

Backpackers - Times Series Year ending June 2006 - 2011

By stopover reason for visit

Holiday visitors ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	361	383	389	392	408
	Victoria	192	217	215	217	220	219
	Queensland	318	329	337	337	341	307
	Total	485	518	527	523	545	541

Market share of holiday visitors (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	74.6	74.0	73.9	74.9	74.9
	Victoria	39.7	42.0	40.9	41.5	40.3	40.5
	Queensland	65.7	63.5	64.0	64.5	62.6	56.7

Holiday visitor nights ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	7,259	8,209	7,654	8,680	9,204
	Victoria	2,930	3,605	3,583	3,750	3,709	3,552
	Queensland	6,644	8,691	8,521	9,362	9,625	8,456
	Total	21,364	26,035	25,056	27,946	28,357	26,250

Market share of holiday visitor nights (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	34.0	31.5	30.5	31.1	32.5
	Victoria	13.7	13.8	14.3	13.4	13.1	13.5
	Queensland	31.1	33.4	34.0	33.5	33.9	32.2

VFR visitors ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	57	48	66	52	58
	Victoria	41	45	42	37	41	43
	Queensland	44	42	47	38	44	41
	Total	139	142	155	138	145	144

Market share of VFR visitors (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	40.8	34.0	42.5	38.0	39.7
	Victoria	29.2	31.5	27.2	27.0	28.6	29.6
	Queensland	31.3	29.4	30.1	27.6	30.1	28.5

VFR visitor nights ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	854	678	1,008	769	846
	Victoria	628	541	582	489	548	639
	Queensland	530	467	483	608	571	503
	Total	2,594	2,265	2,680	2,471	2,498	2,487

Market share of VFR visitor nights (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	32.9	29.9	37.6	31.1	33.9
	Victoria	24.2	23.9	21.7	19.8	22.0	25.7
	Queensland	20.4	20.6	18.0	24.6	22.9	20.2

Source: International Visitor Survey.

Base: All visitors aged 15 years and over travel grid completed.

Bacpackers - Times Series Year ending June 2006 - 2011

Business visitors ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	8	11	10	9	9
	Victoria	6	5	7	6	8	6
	Queensland	7	8	8	7	7	7
	Total	21	26	26	25	25	23

Market share of business visitors (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	39.3	41.8	37.3	35.8	34.1
	Victoria	28.6	18.8	26.5	23.2	31.7	25.2
	Queensland	34.5	30.3	30.4	29.7	28.5	28.8

Business visitor nights ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	82	171	146	136	187
	Victoria	51	88	52	111	102	198
	Queensland	66	56	100	53	40	53
	Total	285	430	412	431	429	486

Market share of business visitor nights (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	28.9	39.7	35.5	31.5	43.6
	Victoria	18.0	20.5	12.7	25.8	23.7	40.7
	Queensland	23.3	13.0	24.3	12.2	9.2	10.8

Education visitors ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	19.3	26.8	30.9	22.4	28.8
	Victoria	10.9	10.9	11.6	14.4	12.5	10.6
	Queensland	24.1	24.7	27.4	30.0	28.0	25.3
	Total	60.5	71.5	78.7	77.7	76.4	70.6

Market share of Education visitors (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	31.9	37.5	39.3	28.8	37.7
	Victoria	18.0	15.2	14.7	18.5	16.4	15.0
	Queensland	39.8	34.5	34.8	38.6	36.6	35.8

Education visitor nights ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	1,965	2,408	2,970	2,671	2,689
	Victoria	1,263	1,101	1,354	1,601	1,544	1,207
	Queensland	2,081	2,472	2,777	2,746	2,710	2,458
	Total	6,721	7,591	8,834	8,870	8,471	8,014

Market share of Education visitor nights (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	29.2	31.7	33.6	30.1	31.7
	Victoria	18.8	14.5	15.3	18.0	18.2	15.1
	Queensland	31.0	32.6	31.4	31.0	32.0	30.7

Employment visitors ('000)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	11.7	10.6	7.8	11.6	8.8
	Victoria	7.4	9.0	4.9	6.6	6.1	6.9
	Queensland	12.5	10.6	9.3	14.9	9.6	9.0
	Total	31.5	33.2	26.1	35.2	26.5	28.7

Market share of Employment visitors (per cent)	State visited	Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
		New South Wales	37.1	31.9	29.9	33.0	33.2
	Victoria	23.5	27.1	18.8	18.8	23.0	24.0
	Queensland	39.7	31.9	35.6	42.3	36.2	31.4



Bacpackers - Times Series Year ending June 2006 - 2011

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
Employment visitor nights (’000)	State visited						
	New South Wales	1,125	1,029	497	1,032	700	1,065
	Victoria	681	786	436	589	582	595
	Queensland	753	856	673	1,198	711	686
	Total	3,220	3,464	2,321	3,675	2,850	3,157

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
Market share of Employment visitor nights (per cent)	State visited						
	New South Wales	34.9	29.7	21.4	28.1	24.6	33.7
	Victoria	21.1	22.7	18.8	16.0	20.4	18.8
	Queensland	23.4	24.7	29.0	32.6	25.0	21.7

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
Total visitors (’000)	State visited						
	New South Wales	407.9	428.6	445.0	441.1	458.5	442.6
	Victoria	234.0	258.6	253.4	254.3	258.8	262.2
	Queensland	343.6	352.3	359.6	363.1	368.0	331.0
	Total	516.6	555.9	564.4	560.1	583.1	582.9

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
Market share of total visitors (per cent)	State visited						
	New South Wales	79.0	77.1	78.8	78.8	78.6	75.9
	Victoria	45.3	46.5	44.9	45.4	44.4	45.0
	Queensland	66.5	63.4	63.7	64.8	63.1	56.8

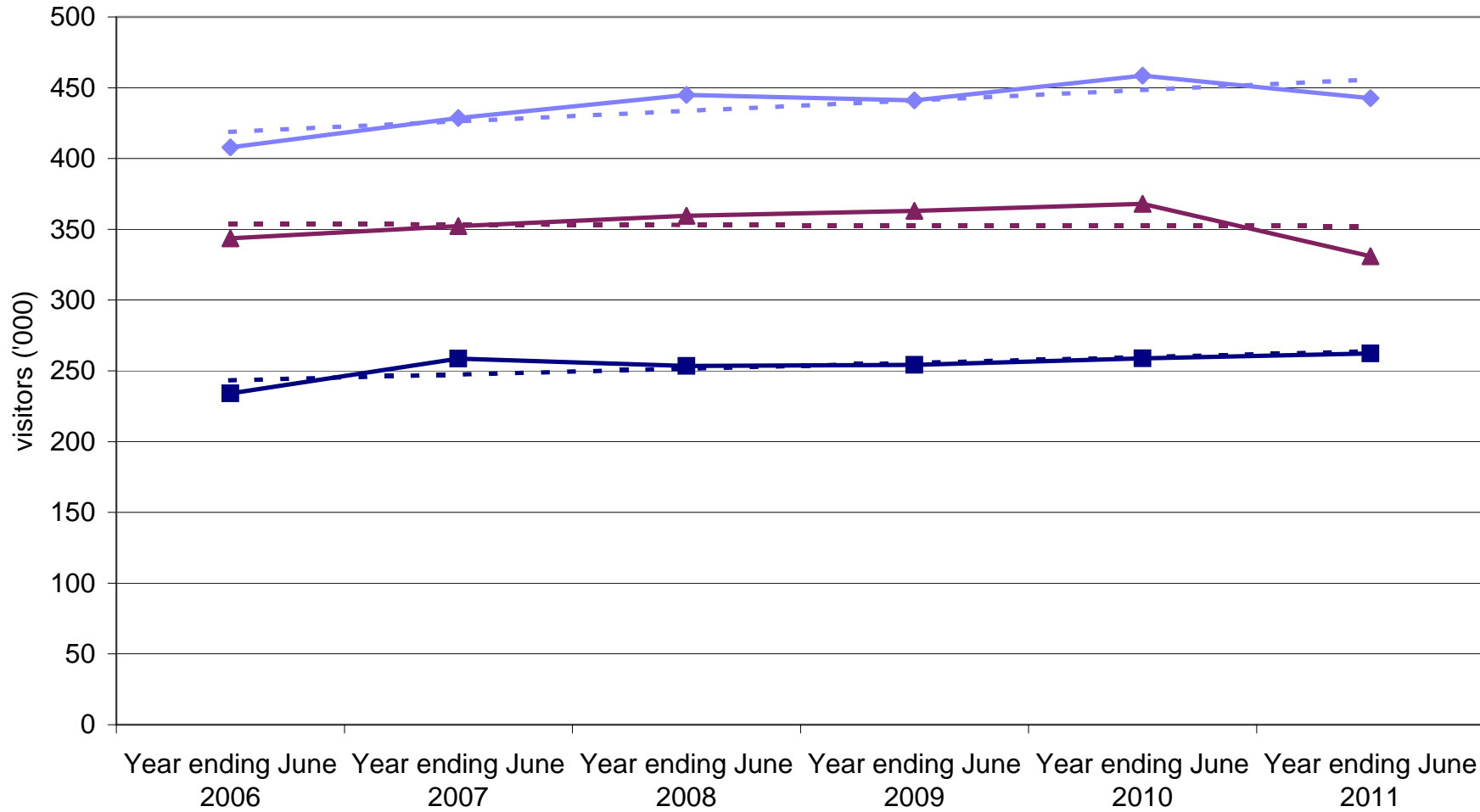
		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
Total visitor nights (’000)	State visited						
	New South Wales	11,483	12,569	12,355	13,361	13,655	13,507
	Victoria	5,747	6,137	6,019	6,561	6,514	6,207
	Queensland	10,207	12,570	12,574	14,021	13,688	12,190
	Total	35,165	40,166	39,706	43,822	43,027	40,784

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
Market share of total visitor nights (per cent)	State visited						
	New South Wales	32.7	31.3	31.1	30.5	31.7	33.1
	Victoria	16.3	15.3	15.2	15.0	15.1	15.2
	Queensland	29.0	31.3	31.7	32.0	31.8	29.9

Source: International Visitor Survey.

