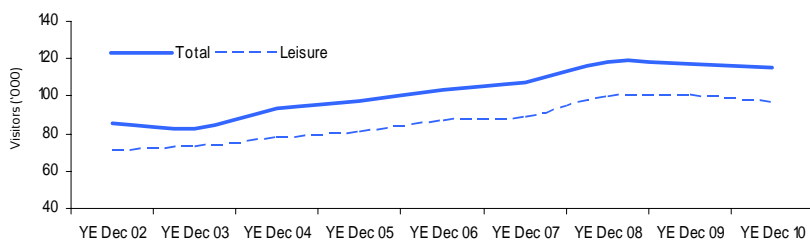


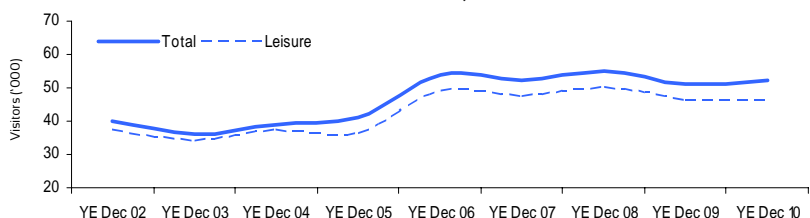
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	115,000	▼ -2%	2%	52,000	▲ 2%	3%
Total ALOS (nights) ¹	39.2	▼ -1.0		21.0	▼ -3.9	
Leisure² visitors	96,000	▼ -4%	2%	46,000	0%	3%
Leisure ALOS	31.0	▼ -2.1		16.2	▼ -5.2	
Expenditure (\$m)³	\$438	▼ -4%	2% (share of expenditure)	\$121	▼ -5%	3% (share of expenditure)

Canadian visitors to Australia



Canadian visitors to Queensland



Expenditure in Queensland

Canadians spent \$121 million on their trips to Queensland in the year to December 2010. This was a decline of 5% on the same period last year.

Canadian spend per visitor in Queensland was \$2,329. This is higher than the average spend of all international visitors to Queensland (\$1,846).

Main purpose of visitation to Australia

The holiday market accounted for just under half of all Canadian visitors to Australia, and declined by 9% over the year to December 2010. In contrast, the VFR market increased by 3%.

Canadian holiday visitors stayed an average of 31 nights in Australia; whilst VFR visitors stayed 30 nights in the year to December 2010.

Canadians visiting Australia

Canadian visitation to Australia declined over the year ended December 2010.

Over half of Canadian visitors to Australia were first time visitors (53%). First time visitors remained steady over the year to December 2010, however repeat visitors declined (down 4%).

64% of Canadian visitors travelled unaccompanied, while 23% travelled as part of an adult couple in Australia.

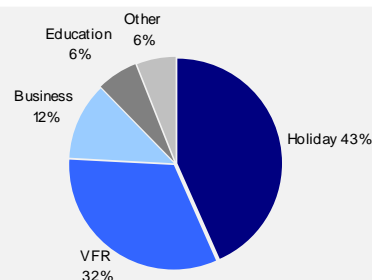
32% of Canadian visitors to Australia were youth visitors⁴. Visitation from this market declined by 8% over the year to December 2010.

Canadians visiting Queensland

In contrast to the national result, Queensland saw an increase in Canadian visitors over the year to December 2010. This was driven by an increase in the VFR (visiting friends or relatives) market.

Brisbane and Tropical North Queensland (TNQ) were the Queensland regions most visited by Canadian visitors.

37% of Canadian visitors to Queensland were youth visitors, and this market declined by 14% over the year to December 2010.

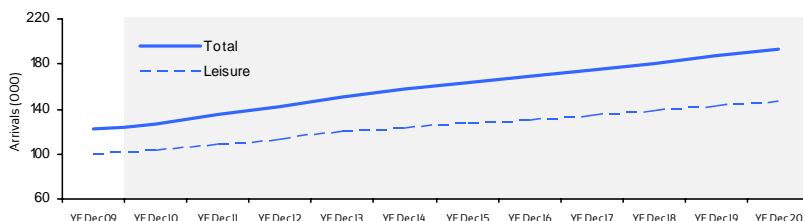


Canadian arrivals forecast⁵

Canadian visitor arrivals to Australia are forecast to increase by an average annual rate of 4% from 2009 and reach 193,000 arrivals in 2020.

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).

Forecast Canadian arrivals to Australia



Note: Numbers shaded are forecasts.

Stats on Q are you subscribed?

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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. Youth market represents visitors who are aged between 15 and 29 years old.
 5. Tourism Forecasting Committee 2010 Issue 2
 Note: All data unless specified is from Tourism Research Australia, International Visitor Survey year ended December 2010