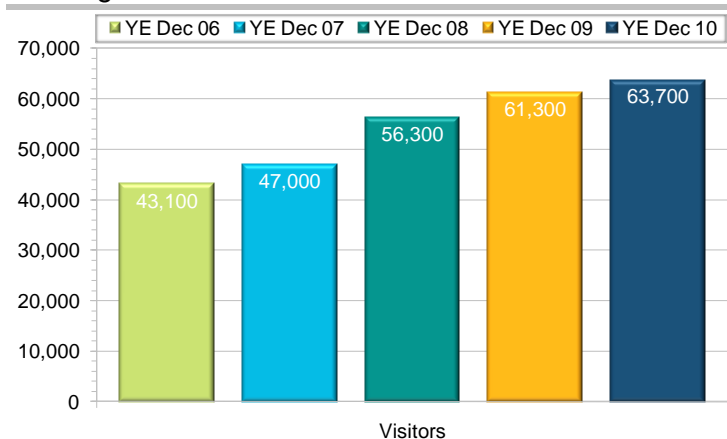


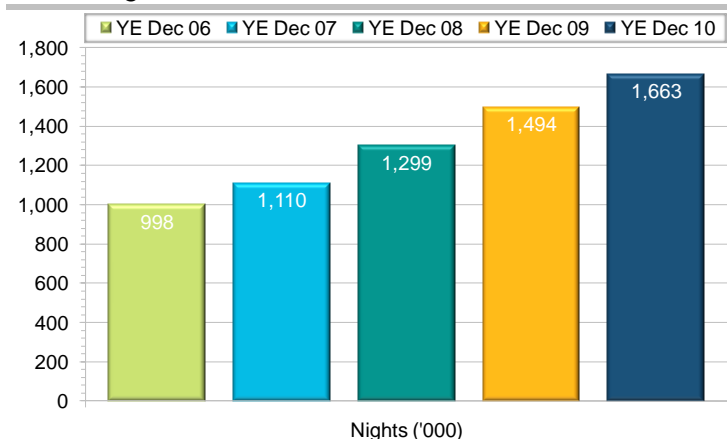
Overnight visitors



NSW received 63,700 overnight visitors from France - up by 4.0% on YE Dec 09. France contributed 2.2% of visitors to the State - unchanged on YE Dec 09.

Note: The Working Holiday Maker Visa scheme, as well as the World Youth Day in Sydney, have boosted French arrivals. This market experienced strong growth in seat capacity to Australia during 2009.

Visitor nights



Visitors from France spent nearly 1.7 million nights in NSW - up by 11.4% on YE Dec 09. France contributed 2.6% of visitor nights in the State - up by 0.1% point on YE Dec 09.

Market share

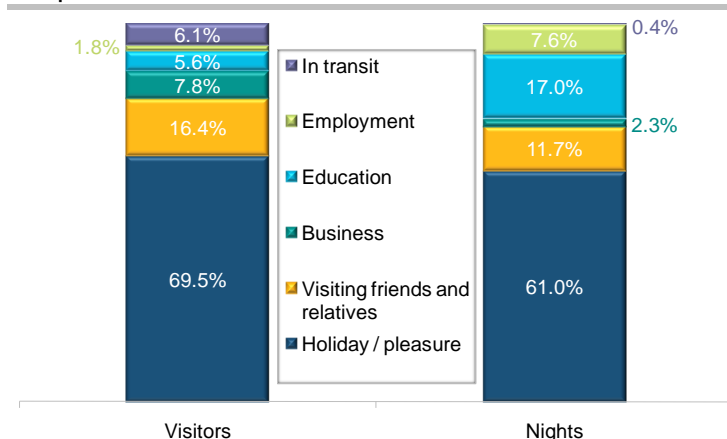
NSW received 69.3% of visitors and 33.8% of nights by French travellers in Australia. Compared to YE Dec 09, the share of visitors was up by 0.5% points and the share of nights was up by 2.5% points.

Accommodation

'Rented house / apartment / unit / flat' (30.3%) was the most popular accommodation type used by French visitors for nights in NSW. 'Backpacker / hostel' (22.8%) was the 2nd most popular, followed by 'home of friend or relative' (21.6%) and 'homestay' (9.2%).