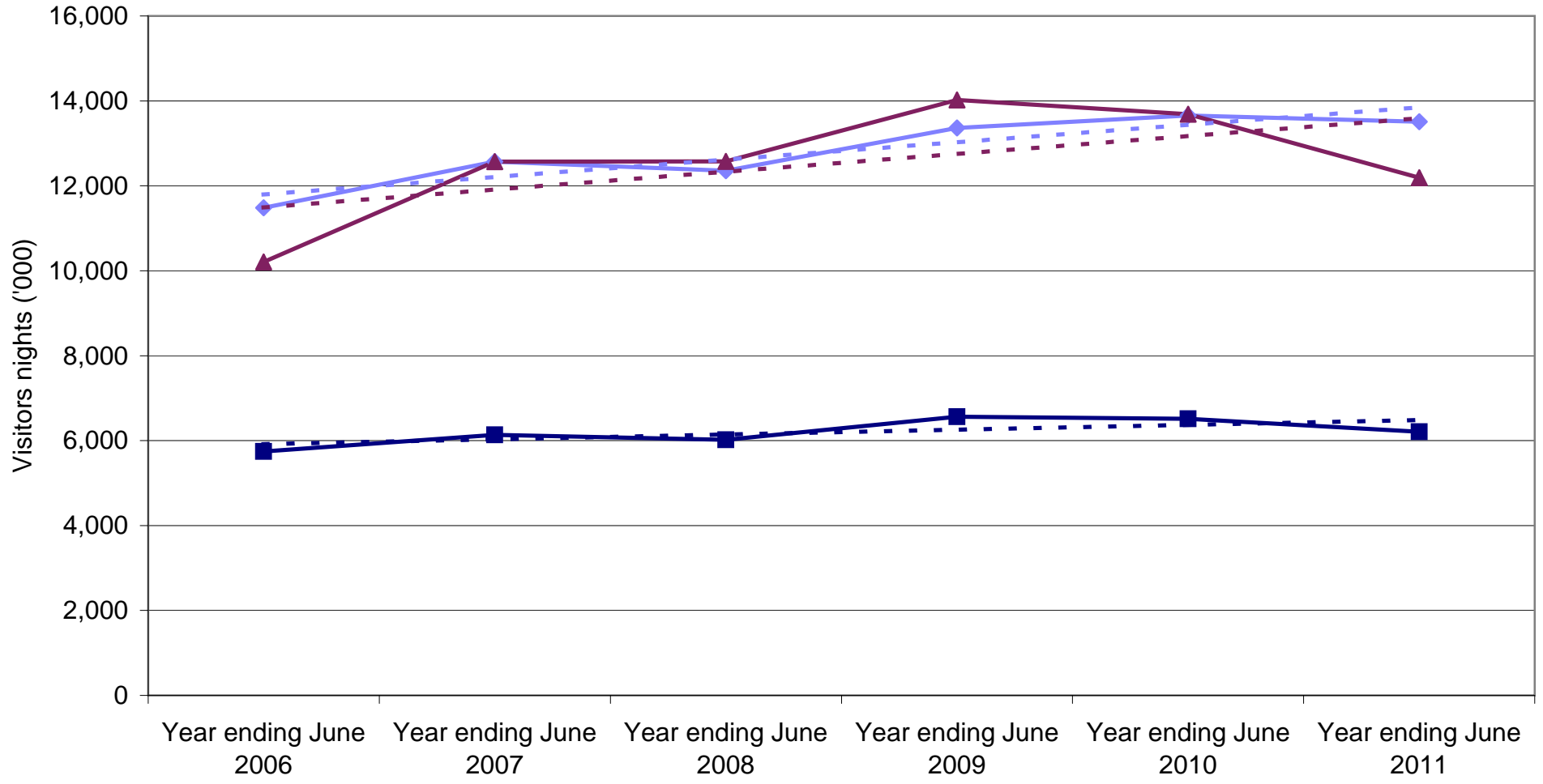
Base: All visitors aged 15 years and over travel grid completed.

Backpacker visitors by State visited



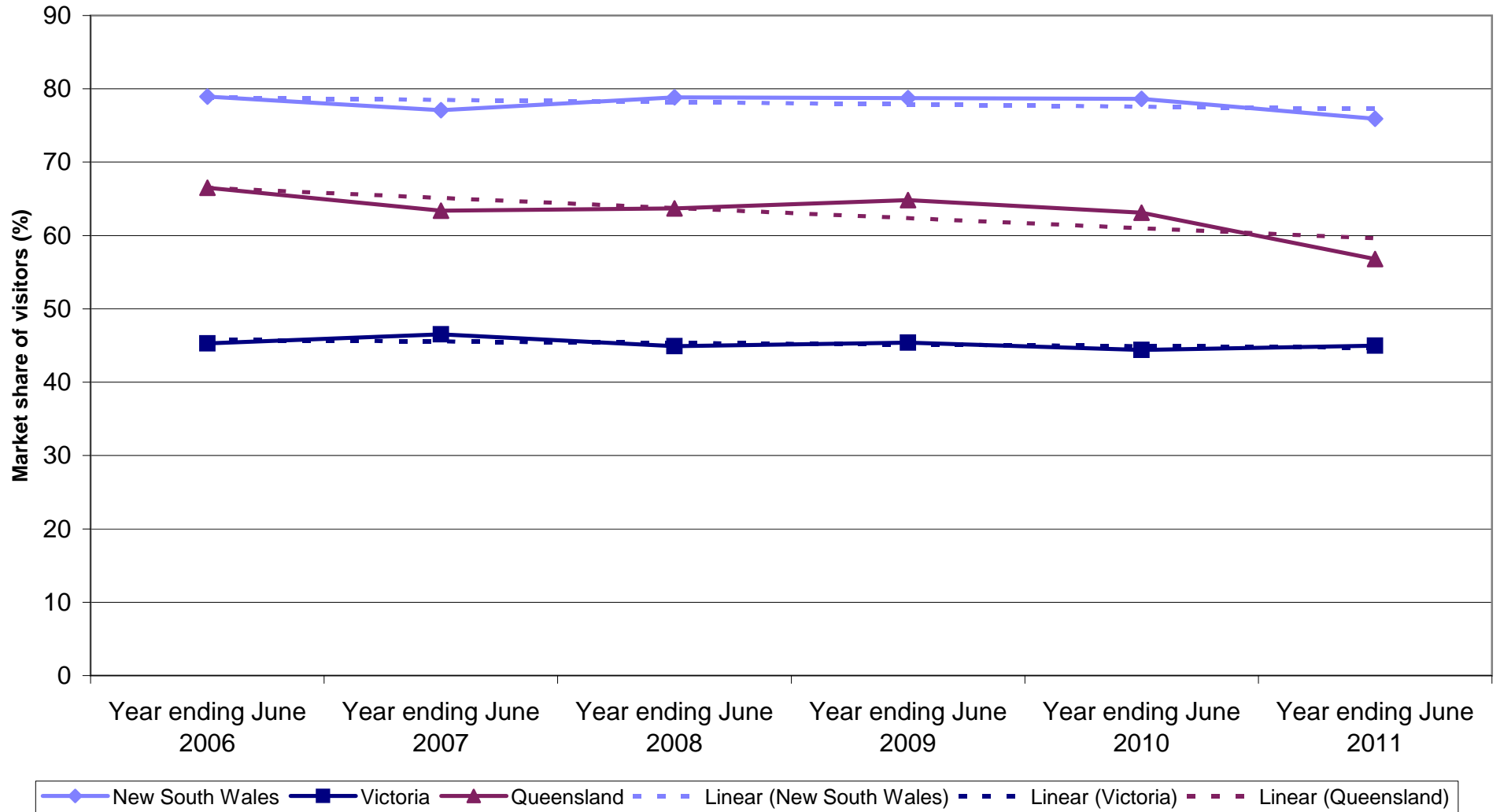
Legend: New South Wales (solid blue line with diamond markers), Victoria (solid dark blue line with square markers), Queensland (solid maroon line with triangle markers), Linear (New South Wales) (dashed blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line).

Backpacker nights by State visited

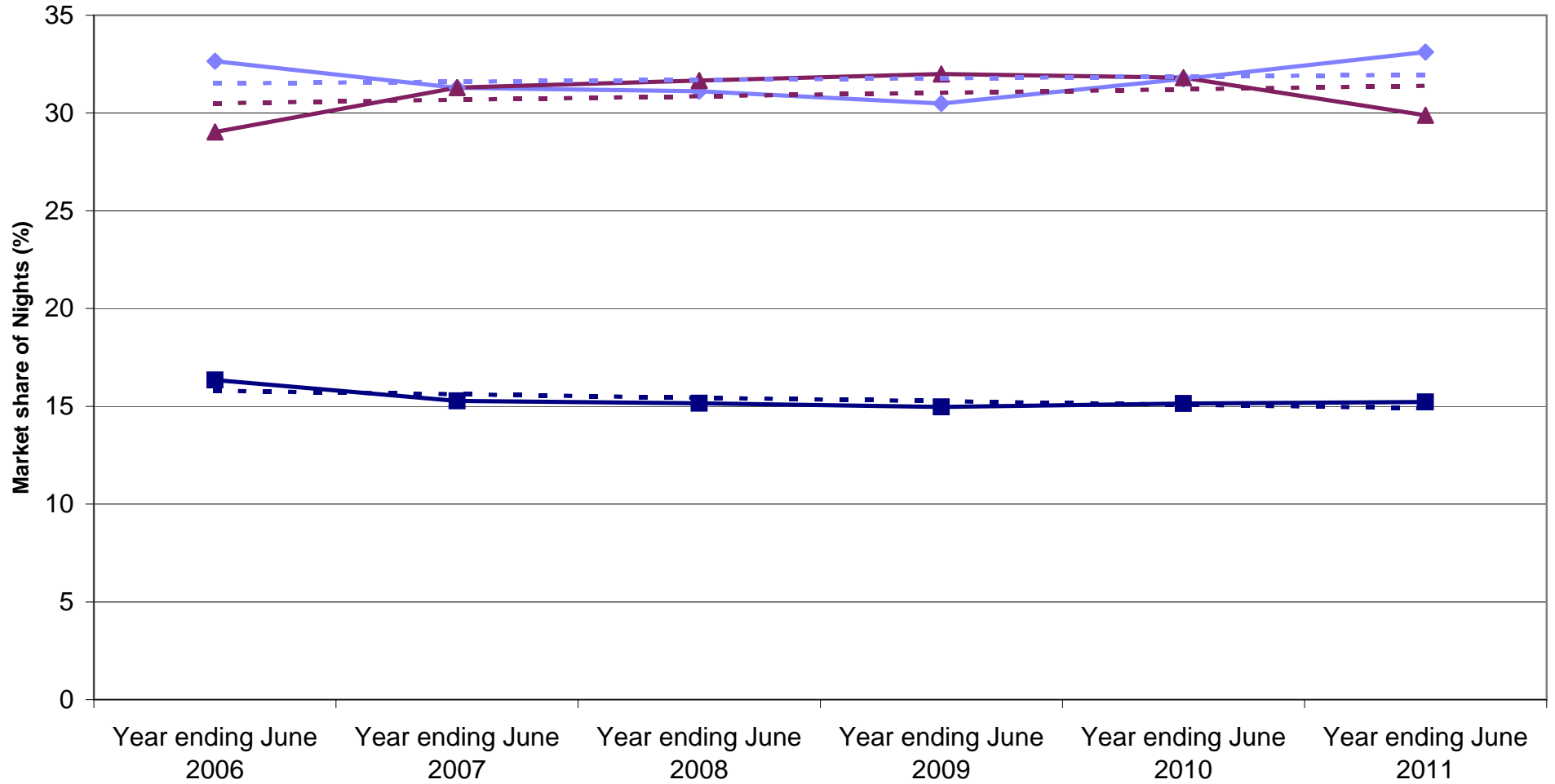


Legend: New South Wales (blue line with diamonds), Victoria (dark blue line with squares), Queensland (maroon line with triangles), Linear (New South Wales) (dashed blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line)

