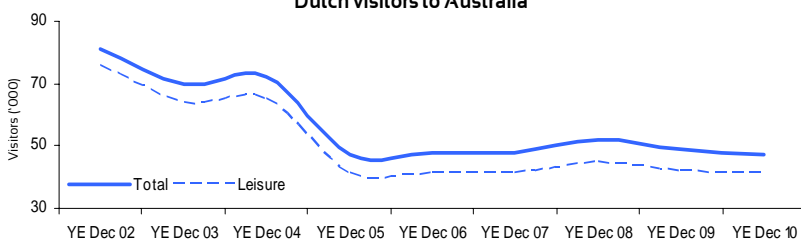


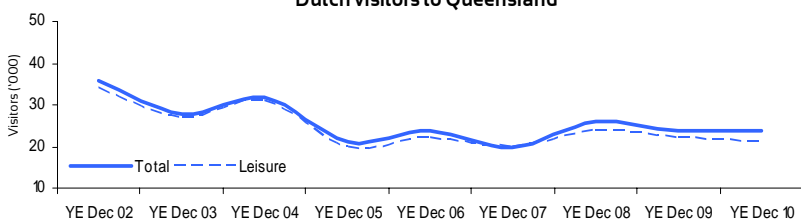
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	47,000	▼ -4%	1%	24,000	0%	1%
Total ALOS (nights) ¹	39.8	▼ -4.0		23.3	▲ 1.2	
Leisure² visitors	41,000	▼ -2%	1%	21,000	▼ -5%	1%
Leisure ALOS	35.6	▼ -4.4		21.5	▲ 1.2	
Expenditure (\$m)³	\$174	▼ -6%	1% (share of expenditure)	\$53	▲ 2%	1% (share of expenditure)

Dutch visitors to Australia



Dutch visitors to Queensland



Dutch visitors to Australia

Dutch visitors to Australia declined by 4% to 47,000 visitors in the year ended December 2010.

Return visitors to Australia accounted for 51% of the Dutch market, and remained steady over the year to December 2010.

A larger proportion of visitors from the Dutch market travelled unaccompanied (57%), while 26% travelled as an adult couple while in Australia.

34% of Dutch visitors to Australia were youth market visitors⁴, and this market declined by 16% over the year to December 2010.

Dutch visitors to Queensland

Visitation from the Netherlands to Queensland remained steady over the year to December 2010. However, the holiday market showed a decline of 5%.

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

46% of all Dutch visitors to Queensland were youth market visitors. The Dutch youth market showed a decline of 8% over the year ended December 2010.

Expenditure in Queensland

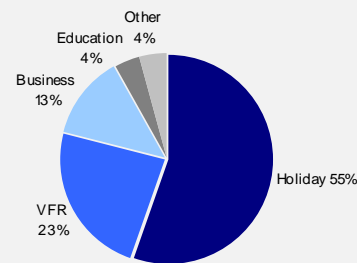
Dutch visitors spent \$53 million on their trips to Queensland in the year to December 2010, this was an increase of 2% from the year ended December 2009.

The Dutch spend per visitor in Queensland was \$2,252. 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 55% of the Dutch market to Australia, and declined by 7% over the year to December 2010.

The VFR (visiting friends or relatives) market also declined by 8% over this period.

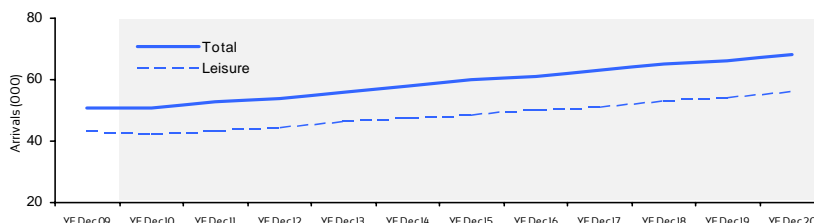


Dutch arrivals forecast⁵

Arrivals to Australia from the Netherlands are forecast to increase by an average of 3% each year from 2009 and reach 68,000 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 Dutch 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. 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

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