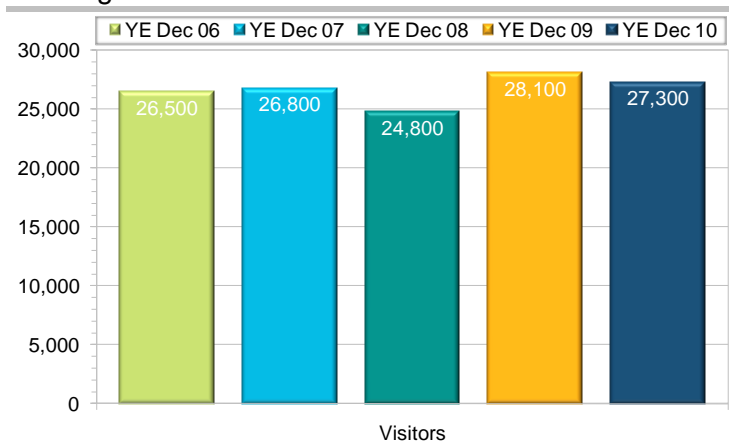


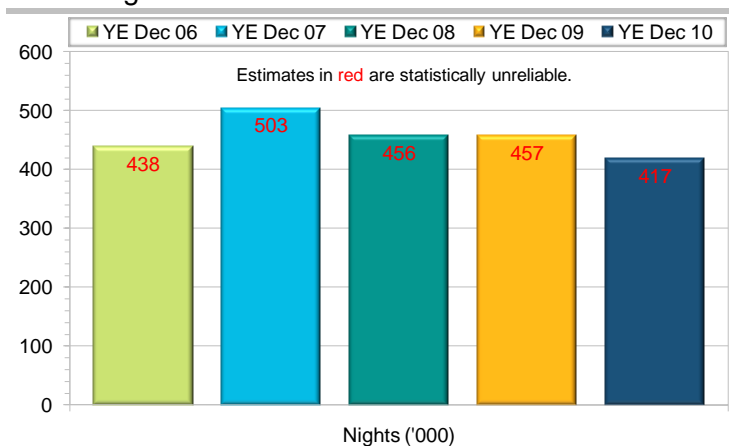
Overnight visitors



NSW received 27,300 overnight visitors from Switzerland - down by 3.1% on YE Dec 09. Switzerland contributed 1.0% of visitors to the State - down by 0.1% pt on YE Dec 09.

Note: The 'open skies' agreement between the USA and the European Union provides increased competition for Australian destinations. Low cost travel between Asian cities provides increased competition for European backpacker travel to Australia.

Visitor nights



Estimates of Swiss visitor nights in NSW are considered statistically unreliable for the above five time periods.

Market share

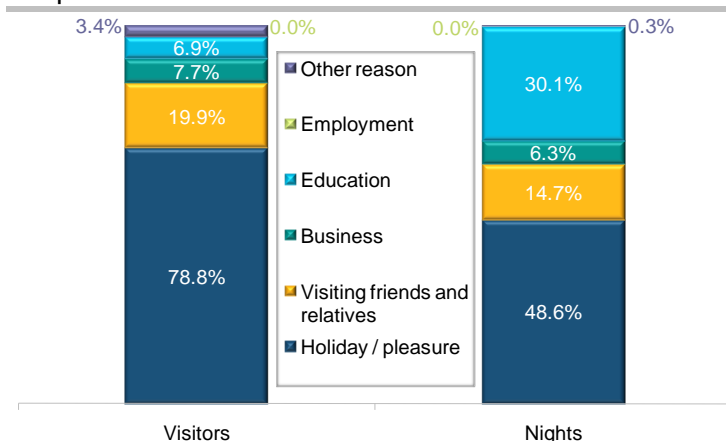
NSW received 64.5% of Swiss visitors in Australia. Compared to YE Dec 09, the share of visitors was down by 4.6% points.

Accommodation

'Home of friend or relative' (24.0%) was the most popular accommodation type used by Swiss visitors for nights in NSW. 'Backpacker / hostel' (21.8%) was the 2nd most popular accommodation, followed by 'homestay' (16.5%) and 'standard hotel / motel / motor inn, below 4 star' (12.0%).

'Holiday / pleasure' visitors from Switzerland spent more nights in NSW in a 'backpacker / hostel' (37.8%) than in any other accommodation type. 'Standard hotel / motel / motor inn, below 4 star' (23.1%) was the 2nd most popular accommodation used, followed by 'caravan park or commercial camping ground' (10.1%).

