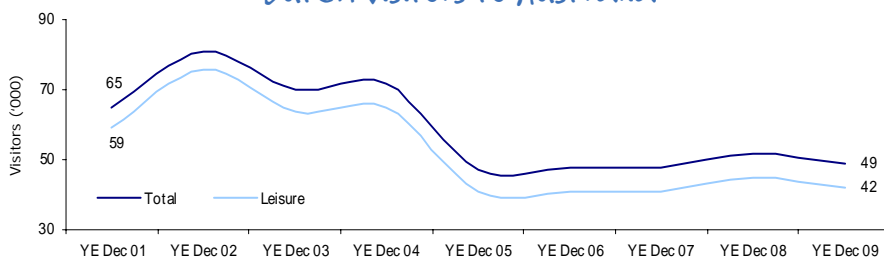


	Australia	Change Dec 08 to Dec 09	Share of international visitors	Queensland	Change Dec 08 to Dec 09	Share of visitors to Qld
Total visitors	49,000	-6% ▼	1%	24,000	-8% ▼	1%
Total ALOS (nights) ¹	43.8	2.9 ▲		22.1	-1.2 ▼	
Leisure² visitors	42,000	-7% ▼	1%	22,000	-8% ▼	1%
Leisure ALOS	40.0	4.0 ▲		20.3	0.3 ▲	
Expenditure (\$m)³	185	-9% ▼	1% (share of expenditure)	52	-12% ▼	1% (share of expenditure)

Dutch visitors to Australia



Dutch visitors to Australia

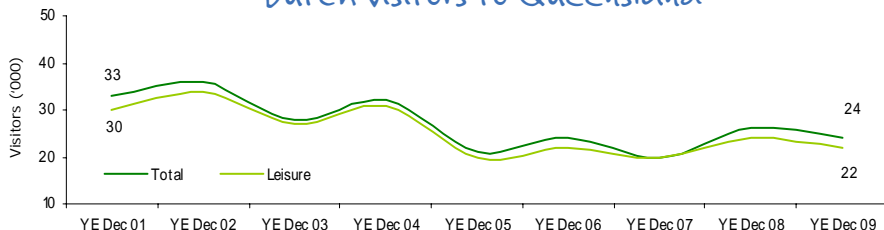
Dutch visitors to Australia have declined from 72,000 visitors in the year ended December 2004 to 49,000 visitors in the year ended December 2009.

An equal proportion of visitors from the Netherlands were first time and repeat visitors.

Most visitors from the Dutch market travelled unaccompanied (59%), while 24% travelled as an adult couple while in Australia.

33% of Dutch visitors to Australia were backpackers⁴, with the youth market remaining resilient.

Dutch visitors to Queensland



Dutch visitors to Queensland

Visitors from the Netherlands to Queensland declined over the year to December 2009. This was due to a decline in the VFR (visiting friends or relatives) market (down 20%).

Tropical North Queensland (TNQ) and Brisbane were the Queensland regions most visited by Dutch visitors (63% and 55% made a stopover respectively).

The Whitsundays and the Fraser Coast were also the most visited (46% and 38% made a stopover respectively), however visitation to these regions declined over the year ended December 2009.

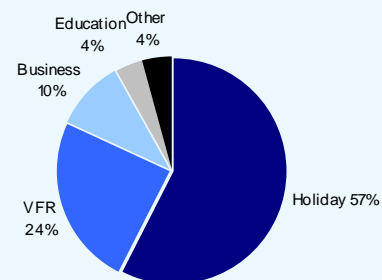
Dutch visitors spent \$52 million on their trips to Queensland in the year to December 2009, this was a decline of 12% from the year ended December 2008.

The Dutch spend per visitor in Queensland was \$2,194. This is slightly higher than the average spend of all international visitors to Queensland (\$1,973).

Main purpose of visitation to Australia

The holiday market accounted for 57% of the Dutch market to Australia, and remained steady over the year to December 2009.

The VFR (visiting friends or relatives) market also remained steady over this period, however Dutch VFR visitor nights increased (up 2%).

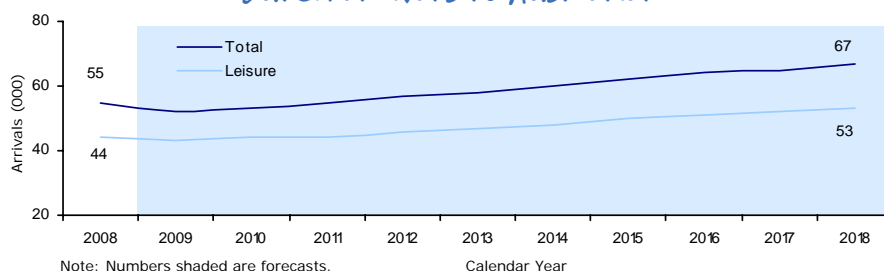


Dutch arrivals forecast⁵

Arrivals to Australia from the Netherlands are forecast to increase by an average of 2% each year from 2008 to reach 67,000 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).

Dutch 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