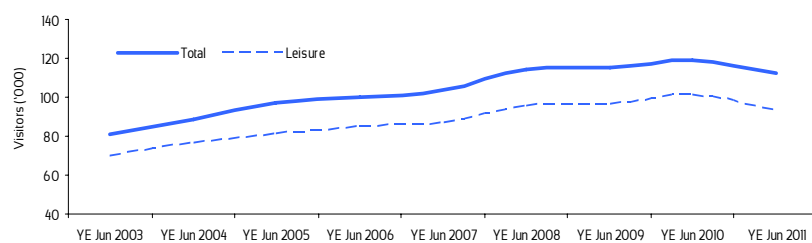


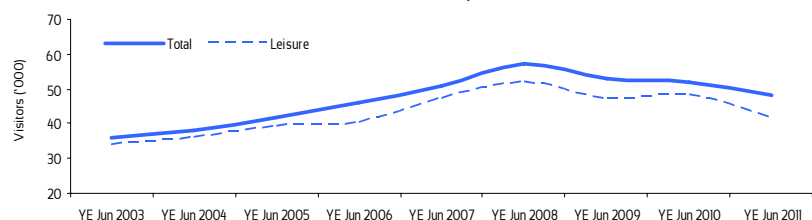
Year ended June 2011

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	112,000	▼ -6%	2%	48,000	▼ -8%	2%
Total ALOS (nights) ¹	39.3	▲ 2.0		19.6	▼ -3.0	
Leisure² visitors	93,000	▼ -8%	2%	42,000	▼ -13%	2%
Leisure ALOS	34.5	▲ 6.3		17.0	▼ -0.3	
Expenditure (\$m)³	\$426	▼ -3%	2% (share of expenditure)	\$99	▼ -21%	3% (share of expenditure)

Canadian visitors to Australia



Canadian visitors to Queensland



Canadians visiting Australia

Canadian visitation to Australia declined by 6% during the year ended June 2011 to 112,000 visitors.

Almost half of Canadian visitors to Australia were first time visitors (52%). First time visitors declined by 8% over the year to June 2011, while repeat visitors declined 4%.

Canadians tend to travel to Australia unaccompanied (63%) or as a part of an adult couple (21%)

49% of Canadian visitors to Australia are aged between 30 and 59 years of age. This market has been increasing, while youth (under 30 years) and older travellers (60 and over) have been declining.

Canadians visiting Queensland

Following the national trend, Queensland saw fewer Canadian visitors in the year ending June 2011. This was driven by a decline in holiday travel.

Brisbane and Tropical North Queensland (TNQ) were Canadians' most visited Queensland regions.

Around 40% of Canadian visitors to Queensland were youth visitors, and this market declined by 10% over the year to June 2011.

Canadians market insights ⁴

Australia's share of the Canadian market has declined from 0.5% to 0.4% between 2000 and 2010. While aviation access between Canada and Australia has been increasing, demand remains suppressed due to higher airfare costs and the strong Australian and Canadian dollars, which have made other destination countries relatively more affordable.

Expenditure in Queensland

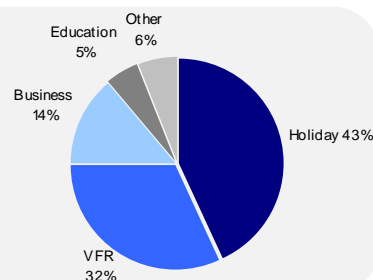
Canadians spent \$99 million on their trips to Queensland in the year ending June 2011. This was a decline of 21% on the previous year.

Canadian spend per visitor in Queensland was \$2,054. This is higher than the average spend of all international visitors to Queensland (\$1,822). Canadians are now spending \$347 less per visitor than they were in the year ending June 2010.

Main purpose of visitation to Australia

Holiday remains the main reason Canadians visit Australia. When compared with the average international visitor, Canadians are more likely to visit Australia to VFR and less inclined to holiday.

The business market was the only purpose of visit category to increase their travel to Australia during the period.

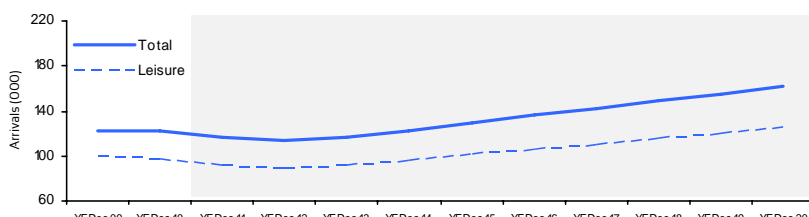


Canadian arrivals forecast ⁵

Canadian visitor arrivals to Australia are forecast to increase by an average annual rate of 2.9% from 2010 to 2020 to reach 162,000 arrivals.

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 Canadian 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 modelled package expenditure
 4. Tourism Australia's Canada Market Profile 2011
 5. Tourism Forecasting Committee 2011 Issue 2
 Note: All data unless specified is from Tourism Research Australia, International Visitor Survey year ended June 2011

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