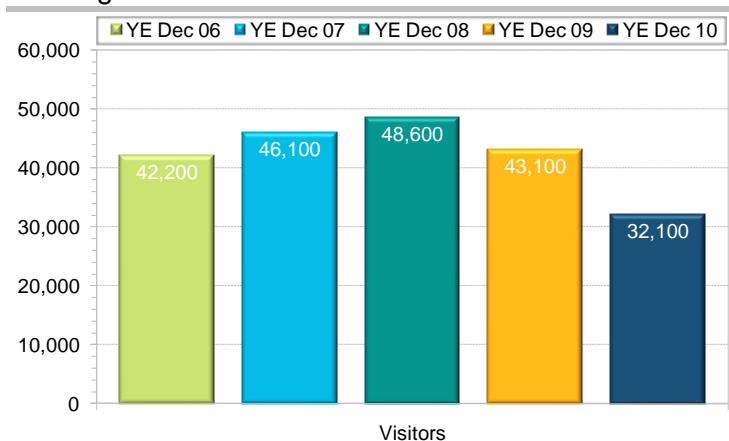


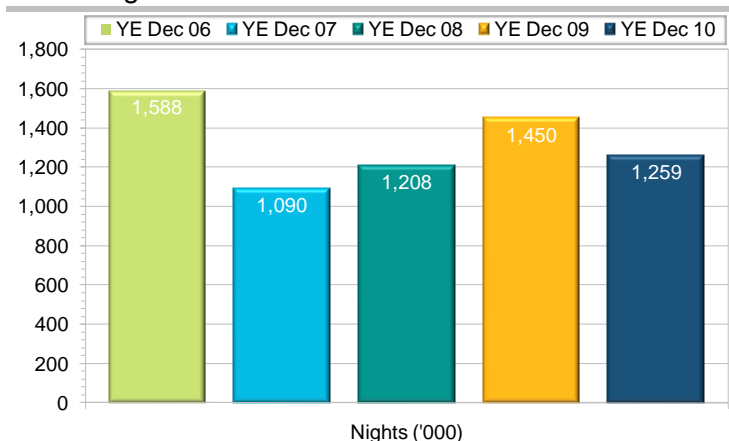
Overnight visitors



NSW received 32,100 overnight visitors from Ireland - down by 25.5% on YE Dec 09. Ireland contributed 1.1% of visitors to the State - down by 0.5% points on YE Dec 09.

Note: The 'open skies' agreement between the USA and the European Union provides increased competition for Australian destinations. The GFC has affected travel from Ireland to Australia. The Icelandic volcanic ash cloud reduced arrivals in the month of April 2010.

Visitor nights



Visitors from Ireland spent nearly 1.3 million nights in NSW - down by 13.2% on YE Dec 09. Ireland contributed 1.9% of visitor nights in the State - down by 0.4% points on YE Dec 09.

Market share

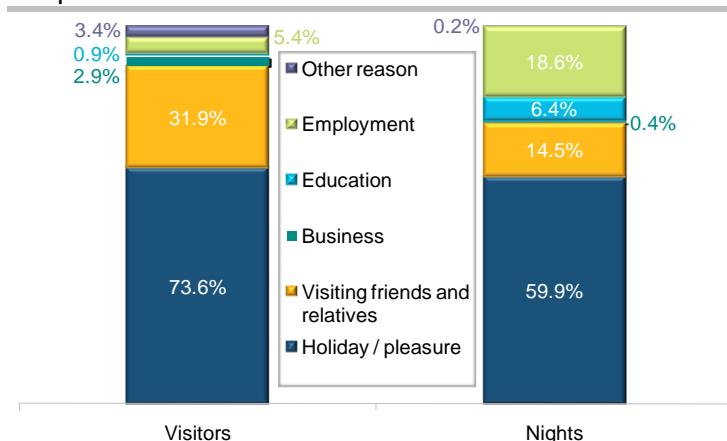
NSW received 63.7% of visitors and 43.6% of nights by Irish travellers in Australia. Compared to YE Dec 09, the share of visitors was down by 8.2% points and the share of nights was up by 4.9% points.

Accommodation

'Rented house / apartment / unit / flat' (55.1%) was the most popular accommodation type used by Irish visitors for nights in NSW. 'Home of friend or relative' (19.4%) was the 2nd most popular, followed by 'backpacker / hostel' (10.0%).

