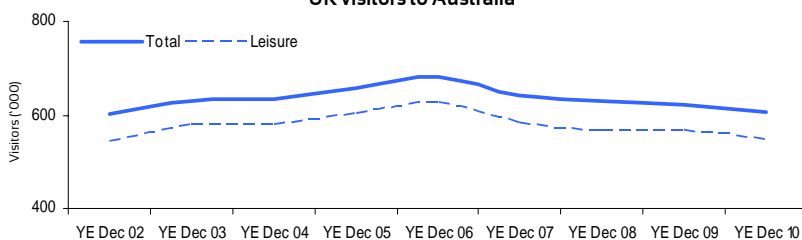


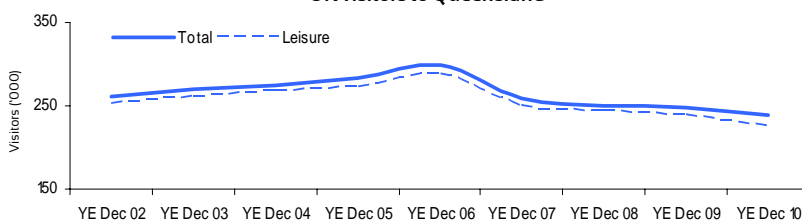
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	605,000	▼ -3%	11%	238,000	▼ -4%	12%
Total ALOS (nights) ¹	36.1	0.0		21.9	▼ -0.2	
Leisure² visitors	547,000	▼ -3%	13%	225,000	▼ -6%	13%
Leisure ALOS	32.6	▼ -1.3		19.8	▼ -1.5	
Expenditure (\$m)³	\$1,805	▼ -5%	10% (share of expenditure)	\$431	▼ -8%	11% (share of expenditure)

UK visitors to Australia



UK visitors to Queensland



UK visitors to Australia

The United Kingdom (UK) is Australia's second largest international source market, contributing 11% of all international visitors to Australia. UK visitation showed a decline over the year to December 2010.

Total outbound travel from the UK remained lower than during the GFC in 2010,⁶ highlighting the impact of the lagging economic recovery and weaker consumer confidence in the region.

Over half of visitors from the UK market travelled unaccompanied in Australia (56%).

More than a quarter (28%) of all visitors from the UK were youth market⁴ visitors. This market declined by 9% over the year to December 2010.

UK visitors to Queensland

Following the national trend, there was a decline in UK visitors to Queensland in the year ended December 2010.

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

37% of all UK visitors to Queensland were from the youth market. This market declined by 16% over the year to December 2010.

Expenditure in Queensland

UK visitors spent \$431 million on their trips to Queensland in the year to December 2010, a decline of 8% over the year.

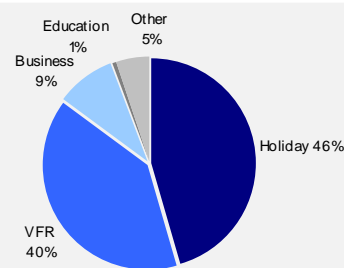
UK spend per visitor in Queensland was \$1,810. This is slightly lower than the average spend of all international visitors to Queensland (\$1,846).

Main purpose of visitation to Australia

A decline of 7% in the UK holiday market contributed to the softening in visitation to Australia over the year to December 2010.

The UK VFR (visiting friends or relatives) market also declined, by 2% over the year ended December 2010. This market has softened, after a strong performance in the year ended June 2010.

However, UK business travel to Australia performed well, increasing by 15% over the year to December 2010.

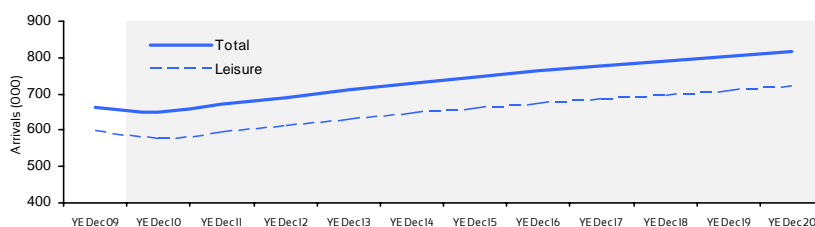


UK arrivals forecast⁵

UK arrivals to Australia are forecast to increase by an average of 2% each year from 2009 and reach 817,000 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 UK arrivals to Australia



Note: Numbers shaded are forecasts.

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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