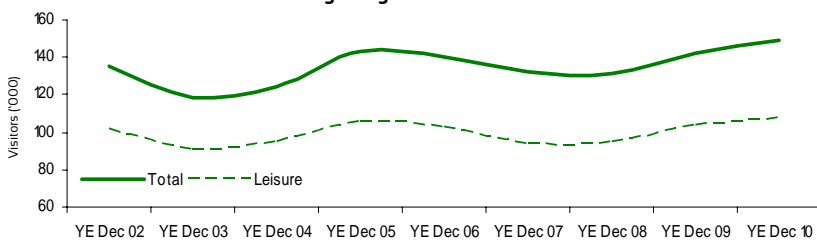


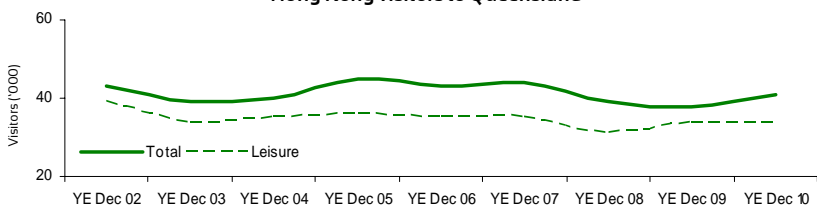
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	149,000	▲ 5%	3%	41,000	▲ 8%	2%
Total ALOS ¹ (nights)	35.5	▲ 2.9		18.9	▲ 0.4	
Leisure² visitors	108,000	▲ 4%	3%	34,000	▲ 0%	2%
Leisure ALOS	21.0	▲ 3.7		14.7	▲ 2.4	
Expenditure (\$m)³	\$616	▲ 18%	3% (share of expenditure)	\$87	▲ 10%	2% (share of expenditure)

Hong Kong visitors to Australia



Hong Kong visitors to Queensland



Hong Kong visitors to Australia

Visitors from Hong Kong to Australia increased over the year ended December 2010. Consumer confidence in Hong Kong improved in 2010, with this aiding the increase. Additional capacity such as the increase in airline seats to Australia by Cathay Pacific from November 2010 also assisted.

The majority of visitors from Hong Kong were repeat visitors (68%), similar to other markets (average 63%). Repeat visitation increased by 3% over the year ended December 2010.

Over half of all Hong Kong visitors travelled unaccompanied (62%), while 14% travelled as part of an adult couple in Australia.

Hong Kong visitors to Queensland

Hong Kong visitation to Queensland increased over the year to December 2010. This was driven by an increase in the VFR (visiting friends or relatives) market (up 10%).

Brisbane and the Gold Coast were the most visited Queensland regions. Hong Kong visitors to the Gold Coast and Brisbane increased by 19% and 5%, respectively over the year to December 2010.

Expenditure in Queensland

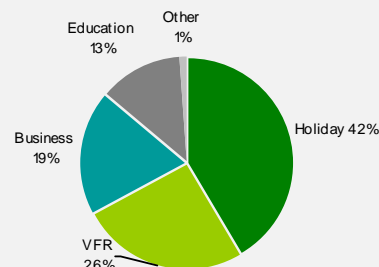
Visitors from Hong Kong spent \$87 million on their trips to Queensland in the year to December 2010. This was an increase of 10% on the previous year.

Hong Kong spend per visitor in Queensland was \$2,145. This is higher than the average spend of all international visitors to Queensland (\$1,846).

Main purpose of visitation to Australia

The increase in Hong Kong visitors to Australia was driven by an increase in the business market (up 32%) in the year to December 2010. The holiday market also increased by 2%, while the VFR market remained steady over the year to December 2010.

The length of stay for Hong Kong visitors on holiday in Australia averaged 24 nights; this was higher than the typically longer staying VFR visitors who averaged 15 nights over the year ended December 2010.

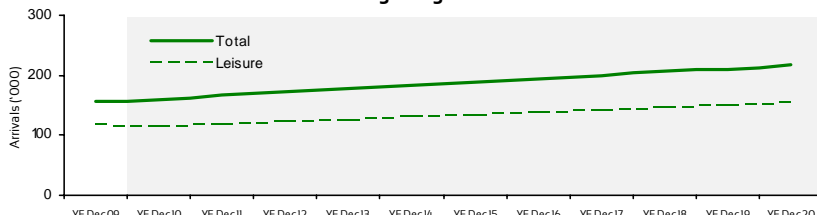


Hong Kong arrivals forecast⁴

Arrivals to Australia from Hong Kong are forecast to increase by an average of 3% each year from 2009 and reach 217,000 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 Hong Kong 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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