State market share of Backpacker visitors to Australia

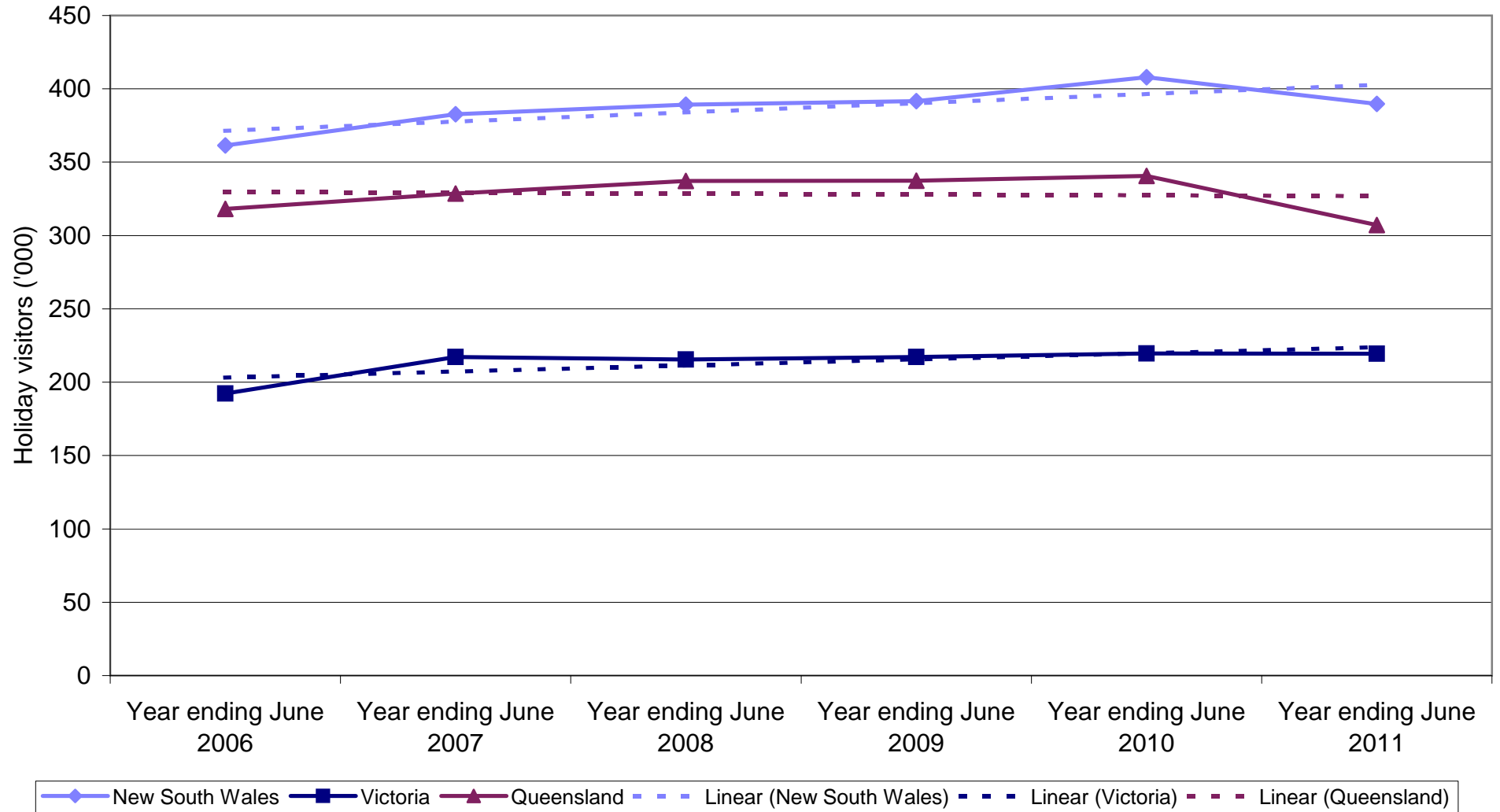


State market share of Backpacker nights to Australia

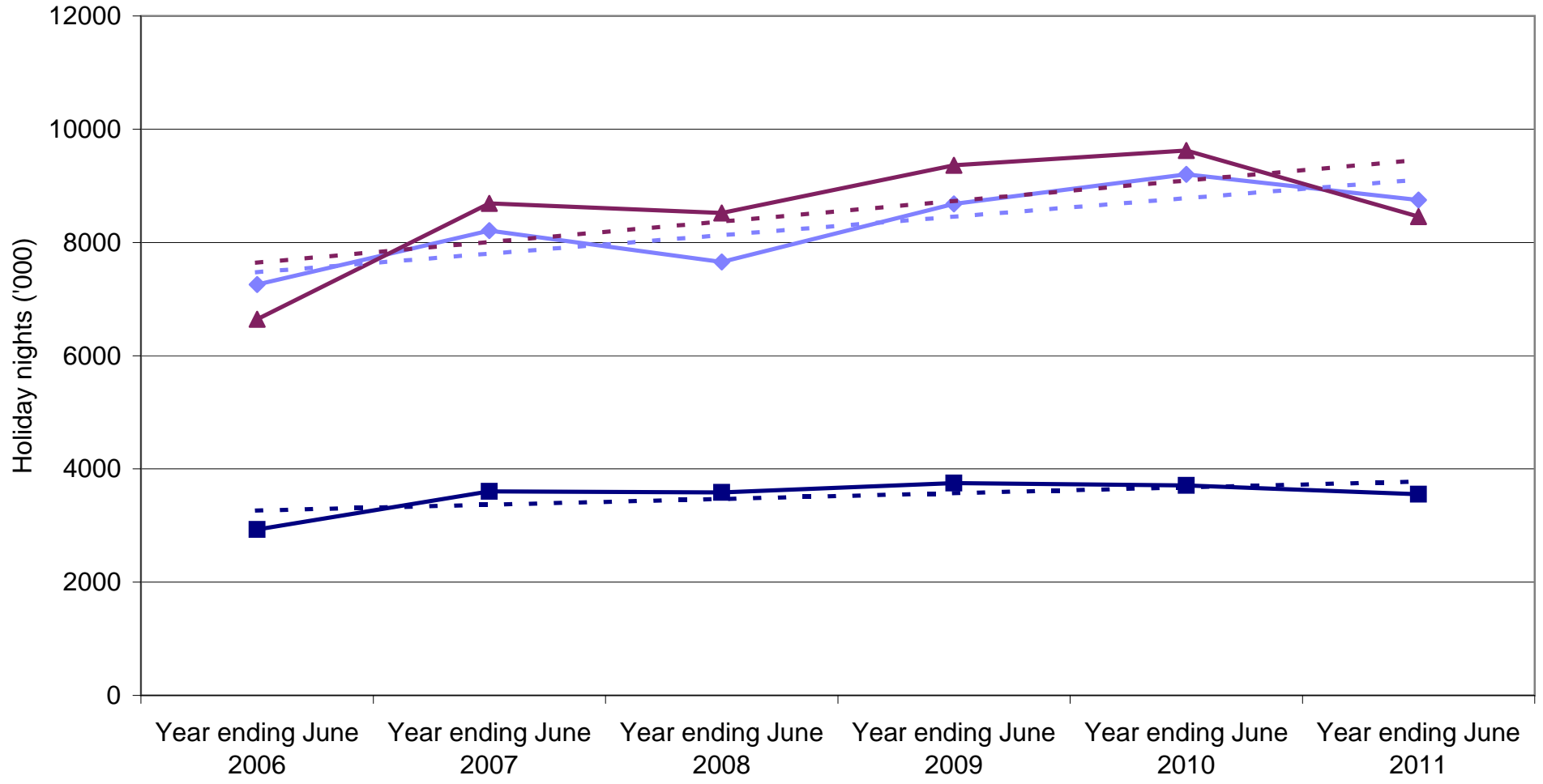


◆ New South Wales
 ■ Victoria
 ▲ Queensland
 - - - Linear (New South Wales)
 - - - Linear (Victoria)
 - - - Linear (Queensland)

