

## Canada - 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	48	46	54	53	57
	Victoria	22	22	26	25	20	23
	Queensland	35	39	45	39	42	36
	<b>Total</b>	<b>67</b>	<b>66</b>	<b>75</b>	<b>73</b>	<b>78</b>	<b>69</b>

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	71.3	70.4	72.0	72.2	72.5
	Victoria	32.1	33.7	34.7	33.8	26.1	32.8
	Queensland	52.7	59.0	59.7	53.8	53.8	51.6

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	723	632	766	788	699
	Victoria	205	266	264	289	258	382
	Queensland	615	696	776	854	651	515
	<b>Total</b>	<b>1,968</b>	<b>1,977</b>	<b>2,254</b>	<b>2,445</b>	<b>1,874</b>	<b>1,984</b>

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	36.7	31.9	34.0	32.2	37.3
	Victoria	10.4	13.5	11.7	11.8	13.8	19.2
	Queensland	31.2	35.2	34.4	34.9	34.7	26.0

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	18	20	23	24	22
	Victoria	13	12	13	12	13	13
	Queensland	10	14	14	14	10	14
	<b>Total</b>	<b>45</b>	<b>44</b>	<b>50</b>	<b>50</b>	<b>48</b>	<b>51</b>

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	40.9	45.2	45.7	48.2	45.4
	Victoria	28.7	26.3	26.9	23.8	26.3	26.0
	Queensland	22.2	32.4	28.3	28.2	21.6	26.8

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	258	313	343	432	339
	Victoria	280	254	184	207	195	186
	Queensland	133	244	223	163	175	202
	<b>Total</b>	<b>834</b>	<b>982</b>	<b>957</b>	<b>1,036</b>	<b>967</b>	<b>1,211</b>

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	31.0	31.9	35.9	41.7	35.1
	Victoria	33.5	25.9	19.2	20.0	20.2	15.4
	Queensland	16.0	24.8	23.3	15.8	18.1	16.7

Source: International Visitor Survey.

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

## Canada - Times Series Year ending June 2006 - 2011

Business visitors ('000)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	5	8	10	9	9	8
	Victoria	4	5	4	5	4	3
	Queensland	3	4	5	5	3	5
	<b>Total</b>	<b>14</b>	<b>17</b>	<b>19</b>	<b>18</b>	<b>18</b>	<b>17</b>

Market share of business visitors (per cent)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	37.0	50.0	53.2	49.5	50.0	48.8
	Victoria	29.7	28.0	19.4	24.5	19.7	17.5
	Queensland	23.2	23.2	25.8	28.8	17.4	27.7

Business visitor nights ('000)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	52	115	108	98	78	183
	Victoria	124	93	23	61	18	16
	Queensland	20	51	45	43	26	45
	<b>Total</b>	<b>285</b>	<b>328</b>	<b>280</b>	<b>245</b>	<b>202</b>	<b>295</b>

Market share of business visitor nights (per cent)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	18.1	35.0	38.7	39.9	38.7	61.8
	Victoria	43.5	28.5	8.3	24.8	8.8	5.5
	Queensland	6.9	15.6	16.2	17.6	12.8	15.4

Education visitors ('000)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	2.5	1.9	2.5	3.0	2.6	2.6
	Victoria	0.7	1.3	1.2	0.7	0.9	0.8
	Queensland	1.6	0.8	0.9	1.3	2.4	1.1
	<b>Total</b>	<b>5.7</b>	<b>4.5</b>	<b>5.5</b>	<b>6.4</b>	<b>7.2</b>	<b>6.3</b>

Market share of Education visitors (per cent)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	43.9	42.2	45.5	46.9	36.1	41.3
	Victoria	12.3	28.9	21.8	10.9	12.5	12.7
	Queensland	28.1	17.8	16.4	20.3	33.3	17.5

Education visitor nights ('000)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	307	177	305	367	261	246
	Victoria	74	167	170	148	135	71
	Queensland	144	87	88	100	240	131
	<b>Total</b>	<b>716</b>	<b>559</b>	<b>706</b>	<b>766</b>	<b>816</b>	<b>658</b>

Market share of Education visitor nights (per cent)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	42.9	31.7	43.3	48.0	32.0	37.4
	Victoria	10.3	29.8	24.2	19.3	16.5	10.8
	Queensland	20.1	15.5	12.5	13.1	29.4	19.8

Employment visitors ('000)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	0.7	0.9	0.6	1.1	1.8	0.9
	Victoria	0.5	0.8	0.3	1.0	1.0	0.4
	Queensland	0.7	0.5	0.5	0.8	1.0	0.9
	<b>Total</b>	<b>1.9</b>	<b>3.3</b>	<b>2.5</b>	<b>4.0</b>	<b>4.3</b>	<b>2.8</b>

Market share of Employment visitors (per cent)	State visited	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June	Year ending June
		2006	2007	2008	2009	2010	2011
	New South Wales	36.8	27.3	24.0	27.5	41.9	32.1
	Victoria	26.3	24.2	12.0	25.0	23.3	14.3
	Queensland	36.8	15.2	20.0	20.0	23.3	32.1



## Canada - 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
<b>Employment visitor nights (’000)</b>	<b>State visited</b>						
	New South Wales	41	47	18	141	210	84
	Victoria	49	97	28	141	188	39
	Queensland	48	30	30	62	83	48
	<b>Total</b>	201	245	229	512	557	230

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
<b>Market share of Employment visitor nights (per cent)</b>	<b>State visited</b>						
	New South Wales	20.1	19.1	7.7	27.6	37.6	36.7
	Victoria	24.5	39.5	12.3	27.5	33.8	17.1
	Queensland	24.0	12.1	13.3	12.0	14.9	20.8

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
<b>Total visitors (’000)</b>	<b>State visited</b>						
	New South Wales	69.5	70.1	81.6	83.2	83.5	79.5
	Victoria	36.1	36.5	39.5	38.6	35.1	37.6
	Queensland	45.7	51.1	57.1	52.8	52.1	48.2
	<b>Total</b>	100.8	104.7	114.7	115.5	118.8	112.6

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
<b>Market share of total visitors (per cent)</b>	<b>State visited</b>						
	New South Wales	68.9	67.0	71.1	72.0	70.3	70.6
	Victoria	35.8	34.9	34.4	33.4	29.5	33.4
	Queensland	45.3	48.8	49.8	45.7	43.9	42.8

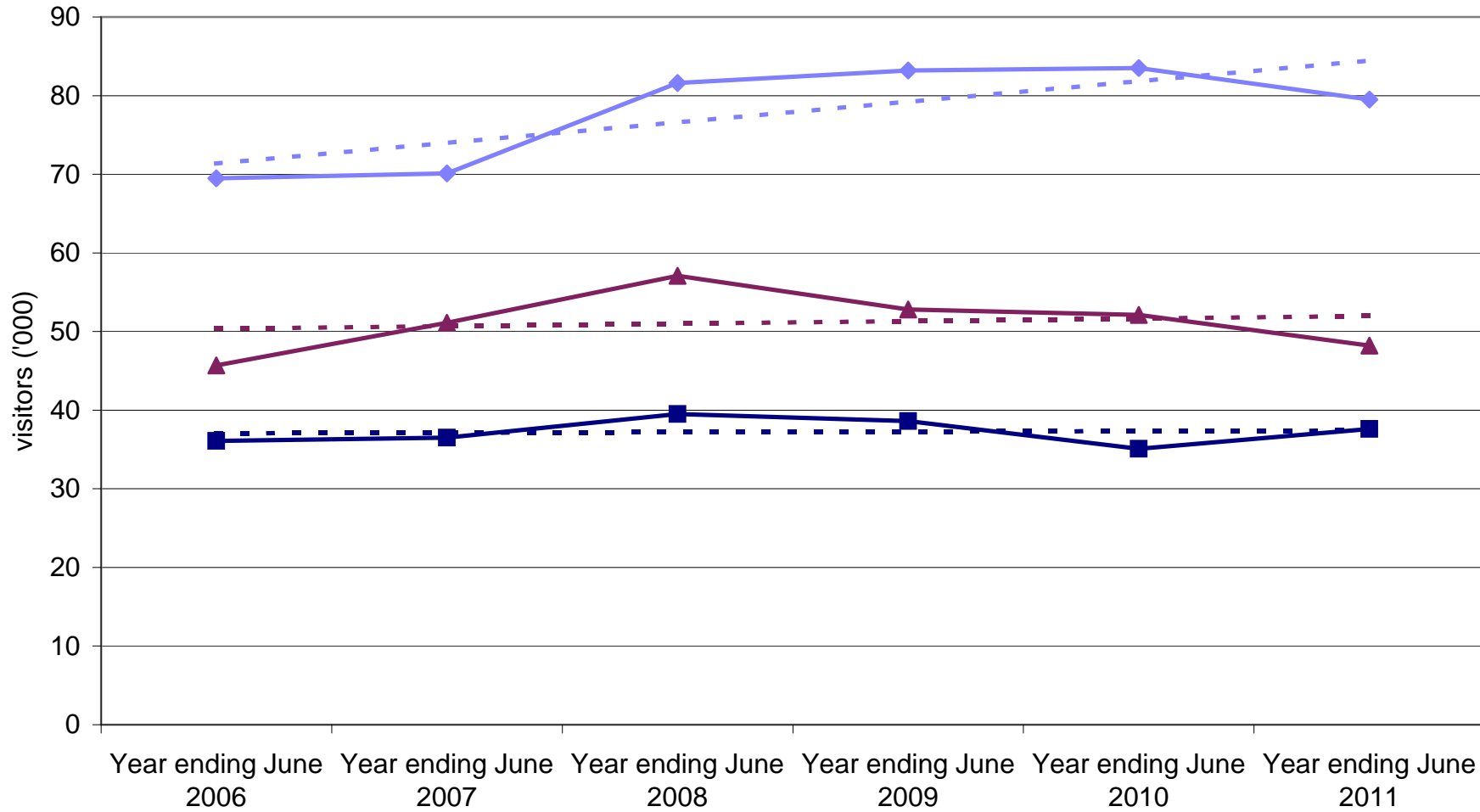
		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
<b>Total visitor nights (’000)</b>	<b>State visited</b>						
	New South Wales	1,479	1,289	1,550	1,837	1,593	1,565
	Victoria	747	879	672	847	799	696
	Queensland	1,029	1,109	1,170	1,247	1,176	944
	<b>Total</b>	4,234	4,123	4,472	5,069	4,450	4,416

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
<b>Market share of total visitor nights (per cent)</b>	<b>State visited</b>						
	New South Wales	34.9	31.3	34.7	36.2	35.8	35.4
	Victoria	17.6	21.3	15.0	16.7	17.9	15.8
	Queensland	24.3	26.9	26.2	24.6	26.4	21.4

Source: International Visitor Survey.

