

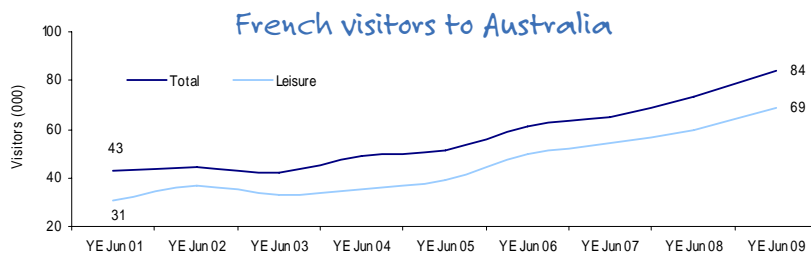
# Market Snapshot

Year ended June 2009



## France

	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>	84,000	15% ▲	2%	38,000	15% ▲	2%
Total ALOS (nights) <sup>1</sup>	52.5	5.6 ▲		29.9	4.2 ▲	
<b>Leisure<sup>2</sup> visitors</b>	69,000	15% ▲	2%	36,000	20% ▲	2%
Leisure ALOS	46.8	5.6 ▲		25.6	5.0 ▲	
<b>Expenditure (\$m)<sup>3</sup></b>	348	24% ▲	2% (Share of expenditure)	82	22% ▲	2% (Share of expenditure)



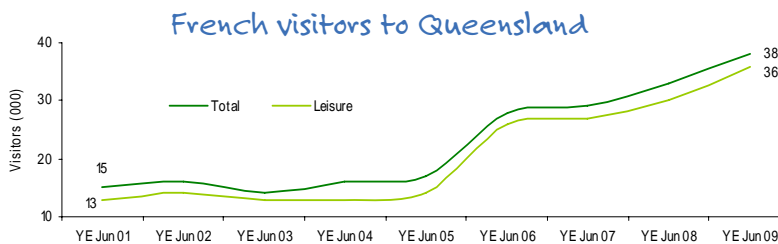
### French visitors to Australia

Between the years ended June 2001 and June 2009, French visitor numbers to Australia grew from 43,000 to 84,000 visitors, despite the global downturn.

First time visitors to Australia accounted for 64% of the French market, an increase of 17% over the year to June 2009.

63% of French visitors travelled unaccompanied, while 19% travelled as an adult couple whilst in Australia.

39% of French visitors to Australia were backpackers<sup>4</sup>. This market increased by 50% over the year to June 2009.



### French visitors to Queensland

The number of French visitors to Queensland also saw an increase over the year to June 2009. Increases in holiday and visiting friends or relatives markets contributed to this increase (up 21% and 25%, respectively).

Tropical North Queensland (TNQ) and Brisbane were the State's most popular regions for French visitors (57% and 55%, respectively). French visitors to TNQ and Brisbane increased by 16% and 24%, respectively over the year to June 2009.

The French spent \$82 million on their trip to Queensland in the year to June 2009. This was an increase on the same period last year (up by \$15 million).

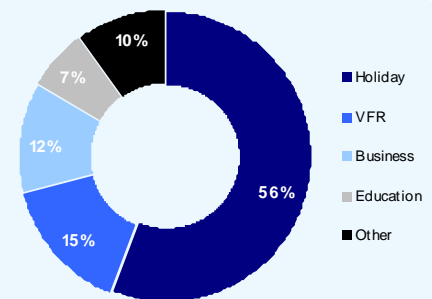
French spend per visitor to Queensland was \$2,143, higher than the total international average spend (\$1,986).

### Main purpose of visitation to Australia

The holiday market accounted for over half of French visitors to Australia, and increased by a healthy 18% over the year to June 2009.

The visiting friends or relatives (VFR) market also saw an increase of 8% over the same period. The VFR market remains one of the markets resilient to the economic downturn.

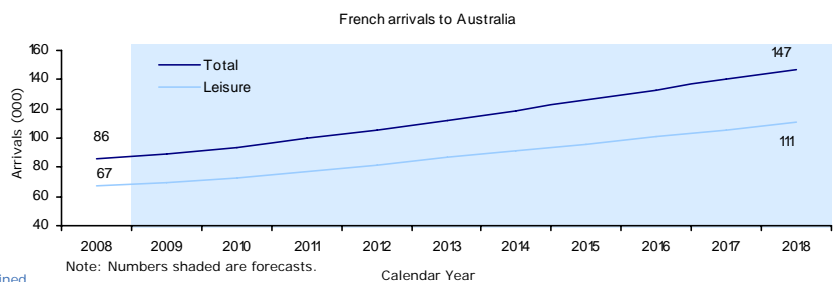
French VFR visitors (22.2 nights) had a shorter length of stay than the holiday market at 56.9 nights.



### French visitors forecast<sup>5</sup>

France has been one of the fastest growing European markets in recent times (arrivals were up 16% in 2008).

French arrivals to Australia are forecast to increase by an average of 6% each year from 2008 to reach 147,000 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