Backpacker holiday visitors by State visited

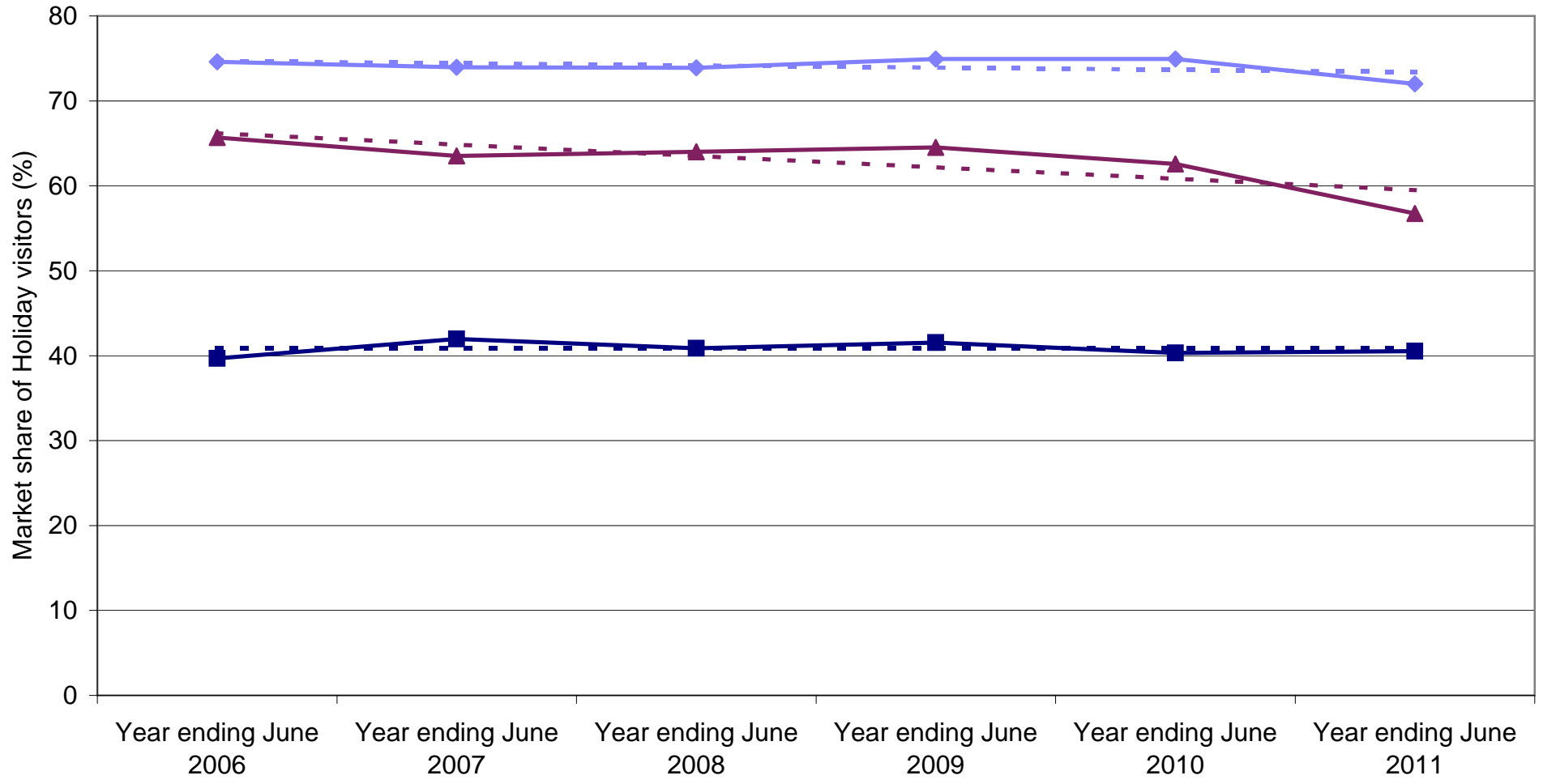


Backpacker holiday nights by State visited



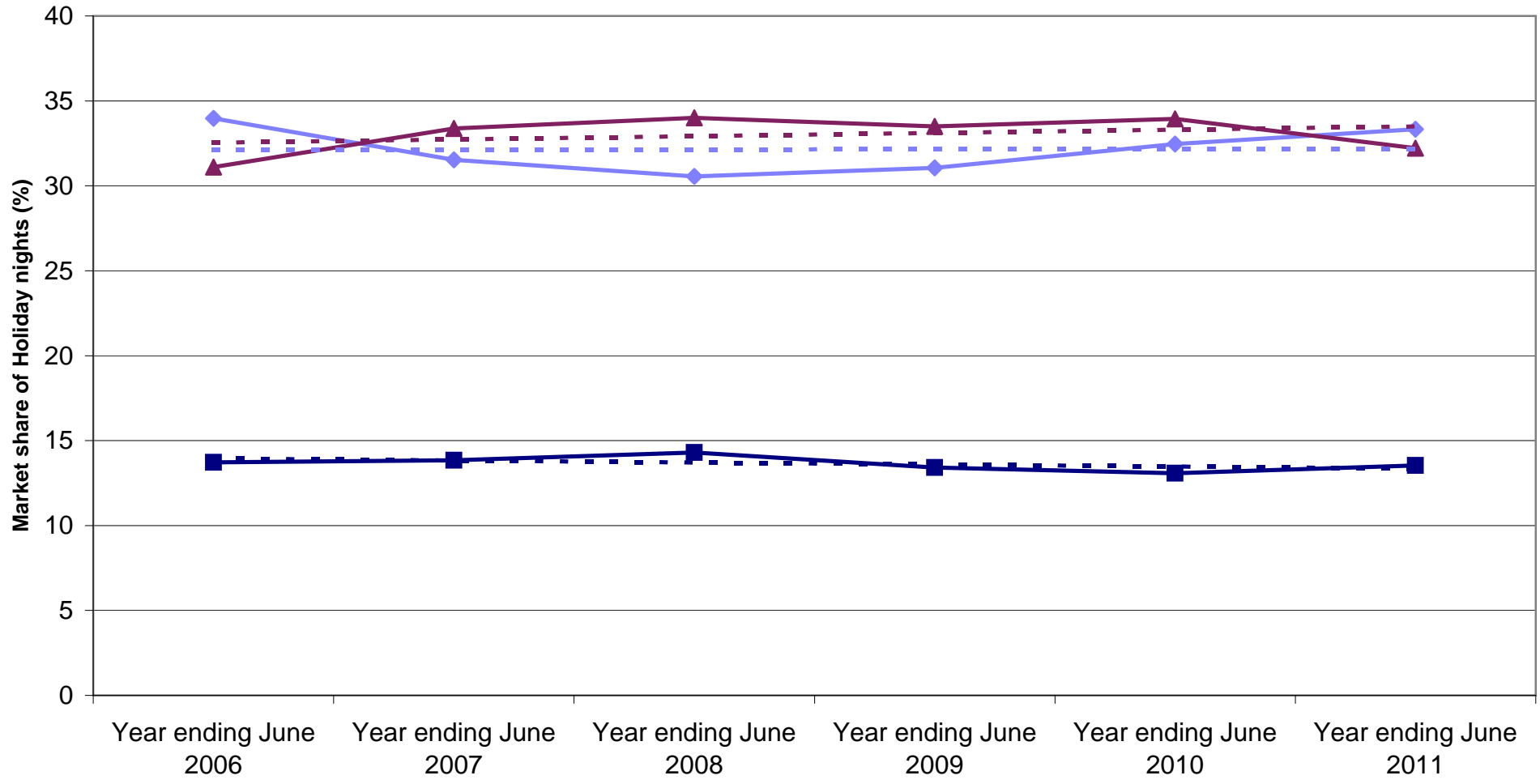
◆ New South Wales
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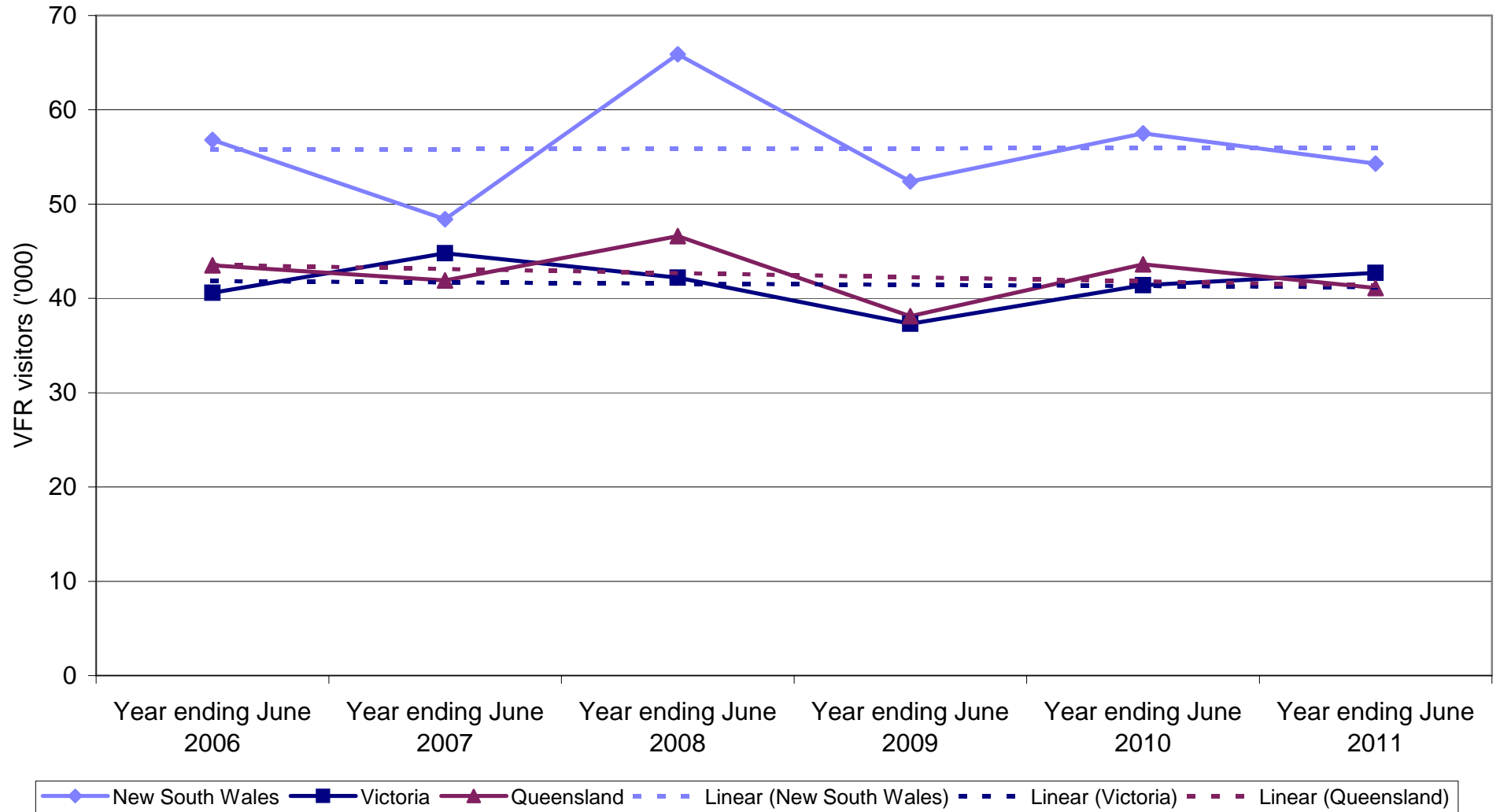
Legend: New South Wales (blue diamond), Victoria (dark blue square), Queensland (maroon triangle), Linear (New South Wales) (dashed blue), Linear (Victoria) (dashed dark blue), Linear (Queensland) (dashed maroon)

State market share of Backpacker holiday nights to Australia

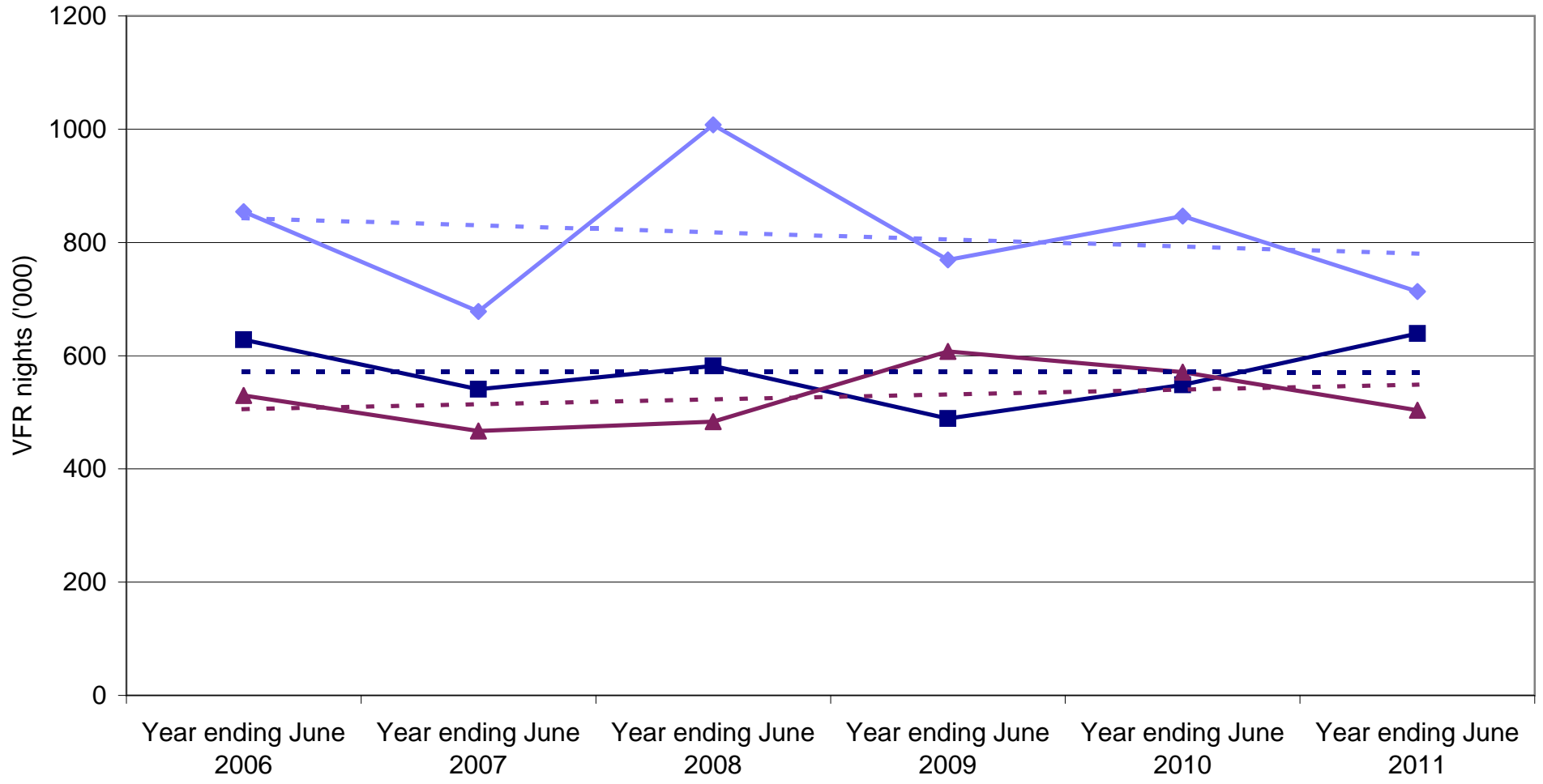


Legend: New South Wales (light blue line with diamond), Victoria (dark blue line with square), Queensland (maroon line with triangle), Linear (New South Wales) (dashed light blue), Linear (Victoria) (dashed dark blue), Linear (Queensland) (dashed maroon)