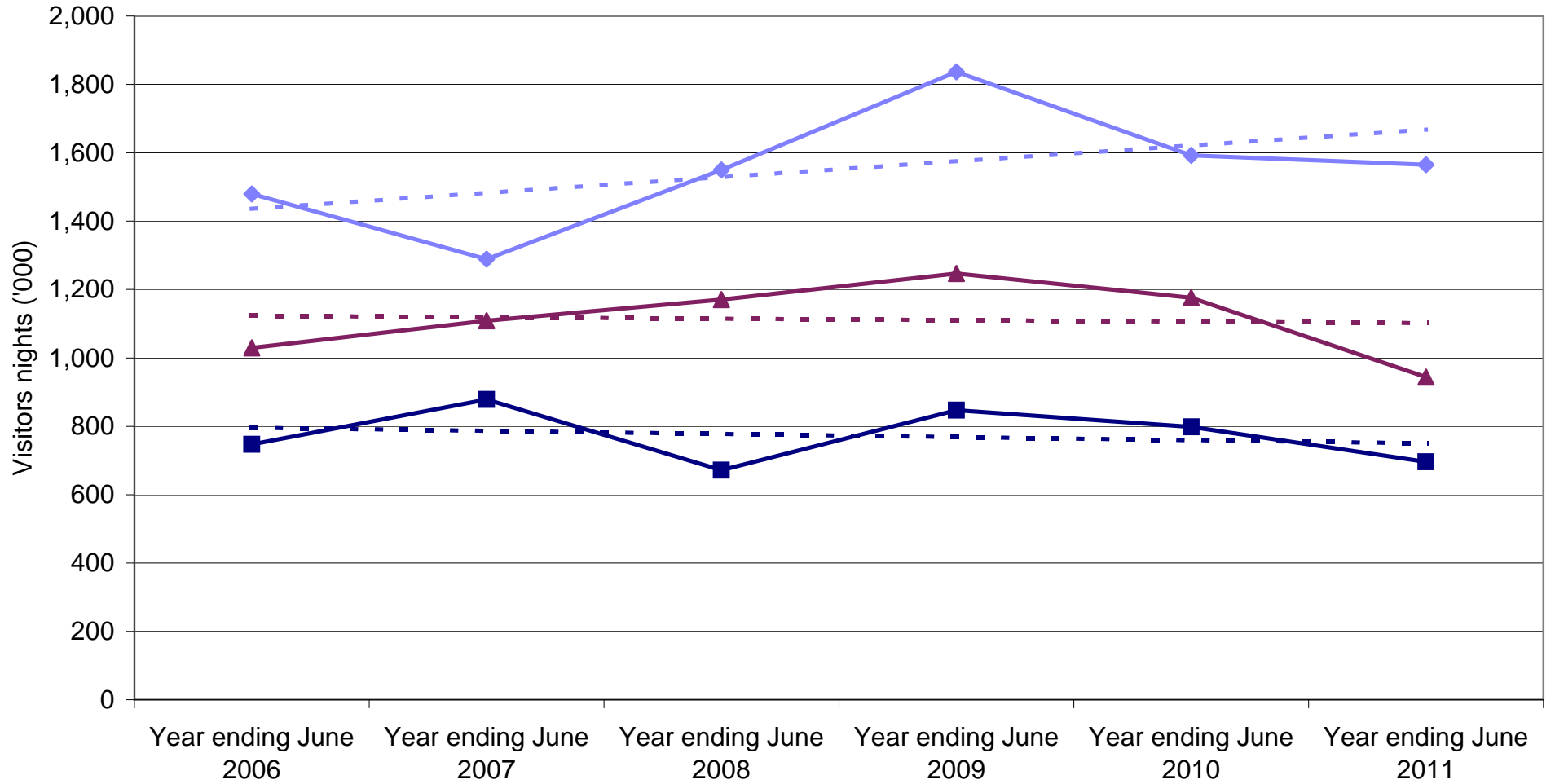
Base: All visitors aged 15 years and over travel grid completed.

### Canadian visitors by State visited



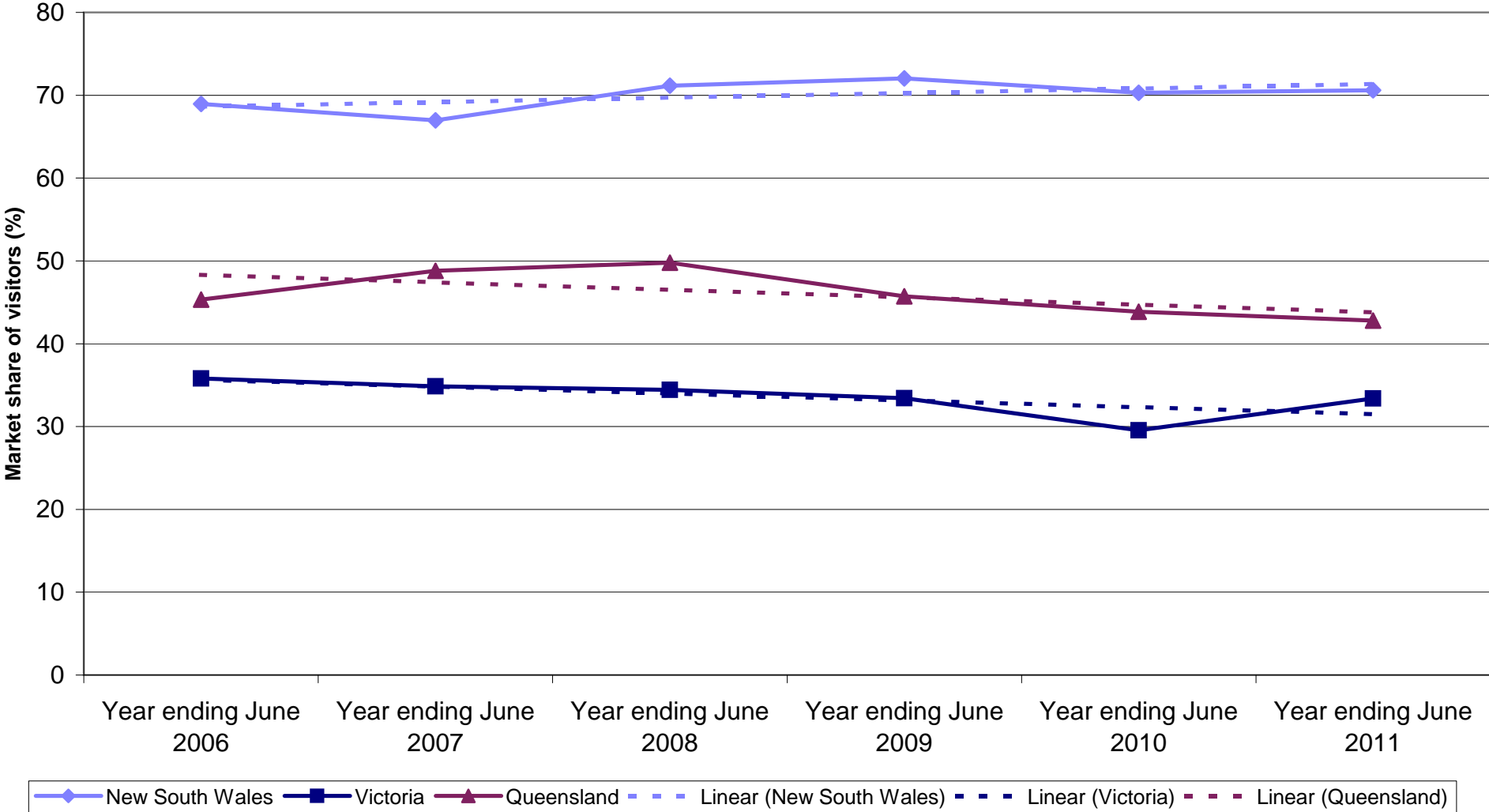
Legend: New South Wales (solid blue line with diamonds), Victoria (solid dark blue line with squares), Queensland (solid maroon line with triangles), Linear (New South Wales) (dashed blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line).

### Canadian nights by State visited

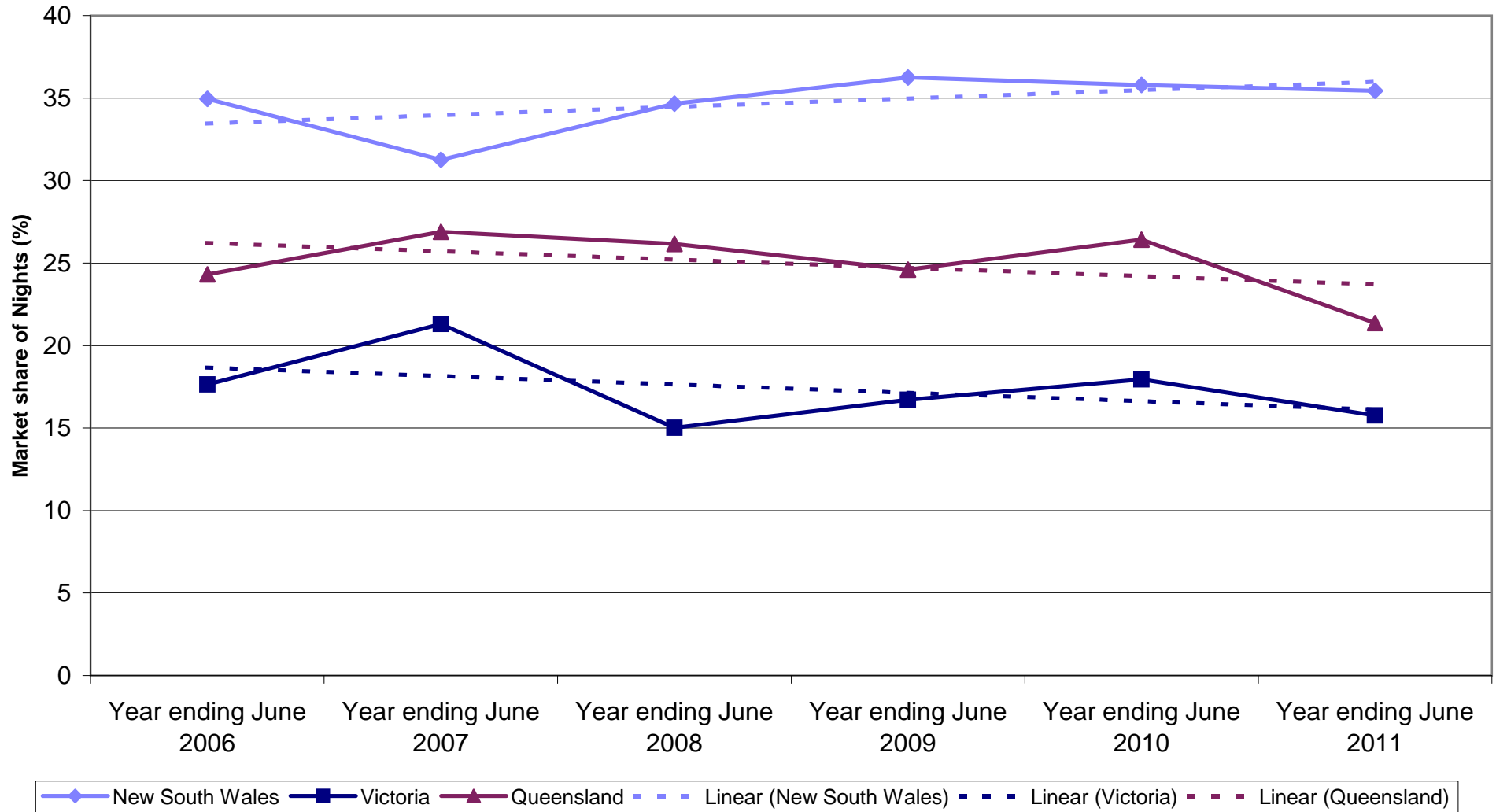


Legend:   
 -◆- New South Wales   
 -■- Victoria   
 -▲- Queensland   
 - - - Linear (New South Wales)   
 - - - Linear (Victoria)   
 - - - Linear (Queensland)

