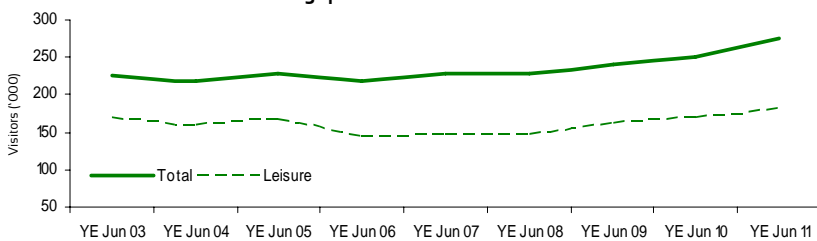


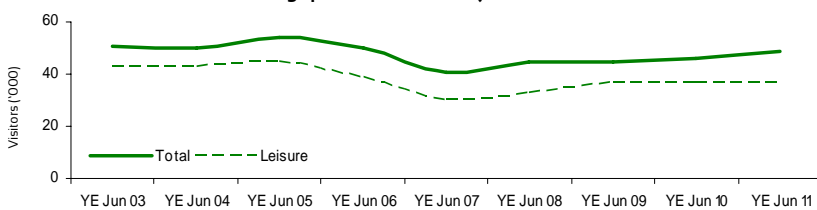
Year ended June 2011

	Australia	Annual change	Share of international visitors	Queensland	Annual change	Share of visitors to Qld
Total visitors	275,000	▲ 10%	5%	49,000	▲ 7%	2%
Total ALOS ¹ (nights)	21.4	▼ -1.5		13.9	▼ -0.2	
Leisure² visitors	182,000	▲ 7%	4%	37,000	● 0%	2%
Leisure ALOS	11.9	● 0.0		7.5	▼ -1.0	
Expenditure (\$m)³	\$960	▲ 14%	5% (share of expenditure)	\$94	▼ -10%	3% (share of expenditure)

Singaporean visitors to Australia



Singaporean visitors to Queensland



Singaporean visitors to Australia

In the year ending June 2011, Singaporeans increased their travel to Australia, driven by those on a return visit.

Most Singaporeans travel to Australia unaccompanied (55%), in a family group (16%) or as an adult couple (15%). While adult couples declined, there was growth from family groups, business associates travelling together and friends and relatives travelling together.

Singaporeans tend to stay in hotels, resorts, motels and motor inns when in Australia and they have been increasing their propensity to use this form of accommodation (up 13%). This growth was mainly in standard hotels or motels and serviced apartments.

Singaporean visitors to Queensland

Similarly to the national trend, the number of Singapore visitors to Queensland increased. The growth was mainly supported by VFR and business visitors, offsetting the declines in the holiday sector.

Brisbane and the Gold Coast were the Queensland regions most visited by visitors from Singapore. Visitors to Brisbane increased (up 23%), however the Gold Coast declined (down 4%).

Singaporean Market Insights⁴

Australia's share of Singapore's outbound market decreased from 6.4% to 3.9% between 2000 and 2010. Singapore's economy rebounded strongly in 2010, leading to improved consumer confidence and increased demand for travel. Singapore is Australia's main aviation hub and competition on the route has ensured competitive airfare prices. Aviation capacity on the route is expected to continue to increase.

Expenditure in Queensland

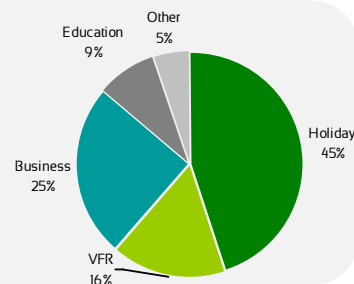
Singapore visitors spent \$94 million on their trips to Queensland in the year ending June 2011. This was a decrease of 10% over the year.

Singaporean visitors spend \$1,912 per visitor or \$138 per night on their trips to Queensland. This is slightly higher than the average spend of all international visitors to Queensland (\$1,822 per visitor or \$91 per night).

Main purpose of visitation to Australia

Singaporeans increased their travel to Australia for nearly all purpose of visit categories, although growth was mainly driven by holiday and business travel.

Singaporeans are less likely to visit Australia for VFR, but more likely to visit for business than the average international visitor.

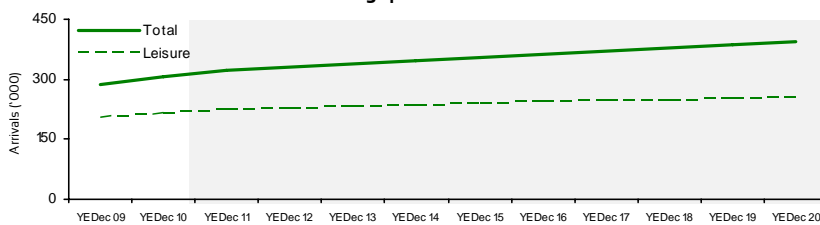


Singaporean arrivals forecast⁵

Singapore arrivals to Australia are forecast to increase by an average of 2.5% each year between 2010 and 2020 to reach 396,000 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 Singaporean 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. Tourism Australia's Singapore 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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