'Holiday / pleasure' visitors from Ireland spent more nights in NSW in a 'rented house / apartment / unit / flat' (59.3%) than in any other accommodation type. 'Backpacker / hostel' (14.1%) was the 2nd most popular, followed by 'home of friend or relative' (10.2%).

Purpose of visit



'Holiday / pleasure' (73.6%) was the largest purpose for Irish visitors to the State. 'Visiting friends and relatives' (31.9%) was the 2nd largest, followed by 'employment' (5.4%).

'Holiday / pleasure' (59.9%) was the largest purpose in terms of nights by Irish visitors in NSW. 'Employment' (18.6%) was the 2nd largest, followed by 'visiting friends and relatives' (14.5%).

Length of stay

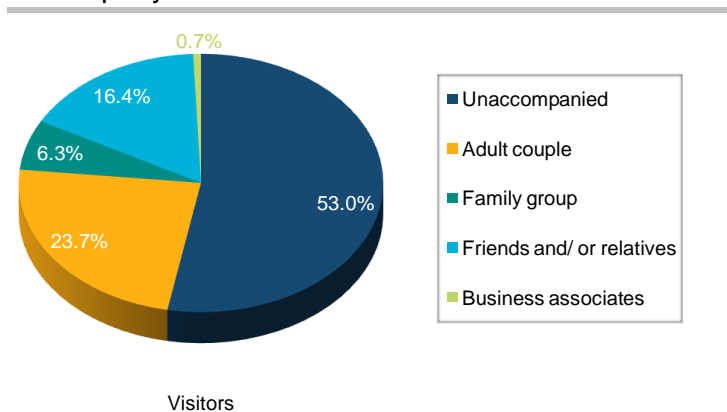
Purpose of visit	Ave length of stay (nights)		Median stay (nights)	
	NSW	Australia	NSW	Australia
Holiday / pleasure	31.9	60.0	11	27
Visiting friends and relatives	17.8	26.8	14	25
Business	5.0	30.1	6	10
Education	269.8	241.0	316	316
Employment	134.8	150.6	154	123
Other reason	2.0	130.6	6	162
Total	39.2	57.2	13	28

Visitors from Ireland stayed, on average, 39.2 nights in NSW, while their average stay in Australia was 57.2 nights.

The median length of stay in the State was 13 nights, compared to 28 nights in Australia.

'Holiday / pleasure' visitors from Ireland had an average stay of 31.9 nights and a median stay of 11 nights in NSW.

Travel party



'Unaccompanied' (53.0%) was the most common travel party description for Irish overnight visitors to the State. 'Adult couple' (23.7%) was the 2nd most common, followed by 'friends and / or relatives' (16.4%).

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

Ireland Market Profile ⁽¹⁾

Year ended December 2010

Visitors to NSW	32,100
Nights in NSW (million)	1.3
Expenditure in NSW (million)	\$112
Expenditure per visitor in NSW	\$3,473

Top 5 places visited in NSW

No.	Region	% of visitors to NSW
1	Sydney	93.8%
2	Northern Rivers	24.1%
3	Mid North Coast	12.8%
4	The Hunter	12.4%
5	Blue Mountains	6.9%

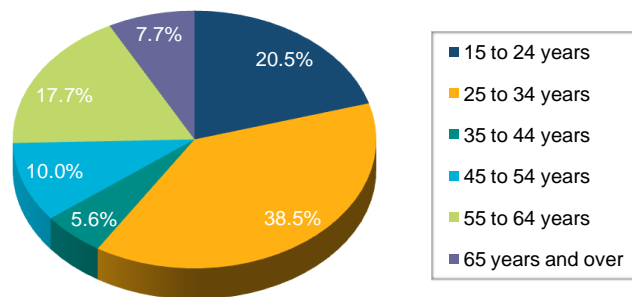
'Sydney' (93.8%) was by far the most visited region in NSW by Irish overnight visitors. 'Northern Rivers' (24.1%) was the 2nd most visited region, followed by 'Mid North Coast' (12.8%) and 'The Hunter' (12.4%).

Irish overnight visitors to Australia: 'Sydney' (59.8%) was the most visited region, followed by 'Melbourne' (37.0%) and 'Brisbane' (28.6%).

Gender

A larger proportion of Irish overnight visitors to the State were female (55.9%) than male (44.1%).

