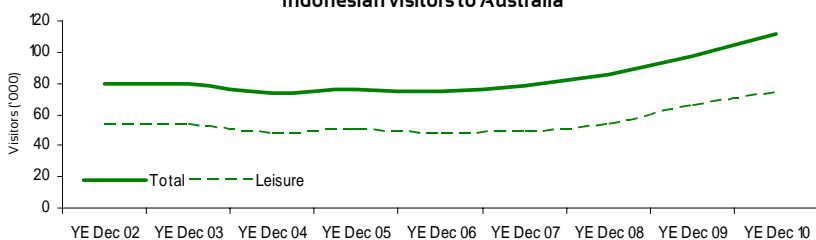


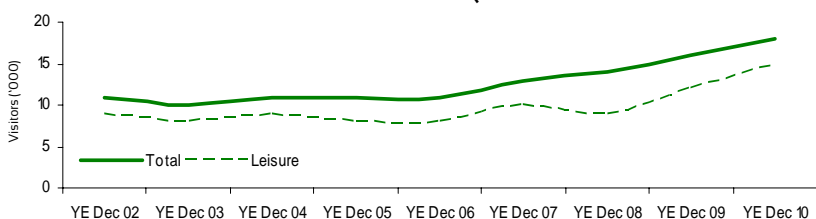
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	112,000	▲ 15%	2%	18,000	▲ 13%	1%
Total ALOS ¹ (nights)	44.5	▲ 4.3		19.8	▼ -2.2	
Leisure² visitors	74,000	▲ 14%	2%	15,000	▲ 25%	1%
Leisure ALOS	22.3	▲ 6.2		13.1	▲ 5.4	
Expenditure (\$m)³	\$480	▲ 14%	3% (share of expenditure)	\$23	0%	1% (share of expenditure)

Indonesian visitors to Australia



Indonesian visitors to Queensland



Indonesian visitors to Australia

The Indonesian market to Australia is a comparatively small market, however it increased over the year to December 2010.

The majority of visitors from Indonesia were repeat visitors (76%). Indonesian visitors were more likely to be repeat visitors than the average for all international visitors to Australia (63%).

62% of Indonesian visitors travelled unaccompanied, while 13% travelled as a family group, and a further 12% travelled as an adult couple.

Indonesian visitors to Queensland

The number of Indonesian visitors to Queensland increased over the year to December 2010 to the highest level recorded in eight years.

The most visited Queensland regions by Indonesian visitors were Brisbane and the Gold Coast. 56% of Indonesian visitors to Queensland made a stopover in Brisbane while 51% a stopover on the Gold Coast. Both regions saw increases in Indonesian visitors over the year to December 2010 (up 11% and 13%, respectively).

Expenditure in Queensland

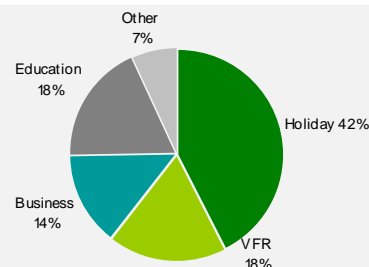
Indonesian visitors spent \$23 million on their trips to Queensland in the year to December 2010, and remained steady over the year.

Indonesian spend per visitor in Queensland was \$1,294. This is lower than the average spend of all international visitors to Queensland (\$1,846).

Main purpose of visitation to Australia

The increase in visitors from Indonesia to Australia occurred across holiday, business and VFR (visiting friends or relatives) markets in the year to December 2010 (up 18%, 14% and 11%, respectively).

Education visitors accounted for a larger proportion of the Indonesian market than that for all international visitors to Australia (18% compared with 8%).

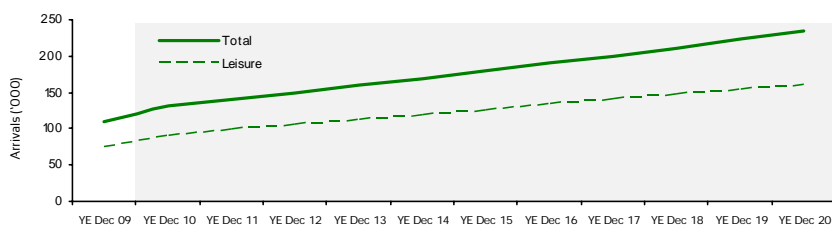


Indonesian arrivals forecast⁴

Indonesian arrivals to Australia are forecast to increase by an average of 7% each year from 2009 and reach 235,000 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 Indonesian 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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