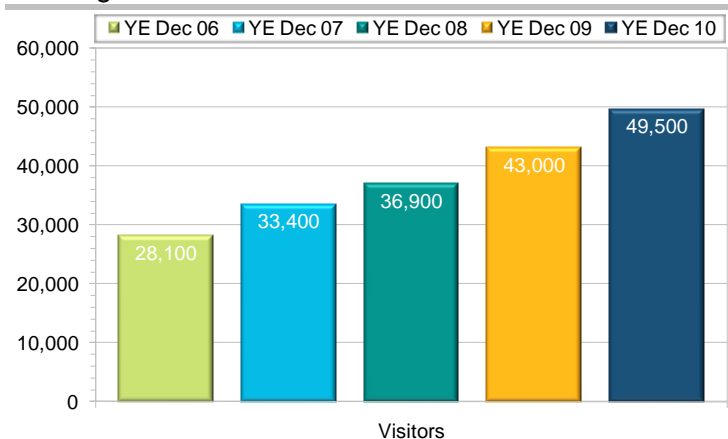


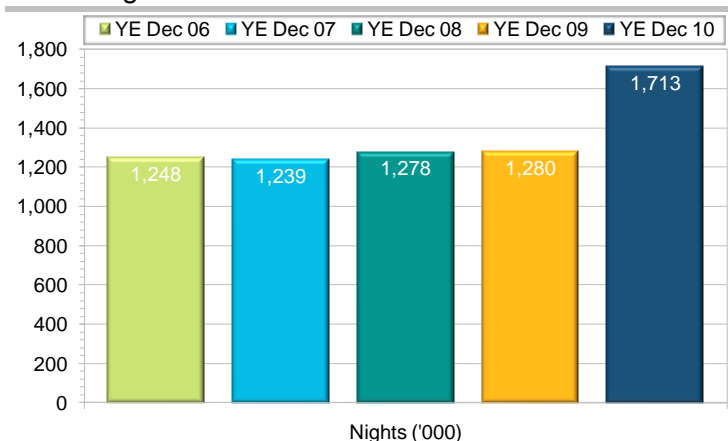
Overnight visitors



NSW received 49,500 overnight visitors from Indonesia - up by 15.1% on YE Dec 09. Indonesia contributed 1.7% of visitors to the State - up by 0.2% points on YE Dec 09.

Note: This market is price sensitive and prefers multi destination trips. Aviation capacity for the Australia to Indonesia route rose very strongly in 2009. Due to its low reliance on foreign investments and exports, Indonesia's economy demonstrated resilience to the GFC during 2009.

Visitor nights



Visitors from Indonesia spent over 1.7 million nights in NSW - up by 33.8% on YE Dec 09. Indonesia contributed 2.6% of visitor nights in the State - up by 0.5% points on YE Dec 09.

Market share

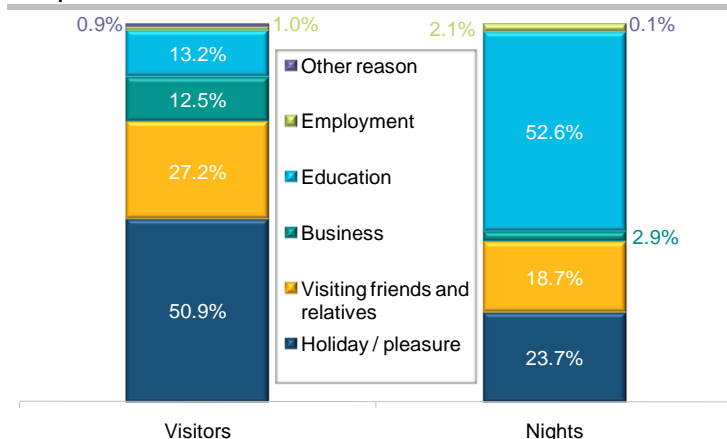
NSW received 44.3% of visitors and 34.5% of nights by Indonesian travellers in Australia. Compared to YE Dec 09, the share of visitors was down by 0.1% point and the share of nights was up by 1.6% points.

Accommodation

'Home of friend or relative' (46.4%) was the most popular accommodation type used by Indonesian visitors for nights in NSW. 'Rented house / apartment / unit / flat' (31.6%) was the 2nd most popular, followed by 'educational institution' (10.7%).

