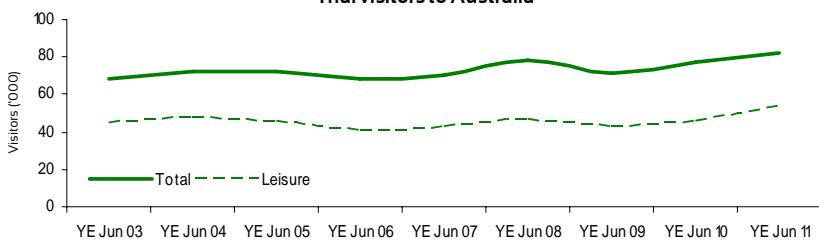


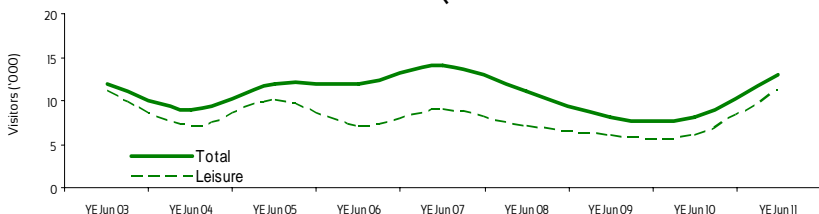
Year ended June 2011

	Australia	Annual change	Share of international visitors	Queensland	Trend change	Share of visitors to Qld
<b>Total visitors</b>	82,000	▲ 6%	2%	13,000	▲ 7%	1%
Total ALOS <sup>1</sup> (nights)	52.7	▲ 4.7		31.9	▲ 5.7	
<b>Leisure<sup>2</sup> visitors</b>	53,000	▲ 15%	1%	11,000	▲ 21%	1%
Leisure ALOS	26.8	▲ 2.0		12.9	▼ -1.2	
<b>Expenditure (\$m)<sup>3</sup></b>	\$417	▲ 25%	2% (share of expenditure)	\$28	▲ 5%	1% (share of expenditure)

Thai visitors to Australia



Thai visitors to Queensland



## Thai visitors to Australia

The Thai market is a relatively small market for Australia, however visitation from Thailand to Australia increased by 6% in the year ending June 2011. This growth was driven by repeat visitors (up 6%) and those not on a group tour (up 5%).

A large proportion of Thai visitors travelled to Australia unaccompanied (66%). There were declines in adult couples from Thailand, but growth in families and friends and relatives travelling together.

Over 50% of Thai visitors stay in hotels, resorts, motels and motor inns when in Australia, this increased 21% in the year ending June 2011. This growth was mainly in standard hotels and motels.

## Thai visitors to Queensland

The number of Thai visitors to Queensland increased, reflecting a strong rebound in the market evident for the past year and a half. The market has almost reached previous peaks achieved prior to the global financial crisis.

Thai visitors are most likely to visit the Gold Coast and Brisbane when in Queensland. Both the Gold Coast and Brisbane had increases in Thai visitors in the year ending June 2011.

## Thai Market Insights<sup>4</sup>

Australia's share of Thailand's outbound market decreased from 2.7% in 2000 to 1.6% in 2009. This market has been impacted by increased competition among international destinations, the global financial crisis, political unrest in 2010 and widespread flooding in 2011. Regardless, air capacity on the Thailand-Australia route is likely to grow, although seats for Thai residents are limited due to outbound travel by Australians.

## Expenditure in Queensland

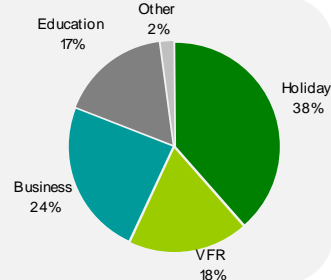
Thai visitors spent \$28 million on their trips to Queensland in the year ending June 2011. This was an increase of 5% over the three years to June 2011.

Thai visitors spend \$2,190 per visitor and \$69 per night on their trips in Queensland. This is higher on a per visitor basis than the average spend of all international visitors to Queensland (\$1,822 per visitor).

## Main purpose of visitation to Australia

Growth in Thai visitors to Australia was driven by an increase in the holiday market (up 14%). Business also increased, however VFR and education declined.

Thai residents are less likely to visit Australia for a holiday or to VFR, but more likely to visit for business and education than the average international visitor.

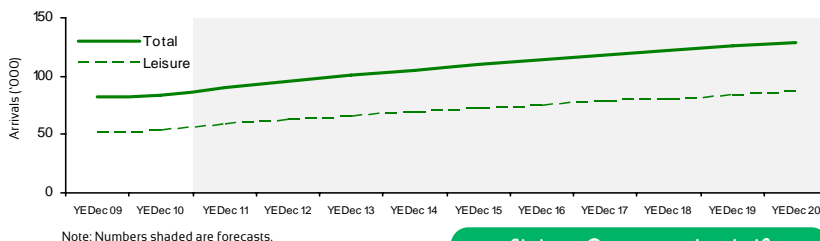


## Thai arrivals forecast<sup>5</sup>

Thai arrivals to Australia are forecast to increase by an average of 4.4% each year between 2010 and 2020 to reach 129,000 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 Thai 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. Tourism Australia's Thailand Outbound Market Share Analysis and Aviation Profile 2009-2010  
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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