

Market Snapshot

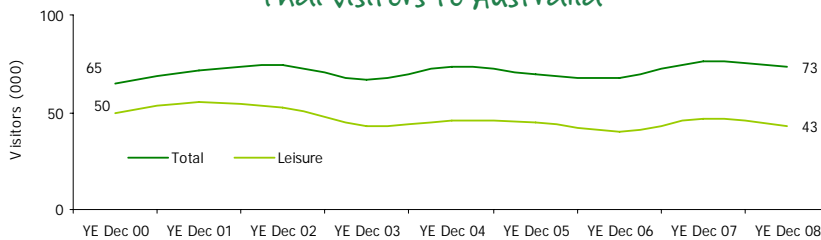
Year ended December 2008



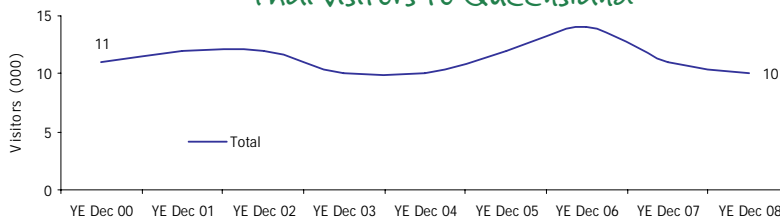
Thailand

	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	73,000	-4% ▼	1%	10,000	-9% ▼	0%
Total ALOS ¹ (nights)	45.4	2.6 ▲		33.1	6.7 ▲	
Leisure² visitors	43,000	-9% ▼	1%	n/p	n/p	n/p
Leisure ALOS	20.1	-5.0 ▼		n/p	n/p	
Expenditure (\$m)³	322	11% ▲	2% (Share of expenditure)	29	61% ▲	n/p

Thai visitors to Australia



Thai visitors to Queensland



Thai visitors to Australia

The Thai market to Australia is a very small market and has had relatively little change over the past eight years.

First time visitors to Australia accounted for 39% of the Thai market, this market declined by 9% over the year to December 2008.

Repeat visitors however have remained stable over the same period.

64% of Thai visitors travel alone (higher than the average total international market of 55%).

Thai visitors to Australia travelling on a package accounted for 8% of the Thai visitor market. This market declined over the year to December 2008

Thai visitors to Queensland

Repeat visitors (to Australia) accounted for 62% of the Thai market to Queensland. This market has increased by 5% over the year to December 2008.

The Brisbane was the State's most visited region for Thai visitors. Of all Thai visitors to Queensland, 61% had a stop over in Brisbane.

Thai visitors spent \$29 million in Queensland in the year to December 2008. This was an increase of 61% on the same period last year.

Thai spend per visitor in Queensland was \$2,786, higher than the total international average spend (\$1,975).

Main purpose of visitation to Australia

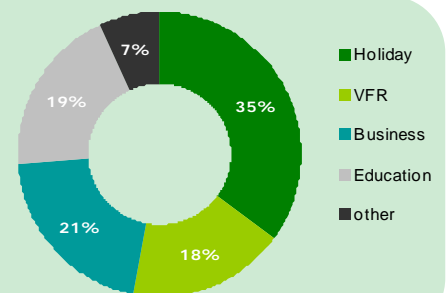
The holiday market accounted for just over one third of all Thai visitors to Australia. This market declined by 10% over the year to December 2008.

Thai holiday visitor nights also declined (down 26%) over the year to December 2008. Thai holiday visitors average length of stay was 19.5 nights.

The visiting friends or relatives (VFR) market increased by 3% over the year to December 2008, while nights declined by 19%.

The business market also increased over the year to December 2008 (up 7%).

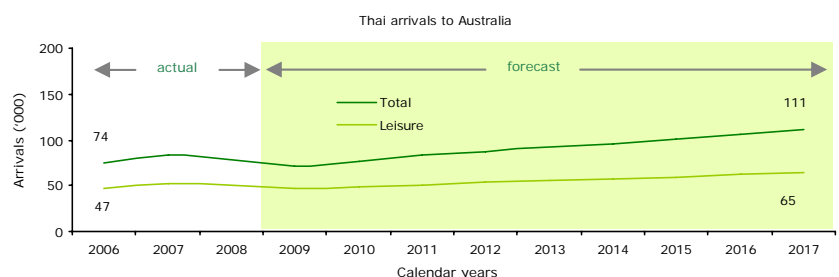
Thai education visitors increased (up 2%) as did education visitor nights (up 16%) over the year to December 2008. This market's average length of stay was 147.4 nights and this influenced the overall Thai visitor length of stay (45.4 nights).



Thai arrivals forecast⁴

Destinations such as China, Hong Kong, India and Japan are leveraging aviation development with significant campaigns in market. Low cost carriers such as Air Asia are assisting these destination target visitors from Thailand.

Arrivals to Australia from Thailand are forecast to increase by an average of 5% each year from 2012 to reach 111,000 arrivals in 2017.



1. Average length of stay
2. Leisure is holiday and visiting friends or relatives (VFR) combined
3. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure
4. Tourism Forecasting Committee 2008 Issue 2

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

n/p This data is not published due to a low sample size