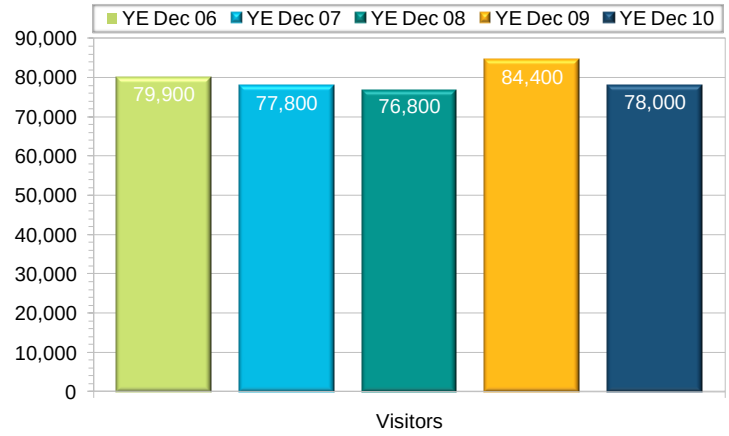
Hong Kong Market Profile (1)

Year ended December 2010

Tourism New South Wales

www.tourism.nsw.gov.au

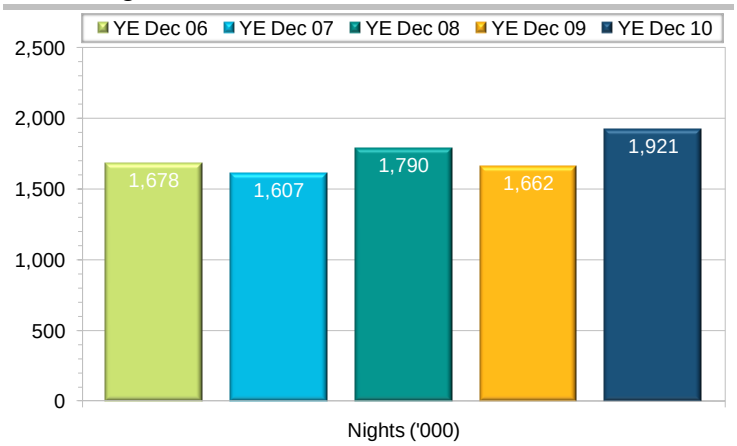
Overnight visitors



NSW received 78,000 overnight visitors from Hong Kong - down by 7.6% on YE Dec 09. Hong Kong contributed 2.7% of visitors to the State - down by 0.4% points on YE Dec 09.

Note: In recent years, the dominance of Hong Kong as a hub for travellers from Europe and other Asian ports has reduced the number of seats available for residents for travel to Australia. Aviation capacity from Hong Kong to Australia decreased in 2009.

Visitor nights



Visitors from Hong Kong spent over 1.9 million nights in NSW - up by 15.6% on YE Dec 09. Hong Kong contributed 2.9% of visitor nights in the State - up by 0.2% points on YE Dec 09.

Market share

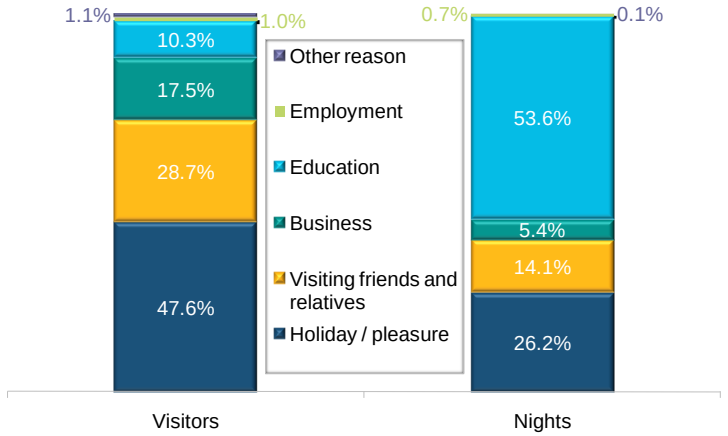
NSW received 52.2% of visitors and 36.2% of nights by Hong Kong travellers in Australia. Compared to YE Dec 09, the share of visitors was down by 6.9% points and the share of nights was up by 0.3% points.

Accommodation

'Rented house / apartment / unit / flat' (35.3%) was the most popular accommodation type used by Hong Kong visitors for nights in NSW. 'Home of friend or relative' (29.3%) was the 2nd most popular, followed by 'educational institution' (10.5%) and 'homestay' (7.5%).