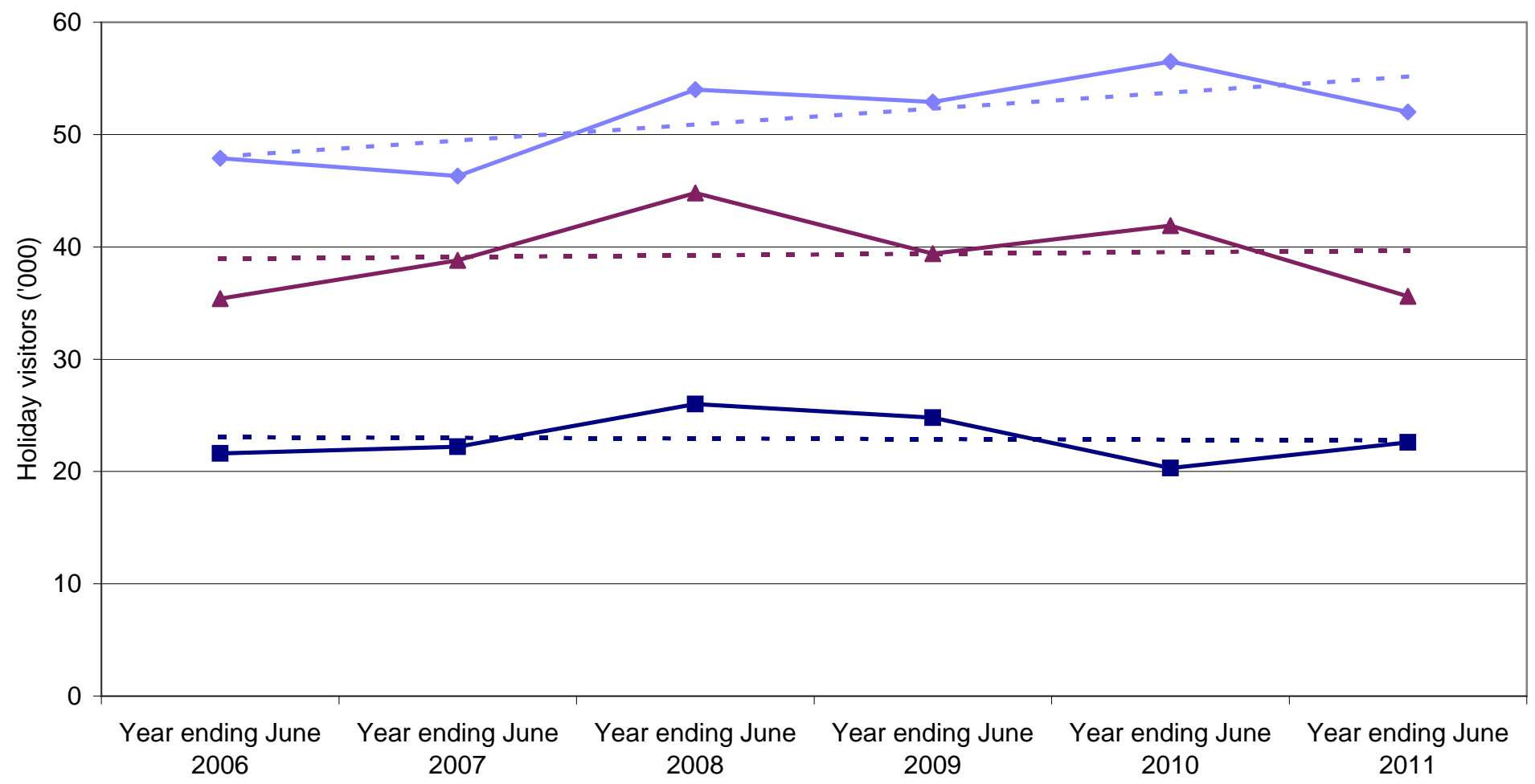
### State market share of Canadian visitors to Australia



### State market share of Canadian nights to Australia

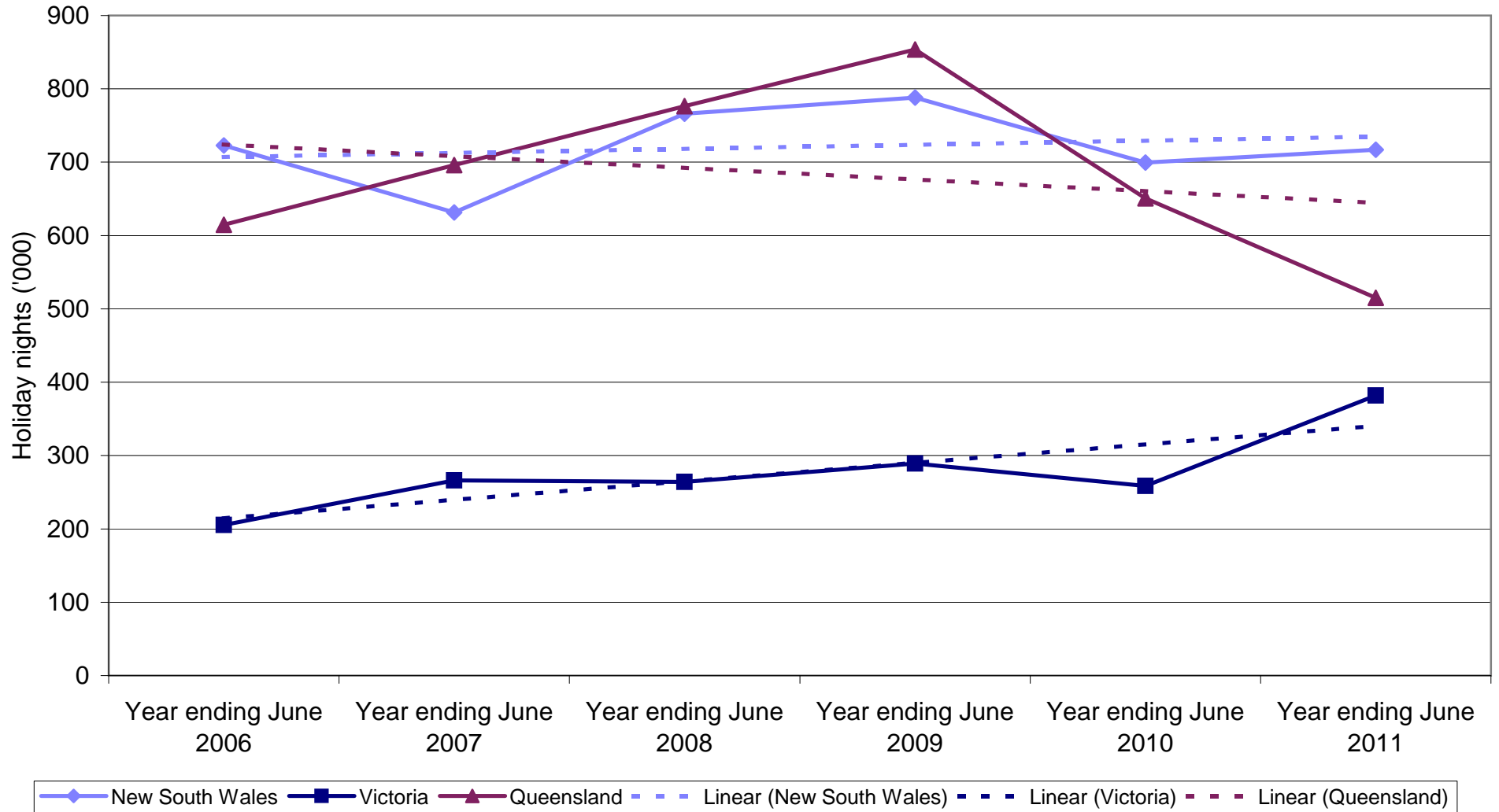


### Canadian holiday visitors by State visited

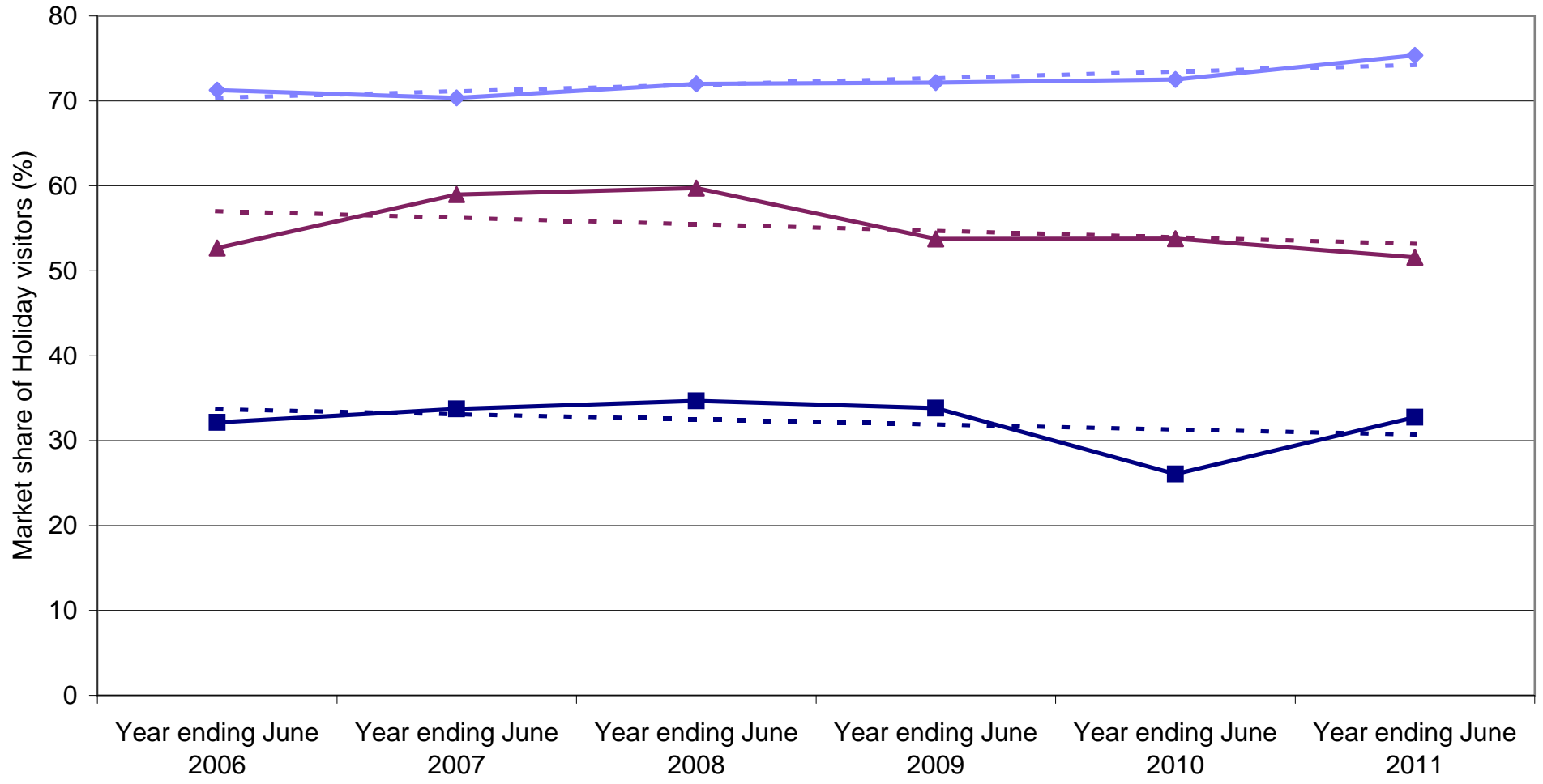


◆ New South Wales  
 ■ Victoria  
 ▲ Queensland  
 - - - Linear (New South Wales)  
 - - - Linear (Victoria)  
 - - - Linear (Queensland)

