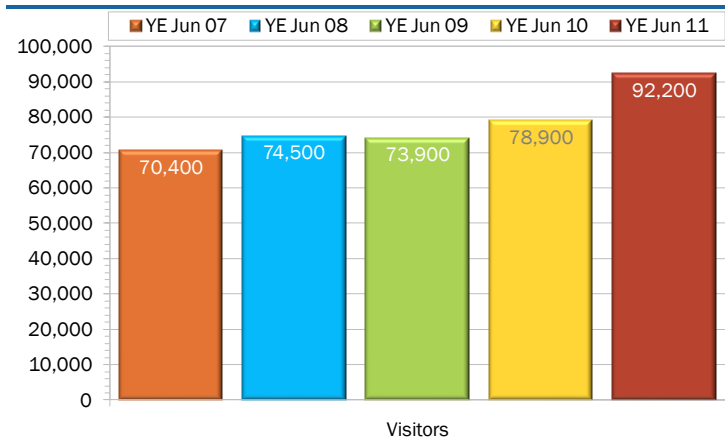


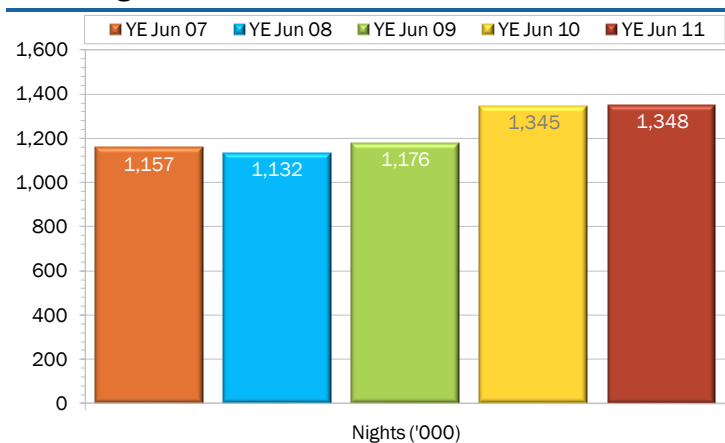
Overnight visitors



NSW received 92,200 overnight visitors from Singapore - up by 16.8%* on YE Jun 10. Singapore contributed 3.3% of visitors to the State - up by 0.4% points on YE Jun 10.

Note: Singapore is a mature and relatively low population market for Australia. It is, however, an important aviation hub for Australia, connecting all major Australian ports with many source markets.

Visitor nights



Visitors from Singapore spent over 1.3 million nights in NSW - up by 0.3% on YE Jun 10. Singapore contributed 2.0% of visitor nights in the State - down by 0.1% point on YE Jun 10.

Market share

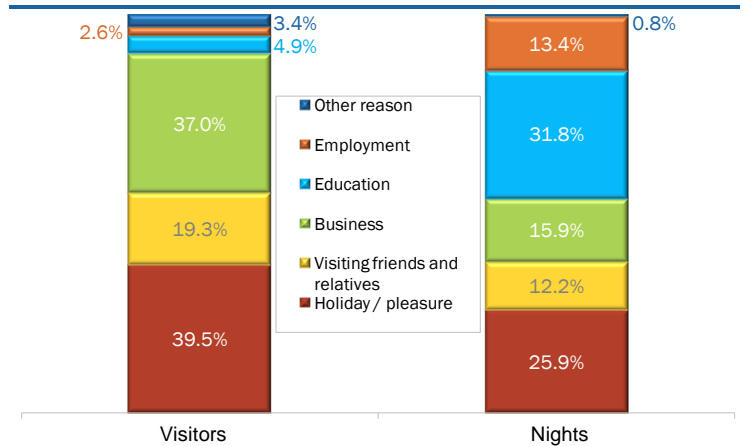
NSW received 33.2% of visitors and 22.8% of nights by Singaporean travellers in Australia. Compared to YE Jun 10, the share of visitors was up by 2.0% points and share of nights was down by 0.5% points.

Accommodation

'Rented house / apartment / unit / flat' (35.8%) was the most popular accommodation type used by Singaporean visitors for nights in NSW. 'Home of friend or relative' (24.1%) was the 2nd most popular, followed by 'luxury hotel / serviced apartment / resort, 4 or 5 star' (11.2%).

'Holiday / pleasure' visitors from Singapore spent more nights in NSW in a 'home of friend or relative' (32.7%) than in any other accommodation. 'Rented house / apartment / unit / flat' (21.9%) was the 2nd most popular, followed by 'standard hotel / motel / motor inn, below 4 star' (17.1%).

