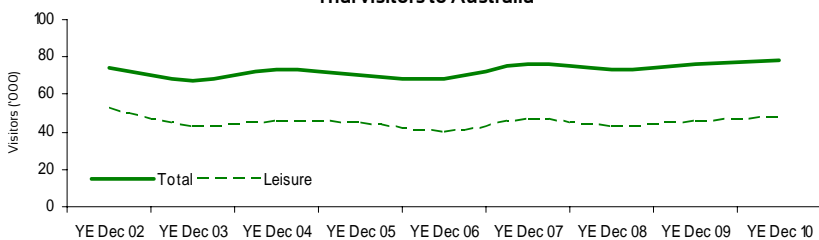


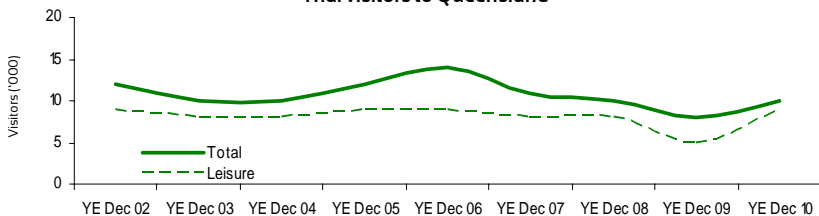
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	78,000	▲ 3%	1%	10,000	▲ 25%	0%
Total ALOS ¹ (nights)	52.8	▼ -0.3		28.3	▼ -5.2	
Leisure² visitors	48,000	▲ 4%	1%	9,000	▲ 80%	1%
Leisure ALOS	27.5	▲ 1.5		12.9	▼ -5.0	
Expenditure (\$m)³	\$382	▲ 9%	2% (share of expenditure)	\$19	▼ -14%	1% (share of expenditure)

Thai visitors to Australia



Thai visitors to Queensland



Thai visitors to Australia

The Thai market to Australia is a comparatively small market, however Thai visitation to Australia increased by 3% over the year to December 2010.

More than half of Thai visitors to Australia were repeat visitors (63%), with the number returning to Australia increasing by 2% on last year.

A significant proportion of Thai visitors travelled unaccompanied (67%), while 13% travelled as part of an adult couple.

Thai visitors to Queensland

The number of Thai visitors to Queensland has been declining since the year ended December 2006, however visitation increased over the year to December 2010.

The Gold Coast and Brisbane were the Queensland regions most visited by Thai visitors (40% made a stopover each) in the year ended December 2010.

Expenditure in Queensland

Thai visitors spent \$19 million on their trips to Queensland in the year to December 2010. This was a decline of 14% on the previous year.

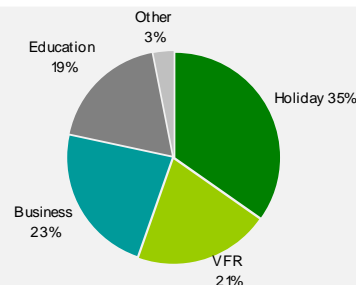
Thai spend per visitor in Queensland was \$1,914. This is higher than the average spend of all international visitors to Queensland (\$1,846).

Main purpose of visitation to Australia

The increase in visitors to Australia from Thailand was largely driven by an increase in the business market (up 13%) in the year ended December 2010.

However, both the holiday and VFR (visiting friends or relatives) markets remained steady over this period.

A high proportion of Thai visitors (19%) to Australia were education visitors compared with just 8% for all international visitors to Australia (8%).

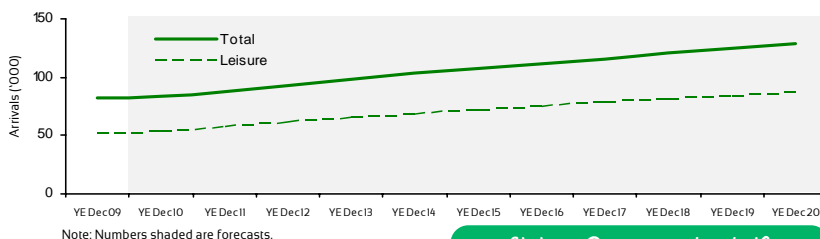


Thai arrivals forecast⁴

Thai arrivals to Australia are forecast to increase by an average of 4% each year from 2009 and reach 129,000 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 Thai arrivals to Australia



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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