'Holiday / pleasure' visitors from Indonesia spent more nights in NSW in a 'home of friend or relative' (77.2%) than in any other accommodation. 'Rented house / apartment / unit / flat' (9.9%) was the 2nd most popular, followed by 'standard hotel / motel / motor inn, below 4 star' (7.2%).

Purpose of visit



'Holiday / pleasure' (50.9%) was the largest purpose for Indonesian visitors to the State. 'Visiting friends and relatives' (27.2%) was the 2nd largest, followed by 'education' (13.2%).

'Education' (52.6%) was the largest purpose in terms of nights by Indonesian visitors in NSW. 'Holiday / pleasure' (23.7%) was the 2nd largest, followed by 'visiting friends and relatives' (18.7%).

Length of stay

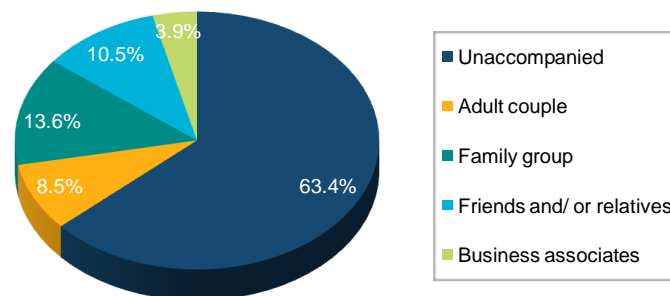
Purpose of visit	Ave length of stay (nights)		Median stay (nights)	
	NSW	Australia	NSW	Australia
Holiday / pleasure	16.1	24.0	5	9
Visiting friends and relatives	23.7	24.0	10	11
Business	7.9	11.8	5	6
Education	137.3	136.2	128	121
Employment	74.8	91.3	97	82
Other reason	2.7	24.4	4	5
Total	34.6	44.4	7	11

Visitors from Indonesia stayed, on average, 34.6 nights in NSW, while their average stay in Australia was 44.4 nights.

The median length of stay in the State was 7 nights, compared to 11 nights in Australia.

'Holiday / pleasure' visitors from Indonesia had an average stay of 16.1 nights and a median stay of 5 nights in NSW.

Travel party



'Unaccompanied' (63.4%) was the most common travel party description for Indonesian overnight visitors to the State. 'Family group' (13.6%) was the 2nd most common, followed by 'friends and / or relatives' (10.5%).

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

Indonesia Market Profile ⁽¹⁾

Year ended December 2010

Visitors to NSW	49,500
Nights in NSW (million)	17
Expenditure in NSW (million)	\$ 158
Expenditure per visitor in NSW	\$ 3,190

Top 5 places visited in NSW

No.	Region	% of visitors to NSW
1	Sydney	95.0%
2	The Hunter	2.4%
3	Illawarra sub-region	1.8%
4	Central Coast	1.1%
5	Outback NSW	0.8%

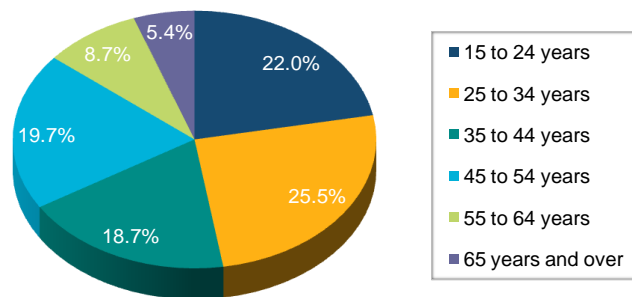
'Sydney' (95.0%) was by far the most visited region in NSW by Indonesian overnight visitors. 'The Hunter' (2.4%) was the 2nd most visited, followed by 'Illawarra sub-region' (1.8%) and 'Central Coast' (1.1%).

Indonesian overnight visitors to Australia: 'Sydney' (42.0%) was the most visited region, followed by 'Melbourne' (32.7%) and 'Experience Perth' (23.5%).

Gender

A larger proportion of Indonesian overnight visitors to the State were female (55.5%) than male (44.5%).

