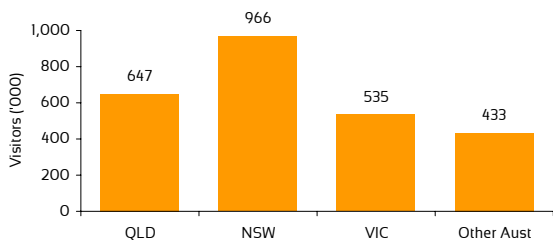


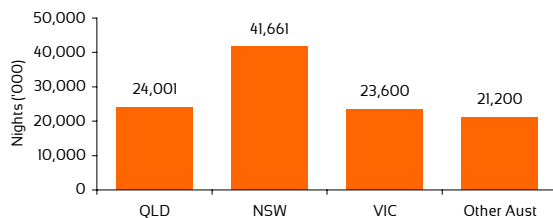
## Year ending September 2011

Which States / Territories do they visit in Australia?

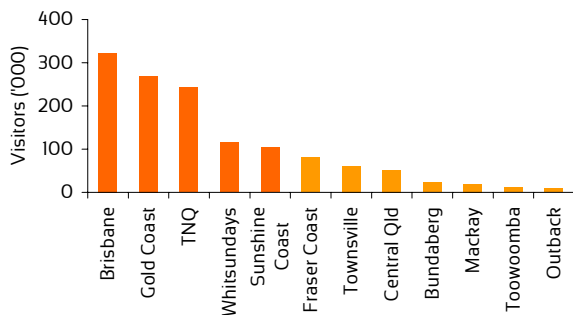
Visitor by State



Visitor nights by State



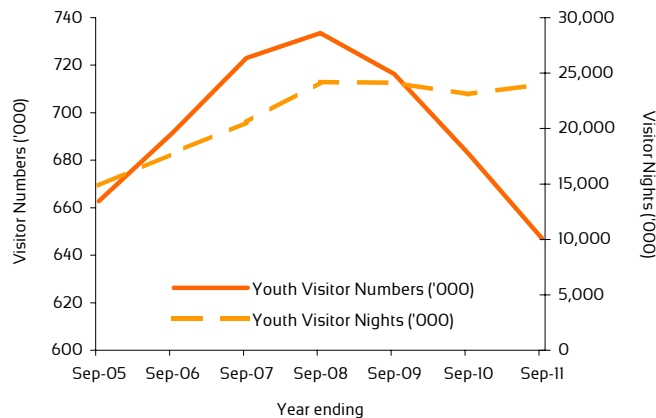
Which QLD regions are they visiting?



Data Source: International Visitor Survey, Tourism Research Australia.

The International Youth Market represents travellers who are between the ages of 15 and 29 years old.

How has the QLD youth market been tracking?



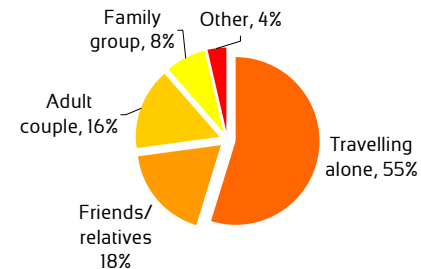
Queensland's top 5 International Youth Markets

Origin	Visitors	% of all youth to QLD	Visitor nights	Avg. Stay (nights)
Continental Europe <sup>1</sup>	137,000	21%	5,679,000	41.6
New Zealand	84,000	13%	1,449,000	17.2
Japan	82,000	13%	1,742,000	21.3
United Kingdom	76,000	12%	2,288,000	30.1
USA	45,000	7%	916,000	20.5
<b>Total youth market to QLD</b>	<b>647,000</b>	-	<b>24,001,000</b>	<b>37.1</b>
<b>Total youth market to Australia</b>	<b>1,648,000</b>	-	<b>110,462,000</b>	<b>67.0</b>

What activities do they participate in?

Activity <sup>3</sup>	Visitors	Top 5 Activities <sup>2</sup>
Eat out / dine at a restaurant and/or cafe (from 2005 onwards)	586,000	91%
Go shopping for pleasure	545,000	84%
Go to the beach (incl swimming, surfing, diving)	538,000	83%
Sightseeing/looking around	527,000	81%
Pubs, clubs, discos etc	377,000	58%

Travel Party



For Further Information:  
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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.