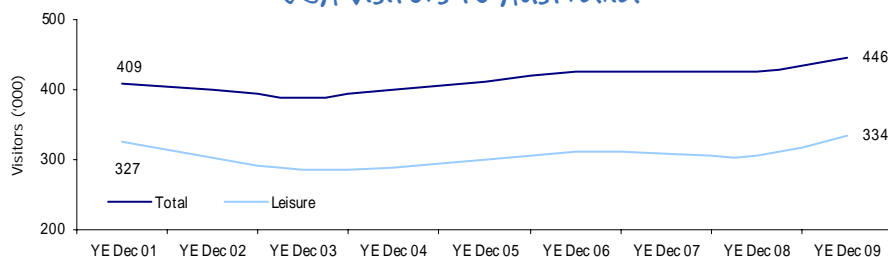


United States of America

	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	446,000	4% ▲	9%	157,000	-2% ▼	8%
Total ALOS (nights) ¹	22.1	0.5 ▲		13.5	1.5 ▲	
Leisure² visitors	334,000	9% ▲	8%	132,000	-2% ▼	8%
Leisure ALOS	17.5	1.4 ▲		9.4	0.4 ▲	
Expenditure (\$m)³	1,262	1% ▲	7% (share of expenditure)	285	8% ▲	7% (share of expenditure)

USA visitors to Australia



USA visitors to Australia

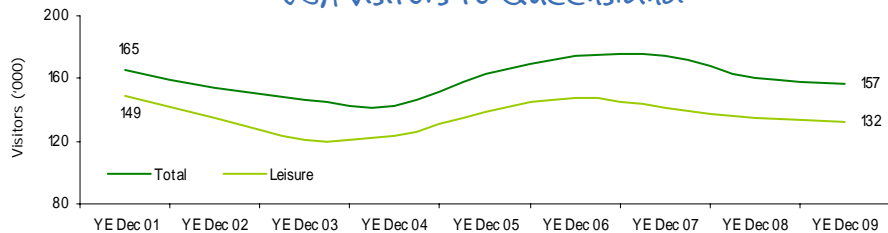
The United States of America (USA) is Australia's third largest international market. It increased over the year ended December 2009 by 4%, driven by increases in the holiday and VFR (visiting friends or relatives) markets.

The majority of visitors from the USA were first time visitors to Australia (55%).

Over half of USA visitors to Australia travelled unaccompanied (64%), while 21% travelled as an adult couple.

11% of USA visitors to Australia were backpackers⁴. This market increased by 6% over the year to December 2009, and was buoyed by the youth market.

USA visitors to Queensland



USA visitors to Queensland

The USA was Queensland's fourth largest international market in the year ended December 2009, and declined over the year. This was driven by a decline in the holiday market.

Tropical North Queensland (TNQ) and Brisbane were the Queensland regions most visited by USA visitors (53% and 39% made a stopover respectively). USA visitors to TNQ and Brisbane declined over the year to December 2009 (down 8% and 5% respectively).

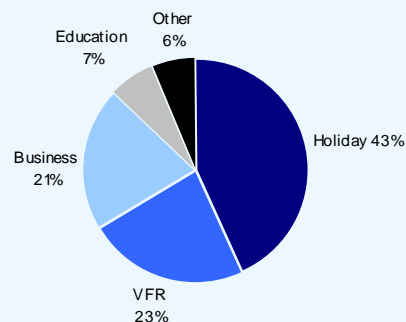
USA visitors spent \$285 million on their trips to Queensland in the year to December 2009. This was an increase of 8% on the previous year.

USA spend per visitor in Queensland was \$1,813. This is lower than the average spend of all international visitors to Queensland (\$1,973).

Main purpose of visitation to Australia

The USA VFR (visiting friends or relatives) and holiday markets increased over the year to December 2009 (up by 23% and 11% respectively). This contributed to the increase in the total number of USA visitors. The VFR market is proving to be more resilient to the economic downturn.

There was a decline in the USA business market (down 15% to 94,000 visitors), however the business market remains a significant market (accounting for 21% of all visitors).

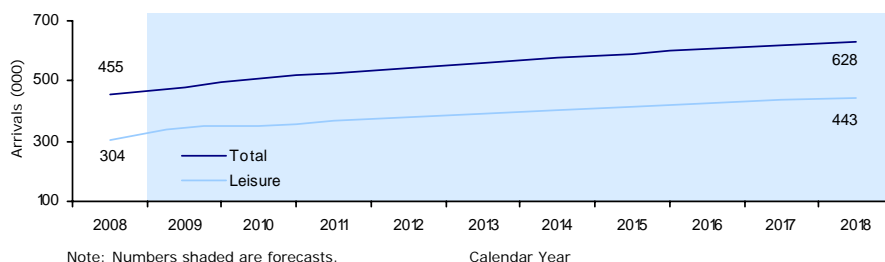


USA arrivals forecast⁵

USA arrivals to Australia are forecast to increase by an average of 3% each year from 2008 to reach 628,000 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).

USA 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