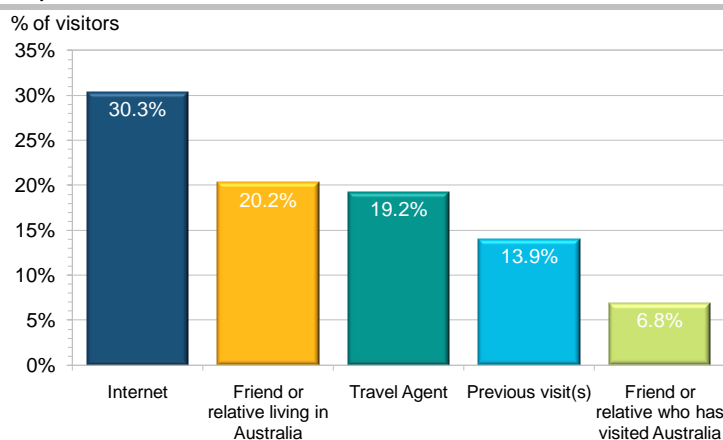
Age



Visitors

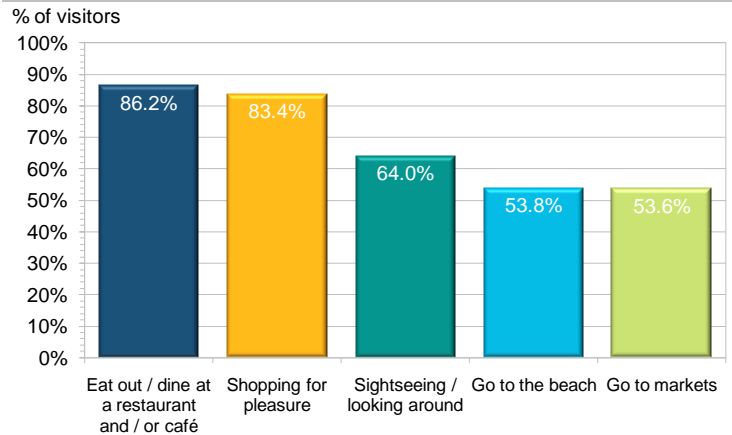
'25 to 34 years' (25.5%) was the biggest age group of Indonesian overnight visitors to NSW, followed by '15 to 24 years' (22.0%) and '45 to 54 years' (19.7%).

Top 5 information sources



The 'internet' (30.3%) was the most popular information source for the trip to Australia by Indonesian overnight visitors who had been to NSW. 'Friend or relative living in Australia' (20.2%) was the 2nd most popular, followed by 'travel agent' (19.2%) and 'previous visit(s)' (13.9%).

Top 5 activities in Australia



'Eat out / dine at a restaurant and / or cafe' (86.2%) was the most popular activity undertaken during the trip to Australia by Indonesian overnight visitors who had been to NSW. 'Shopping for pleasure' (83.4%) was the 2nd most popular activity, followed by 'sightseeing / looking around' (64.0%).

Transport

'Private or company car' (32.4%) was the most common transport used to destinations in NSW by Indonesian overnight visitors. 'Aircraft' (31.1%) was the 2nd most common, followed by 'taxi or chauffeur driven hire car' (24.9%).

First time or repeat visit

Most Indonesian overnight visitors who had been to NSW (69.3%) were on a repeat visit to Australia.

Travel package

Nearly 1/5 (18.6%) of Indonesian overnight visitors who had been to the State, arrived in Australia on a travel package. 'All accommodation' (84.5%) was the most popular travel arrangement included in the package (other than 'international airfares'), followed by 'most meals within Australia' (75.5%).

Group tours

The rate of group tour travel to Australia, amongst Indonesian overnight visitors who had been to NSW, was 14.5%.

Expenditure (excl package expenditure) ⁽²⁾

Destination	Total (\$ million)	Per visitor \$	Per night \$
New South Wales	\$158	\$3,190	\$92
Australia	\$472	\$4,217	\$95

Indonesian overnight visitors spent \$158 million in NSW. In total, they spent \$472 million in Australia. On average, visitors from Indonesia spent \$3,190 per visitor and \$92 per night in NSW.

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

Forecast ⁽³⁾

Indonesian visitors to Australia are expected to increase from 109,000* in 2009 to 235,000* in 2020, an average annual growth rate of 7.2%.

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