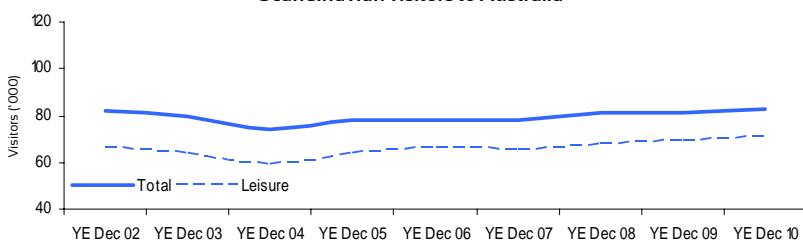


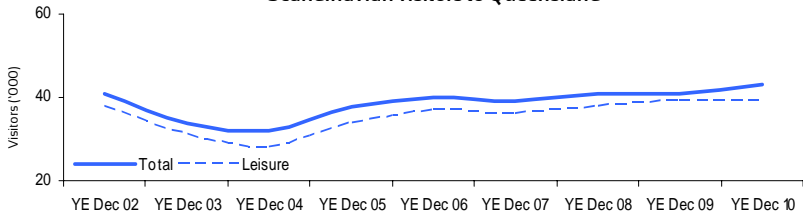
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
<b>Total visitors</b>	83,000	▲ 2%	2%	43,000	▲ 5%	2%
Total ALOS (nights) <sup>1</sup>	40.9	0.0		24.9	▼ -1.7	
<b>Leisure<sup>2</sup> visitors</b>	71,000	▲ 3%	2%	39,000	0%	2%
Leisure ALOS	30.8	▼ -1.3		19.3	▼ -2.5	
<b>Expenditure (\$m)<sup>3</sup></b>	\$332	0%	2% (share of expenditure)	\$98	▼ -6%	3% (share of expenditure)

### Scandinavian visitors to Australia



### Scandinavian visitors to Queensland



### Scandinavian visitors to Australia

Over the year to December 2010, Scandinavian visitation to Australia increased by 2%.

The majority (59%) of Scandinavian visitors were first time visitors, while 41% were repeat visitors to Australia.

A large proportion of Scandinavian visitors travelled unaccompanied (54%), while 20% travelled as an adult couple in Australia.

45% of Scandinavian visitors to Australia were from the youth market<sup>4</sup>. Visitation from this market declined by 5% over the year to December 2010.

### Scandinavian visitors to Queensland

Scandinavian visitation to Queensland also increased over the year to December 2010.

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

51% of Scandinavian visitors to Queensland were from the youth market. This market showed a decline of 4% over the year to December 2010.

### Expenditure in Queensland

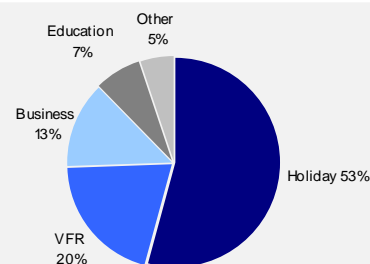
Scandinavians spent \$98 million on their trips to Queensland in the year to December 2010. This was a decline of 6% on the previous year.

Scandinavian spend per visitor in Queensland was \$2,301. 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 53% of Scandinavian visitors to Australia. This market declined by 2% over the year to December 2010.

The VFR (visiting friends or relatives) market increased by 6% to 17,000 visitors over the year ended December 2010.

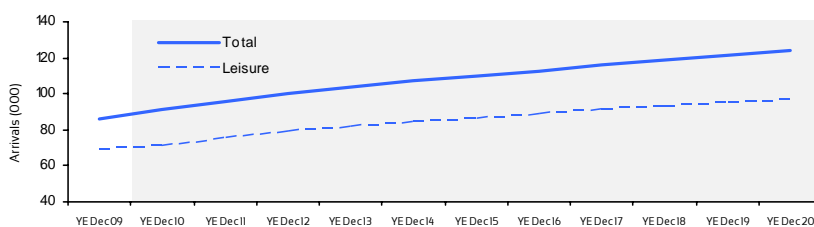


### Scandinavian arrivals forecast<sup>5</sup>

Arrivals to Australia from Scandinavia are forecast to increase by an average of 3% each year from 2009 and reach 124,000 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 Scandinavian 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

\* Includes Denmark, Finland, Sweden, Norway and 'Scandinavia unspecified'.

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