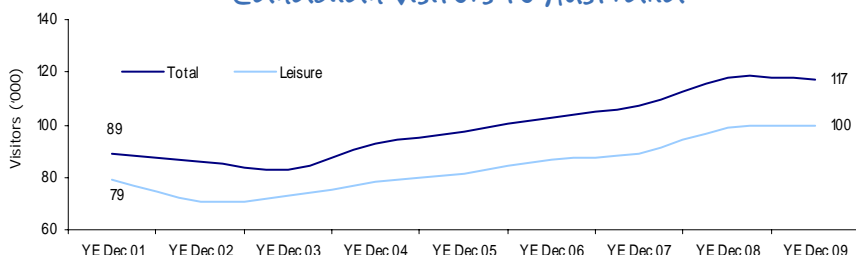
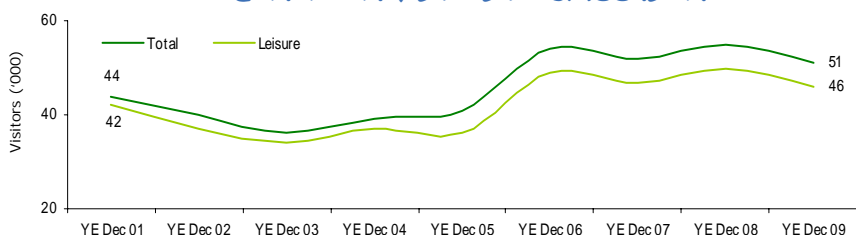


	Australia	Change Dec 08 to Dec 09	Share of international visitors	Queensland	Change Dec 08 to Dec 09	Share of visitors to Qld
<b>Total visitors</b>	117,000	-1% ▼	2%	51,000	-7% ▼	3%
Total ALOS (nights) <sup>1</sup>	40.2	0.9 ▲		24.9	4.1 ▲	
<b>Leisure<sup>2</sup> visitors</b>	100,000	1% ▲	2%	46,000	-8% ▼	3%
Leisure ALOS	33.1	0.1 ▲		21.4	1.7 ▲	
<b>Expenditure (\$m)<sup>3</sup></b>	455	0% ➡	3% (share of expenditure)	128	16% ▲	3% (share of expenditure)

## Canadian visitors to Australia



## Canadian visitors to Queensland



Canadians spent \$128 million on their trips to Queensland in the year to December 2009. This was an increase of 16% on the same period last year.

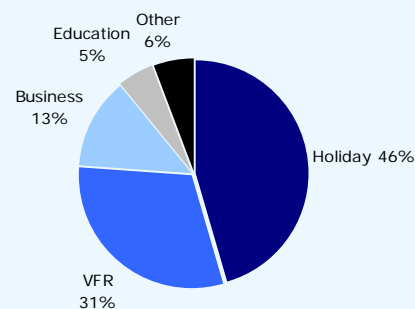
Canadian spend per visitor in Queensland was \$2,505. This is higher than the average spend of all international visitors to Queensland (\$1,973).

## Main purpose of visitation to Australia

The holiday market accounted for just under half of Canadian visitors to Australia, and declined by 2% over the year to December 2009.

However, the VFR (visiting friends or relatives) market increased by 13%.

Canadian VFR visitors (26.6 nights) had a shorter average length of stay than holiday visitors (40.2 nights).

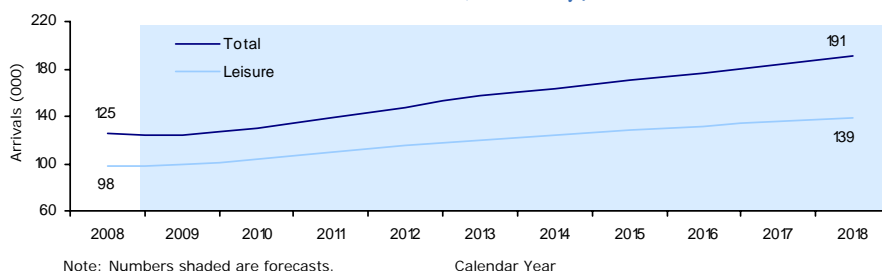


## Canadian arrivals forecast<sup>5</sup>

Canadian visitor arrivals to Australia are forecast to increase by an average annual rate of 4% from 2008, to reach 191,000 arrivals in 2018.

Please note that arrivals forecast are based on total visitor arrivals into Australia, and therefore may vary from the visitation figures provided in the table above (as visitors are defined as persons over the age of 15, who are visiting Australia for 12 months or less).

## Canadian arrivals to Australia



Note: Numbers shaded are forecasts.

Calendar Year

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. Backpackers are classified as visitors who spent at least one night in a backpacker/hostel

5. Tourism Forecasting Committee 2009 Issue 2

Note: All data unless specified is from Tourism Research Australia, International Visitor Survey year ended December 2009