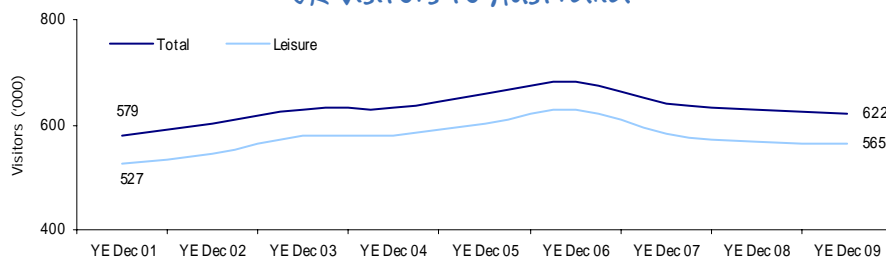


United Kingdom (UK)

	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	622,000	-1% ▼	12%	247,000	-2% ▼	13%
Total ALOS (nights) ¹	36.1	3.1 ▲		22.1	3.0 ▲	
Leisure² visitors	565,000	-1% ▼	14%	239,000	-2% ▼	14%
Leisure ALOS	33.9	3.1 ▲		21.3	3.5 ▲	
Expenditure (\$m)³	1,908	-3% ▼	11% (share of expenditure)	466	0% ↔	12% (share of expenditure)

UK visitors to Australia



UK visitors to Australia

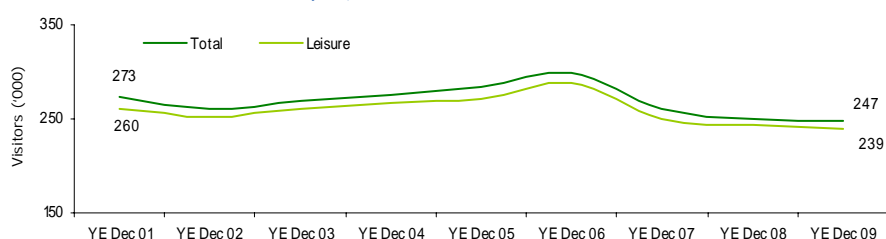
The UK is Australia's second largest international market. Over the year to December 2009 there was a marginal decline in visitation.

Just over half of visitors from the UK were repeat visitors to Australia (58%), and this market increased by 2% over the year to December 2009. First time visitors however declined (down 5%) over the same period.

The majority of visitors from the UK travelled either unaccompanied (57%), or as an adult couple (30%) while in Australia.

Just under one in five (21%) visitors from the UK were backpackers⁴. This market increased by 12% over the year to December 2009, with the buoyant youth market contributing.

UK visitors to Queensland



UK visitors to Queensland

In the year ended December 2009, there was a decline in the number of UK visitors to Queensland. This was driven by a decline in the VFR (visiting friends or relatives) market.

Brisbane and Tropical North Queensland (TNO) were the Queensland regions most visited by UK visitors (56% and 49% made a stopover respectively).

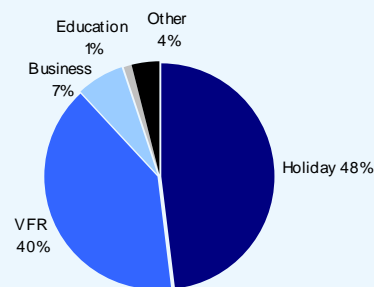
UK visitors spent \$466 million on their trips to Queensland in the year to December 2009. This remained steady on the previous year.

UK spend per visitor in Queensland was \$1,886. This is slightly lower than the average spend of all international visitors to Queensland (\$1,973).

Main purpose of visitation to Australia

Declines in the UK holiday and business markets contributed to the downturn in total UK visitors to Australia over the year to December 2009 (down 4% and 12%, respectively).

There were 247,000 VFR (visiting friends or relatives) visitors from the UK in the year ended December 2009, an increase of 5% on the previous year.

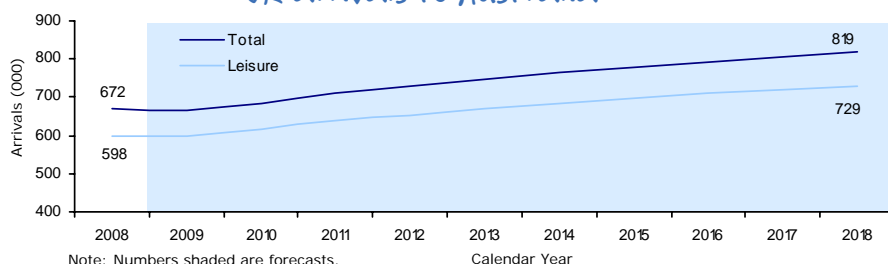


UK arrivals forecast⁵

UK arrivals to Australia are forecast to increase by an average of 2% each year from 2008 to reach 819,000 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).

UK 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