Purpose of visit



'Holiday / pleasure' (78.8%) was the largest purpose for Swiss visitors to the State. 'Visiting friends and relatives' (19.9%) was the 2nd largest, followed by 'business' (7.7%).

'Holiday / pleasure' (48.6%) was the largest purpose in terms of nights by Swiss visitors in NSW. 'Education' (30.1%) was the 2nd largest, followed by 'visiting friends and relatives' (14.7%).

Length of stay

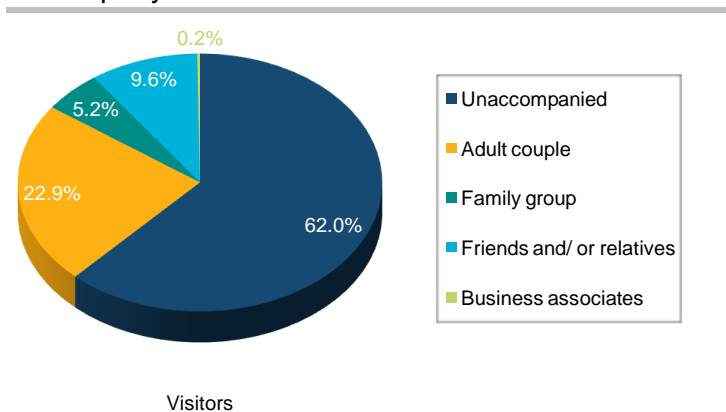
| Purpose of visit | Ave length of stay (nights) | | Median stay (nights) | |
|--------------------------------|-----------------------------|-----------|----------------------|-----------|
| | NSW | Australia | NSW | Australia |
| Holiday / pleasure | 9.4 | 36.5 | 7 | 26 |
| Visiting friends and relatives | 11.3 | 25.0 | 12 | 19 |
| Business | 12.6 | 11.2 | 9 | 8 |
| Education | 66.9 | 86.1 | 69 | 85 |
| Employment | 0.0 | 10.0 | 0 | 10 |
| Other reason | 1.4 | 13.8 | 1 | 1 |
| Total | 15.3 | 36.3 | 7 | 25 |

Visitors from Switzerland stayed, on average, 15.3 nights in NSW, while their average stay in Australia was 36.3 nights.

The median length of stay in the State was 7 nights, compared to 25 nights in Australia.

'Holiday / pleasure' visitors from Switzerland had an average stay of 9.4 nights and a median stay of 7 nights in NSW.

Travel party



'Unaccompanied' (62.0%) was the most common travel party description for Swiss overnight visitors to the State. 'Adult couple' (22.9%) was the 2nd most common, followed by 'friends and / or relatives' (9.6%).

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

Switzerland Market Profile ⁽¹⁾

Year ended December 2010

| | |
|--------------------------------|--------|
| Visitors to NSW | 27,300 |
| Nights in NSW (million) | 0.4 |
| Expenditure in NSW (million) | \$50 |
| Expenditure per visitor in NSW | \$1834 |

Top 5 places visited in NSW

| No. | Region | % of visitors to NSW |
|-----|------------------------|----------------------|
| 1 | Sydney | 93.3% |
| 2 | Northern Rivers | 25.3% |
| 3 | Mid North Coast | 18.5% |
| 4 | South Coast sub-region | 8.9% |
| 5 | Blue Mountains | 7.6% |

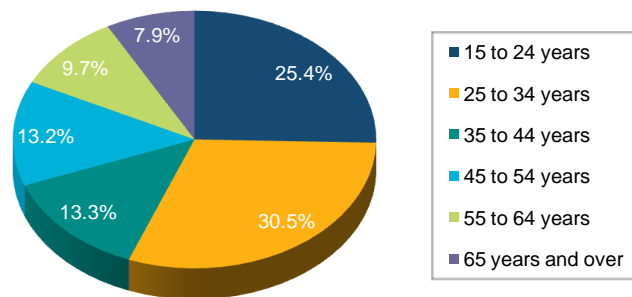
'Sydney' (93.3%) was by far the most visited region in NSW by Swiss overnight visitors. 'Northern Rivers' (25.3%) was the 2nd most visited region, followed by 'Mid North Coast' (18.5%) and 'South Coast sub-region' (8.9%).

Swiss overnight visitors to Australia: 'Sydney' (60.3%) was the most visited region, followed by 'Melbourne' (34.0%) and 'Tropical North Queensland' (31.3%).