### Canadian holiday nights by State visited

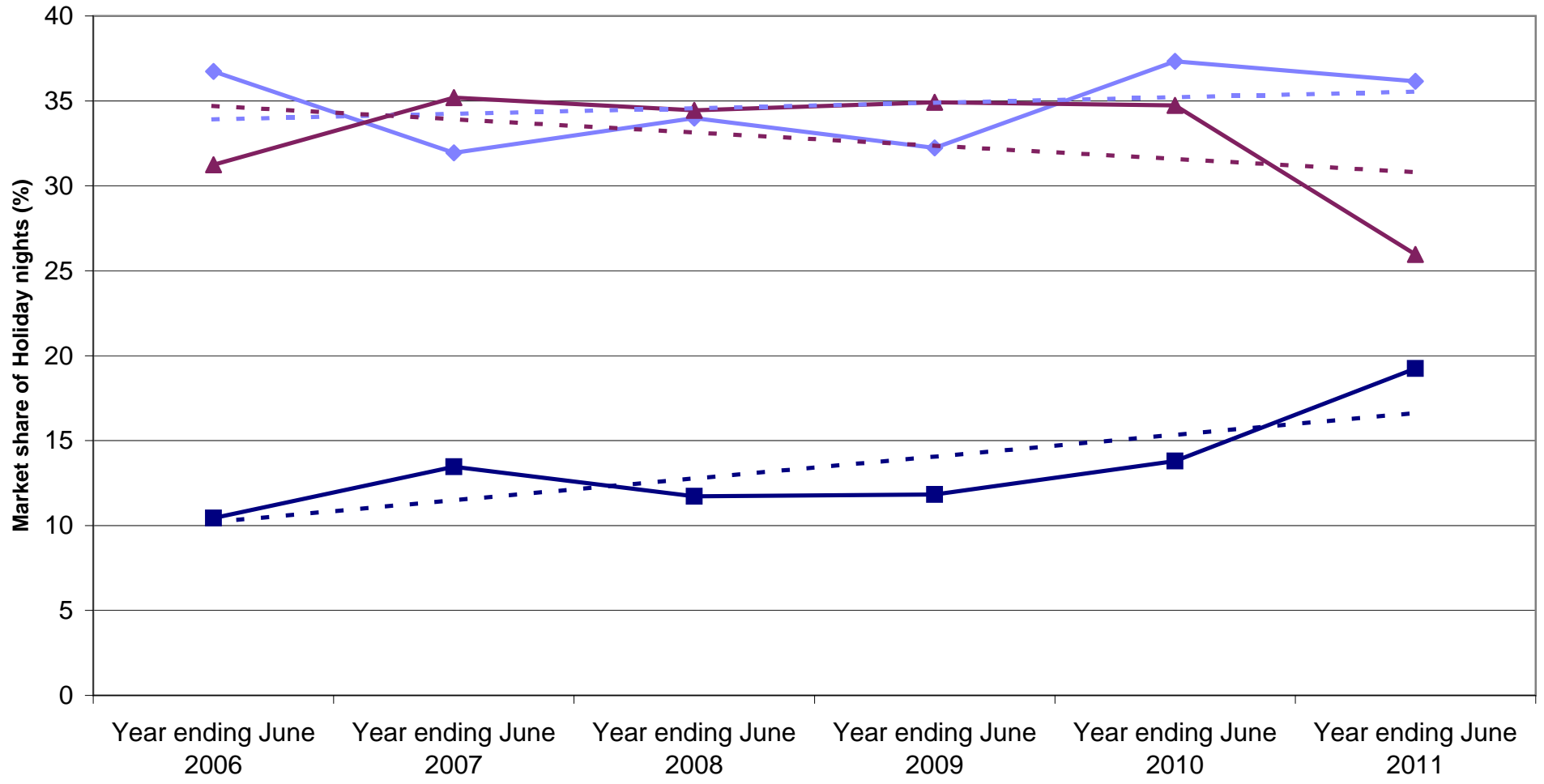


### State market share of Canadian holiday visitors to Australia



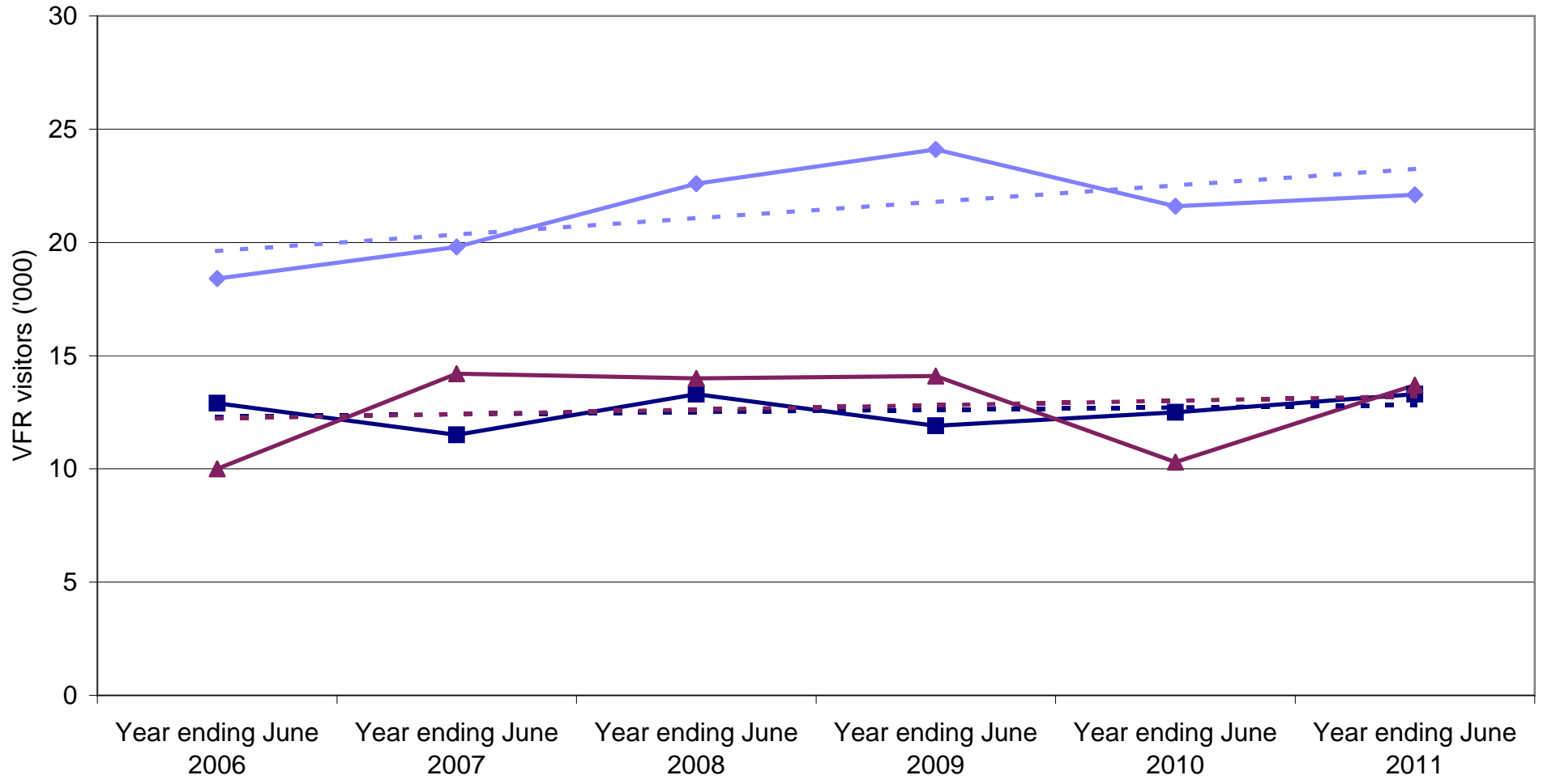
Legend: New South Wales (blue line with diamond), Victoria (dark blue line with square), Queensland (maroon line with triangle), Linear (New South Wales) (dashed blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line)

### State market share of Canadian holiday nights to Australia



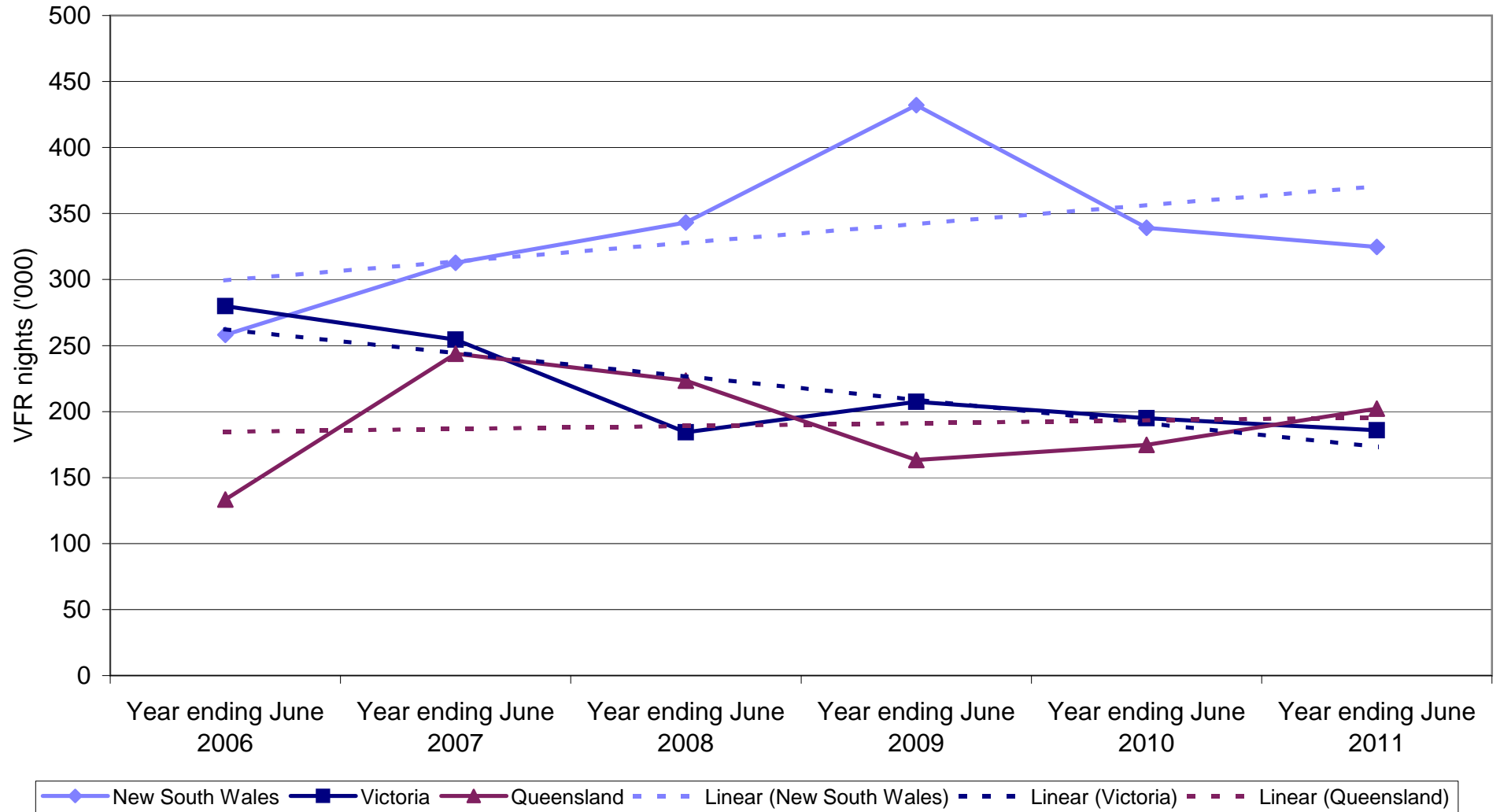
◆ New South Wales  
 ■ Victoria  
 ▲ Queensland  
 - - - Linear (New South Wales)  
 - - - Linear (Victoria)  
 - - - Linear (Queensland)

