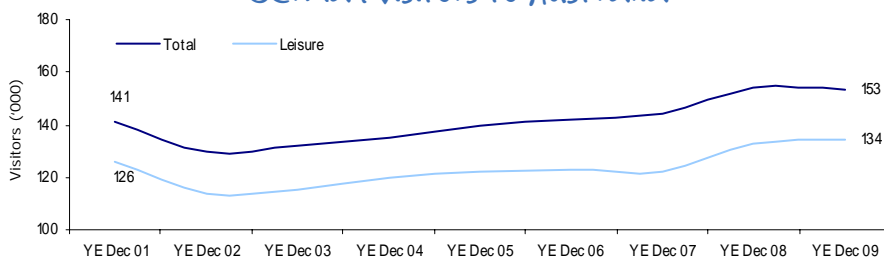


	Australia	Change Dec 08 to Dec 09	Share of international visitors	Queensland	Change Dec 08 to Dec 09	Share of visitors to Qld
Total visitors	153,000	-1% ▼	3%	81,000	5% ▲	4%
Total ALOS (nights) ¹	46.4	0.2 ▲		27.5	-0.4 ▼	
Leisure² visitors	134,000	1% ▲	3%	76,000	6% ▲	4%
Leisure ALOS	39.5	2.6 ▲		21.8	-0.8 ▼	
Expenditure (\$m)³	594	-6% ▼	3% (share of expenditure)	178	2% ▲	5% (share of expenditure)

German visitors to Australia



German visitors to Australia

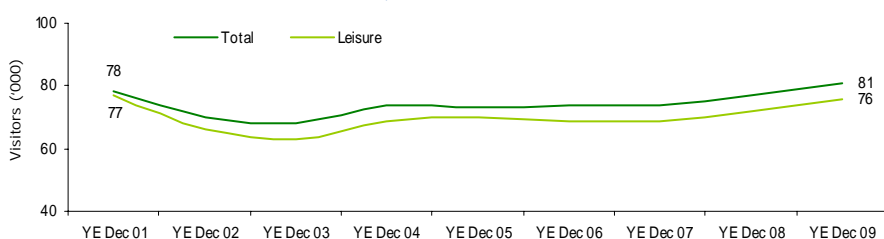
German visitors to Australia declined marginally in the year ending December 2009 (down 1%).

The majority of visitors from Germany were first time visitors to Australia (56%). First time visitors from Germany declined 7% over the year to December 2009, while repeat visitors increased by 8%.

The majority of German visitors travelled unaccompanied (62%), while 24% travelled as an adult couple.

37% of German visitors to Australia were backpackers⁴. This market increased by 8% over the year to December 2009, with the buoyant youth market a key contributor.

German visitors to Queensland



German visitors to Queensland

German visitors to Queensland increased in the year ended December 2009. This was driven by an increase in the VFR (visiting friends or relatives) market (up 27%).

Brisbane and Tropical North Queensland (TNQ) were the Queensland regions most visited by German visitors (61% and 59% made a stopover respectively).

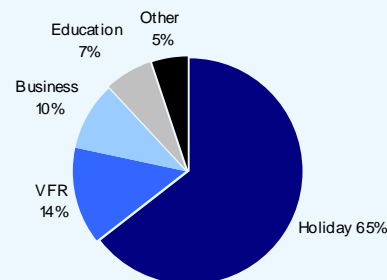
German visitors spent \$178 million on their trips to Queensland in the year to December 2009. This was an increase of 2% on the same period last year.

German visitor spend per visitor in Queensland was \$2,184. 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 65% of German visitors to Australia, and increased by 3% over the year to December 2009. German VFR (visiting friends or relatives) visitation also increased by 10% over this period.

The total proportion of education visitors from Germany (7%), was similar to that of the total international market average (8%).

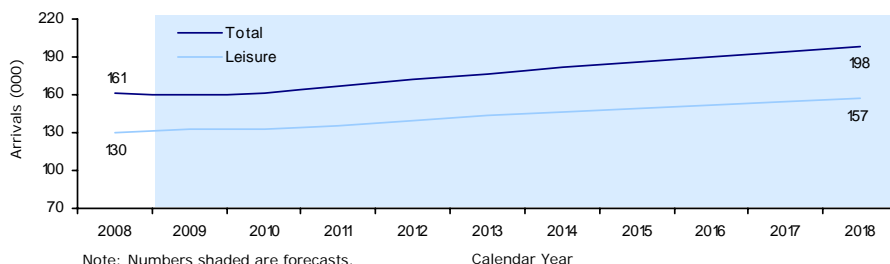


German arrivals forecast ⁵

German arrivals to Australia are forecast to increase by an average of 2% each year from 2008 to reach 198,000 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).

German arrivals to Australia



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