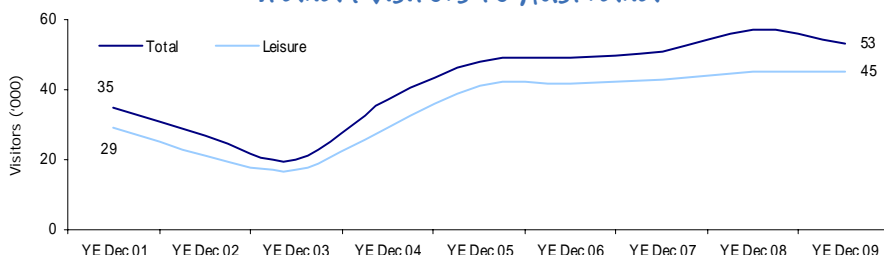


	Australia	Change Dec 08 to Dec 09	Share of international visitors	Queensland	Change Dec 08 to Dec 09	Share of visitors to Qld
Total visitors	53,000	-7% ▼	1%	25,000	-7% ▼	1%
Total ALOS (nights) ¹	45.2	0.4 ▲		17.9	-3.5 ▼	
Leisure² visitors	45,000	0% ➡	1%	22,000	-12% ▼	1%
Leisure ALOS	35.6	-3.1 ▼		14.9	-1.6 ▼	
Expenditure (\$m)³	220	-6% ▼	1% (share of expenditure)	48	-4% ▼	1% (share of expenditure)

Italian visitors to Australia



Italians visiting Australia

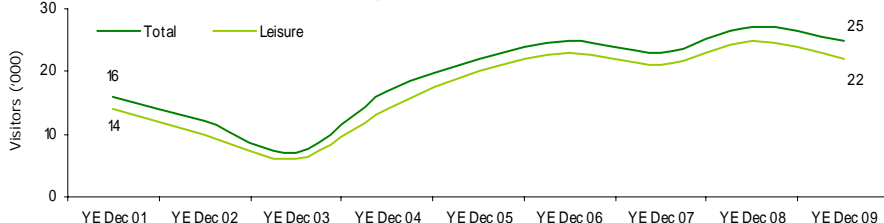
Italian visitor numbers to Australia declined over the year to December 2009. The 7% decline in Italian visitors to Australia was driven by the business market in the year ended December 2009.

The majority of visitors from Italy to Australia were first time visitors (60%). These visitors reduced their visitation by 18% over the year to December 2009.

Over half of visitors from Italy travelled unaccompanied (58%), while 30% travelled as part of an adult couple.

23% of Italian visitors to Australia were backpackers⁴. This market declined by 8% over the year to December 2009.

Italian visitors to Queensland



Italians visiting Queensland

Italian visitors to Queensland declined over the year to December 2009, driven by a downturn in the holiday market (down 17%).

Tropical North Queensland (TNQ) and Brisbane were the Queensland regions most visited by Italian visitors (61% and 44% made a stopover respectively). However declines of 15% and 12% were recorded, respectively over the year to December 2009.

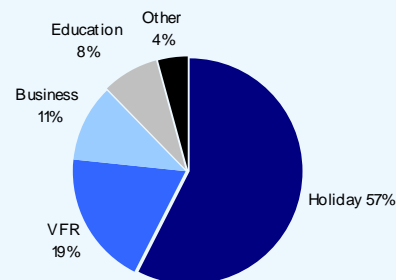
Italians spent \$48 million on their trips to Queensland in the year to December 2009. This was a decline of 4% on the same period last year.

Italian spend per visitor while in Queensland was \$1,938. This is slightly lower 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 Italian visitors to Australia, and this market remained steady with average length of stay at 43.6 nights.

VFR (visiting friends or relatives) visitors increased by 11% over the period. VFR was resilient to the economic downturn. In contrast business visitors constrained their travel.

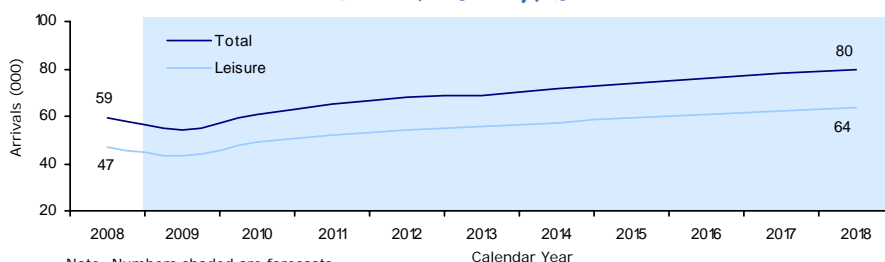


Italian arrivals forecast⁵

Italian arrivals to Australia are forecast to increase by an average of 3% each year from 2008 to reach 80,000 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).

Italian arrivals to Australia



Note: Numbers shaded are forecasts.

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