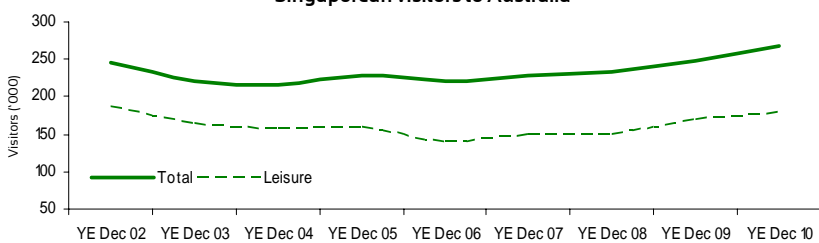


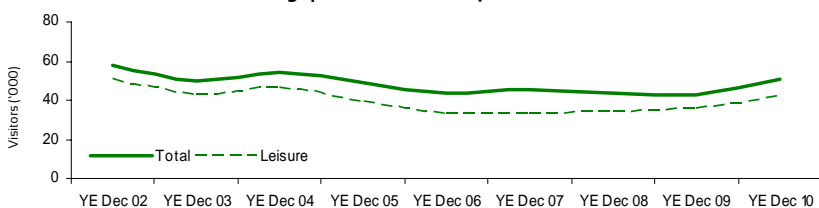
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	267,000	▲ 8%	5%	51,000	▲ 19%	2%
Total ALOS ¹ (nights)	21.5	▼ -1.5		13.0	▲ 0.7	
Leisure² visitors	179,000	▲ 5%	4%	42,000	▲ 17%	2%
Leisure ALOS	11.8	▲ 0.5		8.0	▲ 0.1	
Expenditure (\$m)³	\$912	▲ 13%	5% (share of expenditure)	\$97	▲ 10%	3% (share of expenditure)

Singaporean visitors to Australia



Singaporean visitors to Queensland



Expenditure in Queensland

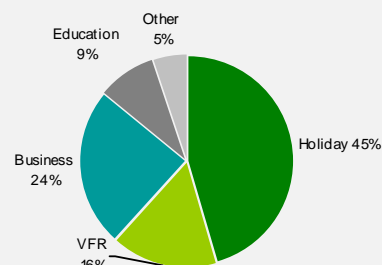
Singapore visitors spent \$97 million on their trips to Queensland in the year to December 2010. This was an increase of 10% over the year.

Singaporean spend per visitor in Queensland was \$1,897. This is slightly higher than the average spend of all international visitors to Queensland (\$1,846).

Main purpose of visitation to Australia

The increase in Singaporean visitors to Australia was driven by growth in the business and holiday markets (up 16% and 5%, respectively).

Education visitors accounted for a similar proportion of the Singaporean market as the average for all international visitors (9% compared with 8%).

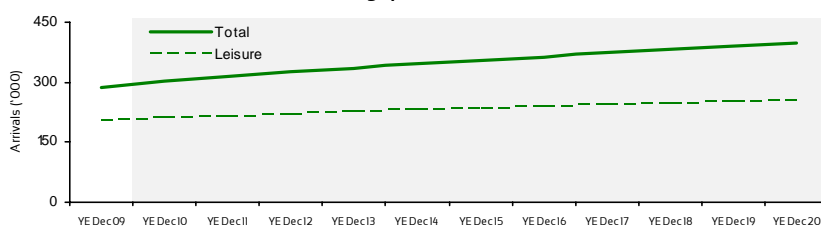


Singaporean arrivals forecast⁵

Singapore arrivals to Australia are forecast to increase by an average of 3% each year from 2009 and reach 399,000 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 Singaporean 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 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

Singaporean visitors to Australia

In the year ended December 2010, Singaporeans increased their travel to Australia, due to robust economic growth and strengthening consumer confidence.

The majority of Singapore visitors to Australia were repeat visitors (84%). On average, 63% of all international visitors to Australia are repeat visitors.

The majority of Singaporean visitors travelled unaccompanied (58%), while 15% travelled as an adult couple, and as part of a family group each.

28% of all Singaporean visitors to Australia are youth market⁴ visitors, and this market increased by 7% over the year ended December 2010.

Singaporean visitors to Queensland

Similarly to the national trend, the number of Singapore visitors to Queensland increased.

Brisbane and the Gold Coast were the Queensland regions most visited by Singaporean's. Visitors to Brisbane and the Gold Coast increased (up 24% and 18%, respectively) over the year to December 2010.

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