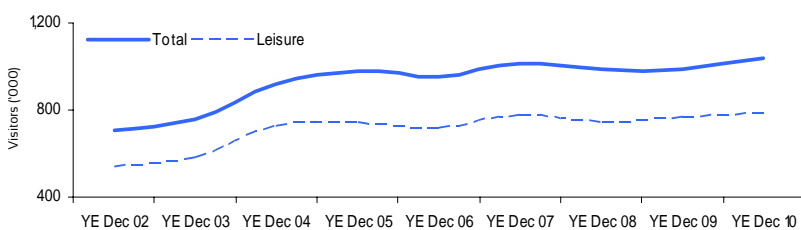


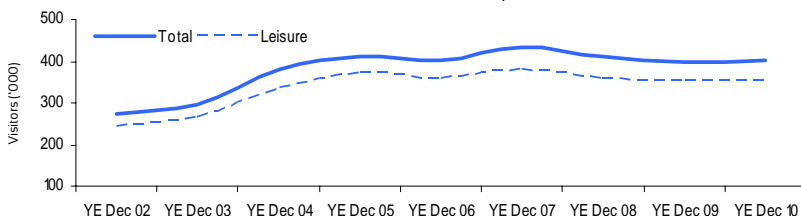
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
<b>Total visitors</b>	1,037,000	▲ 5%	19%	404,000	▲ 2%	20%
Total ALOS (nights) <sup>1</sup>	13.7	▲ 0.2		12.8	▼ -0.2	
<b>Leisure<sup>2</sup> visitors</b>	787,000	▲ 2%	19%	352,000	0%	20%
Leisure ALOS	12.2	▲ 0.3		12.0	▲ 0.6	
<b>Expenditure (\$m)<sup>3</sup></b>	\$1,471	▲ 8%	8% (share of expenditure)	\$526	▼ -1%	14% (share of expenditure)

### New Zealand visitors to Australia



### New Zealand visitors to Queensland



### New Zealand visitors to Australia

New Zealand (NZ) is Australia's largest international market representing 19% of all international visitors to Australia. This market increased by 5% over the year to December 2010.

Outbound travel from NZ to Australia increased, as did NZ holiday travel to other destinations such as Fiji, and long haul destinations of the USA and UK. Despite such increases however, the regions' economic climate remained flat in 2010.

The majority of NZ visitors travelled unaccompanied (57%), while 25% travelled as an adult couple.

Just 21% of all NZ visitors were youth market<sup>4</sup> visitors, and this market increased by just 1% over the year ended December 2010.

### New Zealand visitors to Queensland

NZ visitation to Queensland also saw an increase. While the family group market drove this increase, it was adult couples who reduced their holiday travel to Queensland.

The Gold Coast and Brisbane were the Queensland regions most visited by NZ visitors.

### Expenditure in Queensland

New Zealanders spent \$526 million on their trips to Queensland in the year to December 2010. This was a decline of just 1% over the year.

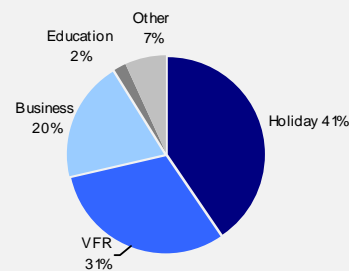
NZ spend per visitor in Queensland was \$1,301. This is lower than the average spend of all international visitors to Queensland (\$1,846).

### Main purpose of visitation to Australia

The holiday market accounted for a significant proportion (41%) of NZ visitors to Australia. This market increased by 4% over the year to December 2010.

The VFR (visiting friends or relatives) market increased by 2% over this period.

The strongest growth from NZ came from the business market, which recorded an increase of 10% over the year to December 2010. This is due to a strong rebound in business long-haul travel to Australia.

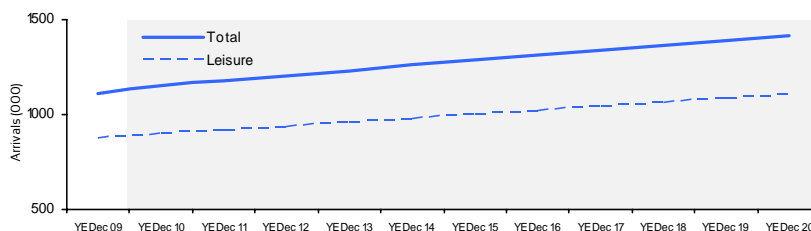


### New Zealand arrivals forecast<sup>5</sup>

NZ arrivals to Australia are forecast to increase by an average of 2% each year from 2009 and reach 1,414,000 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 New Zealand 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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