Backpacker VFR visitors by State visited

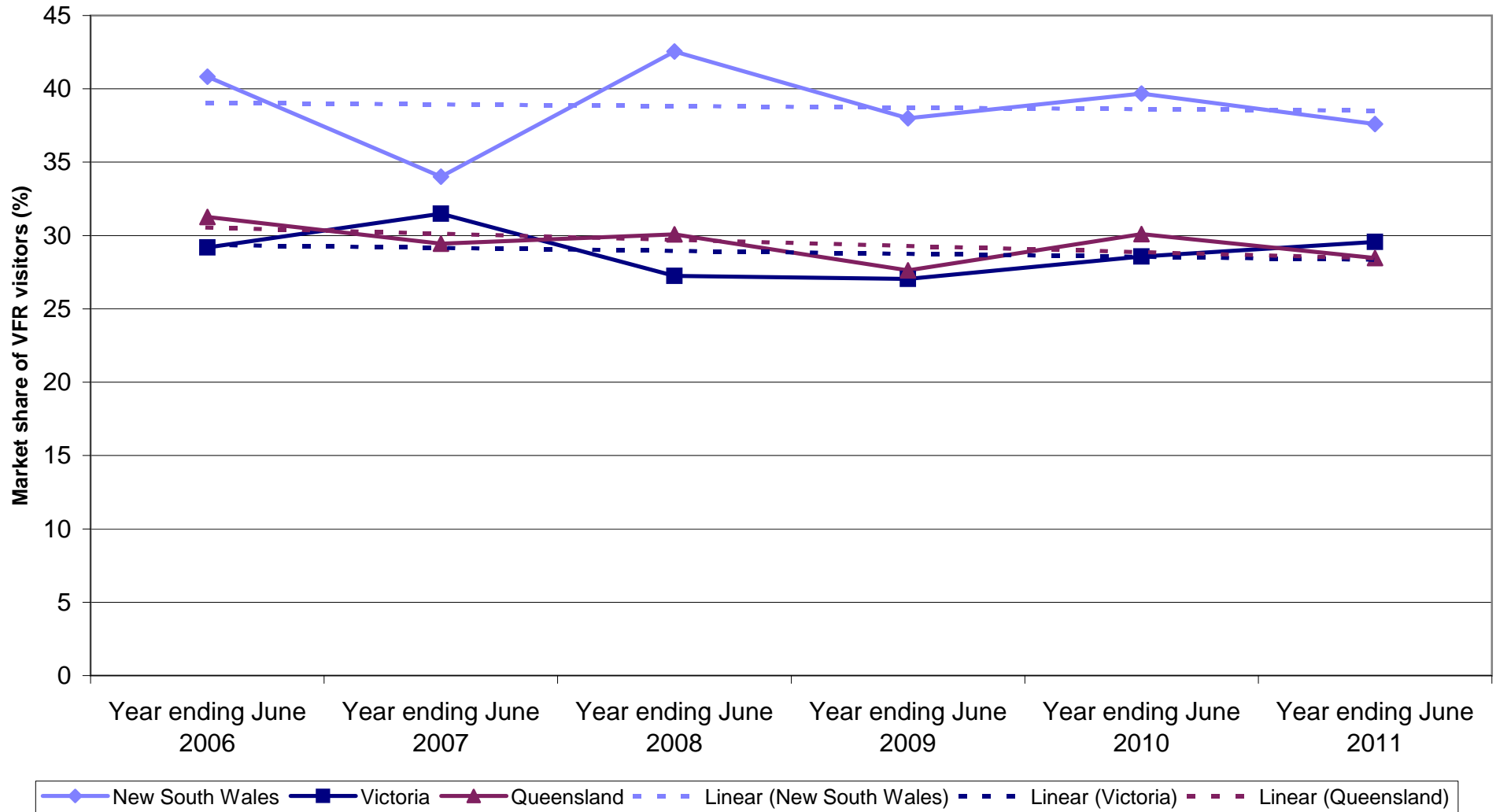


Backpacker VFR nights by State visited

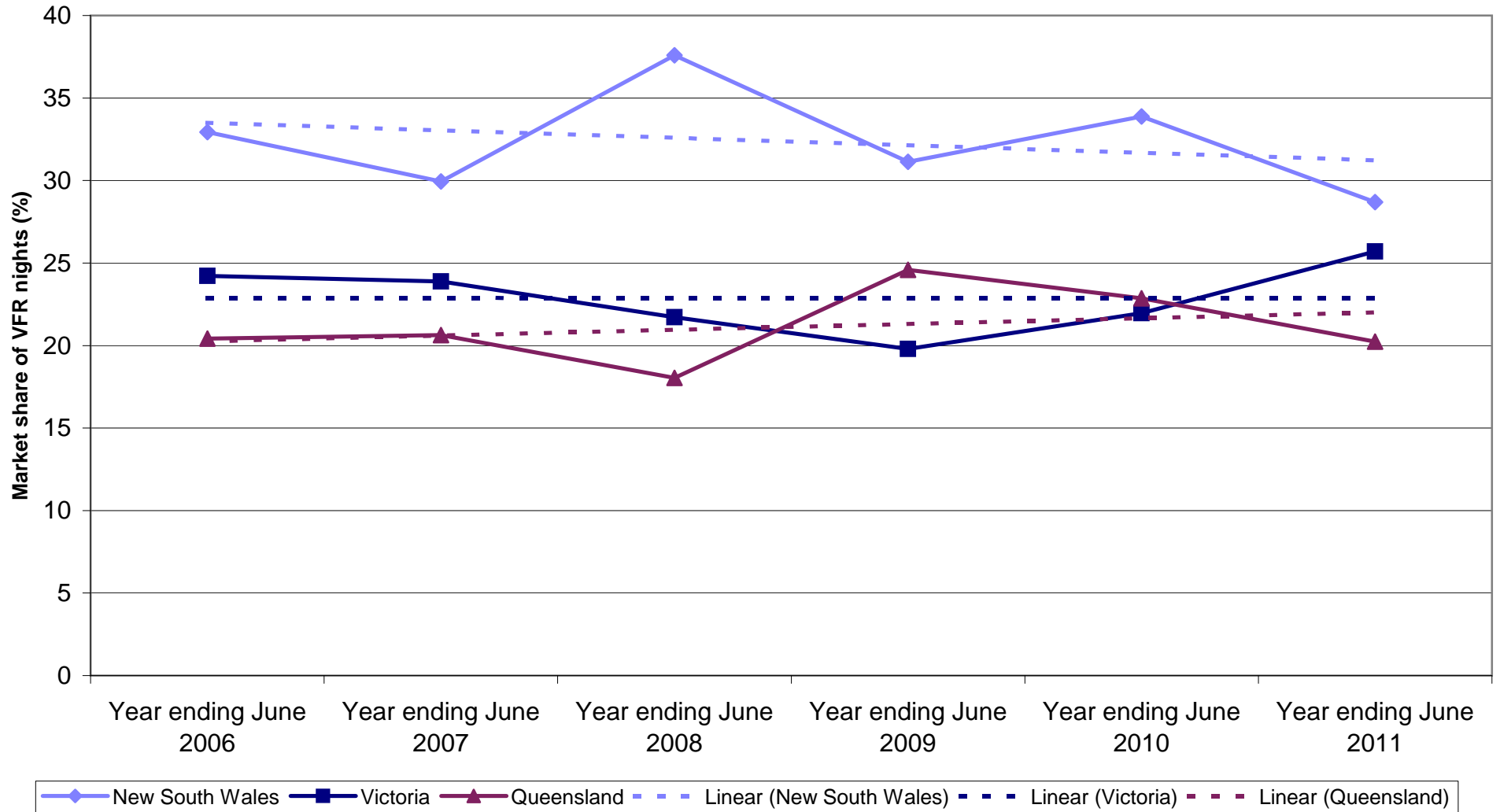


Legend: New South Wales (solid blue line with diamond markers), Victoria (solid dark blue line with square markers), Queensland (solid maroon line with triangle markers), Linear (New South Wales) (dashed light blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line).

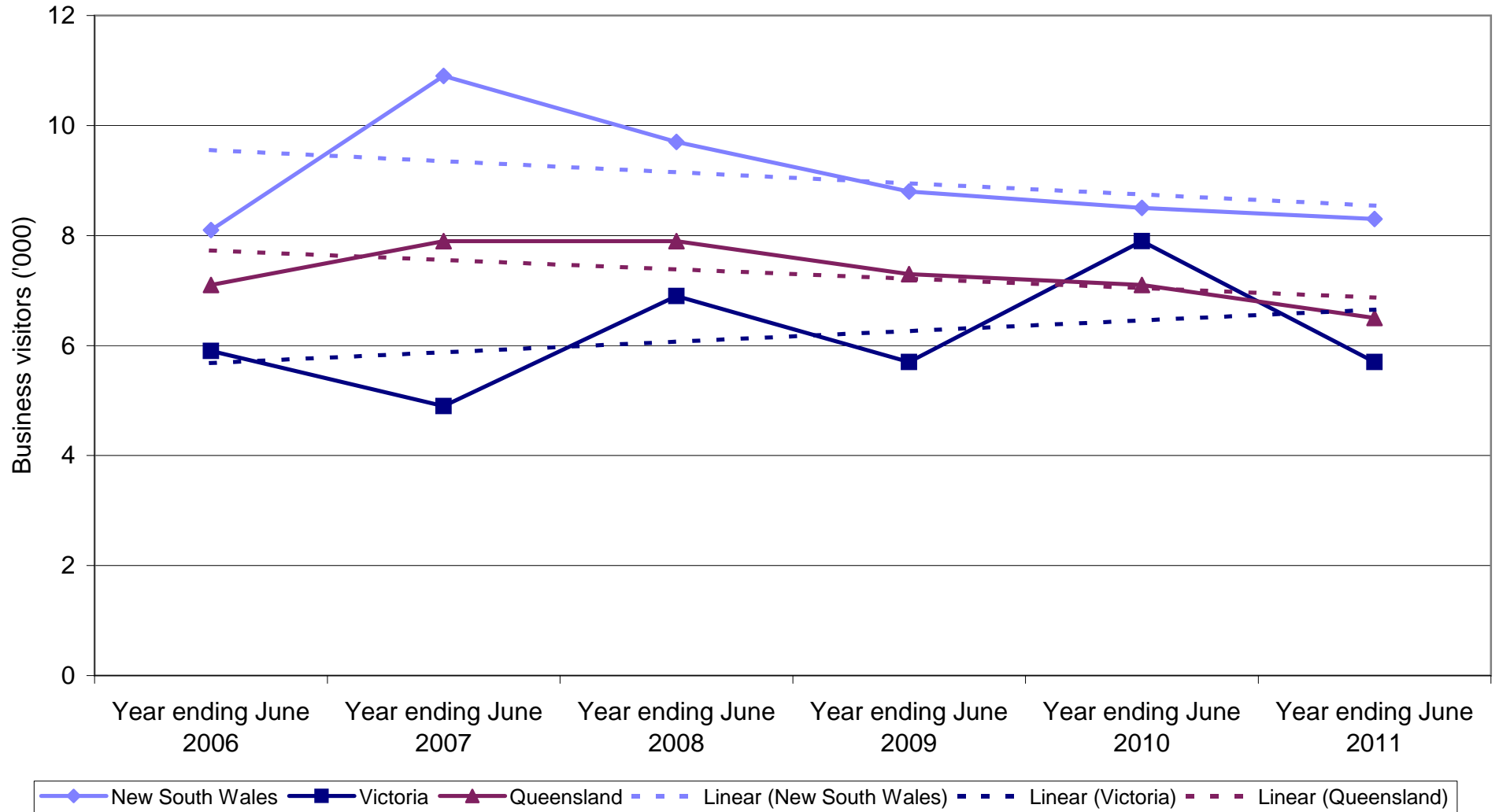
State market share of Backpacker VFR visitors to Australia