Purpose of visit



'Holiday / pleasure' (39.5%) was the largest purpose for Singaporean visitors to the State, followed by 'business' (37.0%) and 'visiting friends and relatives (VFR)' (19.3%). Compared to YE Jun 10, visitors who travelled for 'holiday or leisure' grew by 24.4%*, 'business' increased by 16.0% and 'VFR' grew by 0.2%.

'Education' (31.8%) was the largest purpose in terms of nights by Singaporean visitors in NSW, followed by 'holiday / pleasure' (25.9%) and 'business' (15.9%). Compared to YE Jun 10, nights spent for 'education' declined by 39.4%, 'holiday or leisure' grew by 47.3% and 'business' increased by 14.9%.

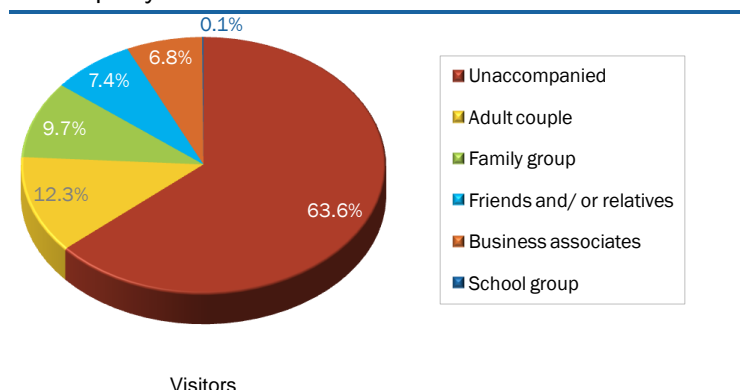
Length of stay

Purpose of visit	Ave length of stay (nights)		Median stay (nights)	
	NSW	Australia	NSW	Australia
Holiday / pleasure	9.6	10.5	5	7
Visiting friends and relatives	9.3	17.5	7	9
Business	6.3	9.6	4	5
Education	95.7	101.6	69	89
Employment	76.4	102.3	80	74
Other reason	3.5	18.4	3	5
Total	14.6	21.3	5	7

Visitors from Singapore stayed, on average, 14.6 nights in NSW, while their average stay in Australia was 21.3 nights. The median length of stay in the State was 5 nights, compared to 7 nights in Australia.

'Holiday / pleasure' visitors from Singapore had an average stay of 9.6 nights and a median stay of 5 nights in NSW.

Travel party



'Unaccompanied' (63.6%) was the most common travel party description for Singaporean overnight visitors to the State, followed by 'adult couple' (12.3%).

Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

Source: International Visitor Survey, YE Jun 11, Tourism Research Australia (TRA) - unless otherwise indicated

Singapore Market Profile

Year ended June 2011

Visitors to NSW	92,200
Nights in NSW (million)	13
Expenditure in NSW (million)	\$206
Expenditure per visitor in NSW	\$2,235

Top 5 places visited in NSW

Rank	Region	% of visitors to NSW
1	Sydney	95.6%
2	The Hunter	5.8%
3	Blue Mountains	3.4%
4	Mid North Coast	2.9%
5	Northern Rivers	1.8%

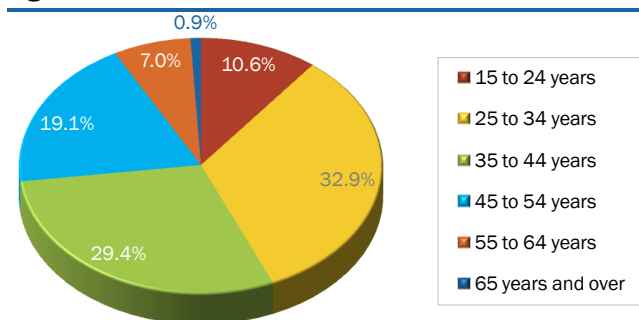
'Sydney' (95.6%) was by far the most visited region in NSW by Singaporean overnight visitors. 'The Hunter' (5.8%) was the 2nd most visited region, followed by 'Blue Mountains' (3.4%).

Singaporean overnight visitors to Australia: 'Sydney' (31.7%) was the most visited region, followed by 'Melbourne' (30.7%) and 'Experience Perth' (27.3%).

Gender

A larger proportion of Singaporean overnight visitors to the State were male (57.3%) than female (42.7%).