### Canadian VFR visitors by State visited

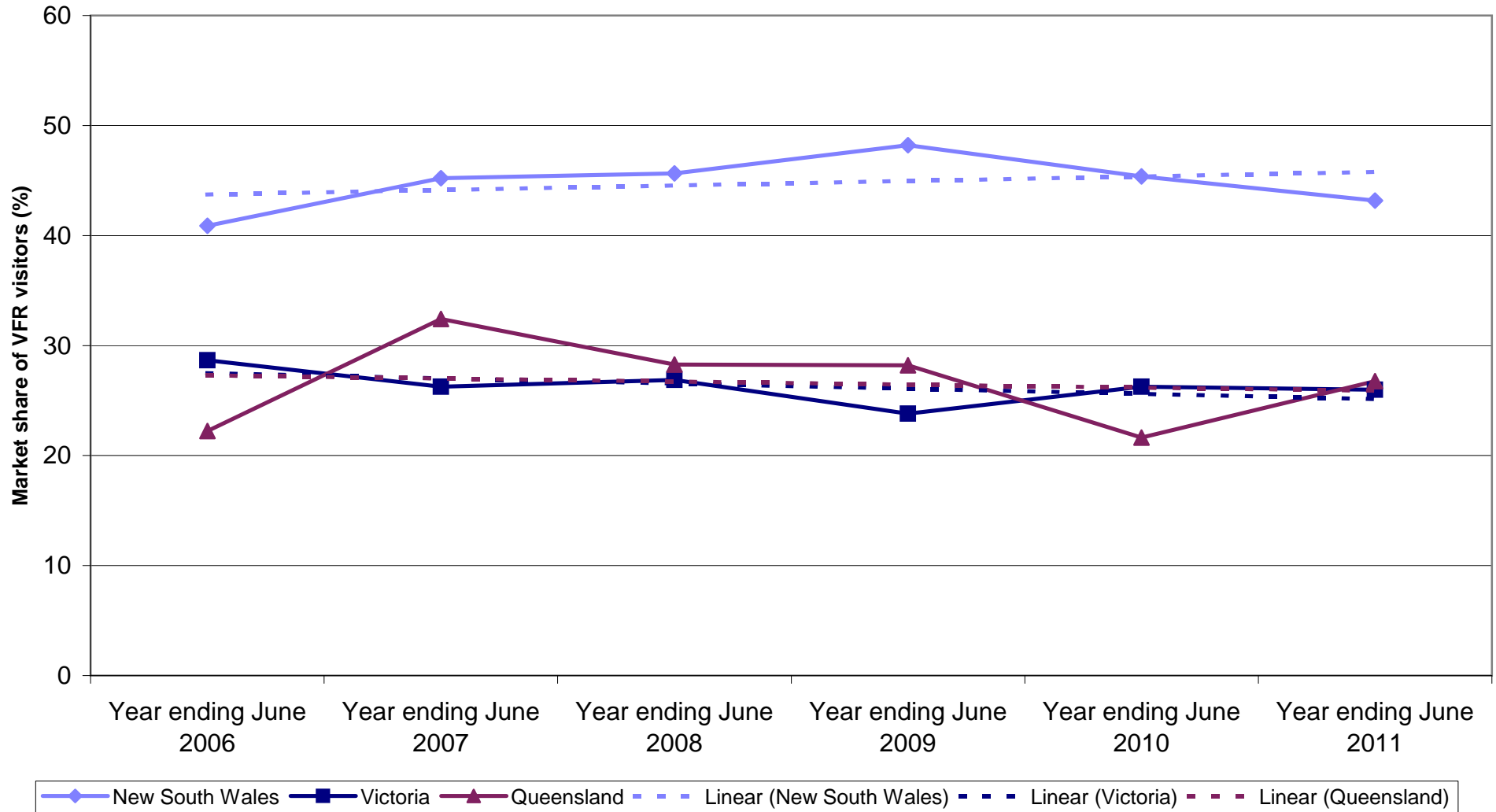


Legend: New South Wales (solid blue line with diamonds), Victoria (solid dark blue line with squares), Queensland (solid maroon line with triangles), Linear (New South Wales) (dashed blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line).

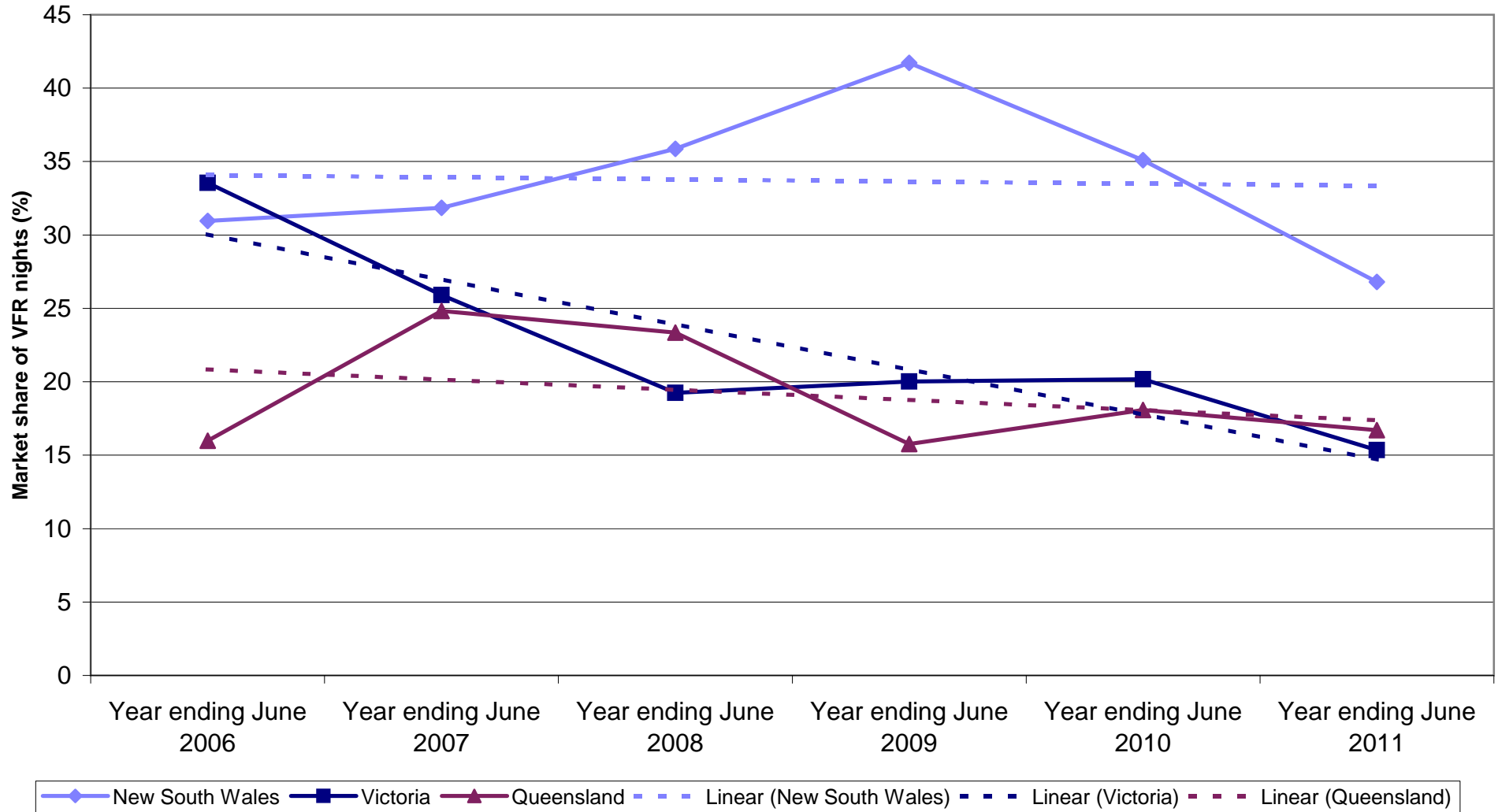
### Canadian VFR nights by State visited



