

Market Snapshot

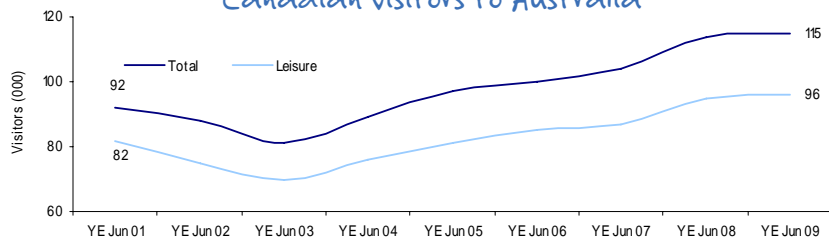
Year ended June 2009

Canada

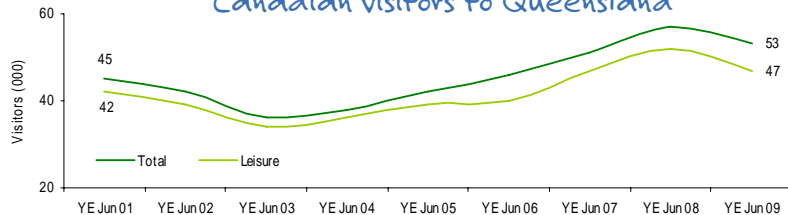


	Australia	Change Jun 08 to Jun 09	Share of international visitors	Queensland	Change Jun 08 to Jun 09	Share of visitors to Qld
Total visitors	115,000	1% ▲	2%	53,000	-7% ▼	3%
Total ALOS (nights) ¹	43.9	5.0 ▲		23.6	3.1 ▲	
Leisure² visitors	96,000	1% ▲	2%	47,000	-10% ▼	3%
Leisure ALOS	36.3	2.6 ▲		21.8	2.6 ▲	
Expenditure (\$m)³	482	11% ▲	3% (Share of expenditure)	120	2% ▲	3% (Share of expenditure)

Canadian visitors to Australia



Canadian visitors to Queensland



Canadians spent \$120 million on their trip to Queensland in the year to June 2009. This was an increase of 2% on the same period last year.

Canadian spend per visitor in Queensland was \$2,274, slightly higher to the total international average spend (\$1,986).

Canadians visiting Australia

Canadian visitor numbers to Australia have grown since the year ended June 2003, despite the recent economic downturn.

Over half of Canadian visitors to Australia were first time visitors (53%), although they declined 3% over the year to June 2009. Repeat visitors however increased (up 6%).

66% of Canadian visitors travelled unaccompanied, while 23% travelled as part of an adult couple in Australia.

23% of Canadian visitors to Australia were backpackers⁴. This market increased by 13% over the year to June 2009.

Canadians visiting Queensland

Queensland saw a decline in Canadian visitors over the year to June 2009. This was largely due to a decline in the holiday market (down 13%).

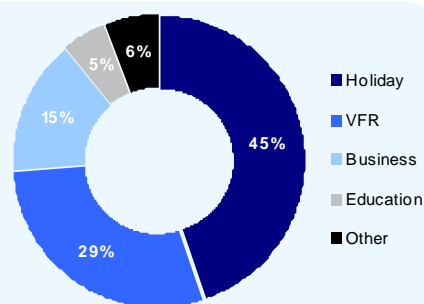
Brisbane and Tropical North Queensland (TNQ) were Queensland's regions most popular with Canadian visitors (29,000 and 26,000 visitors). Canadians to TNQ declined by 7% over the year to June 2009.

Main purpose of visitation to Australia

The holiday market accounted for just under half of Canadian visitors to Australia, and declined by 5% over the year to June 2009.

The visiting friends or relatives (VFR) market increased by 6% and contributed to the increase in total visitors from Canada.

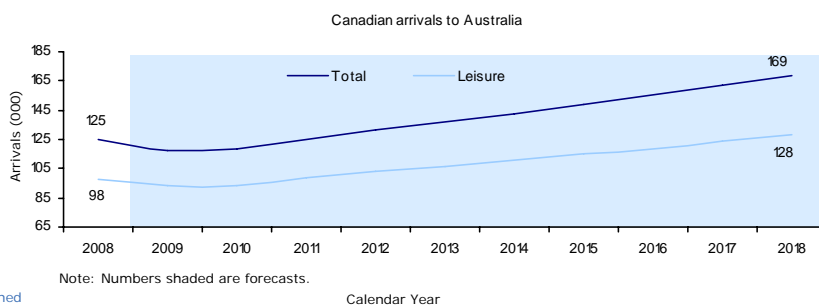
Canadian VFR visitors (27.8 nights) had a shorter average length of stay than holiday visitors (45.5 nights).



Canadian arrivals forecast⁵

In 2008, there were 27 million outbound departures from Canada, a 7% increase on the the previous year. Australia's share of this market remained stable at 0.5%.

Canadian visitor arrivals to Australia are forecast to increase by an average annual rate of 3% from 2008 to reach 169,000 arrivals in 2018.



1. Average length of stay
 2. Leisure is holiday and visiting friends and relatives (VFR) combined
 3. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure
 4. Backpackers are classified as visitors who spent at least one night in a backpacker or hostel
 5. Tourism Forecasting Committee 2009 Issue 1

Note All data unless specified is from Tourism Research Australia, International Visitor Survey year ended June 2009