'Holiday / pleasure' visitors from Hong Kong spent more nights in NSW in a 'home of friend or relative' (38.8%) than in any other accommodation. 'Rented house / apartment / unit / flat' (28.1%) was the 2nd most popular, followed by 'luxury hotel / serviced apartment / resort, 4 or 5 star' (12.8%).

Purpose of visit



'Holiday / pleasure' (47.6%) was the largest purpose for Hong Kong **visitors** to the State. 'Visiting friends and relatives' (28.7%) was the 2nd largest, followed by 'business' (17.5%).

'Education' (53.6%) was the largest purpose in terms of **nights** by Hong Kong visitors in NSW. 'Holiday / pleasure' (26.2%) was the 2nd largest, followed by 'visiting friends and relatives' (14.1%).

Length of stay

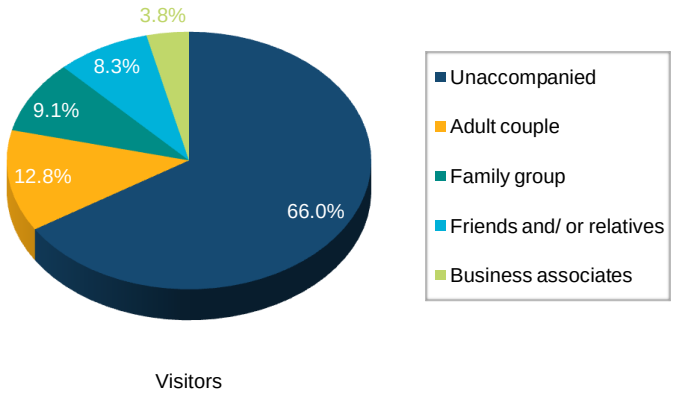
	Ave length of stay (nights)		Median stay (nights)	
Purpose of visit	NSW	Australia	NSW	Australia
Holiday / pleasure	13.6	24.2	6	9
Visiting friends and relatives	12.1	14.8	8	10
Business	7.6	8.1	4	5
Education	127.6	146.2	123	128
Employment	16.0	189.7	27	259
Other reason	1.2	52.4	5	29
Total	24.6	35.5	7	9

Visitors from Hong Kong stayed, on average, 24.6 nights in NSW, while their average stay in Australia was 35.5 nights.

The median length of stay in the State was 7 nights, compared to 9 nights in Australia.

'Holiday / pleasure' visitors from Hong Kong had an average stay of 13.6 nights and a median stay of 6 nights in NSW.

Travel party



'Unaccompanied' (66.0%) was the most common travel party description for Hong Kong overnight visitors to the State. 'Adult couple' (12.8%) was the 2nd most common, followed by 'family group' (9.1%).

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

(1) Source: International Visitor Survey, YE Dec 10, Tourism Research Australia (TRA) - unless otherwise indicated

Hong Kong Market Profile [1]

Year ended December 2010

Visitors to NSW	78,000
Nights in NSW (million)	19
Expenditure in NSW (million)	$200
Expenditure per visitor in NSW	$2,566

Top 5 places visited in NSW

No.	Region	% of visitors to NSW
1	Sydney	96.2%
2	The Hunter	2.5%
3	Mid North Coast	2.4%
4	Central Coast	1.9%
5	Illawarra sub-region	1.4%

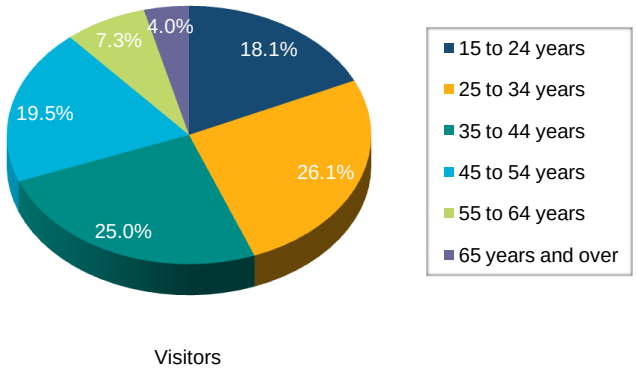
'Sydney' (96.2%) was by far the most visited region in NSW by Hong Kong overnight visitors. 'The Hunter' (2.5%) was the 2nd most visited region, followed by 'Mid North Coast' (2.4%) and 'Central Coast' (1.9%).

Hong Kong overnight visitors to Australia: 'Sydney' (50.2%) was the most visited region, followed by 'Melbourne' (31.9%) and 'Brisbane' (13.9%).