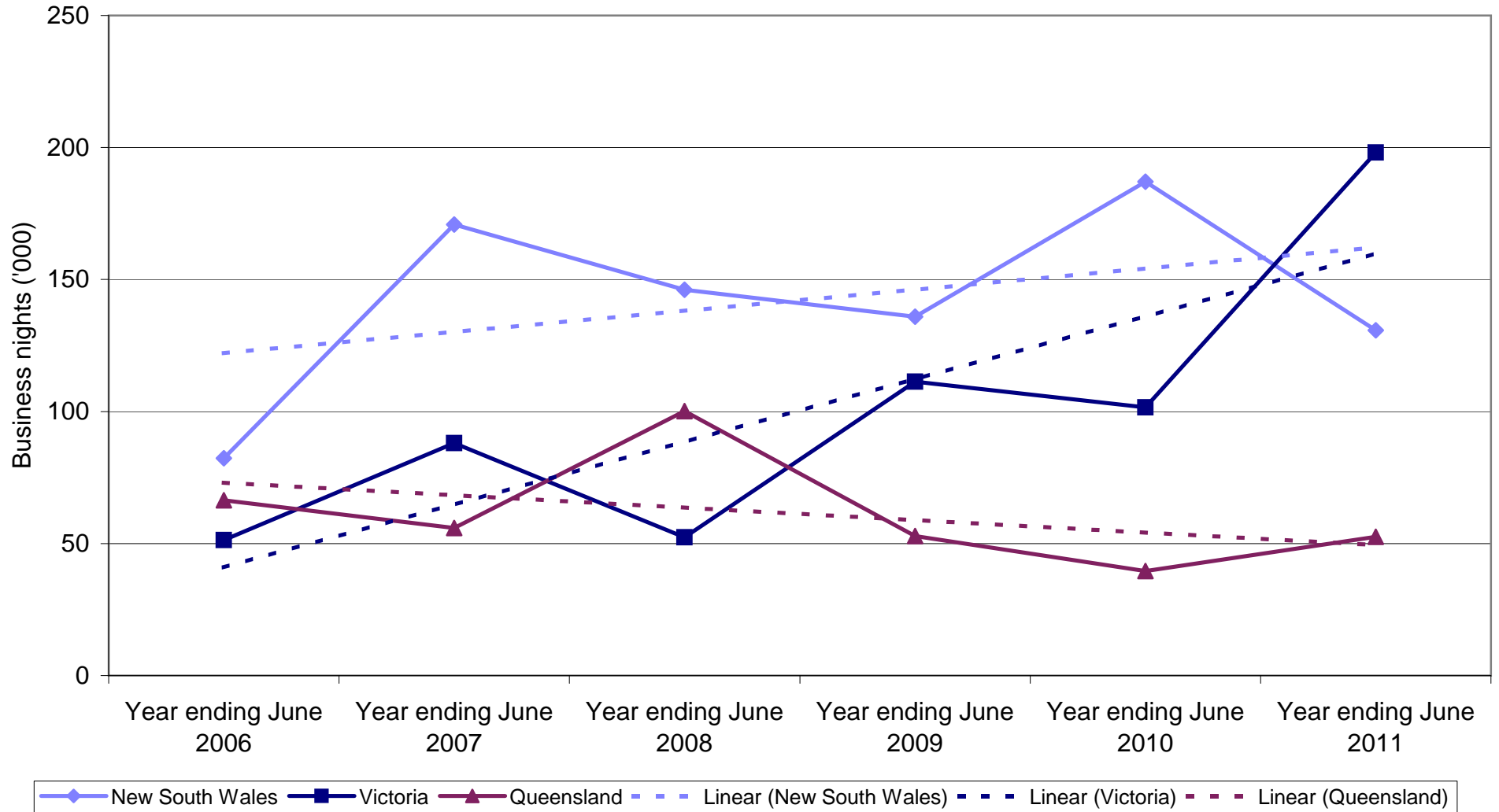
State market share of Backpacker VFR nights to Australia



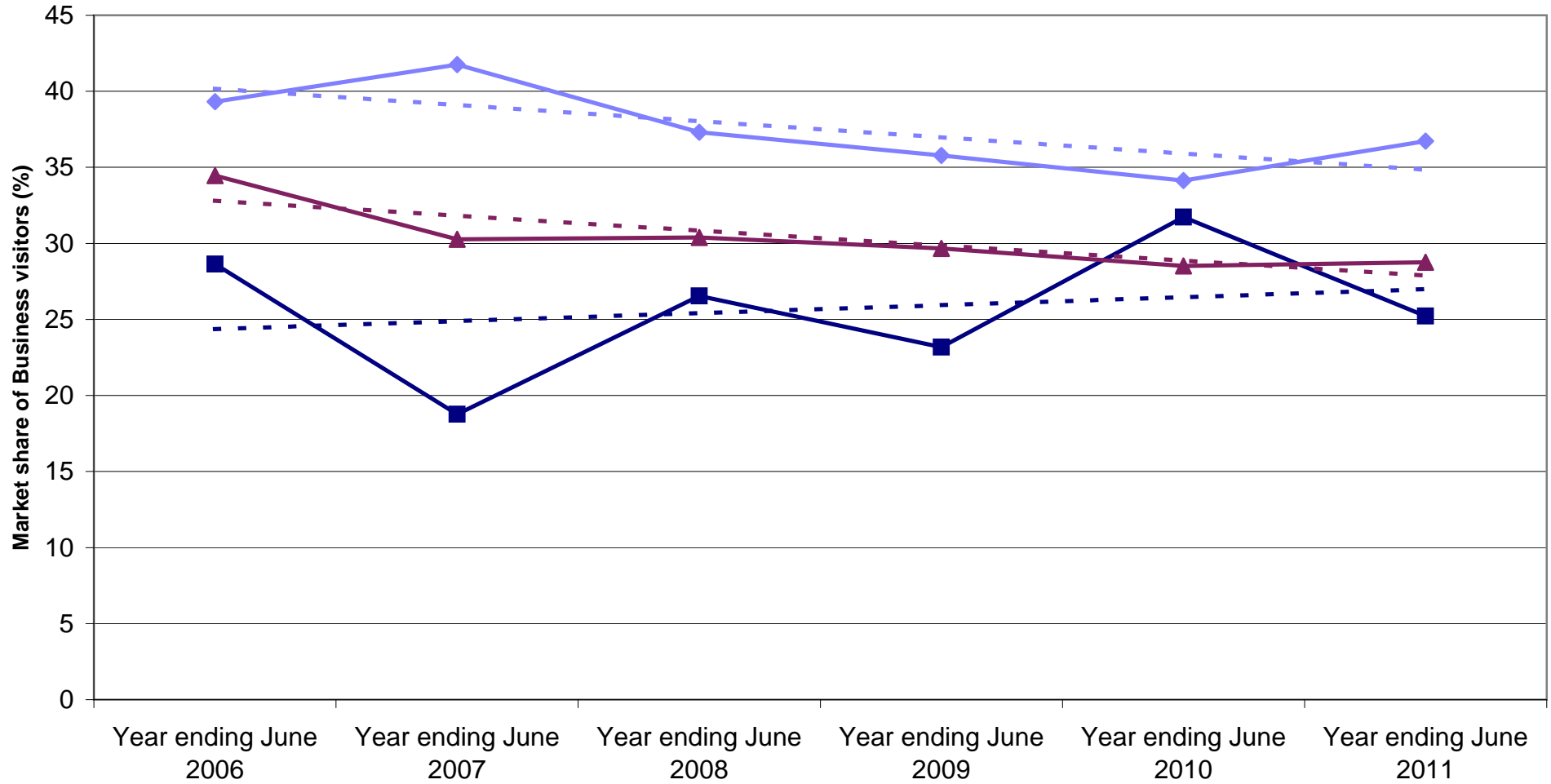
Backpacker Business visitors by State visited



