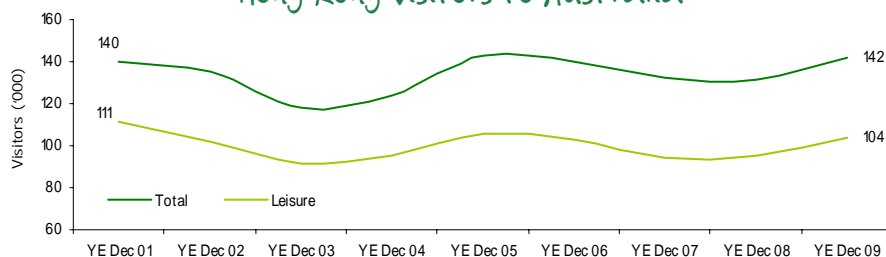


Hong Kong

	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	142,000	8% ▲	3%	38,000	-3% ▼	2%
Total ALOS ¹ (nights)	32.6	-0.4 ▼		18.5	-10.1 ▼	
Leisure² visitors	104,000	9% ▲	3%	34,000	10% ▲	2%
Leisure ALOS	17.3	1.0 ▲		12.3	2.9 ▲	
Expenditure (\$m)³	521	0% ➡	3% (share of expenditure)	79	-42% ▼	2% (share of expenditure)

Hong Kong visitors to Australia



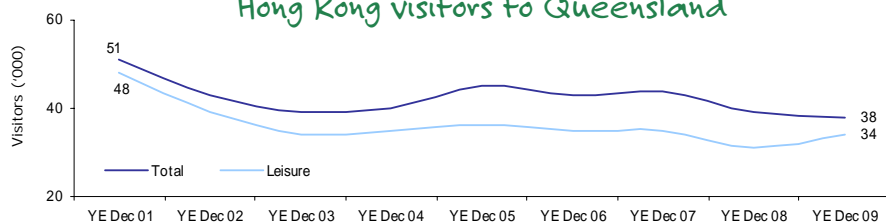
Hong Kong visitors to Australia

Visitors from Hong Kong to Australia increased over the year ended December 2009.

The majority of visitors from Hong Kong were repeat visitors (69%), (greater than the national average of 62%). This market recorded an increase of 10% over the year ended December 2009.

Over half of Hong Kong visitors travelled unaccompanied (64%), while 15% travelled as part of an adult couple in Australia.

Hong Kong visitors to Queensland



Hong Kong visitors to Queensland

Hong Kong visitors to Queensland declined over the year to December 2009. This was driven by a decline in the VFR (visiting friends or relatives) market (down 9%).

Queensland regions most visited by Hong Kong visitors were Brisbane and the Gold Coast (52% and 42% made a stopover respectively). The Hong Kong market to Brisbane declined by 5%, while to the Gold Coast it remained steady over the year to December 2009.

Visitors from Hong Kong spent \$79 million on their trips to Queensland in the year to December 2009. This was a decline of 42% on the previous year.

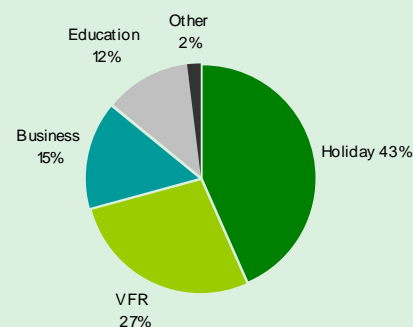
Hong Kong spend per visitor in Queensland was \$2,064. This is higher than the average spend of all international visitors to Queensland (\$1,973).

Main purpose of visitation to Australia

There was an 8% increase in Hong Kong visitors to Australia in the year to December 2009. This was driven by increases in the holiday and VFR (visiting friends or relatives) markets (up 15% and 12%, respectively).

The business market declined by 8% over the year to December 2009, with business visitor nights also declining (down 15%).

The average length of stay of Hong Kong holiday visitors was 18.2 nights, this was longer than VFR visitors (17.0 nights).

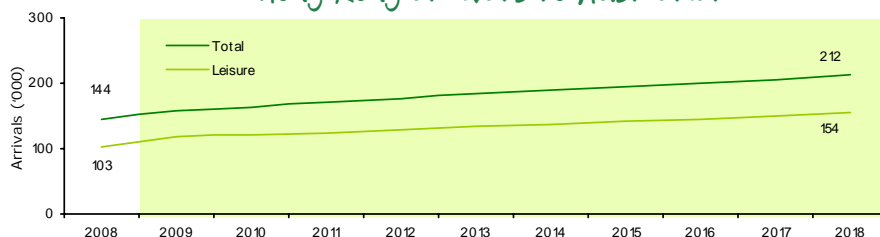


Hong Kong arrivals forecast ⁴

Arrivals to Australia from Hong Kong are forecast to increase by an average of 4% each year from 2008 to reach 212,000 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).

Hong Kong 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. Tourism Forecasting Committee 2009 Issue 2

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