

Market Snapshot

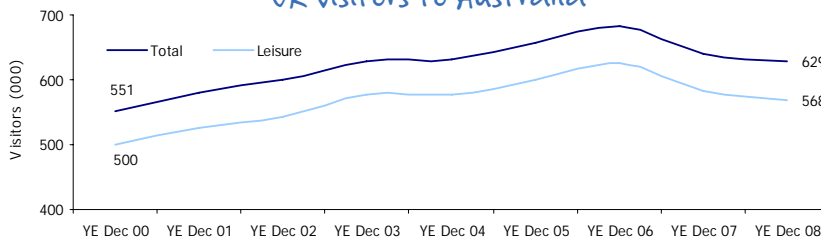
Year ended December 2008



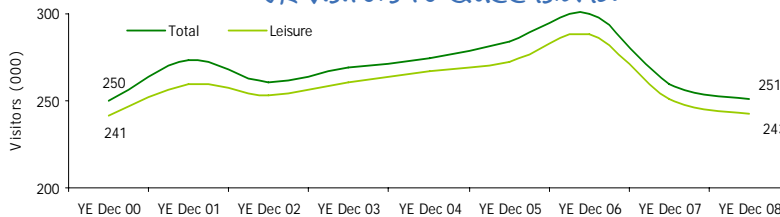
United Kingdom (UK)

	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	629,000	-2% ▼	12%	251,000	-3% ▼	12%
Total ALOS (nights) ¹	33.0	-0.2 ▼		19.1	-0.3 ▼	
Leisure² visitors	568,000	-3% ▼	14%	243,000	-3% ▼	14%
Leisure ALOS	30.7	no change		17.8	0.2 ▲	
Expenditure (\$m)³	1,964	-3% ▼	12% (Share of expenditure)	465	-4% ▼	11% (Share of expenditure)

UK visitors to Australia



UK visitors to Queensland



UK visitors to Australia

Visitor numbers from the UK are now close to the numbers recorded in the year to December 2003.

First time visitors to Australia accounted for 44% of the UK market, this market declined by 8% over the year to December 2008. Repeat visitors however, saw an increase (up 4%) over the same period.

Just over half (52%) of UK visitors travel alone/ They are more likely to travel with a partner (33%) while in Australia compared with 23% for the international average.

Just under one in five (18%) of UK visitors to Australia were backpackers⁴; this market declined by 4% over year to December 2008.

UK visitors to Queensland

First time visitors (to Australia) accounted for 56% of the UK market to Queensland. This market declined by 8% over the year to December 2008, while repeat visitors increased by 3%.

Brisbane and Tropical North Queensland (TNQ) were the State's most visited regions for UK visitors. 56% of UK visitors to Queensland had a stopover in Brisbane, and similarly 52% had a stopover in TNQ.

The Whitsundays and the Sunshine Coast saw a large portion on the market stopover, and both these regions recorded an increase in visitation over the year to December 2008.

UK visitors spent \$465 million in Queensland in the year to December 2008. This was a decline of 4% on the same period last year.

UK spend per visitor in Queensland was \$1,852, slightly lower than the total international average spend (\$1,975).

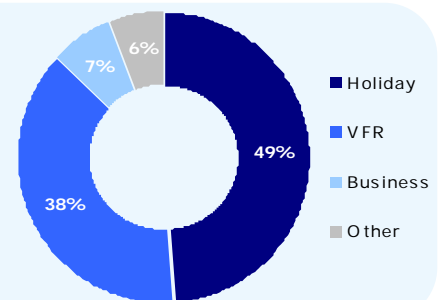
Main purpose of visitation to Australia

The holiday market accounted for just under half of the UK visitors to Australia. This market declined by 13% over the year to December 2008.

UK holiday visitor nights declined by 5% over the year to December 2008. Their average length of stay was 35.5 nights.

The visiting friends or relatives (VFR) market remained stable over the same period, while VFR visitor nights saw an increase of 4%.

There were 45 thousand business visitors from the UK in the year ended December 2008, this market saw an increase of 5% the previous year.

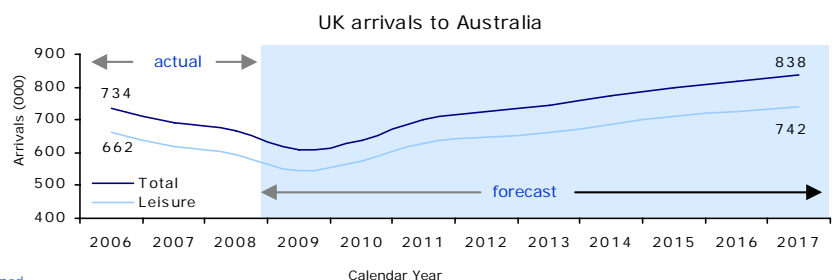


UK arrivals forecast⁵

UK arrivals are forecast to rebound for 2010 and 2011, largely due to the Ashes series return to Australia.

In the January-June 2008 period there were 27.6 million outbound departures by UK residents, a 3% increase on the same period the previous year.

Arrivals to Australia from the UK are forecast to increase by an average of 3% each year from 2012 to reach 838,000 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