'Holiday / pleasure' visitors from France spent more nights in NSW in a 'backpacker / hostel' (33.7%) than in any other accommodation. 'Rented house / apartment / unit / flat' (29.1%) was the 2nd most popular, followed by 'home of friend or relative' (15.3%).

Purpose of visit



'Holiday / pleasure' (69.5%) was the largest purpose for French visitors to the State. 'Visiting friends and relatives' (16.4%) was the 2nd largest, followed by 'business' (7.8%).

'Holiday / pleasure' (61.0%) was the largest purpose in terms of nights by French visitors in NSW. 'Education' (17.0%) was the 2nd largest, followed by 'visiting friends and relatives' (11.7%).

Length of stay

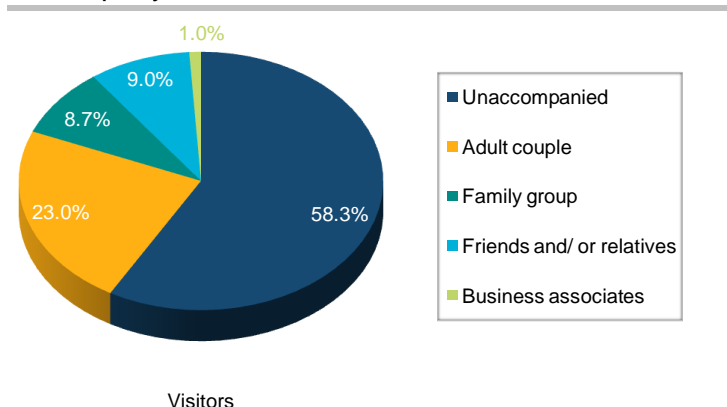
Purpose of visit	Ave length of stay (nights)		Median stay (nights)	
	NSW	Australia	NSW	Australia
Holiday / pleasure	22.9	55.9	7	21
Visiting friends and relatives	18.7	34.8	12	23
Business	7.6	16.9	5	9
Education	78.5	121.9	56	124
Employment	109.2	106.1	123	92
Other reason	1.8	37.8	1	2
Total	26.1	53.5	7	20

Visitors from France stayed, on average, 26.1 nights in NSW, while their average stay in Australia was 53.5 nights.

The median length of stay in the State was 7 nights, compared to 20 nights in Australia.

'Holiday / pleasure' visitors from France had an average stay of 22.9 nights and a median stay of 7 nights in NSW.

Travel party



'Unaccompanied' (58.3%) was the most common travel party description for French overnight visitors to the State. 'Adult couple' (23.0%) was the 2nd most common, followed by 'friends and / or relatives' (9.0%).

Note: Percentage change figures provided in this market profile do not necessarily represent statistically significant change.

France Market Profile ⁽¹⁾

Year ended December 2010

Visitors to NSW	63,700
Nights in NSW (million)	17
Expenditure in NSW (million)	\$ 109
Expenditure per visitor in NSW	\$ 1,711

Top 5 places visited in NSW

No.	Region	% of visitors to NSW
1	Sydney	96.7%
2	Northern Rivers	14.7%
3	Mid North Coast	7.8%
4	Blue Mountains	6.0%
5	The Hunter	4.9%

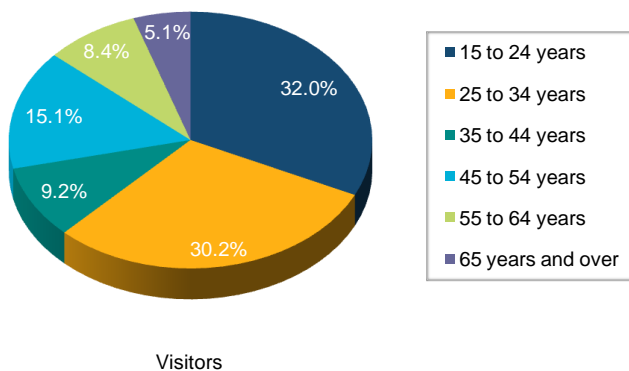
'Sydney' (96.7%) was by far the most visited region in NSW by French overnight visitors. 'Northern Rivers' (14.7%) was the 2nd most visited region, followed by 'Mid North Coast' (7.8%) and 'Blue Mountains' (6.0%).

French overnight visitors to Australia: 'Sydney' (67.0%) was the most visited region, followed by 'Melbourne' (32.9%) and 'Brisbane' (24.2%).