Age



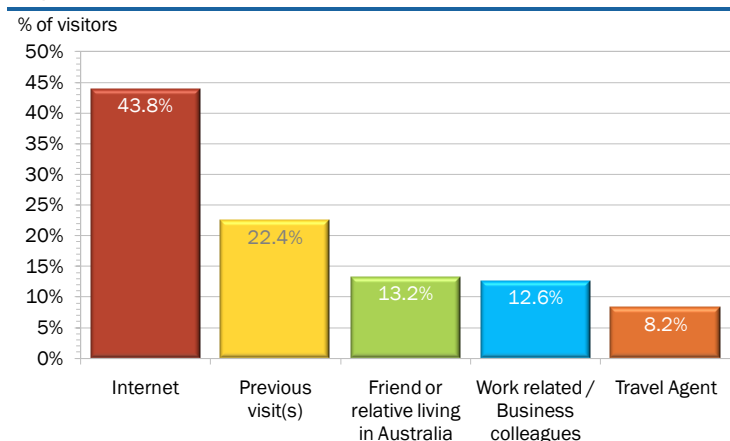
Visitors

'25 to 34 years' (32.9%) was the biggest age group of Singaporean overnight visitors to NSW, followed by '35 to 44 years' (29.4%).

Transport

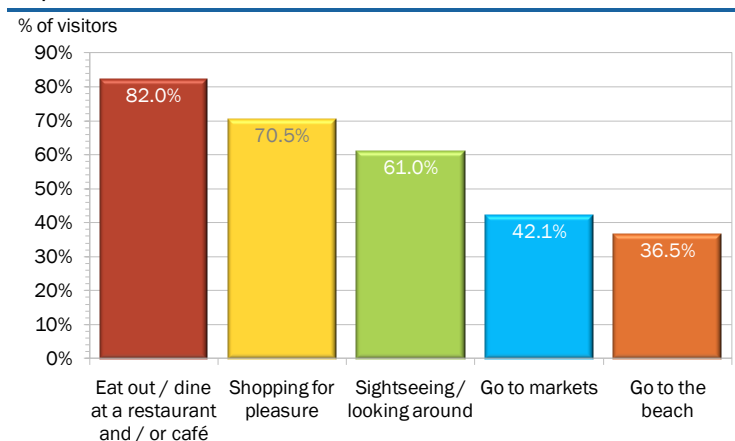
'Taxi or chauffeur driven hire car' (34.5%) was the most common transport used to destinations in NSW by Singaporean overnight visitors. 'Aircraft' (21.8%) was the 2nd most common, followed by 'private or company car' (20.8%).

Top 5 information sources



The 'internet' (43.8%) was the most popular information source for the trip to Australia by Singaporean overnight visitors who had been to NSW, followed by 'previous visit(s)' (22.4%).

Top 5 activities in Australia



'Eat out / dine at a restaurant and / or cafe' (82.0%) was the most popular activity undertaken during the trip to Australia by Singaporean overnight visitors who had been to NSW. 'Shopping for pleasure' (70.5%) was the 2nd most popular activity, followed by 'sightseeing / looking around' (61.0%).

First time or repeat visit

Most Singaporean overnight visitors who had been to NSW (78.5%) were on a repeat visit to Australia.

Travel package

Over 1/10 (10.9%) of Singaporean overnight visitors who had been to the State, arrived in Australia on a travel package. 'All accommodation' (90.8%) was the most popular travel arrangement included in the package (other than 'international airfares'), followed by 'airfares within Australia' (68.8%).

Group tours

The rate of group tour travel to Australia, amongst Singaporean overnight visitors who had been to NSW, was 5.4%.

Expenditure (incl package expenditure) ⁽¹⁾

Expenditure	Destination			
	New South Wales		Australia	
	YE Jun 10	YE Jun 11	YE Jun 10	YE Jun 11
Total (\$ million)	\$150	\$206	\$842	\$960
Per visitors (\$)	\$1,900	\$2,235	\$3,329	\$3,457
Per night (\$)	\$112	\$153	\$146	\$162

Singaporean overnight visitors spent \$206 million in NSW – up by 37.3%* on YE Jun 10. On average, they spent \$2,235 per visitor and \$153 per night in the State.

In total, visitors from Singapore spent \$960 million in Australia – up by 14.0% on YE Jun 10.

(1) Caution: international expenditure now includes 30% of pre-paid package expenditure but still excludes all pre-paid international airfares. Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 10 and YE Jun 11, TRA. For more details go to www.tourism.nsw.gov.au/StateTourismStats

Forecast ⁽²⁾

Singapore visitors to Australia are expected to increase from 308,000# in 2010 to 398,000# in 2020, an average annual growth rate of 2.6%.

(2) Source: Forecast 2011 Issue 1, Tourism Forecasting Committee
Includes children less than 15 years

Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

Source: International Visitor Survey, YE Jun 11, Tourism Research Australia (TRA) – unless otherwise indicated

www.tourism.nsw.gov.au

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