Backpacker Business nights by State visited

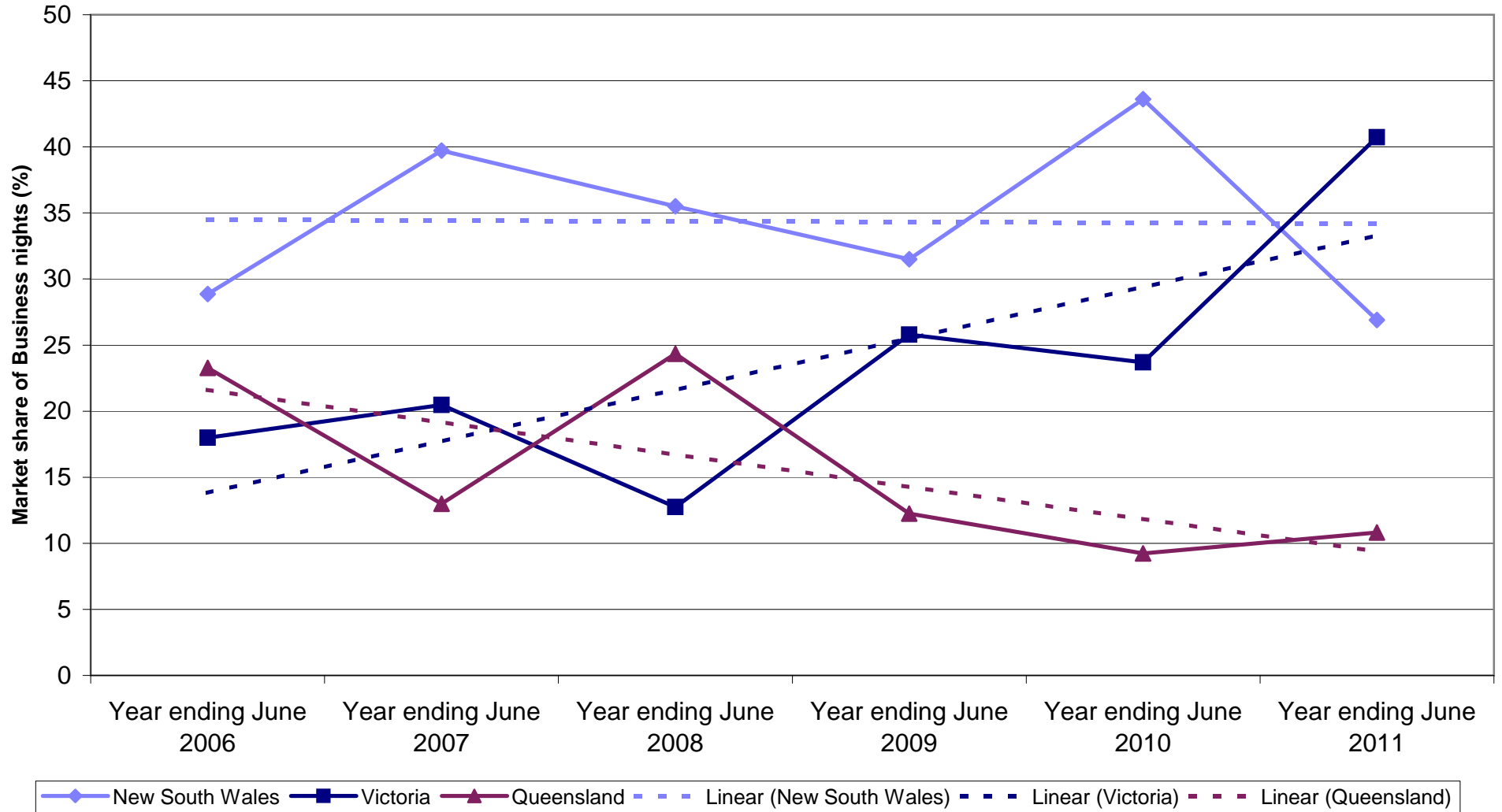


State market share of Backpacker Business visitors to Australia

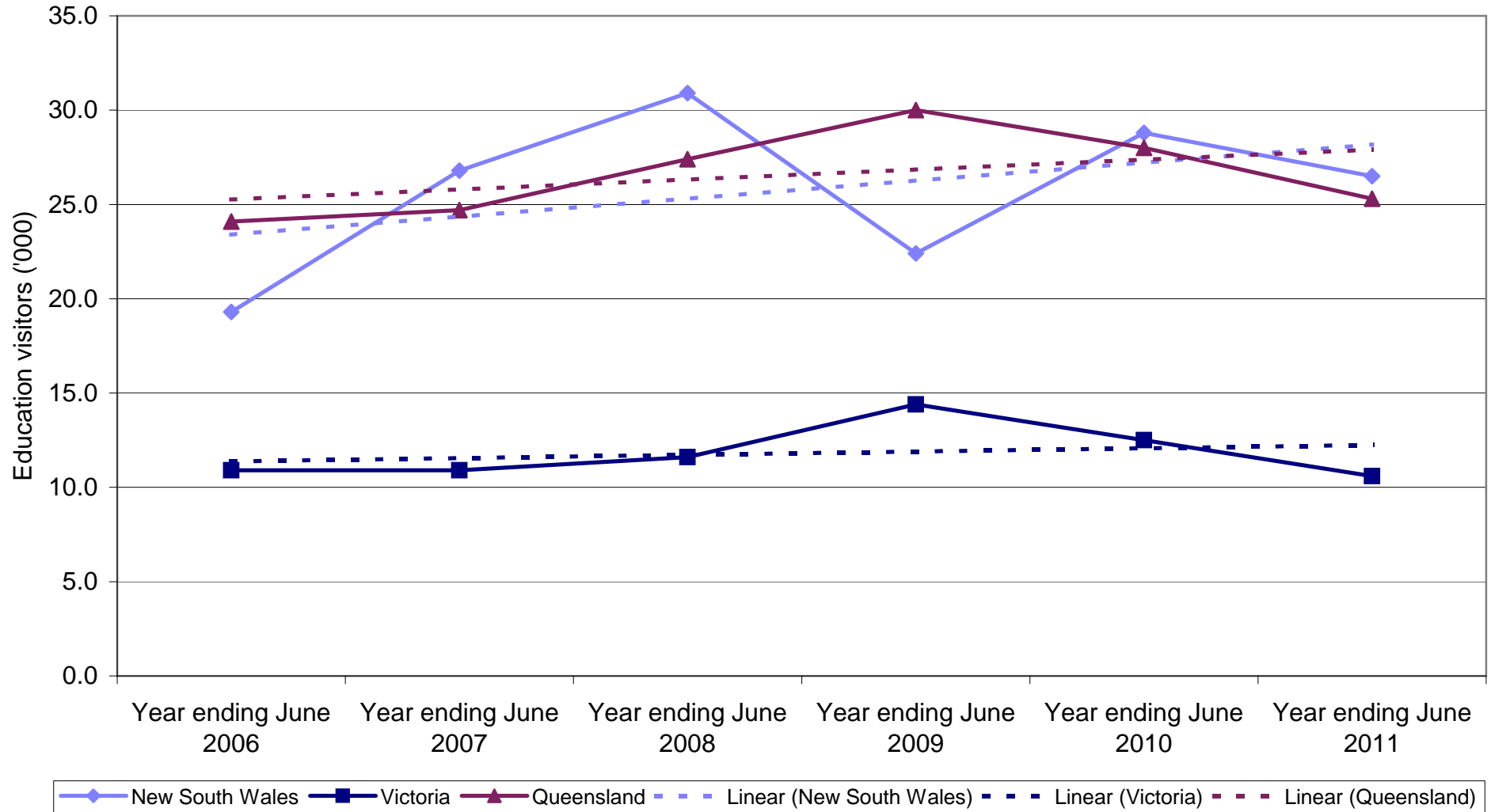


◆ New South Wales
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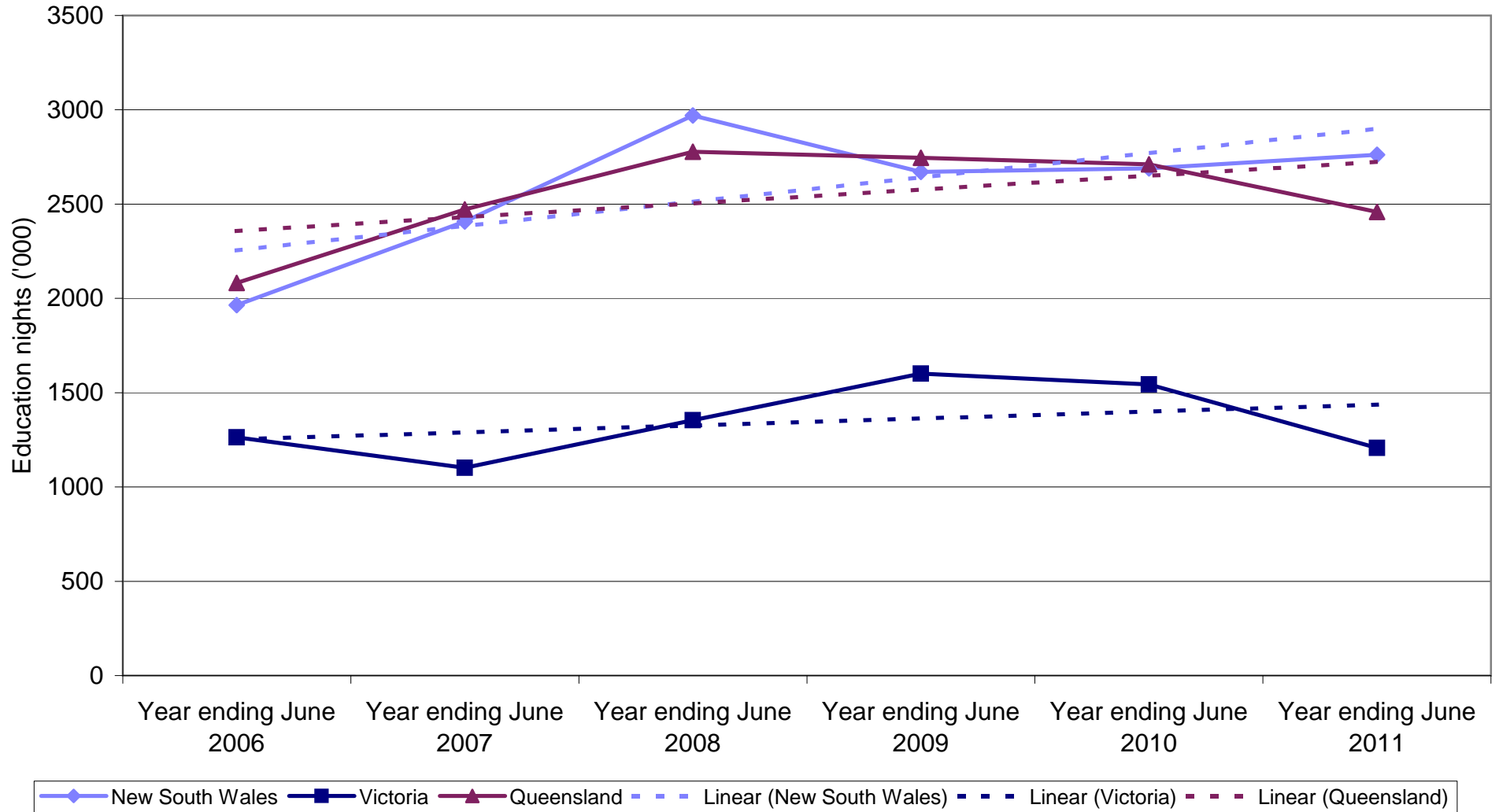
State market share of Backpacker Business nights to Australia



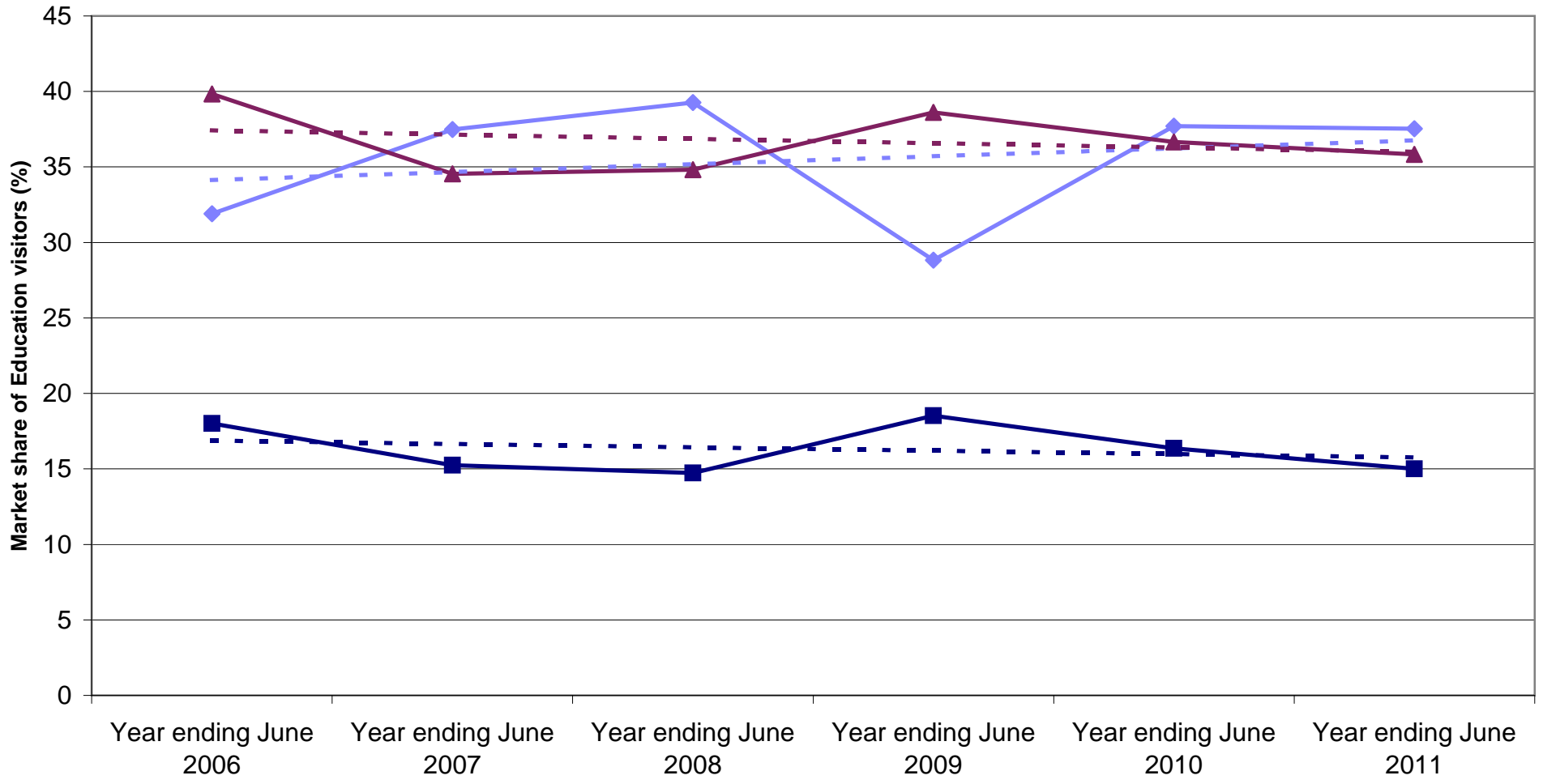
Canadian Backpacker visitors by State visited