Gender

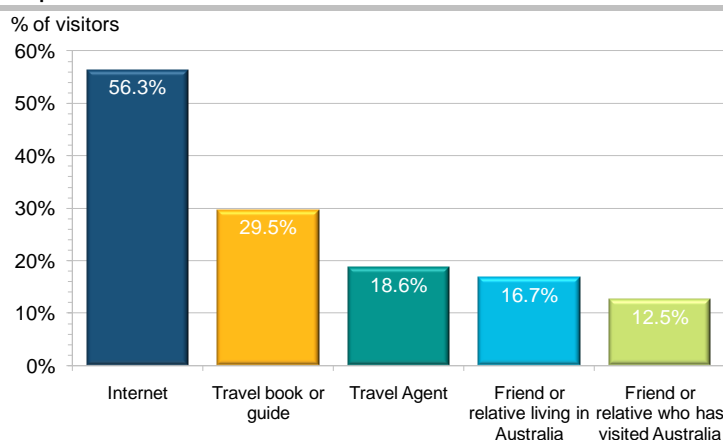
A larger proportion of French overnight visitors to the State were male (56.6%) than female (43.4%).

Age



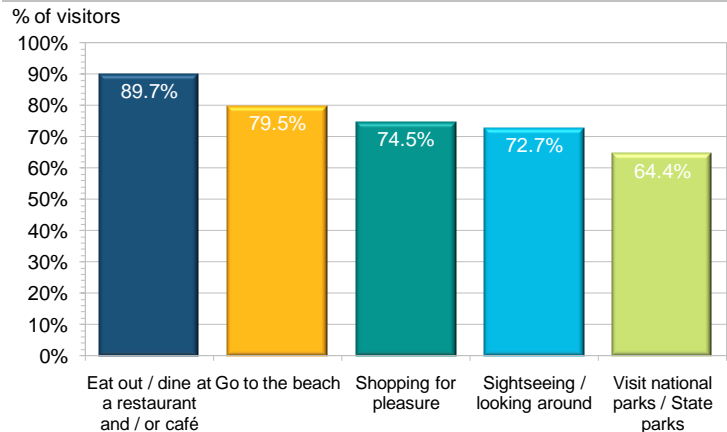
'15 to 24 years' (32.0%) was the biggest age group of French overnight visitors to NSW, followed by '25 to 34 years' (30.2%) and '45 to 54 years' (15.1%).

Top 5 information sources



The 'internet' (56.3%) was the most popular information source for the trip to Australia by French overnight visitors who had been to NSW. 'Travel book or guide' (29.5%) was the 2nd most popular, followed by 'travel agent' (18.6%) and 'friend or relative living in Australia' (16.7%).

Top 5 activities in Australia



'Eat out / dine at a restaurant and / or cafe' (89.7%) was the most popular activity undertaken during the trip to Australia by French overnight visitors who had been to NSW. 'Go to the beach' (79.4%) was the 2nd most popular activity.

Transport

'Aircraft' (30.1%) was the most common transport used to destinations in NSW by French overnight visitors. 'Taxi or chauffeur driven hire car' (20.3%) was the 2nd most common, followed by 'private or company car' (20.3%).

First time or repeat visit

Most French overnight visitors who had been to NSW (65.6%) were visiting Australia for the first time.

Travel package

Over 1/8 (13.9%) of French overnight visitors who had been to the State, arrived in Australia on a travel package. 'Airlines within Australia' (75.2%) was the most popular travel arrangement included in the package (other than 'international airlines'), followed by 'all accommodation' (63.5%).

Group tours

The rate of group tour travel to Australia, amongst French overnight visitors who had been to NSW, was 2.2%.

Expenditure (excl package expenditure) ⁽²⁾

Destination	Total (\$ million)	Per visitor \$	Per night \$
New South Wales	\$109	\$1,711	\$66
Australia	\$327	\$3,558	\$67

French overnight visitors spent \$109 million in NSW. In total, they spent \$327 million in Australia.

On average, visitors from France spent \$1,711 per visitor and \$66 per night in NSW.

(2) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 10, TRA

Forecast ⁽³⁾

French visitors to Australia are expected to increase from 93,000* in 2009 to 152,000* in 2020, an average annual growth rate of 4.5%.

(3) Source: Forecast 2010 Issue 2, Tourism Forecasting Committee
* Includes children less than 15 years