Gender

A larger proportion of Swiss overnight visitors to the State were male (50.4%) than female (49.6%).

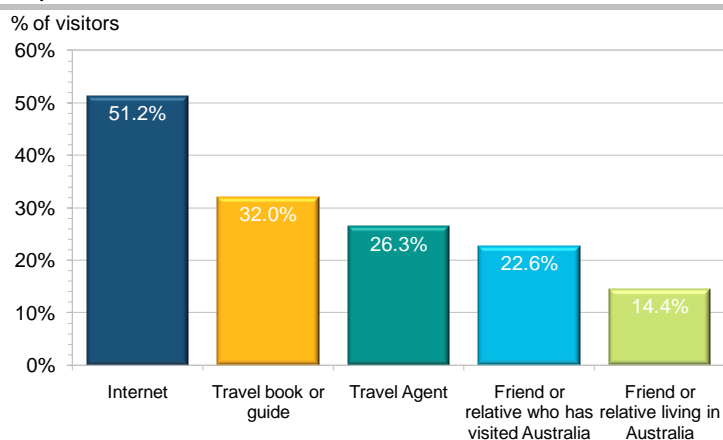
Age



Visitors

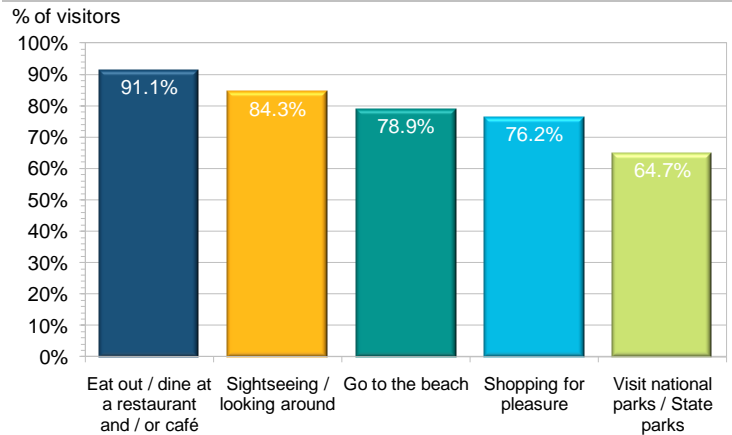
'25 to 34 years' (30.5%) was the biggest age group of Swiss overnight visitors to NSW, followed by '15 to 24 years' (25.4%) and '35 to 44 years' (13.3%).

Top 5 information sources



The 'internet' (51.2%) was the most popular information source for the trip to Australia by Swiss overnight visitors who had been to NSW. 'Travel book or guide' (32.0%) was the 2nd most popular, followed by 'travel agent' (26.3%) and 'friend or relative who has visited Australia' (22.6%).

Top 5 activities in Australia



'Eat out / dine at a restaurant and / or cafe' (91.1%) was the most popular activity undertaken during the trip to Australia by Swiss overnight visitors who had been to NSW. 'Sightseeing / looking around' (84.3%) was the 2nd most popular activity, followed by 'go to the beach' (78.9%).

Transport

'Aircraft' (30.6%) was the most common transport used to destinations in NSW by Swiss overnight visitors. 'Taxi or chauffeur driven hire car' (21.1%) was the 2nd most common, followed by 'local public transport' (19.0%).

First time or repeat visit

Most Swiss overnight visitors who had been to NSW (58.7%) were visiting Australia for the first time.

Travel package

Nearly 1/5 (16.3%) of Swiss overnight visitors who had been to the State, arrived in Australia on a travel package. 'Most ground transport within Australia' (46.1%) was the most popular travel arrangement included in the package (other than 'international airfares'), followed by 'airfares within Australia' (36.8%).

Group tours

The rate of group tour travel to Australia, amongst Swiss overnight visitors who had been to NSW, was 1.2%.

Expenditure (excl package expenditure) ⁽²⁾

| Destination | Total (\$ million) | Per visitor \$ | Per night \$ |
|-----------------|--------------------|----------------|--------------|
| New South Wales | \$50 | \$1,834 | \$120 |
| Australia | \$185 | \$4,380 | \$121 |

Swiss overnight visitors spent \$50 million in NSW. In total, they spent \$185 million in Australia.

On average, visitors from Switzerland spent \$1,834 per visitor and \$120 per night in NSW.

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

Forecast ⁽³⁾

Swiss visitors to Australia are expected to increase from 43,000* in 2009 to 61,000* in 2020, an average annual growth rate of 3.1%.

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