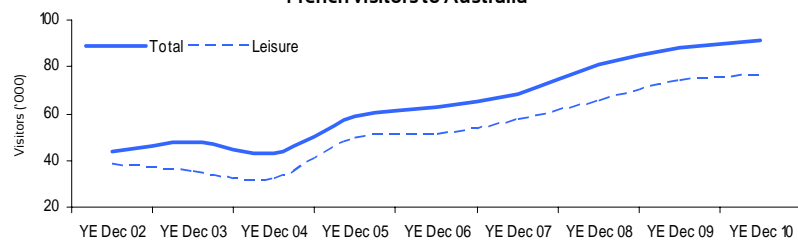


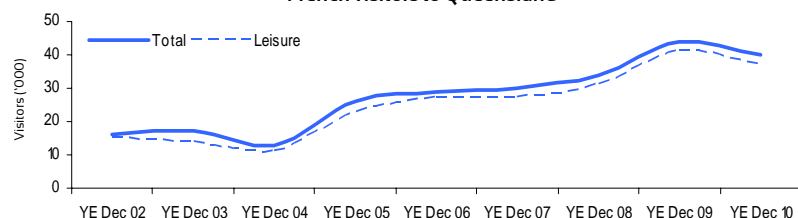
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	91,000	▲ 3%	2%	40,000	▼ -9%	2%
Total ALOS (nights) ¹	53.6	▼ -0.1		31.8	▲ 0.8	
Leisure² visitors	76,000	▲ 3%	2%	37,000	▼ -10%	2%
Leisure ALOS	44.8	▲ 0.7		24.3	▲ 0.3	
Expenditure (\$m)³	\$342	▼ -3%	2% (share of expenditure)	\$91	▼ -7%	2% (share of expenditure)

French visitors to Australia



French visitors to Queensland



French visitors to Australia

French visitor numbers to Australia more than doubled over the last decade, from 44,000 in December 2002 to 91,000 visitors in December 2010.

First time visitors to Australia accounted for 60% of the French market, and declined by 2% over the year to December 2010.

60% of French visitors travelled unaccompanied, while 22% travelled as an adult couple whilst in Australia.

53% of French visitors to Australia were youth visitors⁴. This market declined by 2% over the year to December 2010.

French visitors to Queensland

The number of French visitors to Queensland declined over the year to December 2010. However they more than doubled over the last decade.

Brisbane and Tropical North Queensland were the Queensland regions most visited by French visitors.

60% of French visitors to Queensland were from the youth market, which declined by 14% over the year ended December 2010.

Expenditure in Queensland

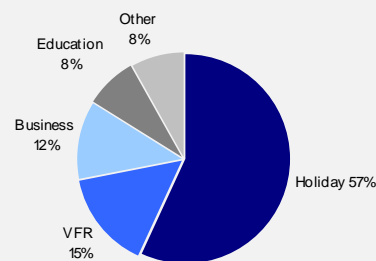
The French spent \$91 million on their trips to Queensland in the year to December 2010. This was a decline on the same period last year (down by \$7 million).

French spend per visitor in Queensland was \$2,282. 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 more than half of all French visitors to Australia, and increased by 2% over the year to December 2010.

The VFR (visiting friends or relatives) market remained steady over the same period. VFR visitors had a shorter length of stay (35 nights) than the holiday market at 51 nights in Australia over the year ended December 2010.

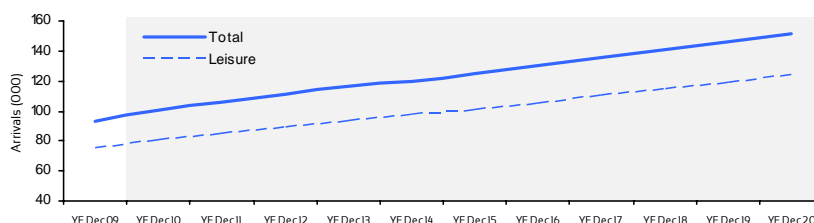


French visitors forecast⁵

French arrivals to Australia are forecast to increase by an average of 5% each year from 2009 and reach 152,000 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 French arrivals to Australia



Note: Numbers shaded are forecasts.

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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