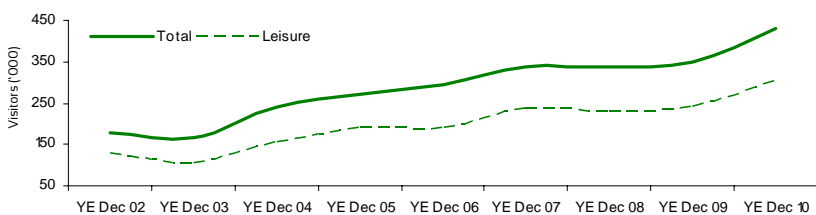


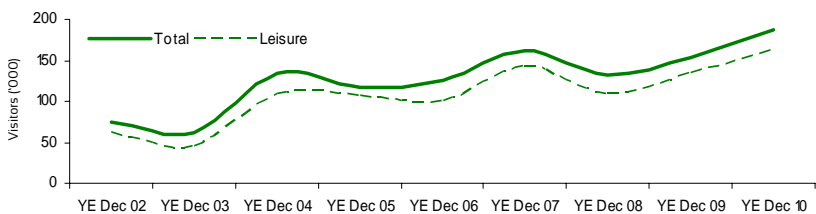
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	430,000	▲ 23%	8%	188,000	▲ 23%	9%
Total ALOS ¹ (nights)	55.8	▲ 1.1		15.8	▲ 3.7	
Leisure² visitors	304,000	▲ 26%	7%	162,000	▲ 22%	9%
Leisure ALOS	23.3	▲ 2.0		9.1	▲ 3.5	
Expenditure (\$m)³	\$2,410	▲ 19%	14% (share of expenditure)	\$338	▲ 18%	9% (share of expenditure)

Chinese visitors to Australia



Chinese visitors to Queensland



Chinese visitors to Australia

Heightened consumer confidence in many Asian markets has stimulated holiday travel to Australia. China remains one of Australia's fastest growing international markets and increased over the year to December 2010 (up 23%). The increase in China Southern Airline's capacity to Australia in November 2010, fuelled growth late in 2010.

First time visitor numbers from China increased (up 24%). Half of Chinese visitors to Australia were returning visitors (50%), and they also increased their visitation up by 21% over the year to December 2010.

Almost half of all Chinese visitors travelled unaccompanied (48%), while 17% travelled as part of an adult couple in Australia.

Chinese visitors to Queensland

Chinese visitor numbers to Queensland increased in the year ended December 2010, driven by increases in holiday and VFR (visiting friends or relatives) markets.

The regions of the Gold Coast, Brisbane and Tropical North Queensland were the most visited by Chinese visitors to Queensland. Chinese visitors increased visitation to these regions (up by 17%, 32% and 76% respectively) over the year ended December 2010.

Expenditure in Queensland

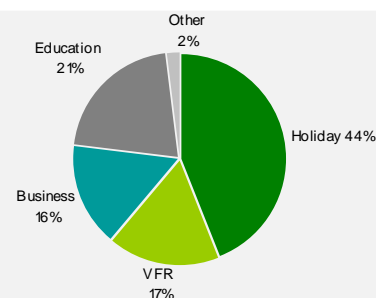
Chinese visitors spent \$338 million on their trips to Queensland in the year to December 2010. This was an increase of 18% on the previous year.

Chinese spend per visitor in Queensland was \$1,795. This is lower than the average spend of all international visitors to Queensland (\$1,846).

Main purpose of visitation to Australia

The holiday market accounted for 44% of all Chinese visitors to Australia, and this market increased by 24% over the year to December 2010. The VFR and business markets also increased by 28% and 23%, respectively.

Education visitors accounted for a larger proportion of the Chinese market (21%) than for all international visitors to Australia (8%). The Chinese education market to Australia increased by 22% over the year to December 2010.

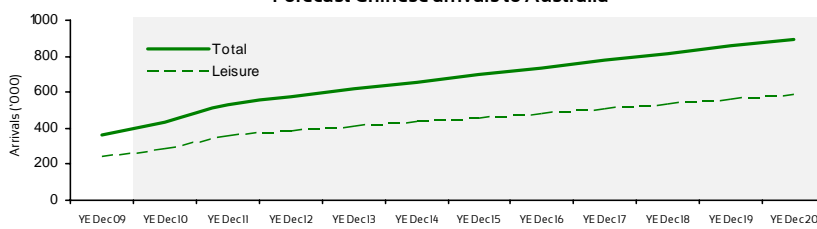


Chinese arrivals forecast⁴

Chinese arrivals to Australia are forecast to increase by an average of 8% each year from 2009 and reach 897,000 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 Chinese arrivals to Australia



Note: Numbers shaded are forecasts.

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 2010 Issue 2
 Note: All data unless specified is from Tourism Research Australia, International Visitor Survey year ended December 2010

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