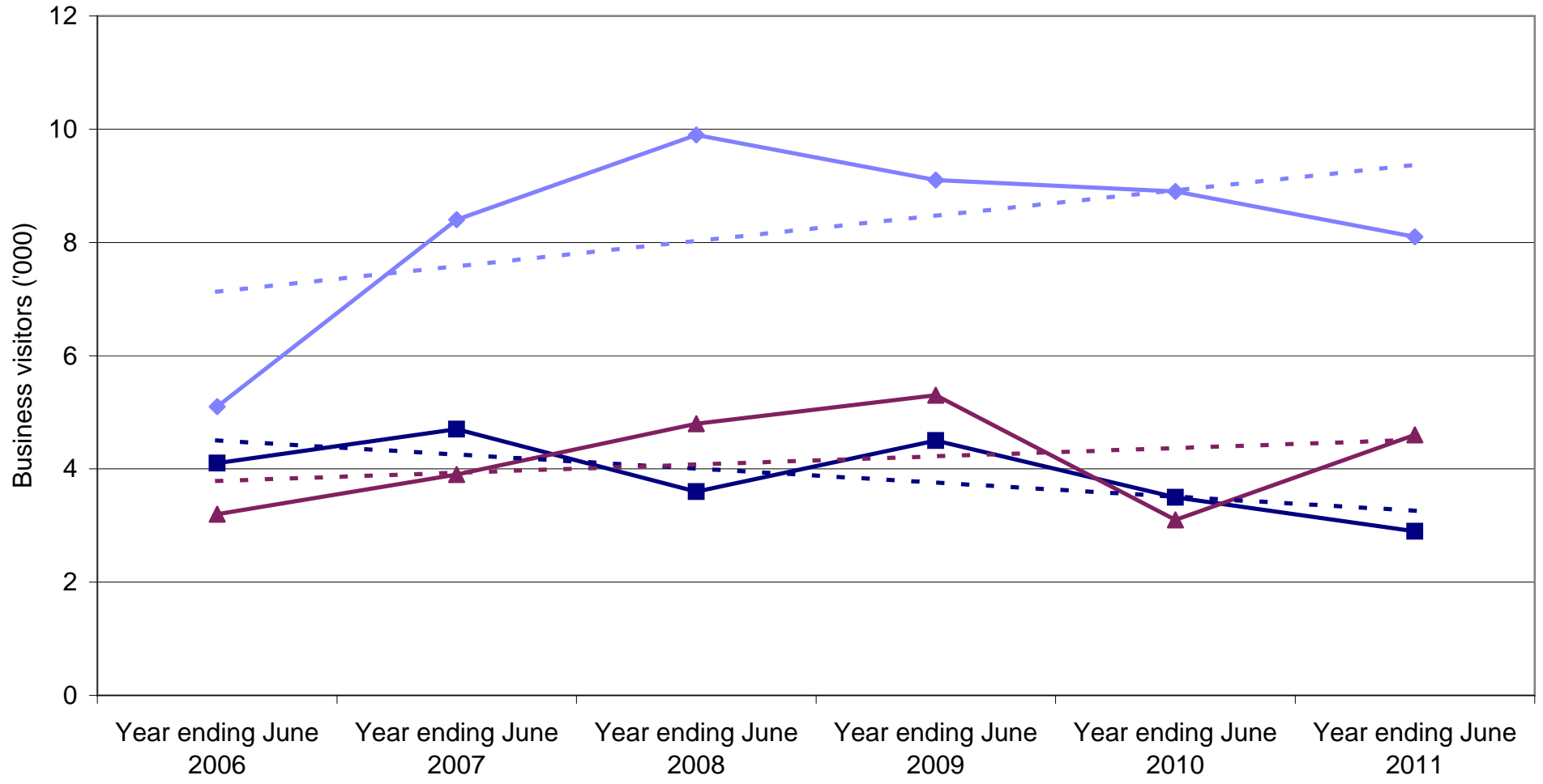
### State market share of Canadian VFR visitors to Australia



### State market share of Canadian VFR nights to Australia

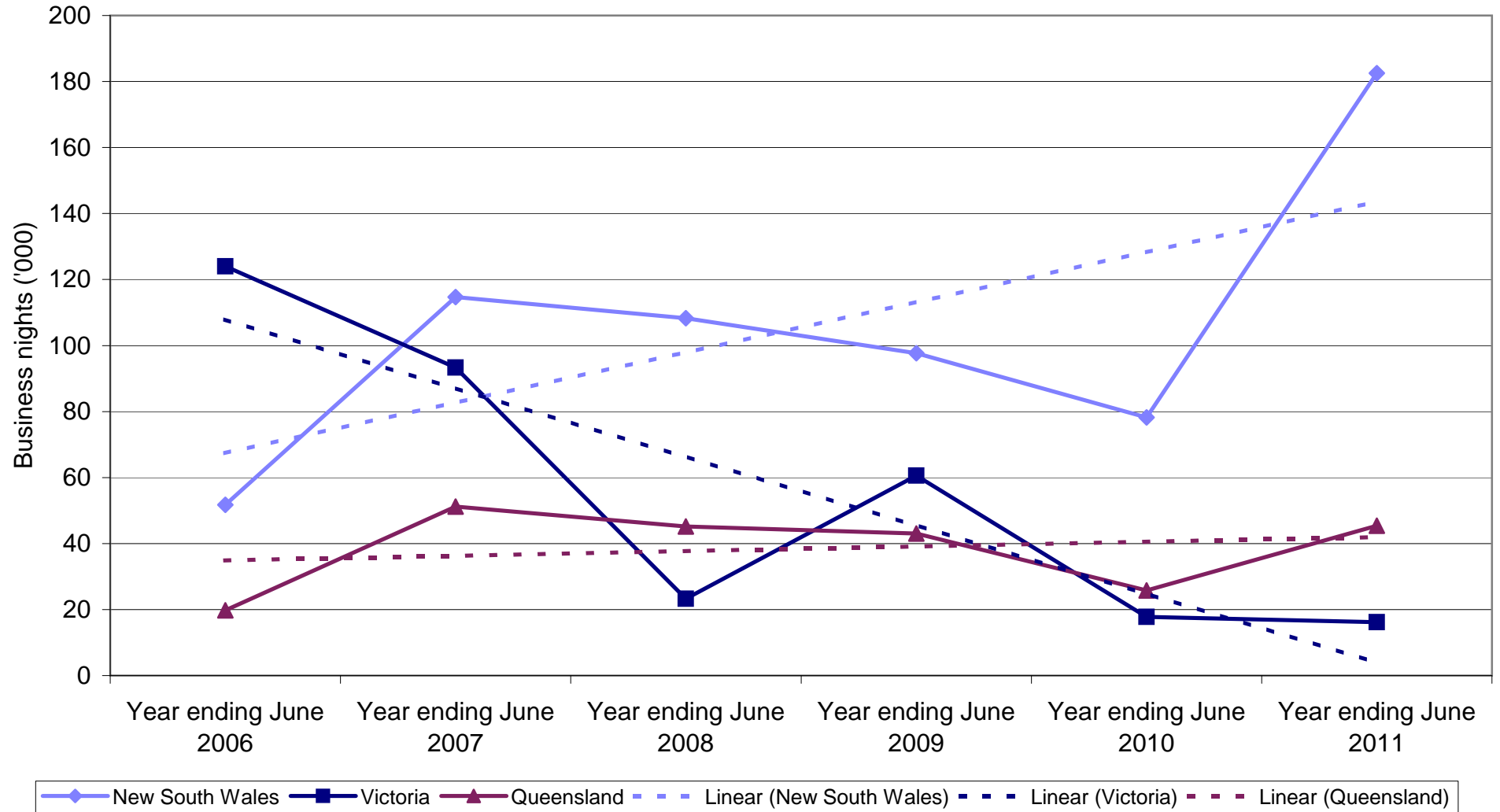


### Canadian Business visitors by State visited

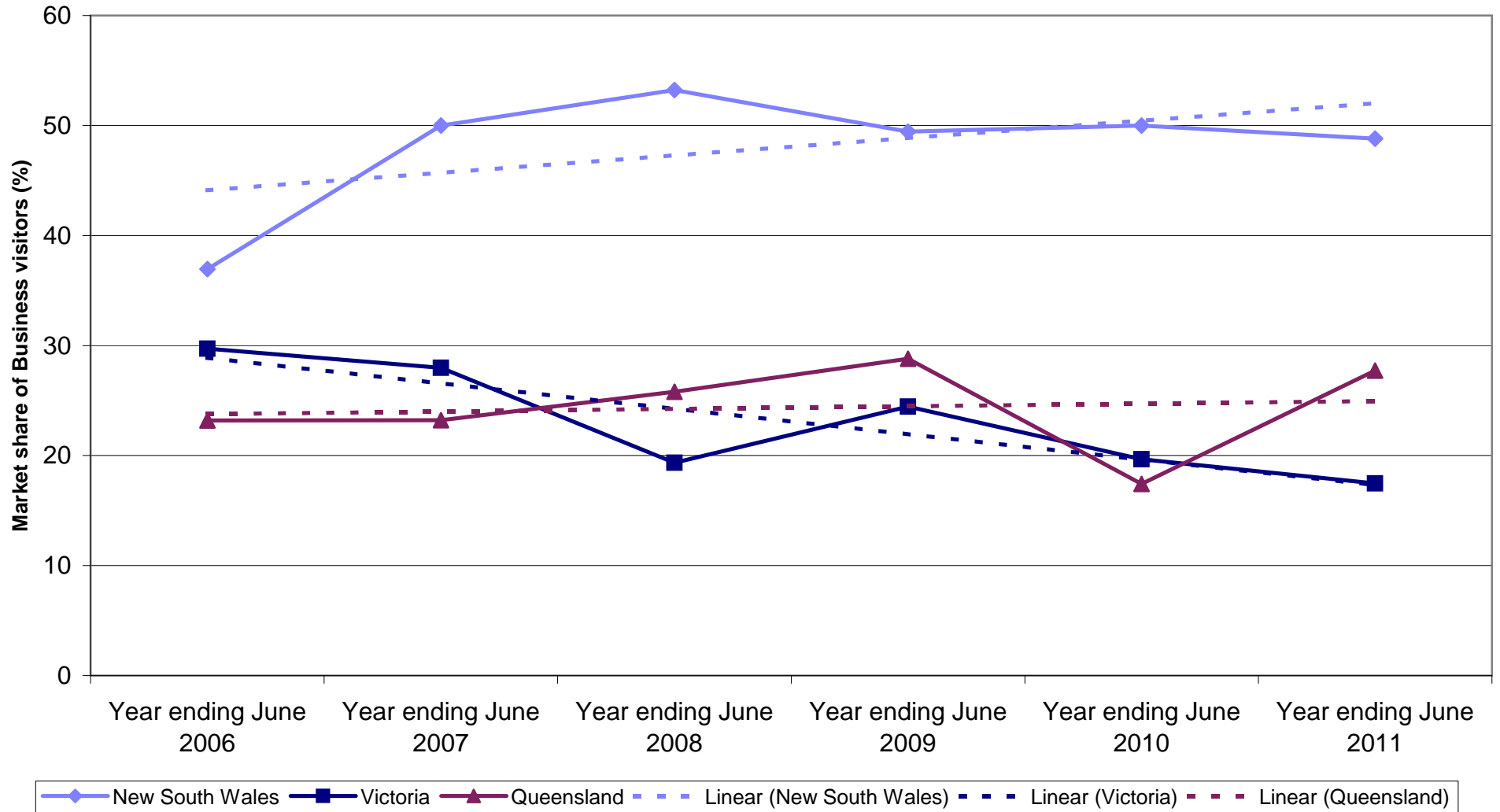


Legend: New South Wales (blue diamond), Victoria (dark blue square), Queensland (maroon triangle), Linear (New South Wales) (dashed blue), Linear (Victoria) (dashed dark blue), Linear (Queensland) (dashed maroon)

