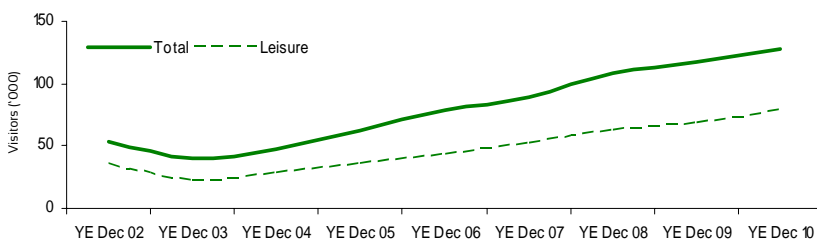


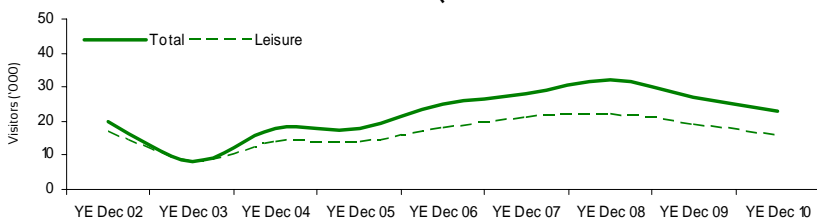
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	128,000	▲ 9%	2%	23,000	▼ -15%	1%
Total ALOS ¹ (nights)	64.9	▲ 3.7		37.3	▲ 4.7	
Leisure² visitors	78,000	▲ 15%	2%	16,000	▼ -16%	1%
Leisure ALOS	40.3	▲ 3.9		13.7	▼ -2.7	
Expenditure (\$m)³	\$614	▲ 7%	3% (share of expenditure)	\$66	▼ -10%	2% (share of expenditure)

Indian visitors to Australia



Indian visitors to Queensland



Indian visitors to Australia

Indian visitation to Australia increased by 9%, to reach 128,000 visitors in the year ended December 2010. This was due to robust economic growth and consumer confidence.

The majority of visitors from India were repeat visitors (55%). The number of repeat visitation increased by 39% over the year to December 2010. First timers however reduced their travel to Australia over this period (down 15%).

A growing number of Indian visitors travelled unaccompanied (62%), while 19% travelled as part of an adult couple.

Indian visitors to Queensland

Indian visitation to Queensland declined over the year ended December 2010, driven by a downturn in the holiday market (down 20%).

Brisbane and the Gold Coast were the Queensland regions most visited by Indian visitors. However, visitation to Brisbane declined by 14%, while the Gold Coast remained steady over the year to December 2010.

Expenditure in Queensland

Indian visitors spent \$66 million on their trips to Queensland in the year ended December 2010.

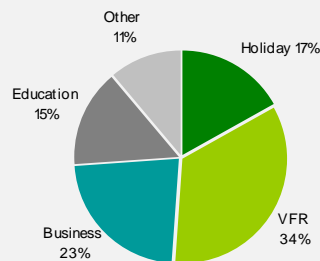
Indian spend per visitor in Queensland was \$2,891. This is higher than the average spend of all international visitors to Queensland (\$1,846).

Main purpose of visitation to Australia

The increase in Indian visitation to Australia was driven by an increase in business and VFR (visiting friends or relatives) visitors (up 26% and 16% respectively, over the year to December 2010).

Indian VFR visitors stayed longer (53 nights) than holiday visitors in Australia, staying an average of 22 nights in Australia over the year ended December 2010.

The education market accounts for a larger proportion of Indian visitors (15%) to Australia than for international visitors overall to Australia (8%).

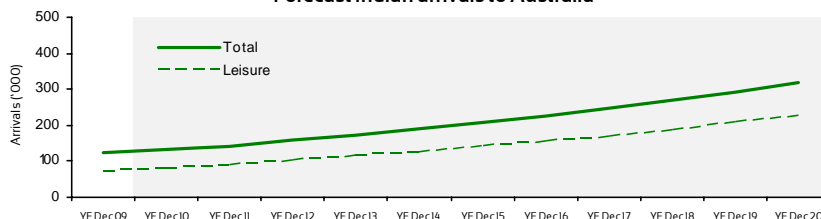


Indian arrivals forecast⁴

Indian arrivals to Australia are forecast to increase by an average of 9% each year from 2009 and reach 318,000 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 Indian 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. Tourism Forecasting Committee 2010 Issue 2
 Note All data unless specified is from Tourism Research Australia, International Visitor Survey year ended December 2010