Gender

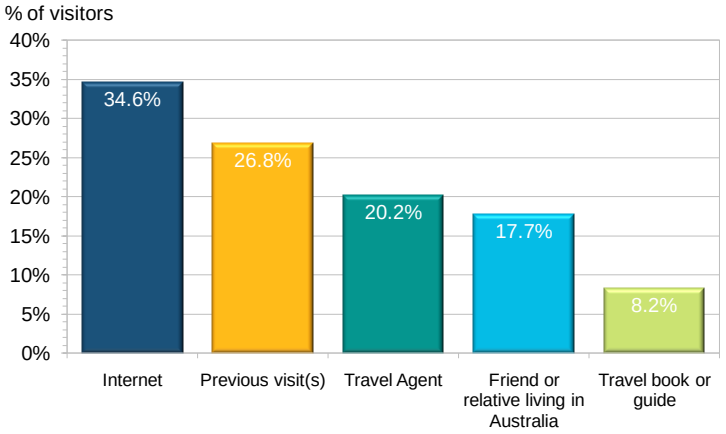
A larger proportion of Hong Kong overnight visitors to the State were female (50.9%) than male (49.1%).

Age



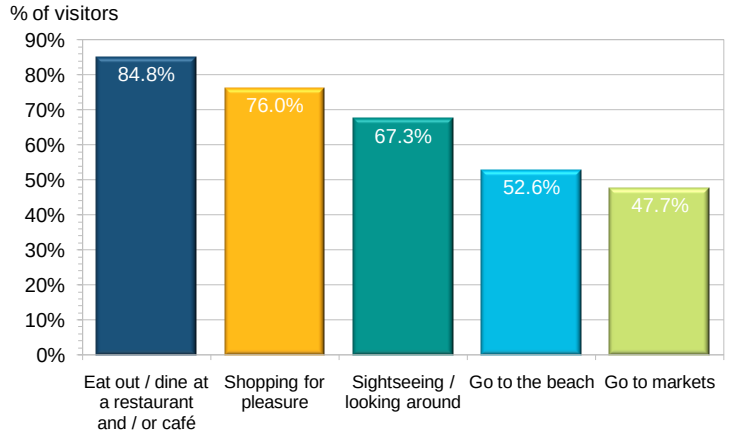
'25 to 34 years' (26.1%) was the biggest age group of Hong Kong overnight visitors to NSW, followed by '35 to 44 years' (25.0%) and '45 to 54 years' (19.5%).

Top 5 information sources



The 'internet' (34.6%) was the most popular information source for the trip to Australia by Hong Kong overnight visitors who had been to NSW. 'Previous visit(s)' (26.8%) was the 2nd most popular, followed by 'travel agent' (20.2%) and 'friend or relative living in Australia' (17.7%).

Top 5 activities in Australia



'Eat out / dine at a restaurant and / or cafe' (84.8%) was the most popular activity undertaken during the trip to Australia by Hong Kong overnight visitors who had been to NSW. 'Shopping for pleasure' (76.0%) was the 2nd most popular activity, followed by 'sightseeing / looking around' (67.3%).

Transport

'Private or company car' (34.4%) was the most common transport used to destinations in NSW by Hong Kong overnight visitors. 'Taxi or chauffeur driven hire car' (28.9%) was the 2nd most common, followed by 'aircraft' (22.4%).

First time or repeat visit

Most Hong Kong overnight visitors who had been to NSW (67.4%) were on a repeat visit to Australia.

Travel package

Nearly 1/5 (17.0%) of Hong Kong overnight visitors who had been to the State, arrived in Australia on a travel package. 'All accommodation' (74.9%) was the most popular travel arrangement included in the package (other than 'international airfares'), followed by 'most ground transport within Australia' (48.2%).

Group tours

The rate of group tour travel to Australia, amongst Hong Kong overnight visitors who had been to NSW, was 5.3%.

Expenditure (excl package expenditure) [2]

Destination	Total ($ million)	Per visitor $	Per night $
New South Wales	$200	$2,566	$104
Australia	$604	$4,042	$114

Hong Kong overnight visitors spent $200 million in NSW. In total, they spent $604 million in Australia. On average, visitors from Hong Kong spent $2,566 per visitor and $104 per night in NSW.

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

Forecast [3]

Hong Kong visitors to Australia are expected to increase from 157,000* in 2009 to 217,000* in 2020, an average annual growth rate of 3.0%.

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

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