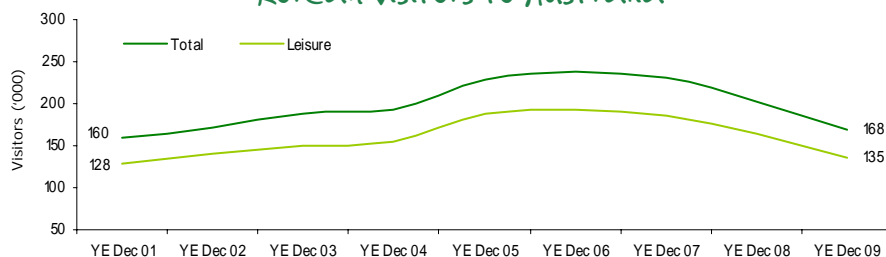


	Australia	Change Dec 08 to Dec 09	Share of international visitors	Queensland	Change Dec 08 to Dec 09	Share of visitors to Qld
Total visitors	168,000	-17% ▼	3%	62,000	-11% ▼	3%
Total ALOS ¹ (nights)	71.0	19.2 ▲		57.9	20.6 ▲	
Leisure² visitors	135,000	-18% ▼	3%	53,000	-16% ▼	3%
Leisure ALOS	49.9	17.0 ▲		41.5	18.3 ▲	
Expenditure (\$m)³	960	2% ▲	6% (share of expenditure)	234	21% ▲	6% (share of expenditure)

Korean visitors to Australia



Korean visitors to Australia

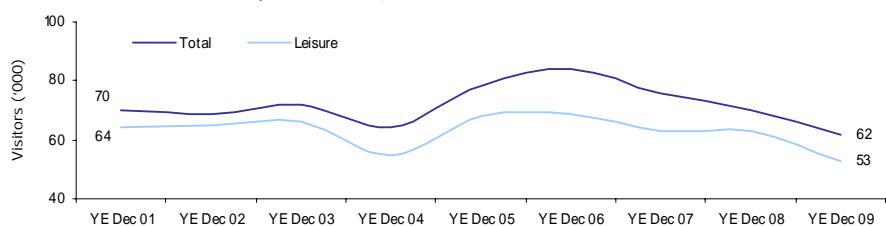
After gradual growth from the year ended December 2001, the Korean market declined between December 2007 and December 2009.

Compared to the national average (38%), more travellers to Australia from Korea were on their first visit (65%).

60% of Korean visitors travelled unaccompanied, while 23% travelled as an adult couple.

While 16% of Korean visitors to Australia were backpackers⁴, this market declined by 7% over the year to December 2009.

Korean visitors to Queensland



Korean visitors to Queensland

In the year ended December 2009, Queensland continued to record declines in the number of Korean visitors.

Brisbane and the Gold Coast were the Queensland regions most visited for Korean visitors (53% and 51% made a stopover respectively). Korean visitors to Brisbane remained stable, while the Gold Coast declined (down 18%) over the year to December 2009.

Koreans spent \$234 million on their trips to Queensland in the year to December 2009. This was an increase of 21% over the year.

Korean spend per visitor in Queensland was \$3,755. This is higher than the average spend of all international visitors to Queensland (\$1,973).

Main purpose of visitation to Australia

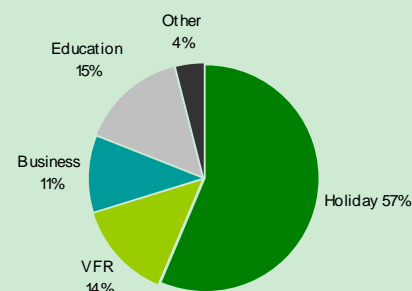
The decline in holiday visitors was the key contributor to the decline in Korean visitation to Australia in the year to December 2009.

The holiday market accounted for almost three in five Korean visitors to Australia, and declined by 25% over this period.

The VFR (visiting friends or relatives) market remained steady, while the business market saw a decline of 17% over the year to December 2009.

Korean education visitors increased as did education visitor nights over the year to December 2009. This market's average length of stay was 182.5 nights, therefore had an influence on the overall Korean visitor length of stay (71.0 nights).

The Korean education market accounts for a much larger proportion of visitors relative to other source markets (representing 15% of Korean visitors, whereas on average, education visitors represent 8% of international visitors).

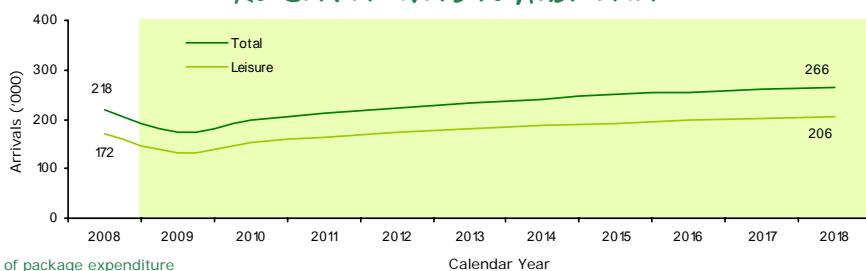


Korean arrivals forecast⁵

Korean arrivals to Australia are forecast to increase by an average of 2% each year from 2008 to reach 266,000 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).

Korean 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

Note: Numbers shaded are forecasts.