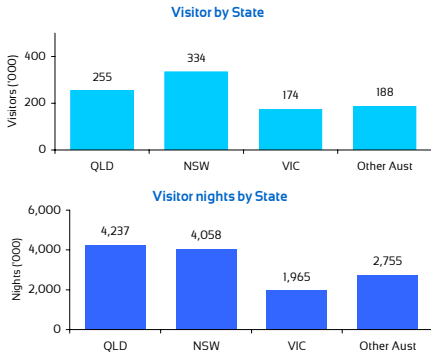


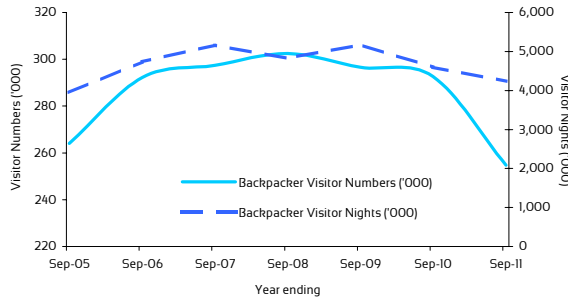
Year ending September 2011

Which states / territories do they visit in Australia?



The International Backpacker market represents visitors who spend at least one night in a backpacker/hostel during their stay in Australia

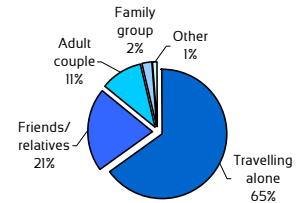
How has the QLD backpacker market been tracking?



What activities do they participate in?

Activity ³	Visitors	Top 5 Activities ²
Go to the beach (including swimming, surfing, diving)	234,000	92%
Eat out / dine at a restaurant and/or café	232,000	91%
Sightseeing / looking around	229,000	90%
Pubs, clubs, discos etc.	207,000	81%
Go shopping for pleasure	205,000	80%

Who do backpackers travel with? (Travel party)

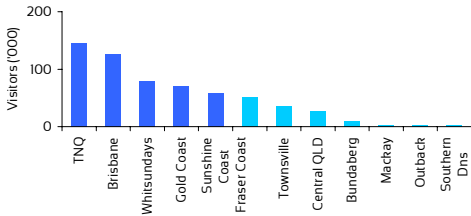


For Further Information:
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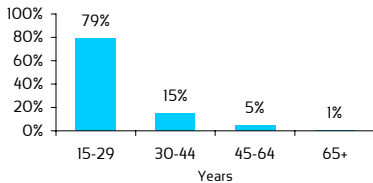
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1. Continental Europe includes Germany, Italy, Scandinavia, Netherlands, Switzerland and Other Europe.
 2. % may add to more than 100% as visitors may have participated in more than one activity whilst on their trip in Australia.
 3. Indicates activities undertaken on their trips in Australia, not necessarily in Queensland.

Which QLD regions are they visiting?



How old are they?



Data Source: International Visitor Survey, Tourism Research Australia.

Queensland's top 5 International Backpacker Markets

Origin	Visitors	% of all backpacker to QLD	Visitor nights	Avg. Stay (nights)
Continental Europe ¹	100,000	39%	1,791,000	17.9
United Kingdom	58,000	23%	183,000	8.6
USA	21,000	8%	1,263,000	22.0
Canada	13,000	5%	168,000	13.4
Korea	11,000	4%	166,000	15.1
Total backpacker market to QLD	255,000	-	4,237,000	16.6
Total backpacker market to Australia	566,000	-	13,014,000	23.0