

Since 2005 French visitor numbers to Australia have continue to grow.

First time visitors to Australia accounted for 64% of the French market. This market increased by 21% over the year to December 2008.

Repeat visitors also saw increase of 14% over the same period.

63% of French visitors travel alone, while 20% travel with a partner while in Australia.

34% of French visitors to Australia were backpackers⁴, this market increased by 29% over year to December 2008.

French visitors to Queensland

First time visitors (to Australia) accounted for 76% of the French market to Queensland. This market has increased by 14% over the year to December 2008.

Tropical North Queensland (TNQ) and Brisbane were the State's most visited regions for French visitors. 56% of French visitors to Queensland went to TNQ, while 55% had a stopover in Brisbane. French visitors to TNQ increased by 7% over the last year, while visitors to Brisbane increased by 27%.

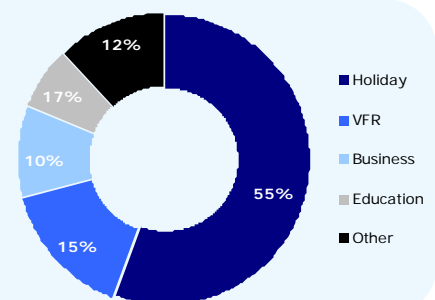
Main purpose of visitation to Australia

The holiday market accounted for just over half of all French visitors to Australia. This market increased by 20% over the year to December 2008.

French holiday visitor nights increased by 10% over the year to December 2008. Their average length of stay was 49.1 nights.

The visiting friends or relatives (VFR) market saw an increase of 6% over the same period. French VFR visitors had a shorter length of stay than the holiday market with average length of stay at 23 nights.

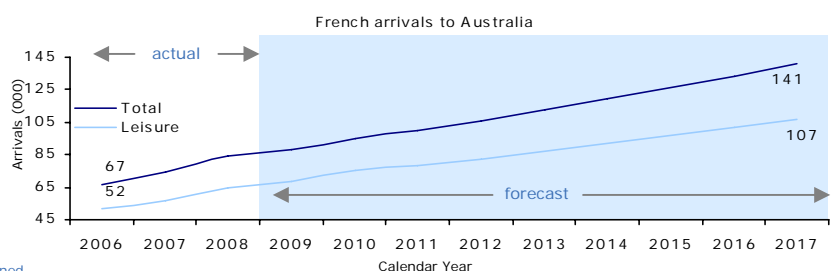
Education visitors from France accounted for the same proportion of the market as the total international market average. Education visitors from France increased over the year to December 2008, as did visitor nights.



French visitors forecast⁵

France has been one of the best performing European markets in recent times. Despite a weakening economy the market is expected to increase strongly in 2010 by 8%.

Arrivals to Australia from France are forecast to increase by an average of 6% each year from 2012 to reach 141,000 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