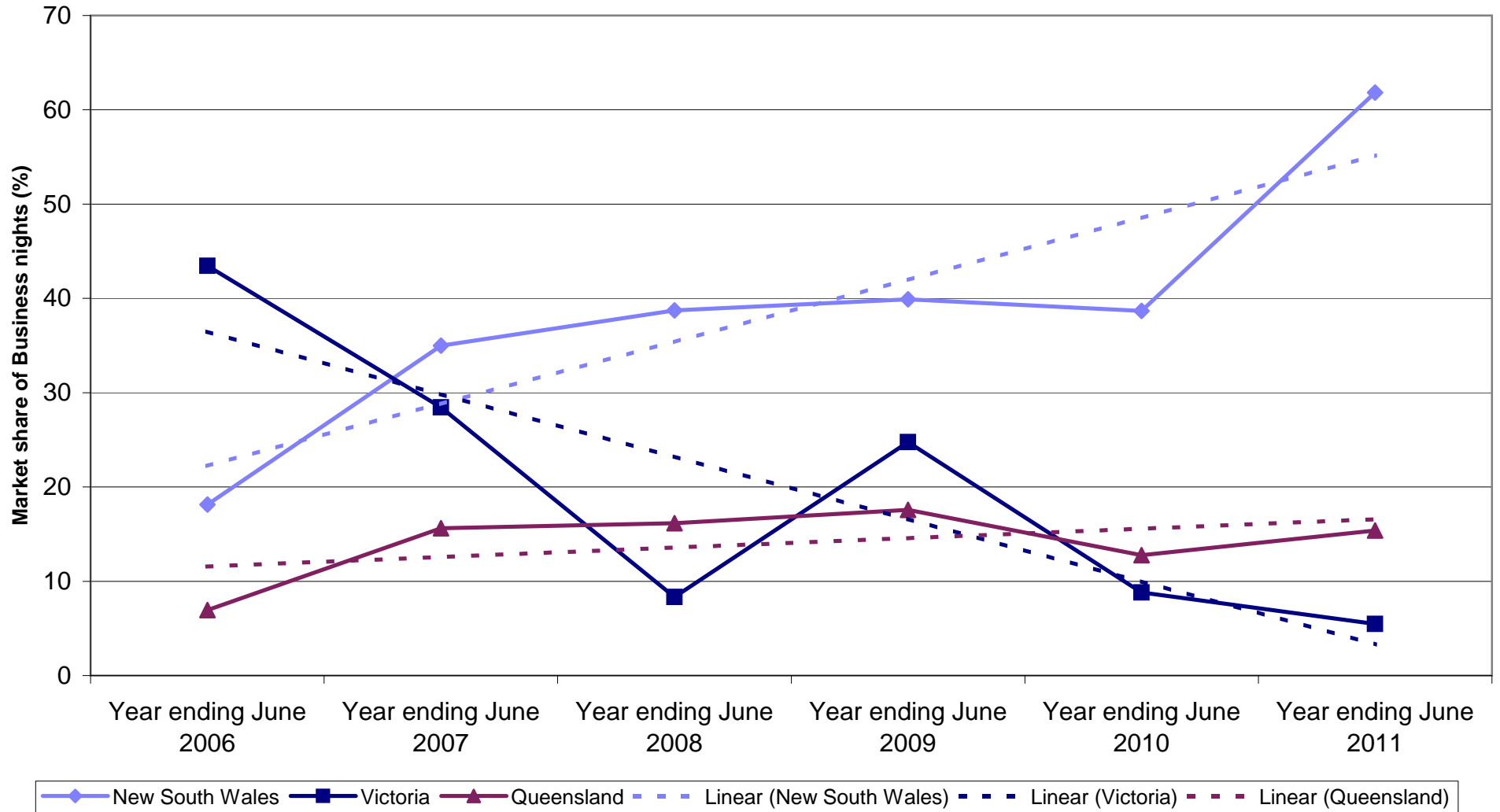
### Canadian Business nights by State visited



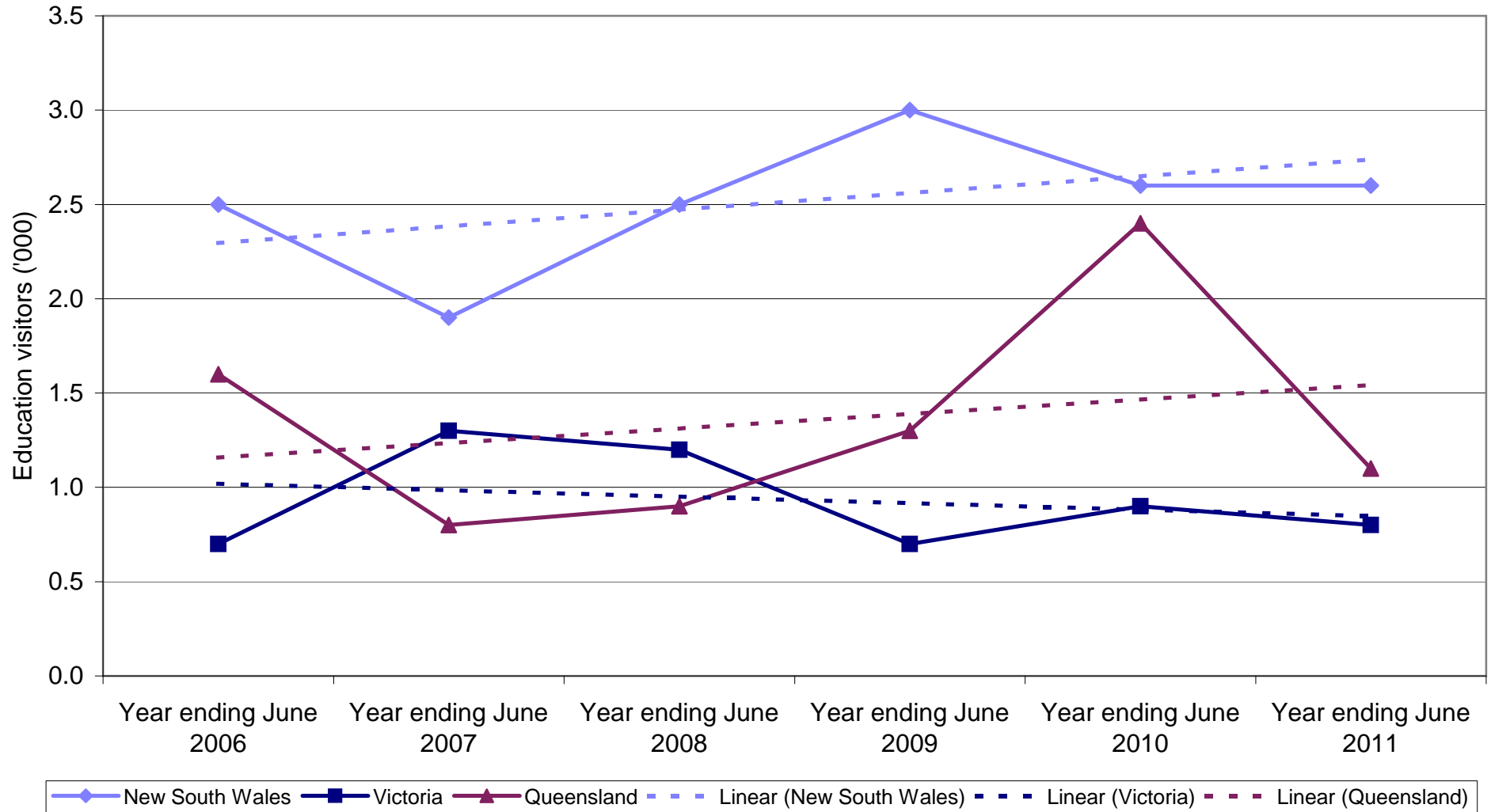
### State market share of Canadian Business visitors to Australia



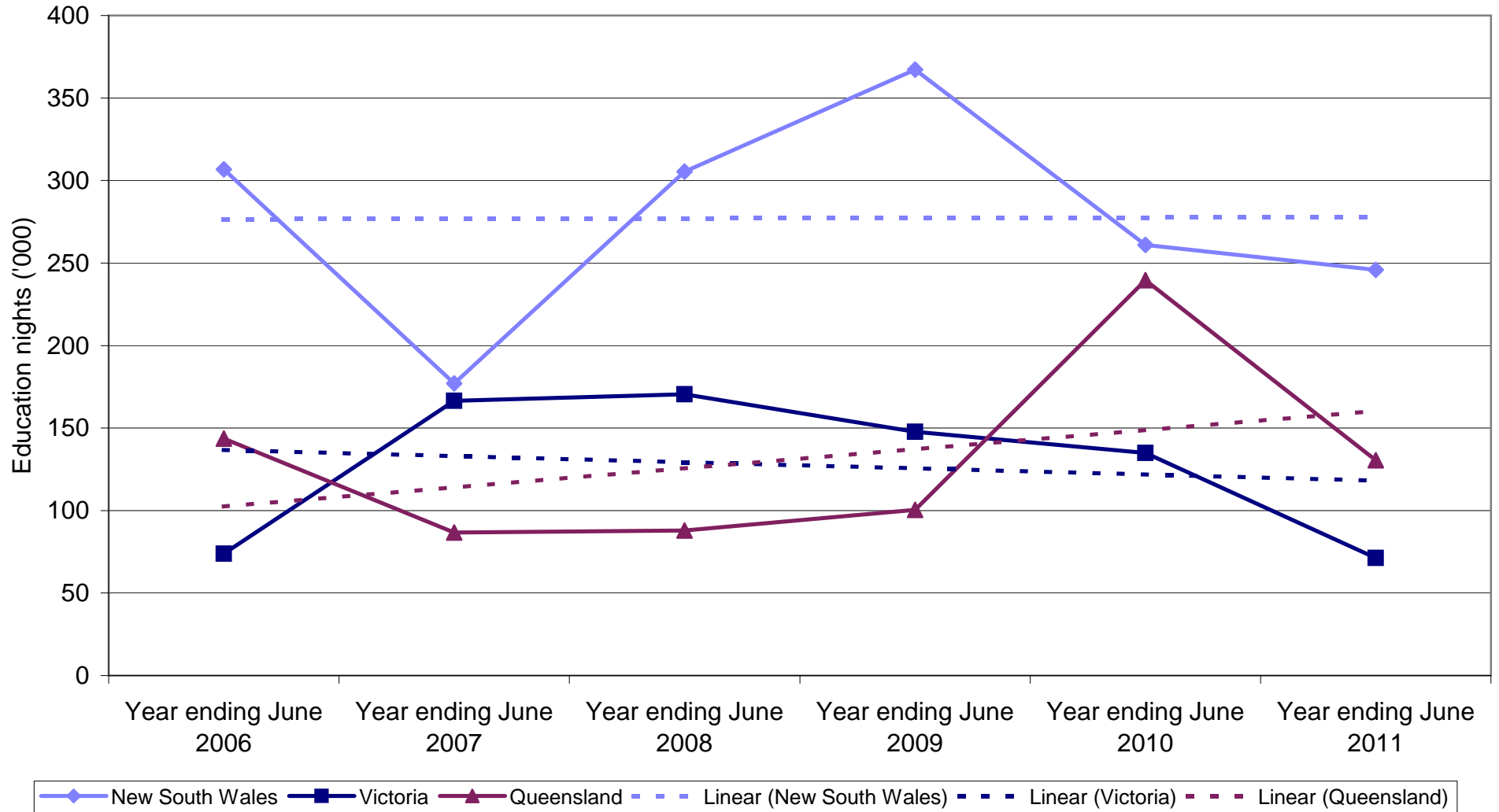
### State market share of Canadian Business nights to Australia



