

# Market Snapshot

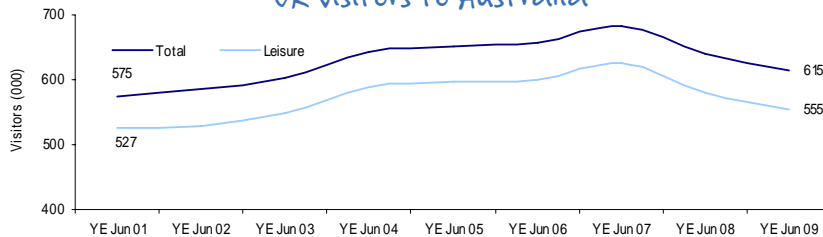
Year ended June 2009



## United Kingdom (UK)

	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>	615,000	-4% ▼	12%	250,000	-2% ▼	12%
Total ALOS (nights) <sup>1</sup>	35.7	3.6 ▲		21.5	2.9 ▲	
<b>Leisure<sup>2</sup> visitors</b>	555,000	-4% ▼	14%	240,000	-3% ▼	14%
Leisure ALOS	33.0	2.8 ▲		20.0	2.7 ▲	
<b>Expenditure (\$m)<sup>3</sup></b>	1,945	-4% ▼	11% (Share of expenditure)	476	1% ▲	12% (Share of expenditure)

### UK visitors to Australia



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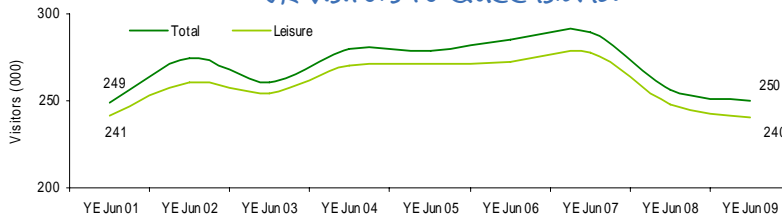
The UK is Australia's second largest international market and declined over the year to June 2009, the Global Financial Crisis (GFC) contributed largely to this decline.

Just over half of visitors from the UK were repeat visitors to Australia (56%). This market declined by 1% over the year to June 2009. First time visitors also declined (down 7%) over the same period.

The majority of visitors from the UK travelled either unaccompanied (54%) or as an adult couple (32%) while in Australia.

Just under one in five (19%) visitors from the UK were backpackers<sup>4</sup>. This market declined by 6% over year to June 2009.

### UK visitors to Queensland



### UK visitors to Queensland

In the year ended June 2009, there was a decline in the number of UK visitors to Queensland. This was driven by a decline in the holiday market.

First time visitors (to Australia) accounted for 56% of the UK market to Queensland, although declined by 5% over the year to June 2009.

Brisbane and Tropical North Queensland (TNQ) were the State's most popular regions for UK visitors (57% and 50% respectively).

UK visitors spent \$476 million on their trip to Queensland in the year to June 2009. This was an increase of 1% on the previous year.

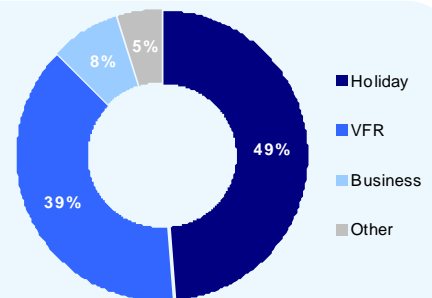
UK spend per visitor in Queensland was \$1,902, lower than the total international average spend (\$1,986).

### Main purpose of visitation to Australia

Declines in the UK holiday and business markets contributed to the downturn in total UK visitors to Australia over the year to June 2009 (down 6% and 10% respectively).

There were 47,000 business visitors from the UK in the year ended June 2009, a decline of 10% on the previous year.

Employment visitor nights spent in Australia from the UK increased (up 6% to 98,000 visitor nights), and boosted the total UK visitor nights to 35.7 nights.

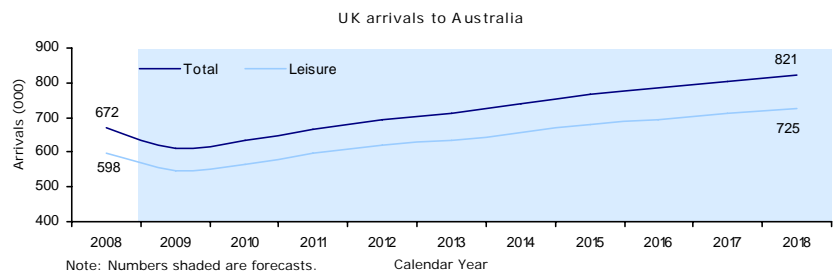


### UK arrivals forecast<sup>5</sup>

UK arrivals are forecast to recover in 2010 and 2011, largely due to the return of the popular Ashes cricket test series to Australia.

In the January-June 2008 period there were 27.6 million outbound departures by UK residents, a 3% increase on the same period in 2007.

UK arrivals to Australia are forecast to increase by an average of 2% each year from 2008 to reach 821,000 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