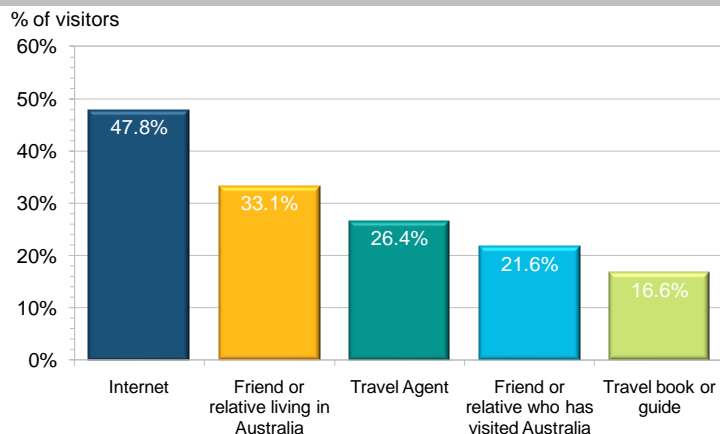
Age



Visitors

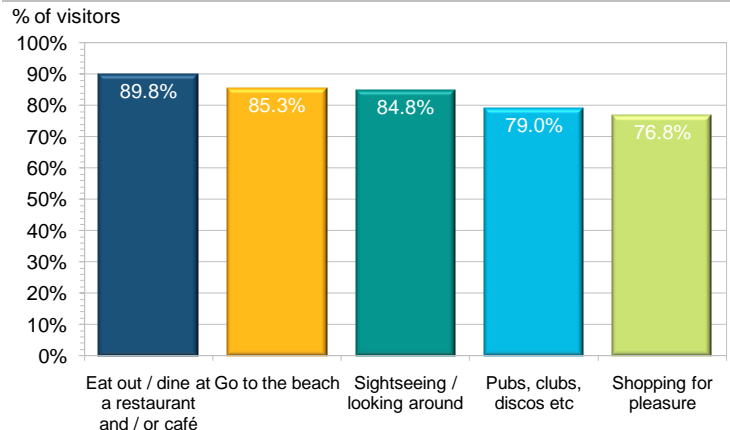
'25 to 34 years' (38.5%) was the biggest age group of Irish overnight visitors to NSW, followed by '15 to 24 years' (20.5%) and '55 to 64 years' (17.7%).

Top 5 information sources



The 'internet' (47.8%) was the most popular information source for the trip to Australia by Irish overnight visitors who had been to NSW. 'Friend or relative living in Australia' (33.1%) was the 2nd most popular, followed by 'travel agent' (26.4%) and 'friend or relative who has visited Australia' (21.6%).

Top 5 activities in Australia



'Eat out / dine at a restaurant and / or cafe' (89.8%) was the most popular activity undertaken during the trip to Australia by Irish overnight visitors who had been to NSW. 'Go to the beach' (85.3%) was the 2nd most popular activity, followed by 'sightseeing / looking around' (84.8%).

Transport

'Aircraft' (49.1%) was the most common transport used to destinations in NSW by Irish overnight visitors. 'Private or company car' (30.0%) was the 2nd most common, followed by 'taxi or chauffeur driven hire car' (21.4%).

First time or repeat visit

Most Irish overnight visitors who had been to NSW (60.4%) were visiting Australia for the first time.

Travel package

Over 1/20 (6.1%) of Irish overnight visitors who had been to the State, arrived in Australia on a travel package. 'Airlines within Australia' (61.8%) was the most popular travel arrangement included in the package (other than 'international airlines'), followed by 'all accommodation' (55.2%).

Group tours

The rate of group tour travel to Australia, amongst Irish overnight visitors who had been to NSW, was 0.6%.

Expenditure ⁽²⁾

Destination	Total (\$ million)	Per visitor \$	Per night \$
New South Wales	\$112	\$3,473	\$89
Australia	\$256	\$5,070	\$89

Irish overnight visitors spent \$112 million in NSW. In total, they spent \$256 million in Australia.

On average, visitors from Ireland spent \$3,473 per visitor and \$89 per night in NSW.

(2) Excluding package tours and prepaid international airfares.

Forecast ⁽³⁾

Irish visitors to Australia are expected to increase from 63,000* in 2009 to 79,000* in 2020, an average annual growth rate of 2.2%.

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