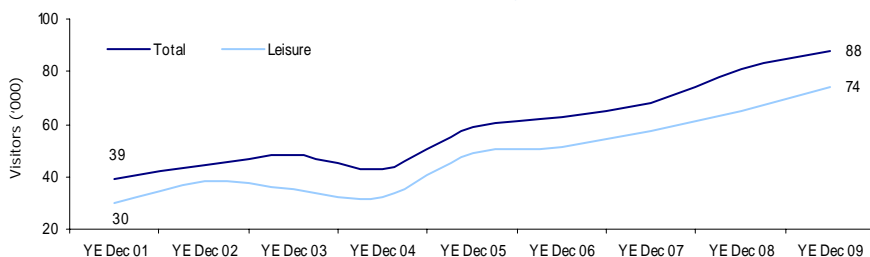


| | Australia | Change Dec 08 to Dec 09 | Share of international visitors | Queensland | Change Dec 08 to Dec 09 | Share of visitors to Qld |
|--------------------------------------|-----------|-------------------------|---------------------------------|------------|-------------------------|------------------------------|
| Total visitors | 88,000 | 9% ▲ | 2% | 44,000 | 29% ▲ | 2% |
| Total ALOS (nights) ¹ | 53.7 | 7.5 ▲ | | 31.0 | 3.0 ▲ | |
| Leisure² visitors | 74,000 | 14% ▲ | 2% | 41,000 | 32% ▲ | 2% |
| Leisure ALOS | 44.1 | 2.8 ▲ | | 24.0 | 0.0 → | |
| Expenditure (\$m)³ | 353 | 15% ▲ | 2% (share of expenditure) | 98 | 26% ▲ | 3% (share of expenditure) |

French visitors to Australia



French visitors to Australia

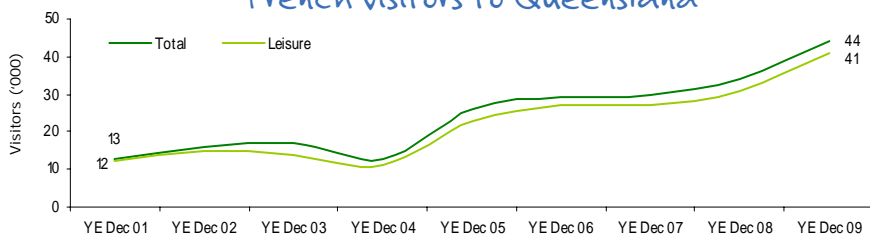
Between the years ended December 2001 and December 2009, French visitor numbers to Australia grew from 39,000 to 88,000 visitors.

First time visitors to Australia accounted for 64% of the French market, an increase of 8% over the year to December 2009.

67% of French visitors travelled unaccompanied, while 18% travelled as an adult couple whilst in Australia.

42% of French visitors to Australia were backpackers⁴. This market increased by 37% over the year to December 2009, with the buoyant youth market contributing.

French visitors to Queensland



French visitors to Queensland

The number of French visitors to Queensland also increased over the year to December 2009. Increases in holiday and VFR (visiting friends or relatives) markets contributed to this increase.

Brisbane and Tropical North Queensland (TNQ) were the Queensland regions most visited by French visitors (59% and 57% made a stopover respectively). French visitors to Brisbane and TNQ increased by 37% and 32%, respectively over the year to December 2009.

The French spent \$98 million on their trips to Queensland in the year to December 2009. This was an increase on the same period last year (up by \$20 million).

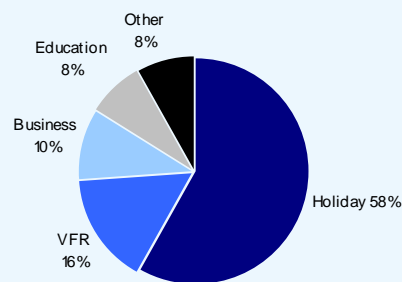
French spend per visitor in Queensland was \$2,241. This is higher than the average spend of all international visitors to Queensland (\$1,973).

Main purpose of visitation to Australia

The holiday market accounted for over half of French visitors to Australia, and increased by a healthy 13% over the year to December 2009.

The VFR (visiting friends or relatives) market also saw an increase of 17% over the same period. The VFR market remains one of the markets most resilient to the economic downturn.

French VFR visitors (21.1 nights) had a shorter length of stay than the holiday market at 55.6 nights.

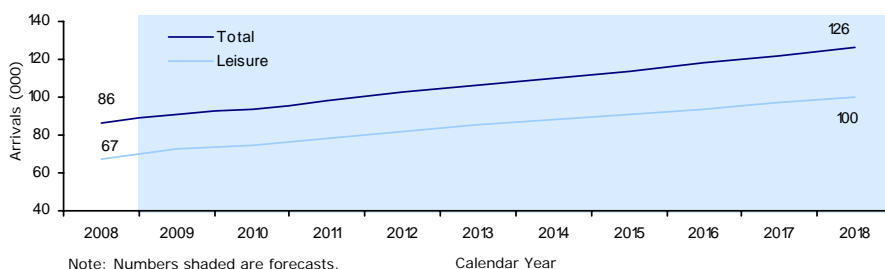


French visitors forecast⁵

French arrivals to Australia are forecast to increase by an average of 4% each year from 2008 to reach 126,000 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).

French 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