Canadian Backpacker nights by State visited



State market share of Backpacker Education visitors to Australia



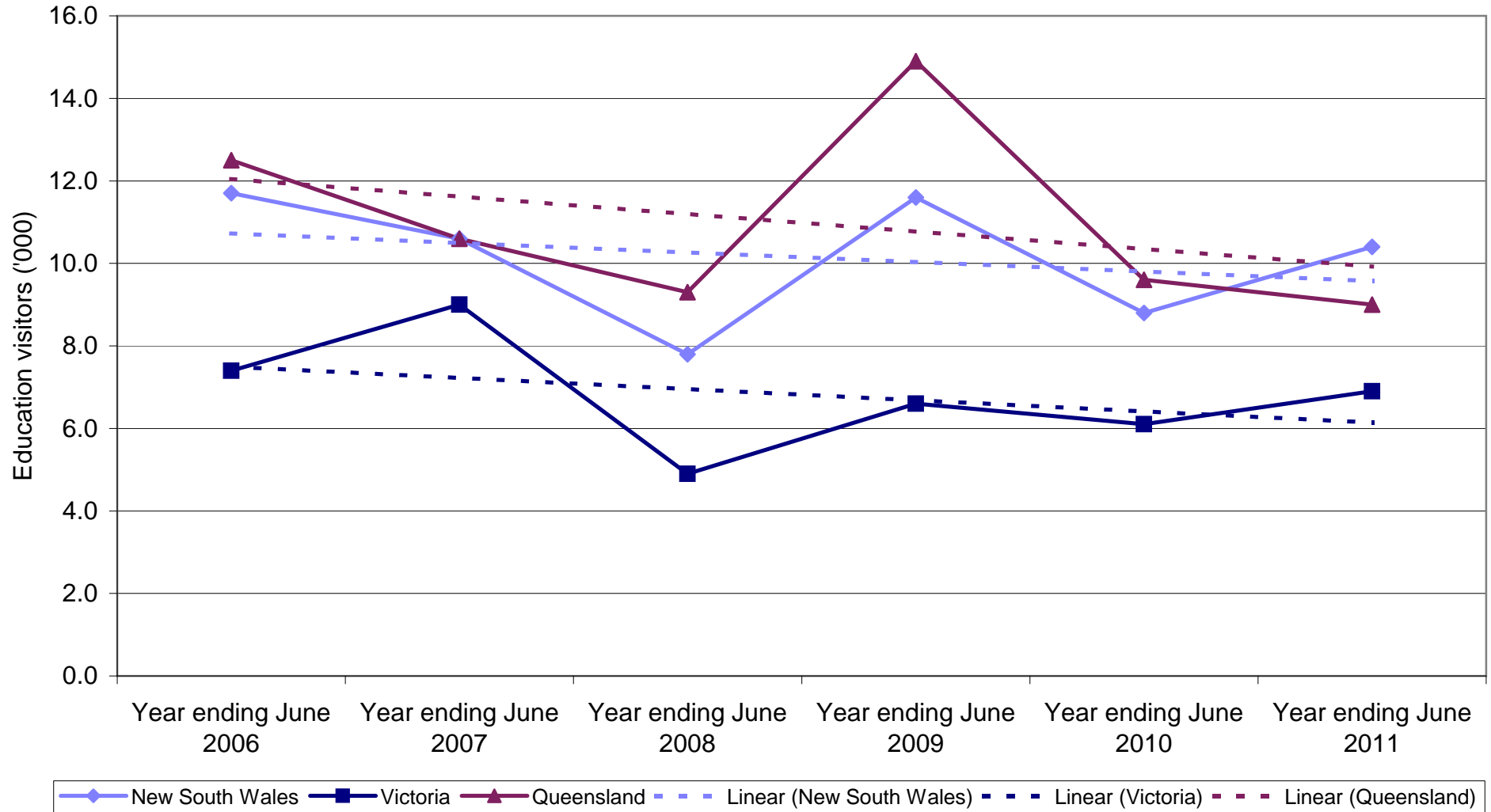
◆ New South Wales
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State market share of Backpacker Education nights to Australia

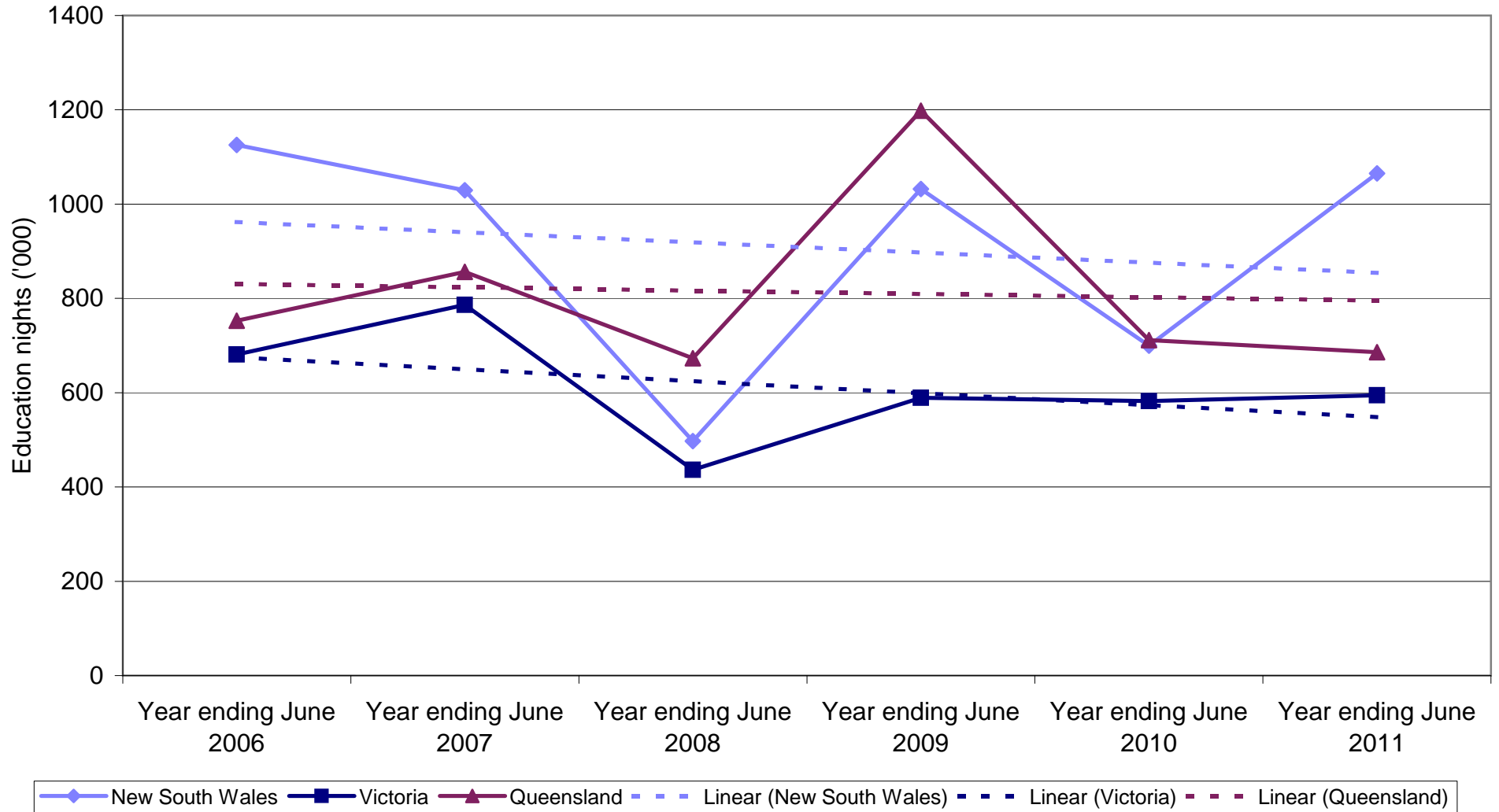


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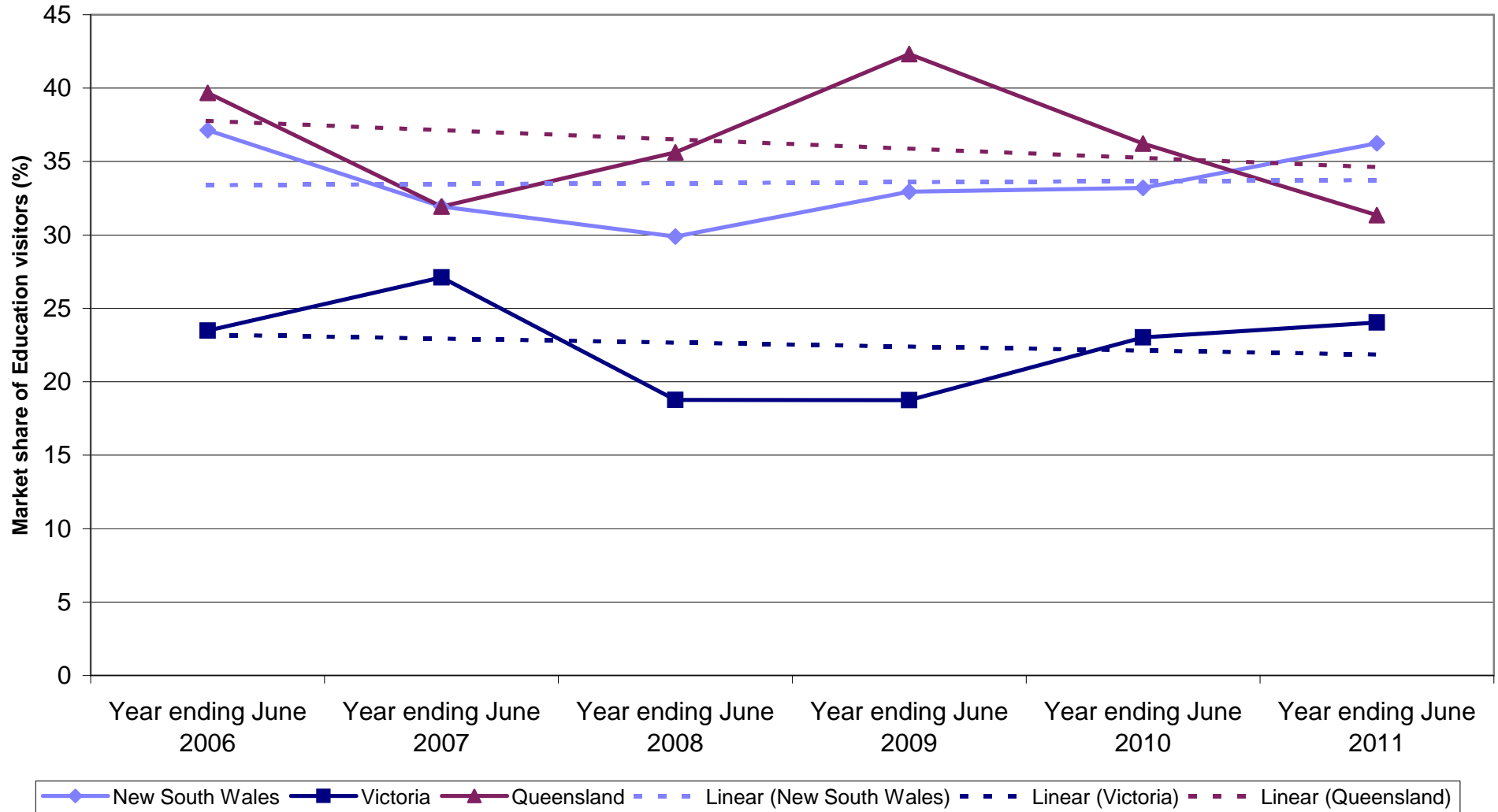
Backpacker Employment visitors by State visited



Backpacker Employment nights by State visited



State market share of Backpacker Employment visitors to Australia



State market share of Backpacker Employment nights to Australia

