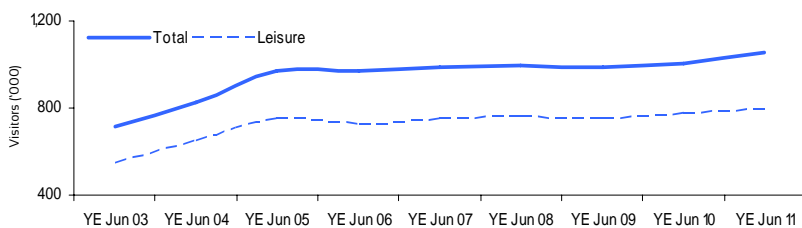


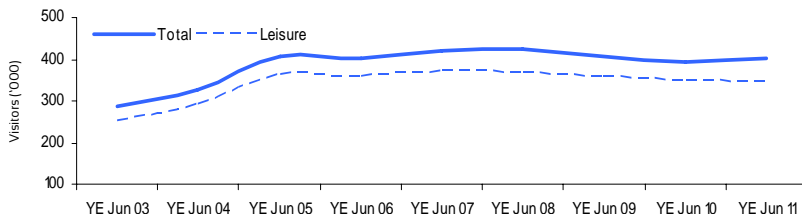
Year ended June 2011

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	1,057,000	▲ 5%	20%	404,000	▲ 2%	20%
Total ALOS (nights) ¹	14.0	▲ 1.0		12.8	▲ 0.5	
Leisure² visitors	792,000	▲ 3%	19%	346,000	▼ -1%	20%
Leisure ALOS	12.3	▲ 0.6		11.8	▲ 0.3	
Expenditure (\$m)³	\$1,481	▲ 7%	8% (share of expenditure)	\$497	▼ -5%	14% (share of expenditure)

New Zealand visitors to Australia



New Zealand visitors to Queensland



New Zealand visitors to Australia

New Zealand (NZ) is Australia's largest international market representing 20% of all international visitors to Australia. This market increased by 5% over the year ending June 2011.

Due to the close proximity of the countries, almost 94% of New Zealand visitors to Australia are return visitors.

NZ visitors tend to travel to Australia unaccompanied (57%) or in an adult couple (25%). However, there has been strong growth in those travelling with friends and relatives.

Around 56% of NZ visitors are middle aged (30 to 59 years). A further 22% are youth visitors⁴ and the remaining 22% are older travellers (60+ years).

New Zealand visitors to Queensland

NZ visitation to Queensland increased by 2% in the year ending June 2011, contributing a further 9,000 visitors to the state. This was driven by increases in business and employment travel.

NZ visitors to Queensland are most likely to visit the Gold Coast (45%), Brisbane (41%), the Sunshine Coast (19%) and Tropical North Queensland (9%) while on their trip in the state.

New Zealand Market Insights⁵

Australia's share of the New Zealand outbound market decreased from 64% to 57% between 2000 and 2010. The trans-Tasman aviation route is Australia's busiest in terms of direct capacity and flight frequency. Competition on the route is strong and has been increasing, particularly amongst low-cost carriers. The result has been very affordable airfares, which has boosted growth in holiday travel.

Expenditure in Queensland

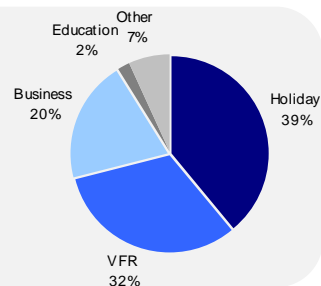
New Zealanders spent \$497 million on their trips to Queensland in the year ending June 2011. This was a decline of 5% from the year ending June 2010.

NZ spend \$1,231 per visitor while in Queensland. This is lower than the average spend of all international visitors to Queensland (\$1,822). New Zealand visitors are now spending \$87 less per visitor than they were in the year ending June 2010.

Main purpose of visitation to Australia

New Zealand visitors to Australia increased in the year ending June 2011, with growth across all main reasons for visiting, except education. The growth was particularly driven by VFR, business and employment travel.

Holiday only represents 39% of New Zealand visitors travel to Australia, which compares to the 45% of all international visitors to Australia.

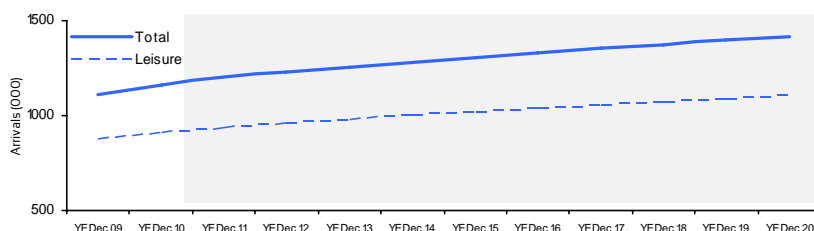


New Zealand arrivals forecast⁶

NZ arrivals to Australia are forecast to increase by 2% per annum between 2010 and 2020 to reach 1,417,000 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 New Zealand 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. Youth market represents visitors who are aged between 15 and 29 years old.
 5. Tourism Australia's New Zealand Market Profile 2011
 6. 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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