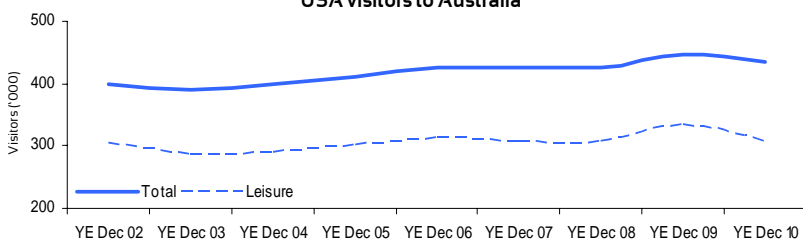


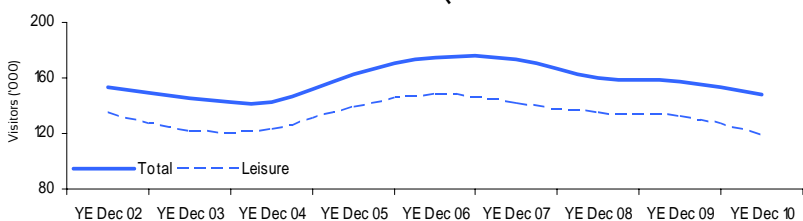
Year ended December 2010

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
<b>Total visitors</b>	434,000	▼ -3%	8%	148,000	▼ -6%	7%
Total ALOS (nights) <sup>1</sup>	21.9	▼ -0.2		14.0	▲ 0.5	
<b>Leisure<sup>2</sup> visitors</b>	308,000	▼ -8%	7%	119,000	▼ -10%	7%
Leisure ALOS	17.3	▼ -0.2		10.4	▲ 1.0	
<b>Expenditure (\$m)<sup>3</sup></b>	\$1,180	▼ -6%	7% (share of expenditure)	\$250	▼ -12%	7% (share of expenditure)

USA visitors to Australia



USA visitors to Queensland



## USA visitors to Australia

The United States of America (USA) is Australia's third largest international market, representing 8% of all international visitors to Australia. Visitation declined by 3% over the year ended December 2010.

The US market has been hampered by a subdued economic recovery. In addition, an increased number of Australian's travelling to America (USA) have perhaps contributed to the contraction in visitation from the US over the year.

Over half (54%) of US visitors to Australia were first timers, and this market declined by 5% over the year ended December 2010.

The majority of US visitors travelled unaccompanied (62%), while 20% travelled as an adult couple.

## USA visitors to Queensland

The US was Queensland's fifth largest international market in the year ended December 2010, and declined by 6% over the year.

The US has also continued to endure low consumer confidence, but is now seeing recovery in outbound travel. Restraining travel to Australia and to Queensland has been the significant growth in Australian residents travelling to the US.

## Expenditure in Queensland

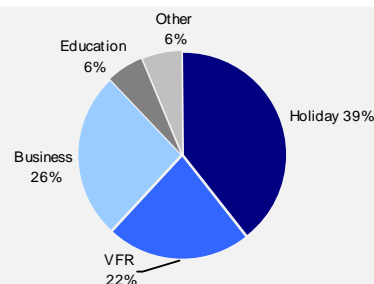
US visitors spent \$250 million on their trips to Queensland in the year to December 2010. This was a decline of 12% on the previous year.

US spend per visitor in Queensland was \$1,688. This is lower than the average spend of all international visitors to Queensland (\$1,846).

## Main purpose of visitation to Australia

The US holiday and VFR (visiting friends or relatives) markets reduced their visitation to Australia over the year to December 2010 (down 11% and 6% respectively).

The US business market to Australia is bouncing back, with an increase of 21% over the year to December 2010.

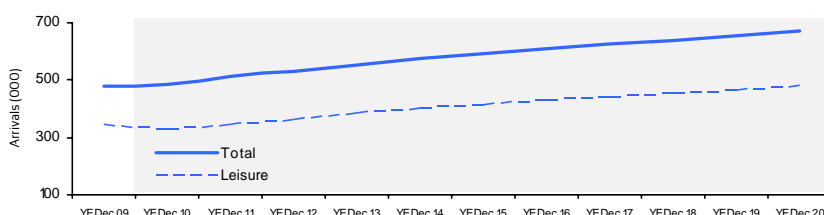


## USA arrivals forecast<sup>5</sup>

USA arrivals to Australia are forecast to increase by an average of 3% each year from 2009 and reach 669,000 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 USA 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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