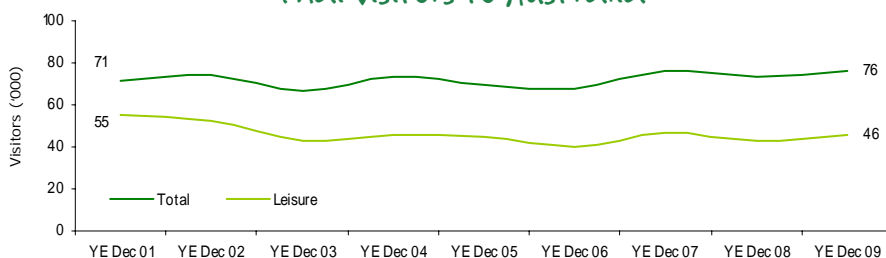


Thailand

	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	76,000	4% ▲	1%	8,000	-20% ▼	0%
Total ALOS ¹ (nights)	53.1	7.6 ▲		33.5	0.4 ▲	
Leisure² visitors	46,000	7% ▲	1%	5,000	-38% ▼	0%
Leisure ALOS	26.0	5.9 ▲		17.9	-0.9 ▼	
Expenditure (\$m)³	351	9% ▲	2% (share of expenditure)	22	-24% ▼	1% (share of expenditure)

Thai visitors to Australia



Thai visitors to Australia

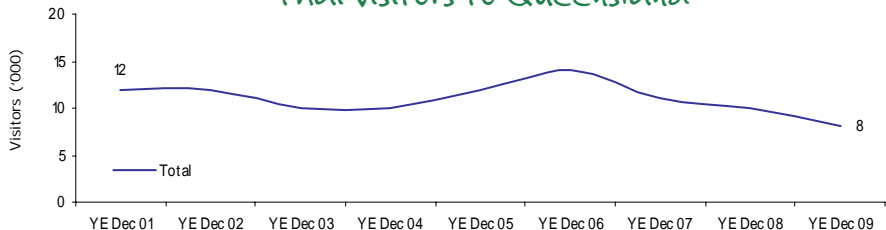
The Thailand market to Australia is comparatively small. This market had little change in visitor numbers for the last eight years, although visitation did increase over the year to December 2009.

Over half of Thai visitors to Australia were repeat visitors (63%), up 7% on last year.

Two thirds (72%) of Thai visitors travelled unaccompanied, while 12% travelled as part of an adult couple.

The vast majority of Thai visitors to Australia do not travel on a package (95%).

Thai visitors to Queensland



Thai visitors to Queensland

The number of Thai visitors to Queensland has been declining since the year ended December 2006 and declined by 20% over the year to December 2009.

Brisbane was the Queensland region most visited for Thai visitors (52% made a stopover), although visitation declined by 33% over the year to December 2009.

Thai visitors spent \$22 million on their trips to Queensland in the year to December 2009. This was a decline of 24% on the previous year.

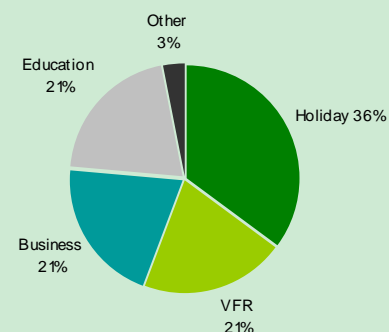
Thai spend per visitor in Queensland was \$2,843. This is higher than the average spend of all international visitors to Queensland (\$1,973).

Main purpose of visitation to Australia

There was a 4% increase in visitors from Thailand in the year ended December 2009. This was largely driven by increases in the VFR (visiting friends or relatives) and holiday markets (up 23% and 4%, respectively).

Thai holiday visitor nights also increased (up 65%) over this period. Thai holiday visitors average length of stay was 30.6 nights.

Thai education visitors increased (up 14%) as did education visitor nights (up 17%) over the year to December 2009. This market's average length of stay was 153.1 nights and this influenced the overall Thai visitor length of stay (53.1 nights).

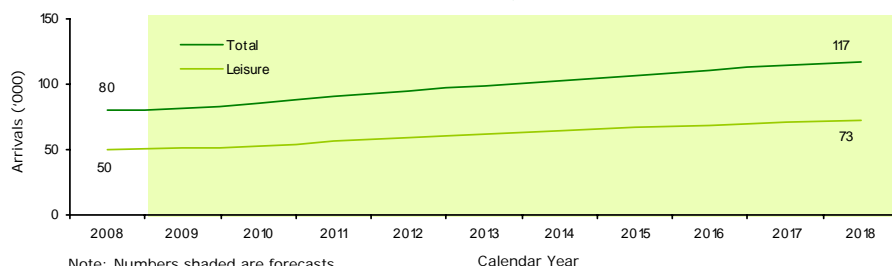


Thai arrivals forecast⁴

Thai arrivals to Australia are forecast to increase by an average of 4% each year from 2008 to reach 117,000 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).

Thai arrivals to Australia



Note: Numbers shaded are forecasts.

n/p Thai visitor leisure trend data for Queensland is not published due to low sample size

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