

# Market Snapshot

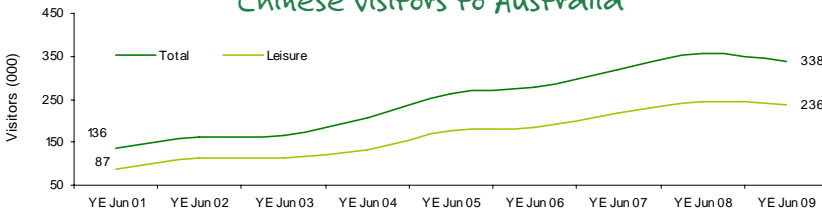
Year ended June 2009



## China

	Australia	Change Jun 08 to Jun 09	Share of international visitors	Queensland	Change Jun 08 to Jun 09	Share of visitors to Qld
<b>Total visitors</b>	338,000	-5% ▼	7%	138,000	-14% ▼	7%
Total ALOS <sup>1</sup> (nights)	51.2	6.7 ▲		12.5	1.5 ▲	
<b>Leisure<sup>2</sup> visitors</b>	236,000	-3% ▼	6%	121,000	-12% ▼	7%
Leisure ALOS	20.0	3.9 ▲		6.2	1.4 ▲	
<b>Expenditure (\$m)<sup>3</sup></b>	1,834	15% ▲	11% (share of expenditure)	252	24% ▲	6% (share of expenditure)

### Chinese visitors to Australia



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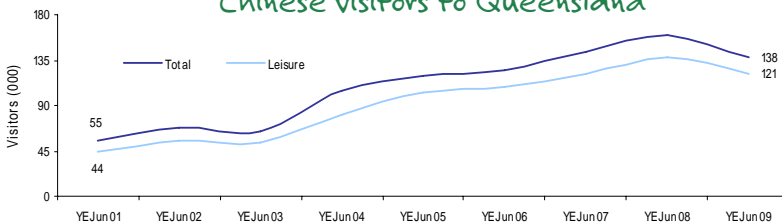
Since the year ended June 2001 Chinese visitors to Australia have grown. However in the year ended June 2009, Chinese visitors to Australia declined, with the Global Financial Crisis (GFC) and concerns surrounding Swine flu key contributors.

The majority of Chinese visitors were repeat visitors (54%) and they increased their visitation by 14% over the last 12 months.

Almost half of Chinese visitors travelled unaccompanied (48%), while 19% travelled as an adult couple to Australia.

In general visitors from China had a longer stay compared with the average international visitor (51.2 nights compared to 34.2 nights).

### Chinese visitors to Queensland



### Chinese visitors to Queensland

Chinese visitors to Queensland declined in the year ended June 2009 (down 14%). A number of factors contributed to this decline, including the Beijing Olympics and Sichuan earthquake in 2008, and more recently Swine flu concerns, and government incentives in China encouraging domestic travel in 2009.

Chinese visitors spent \$252 million on their trip in Queensland in the year to June 2009. This was an increase of 24% on the previous year.

Chinese spend per visitor in Queensland was \$1,831, lower than the average international visitor (\$1,986).

The Gold Coast and Brisbane were the State's most popular regions for Chinese visitors (68% and 40% respectively). Chinese visitors to the Gold Coast declined (down 20%), while Brisbane saw an increase over the year to June 2009 (up 6%).

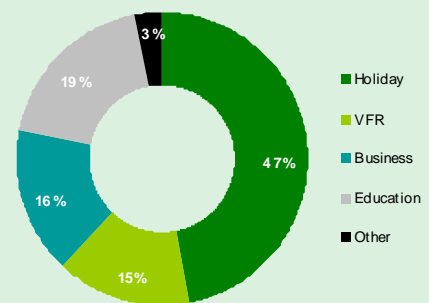
### Main purpose of visitation to Australia

The holiday market accounted for 47% of all Chinese visitors to Australia. This market declined by 4% over the year to June 2009. Largely due to Swine flu concerns in the June quarter 2009.

The business market also declined by 35% over this period, which contributed to the decline in total visitation from China.

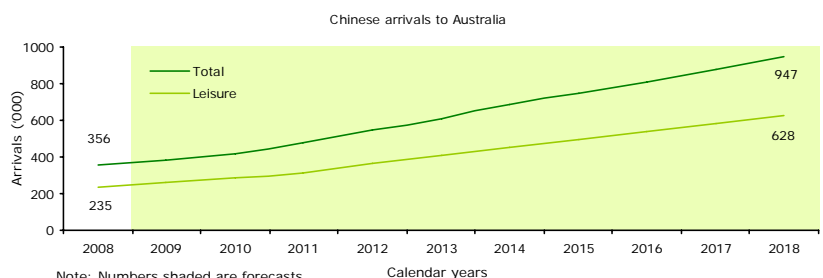
Chinese education visitors average length of stay was 174.5 nights and this influenced the overall Chinese visitor length of stay.

Education visitors from China accounted for a larger proportion of the market than the average international market (19% compared with 8%).



### Chinese arrivals forecast<sup>4</sup>

Chinese arrivals to Australia are forecast to increase by an average of 10% each year from 2008 to reach 947,000 arrivals in 2018.



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 Forecasting Committee 2009 Issue 1

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