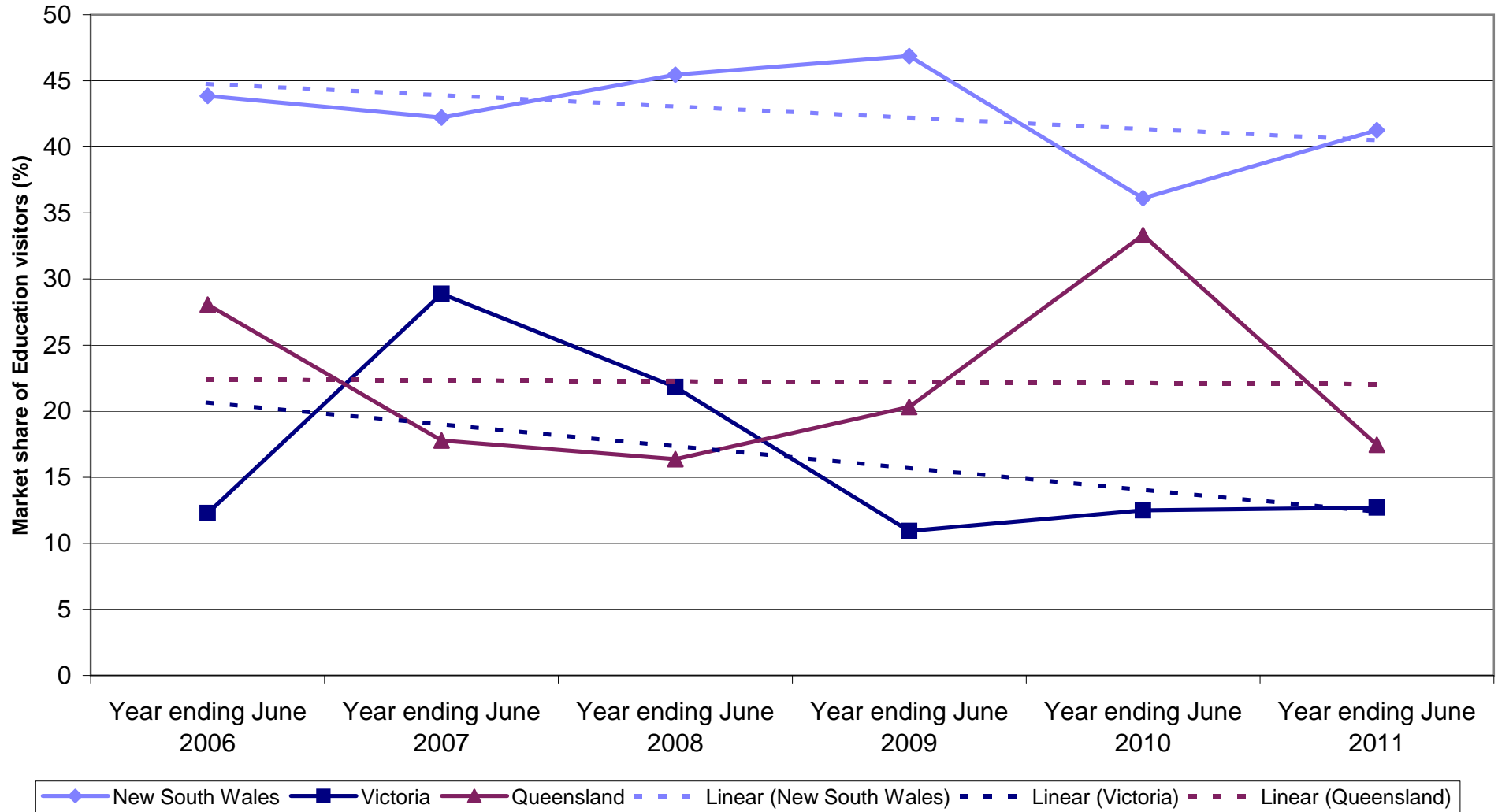
### Canadian Education visitors by State visited



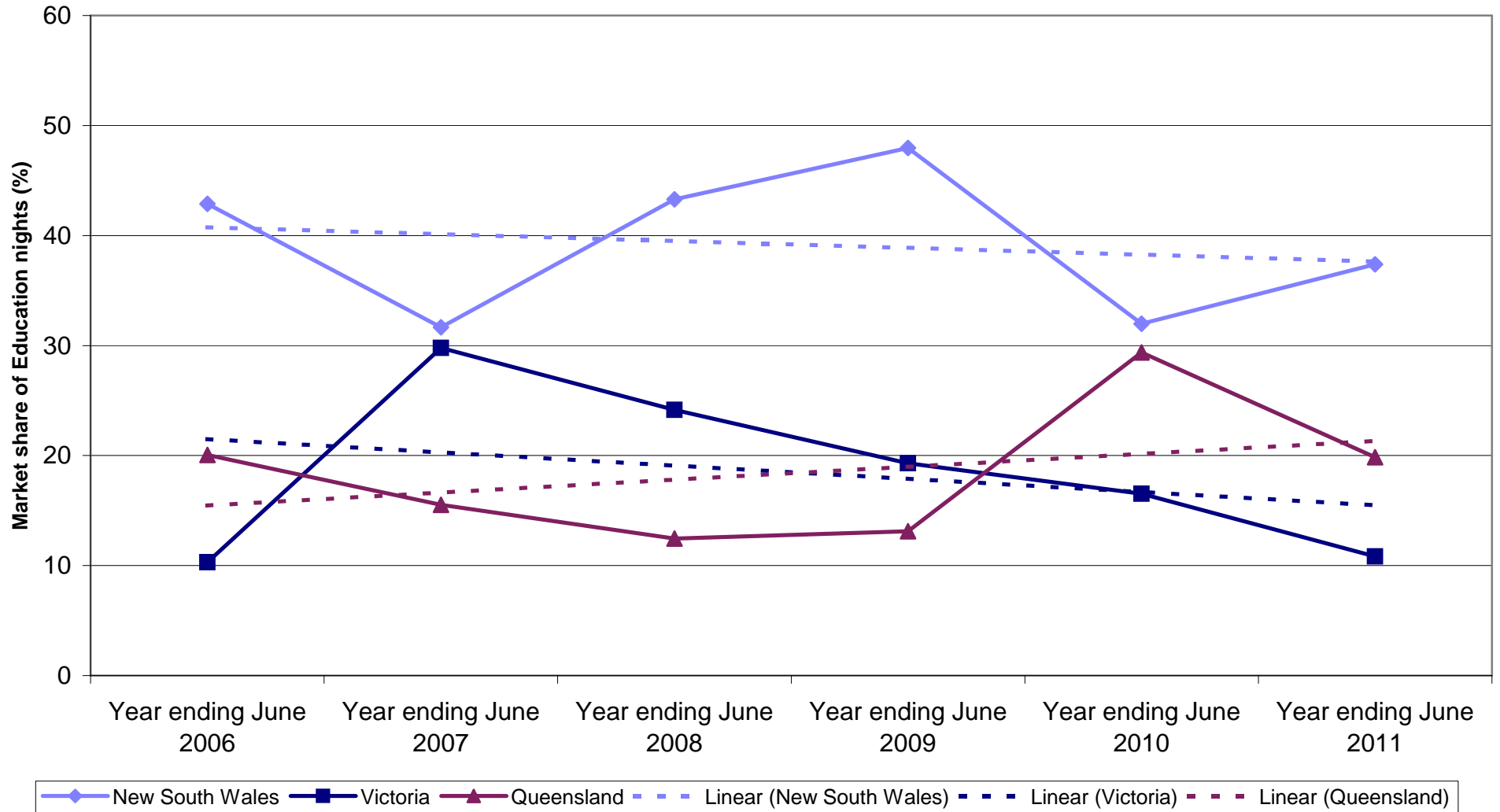
### Canadian Education nights by State visited



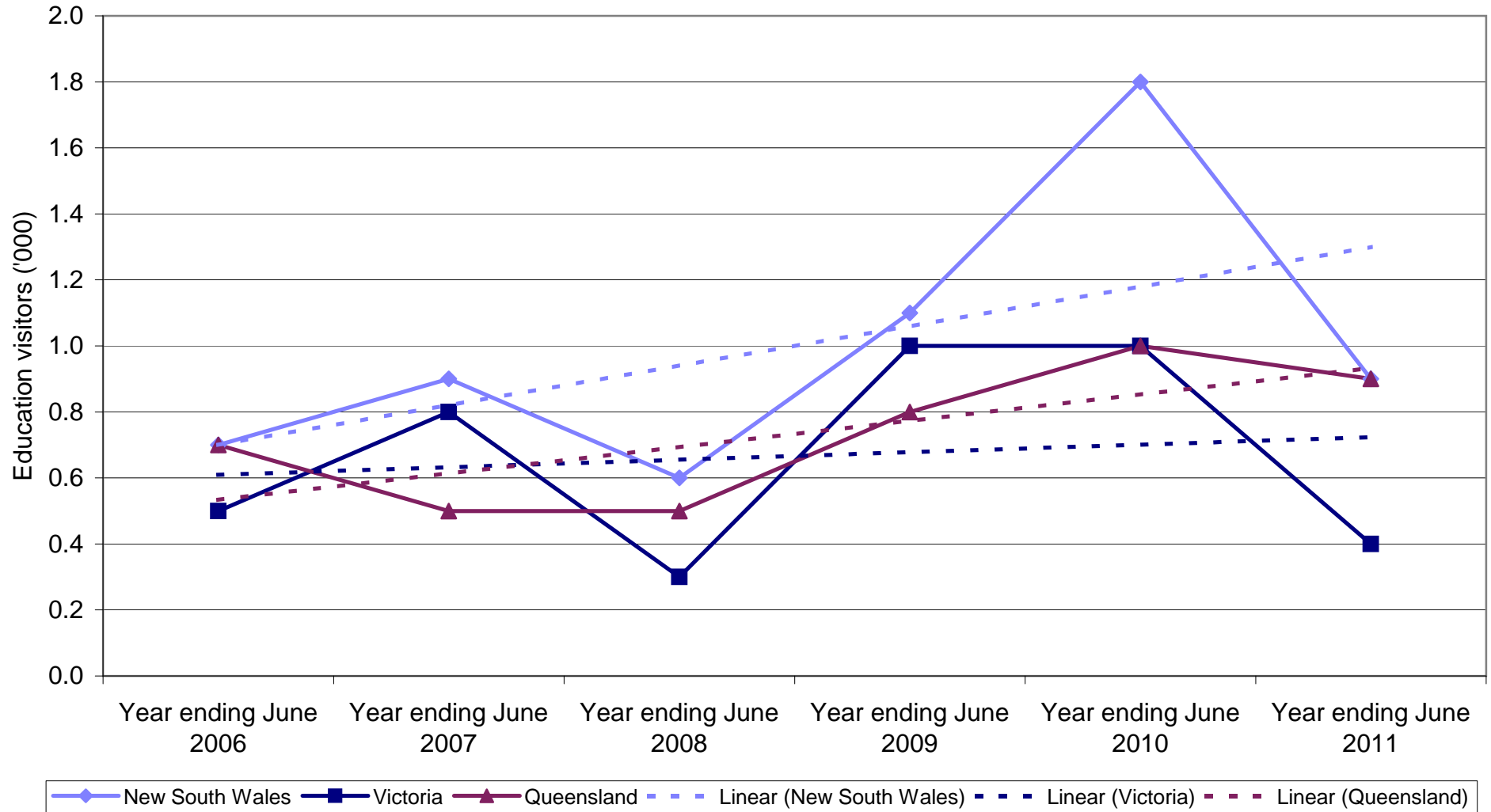
## State market share of Canadian Education visitors to Australia



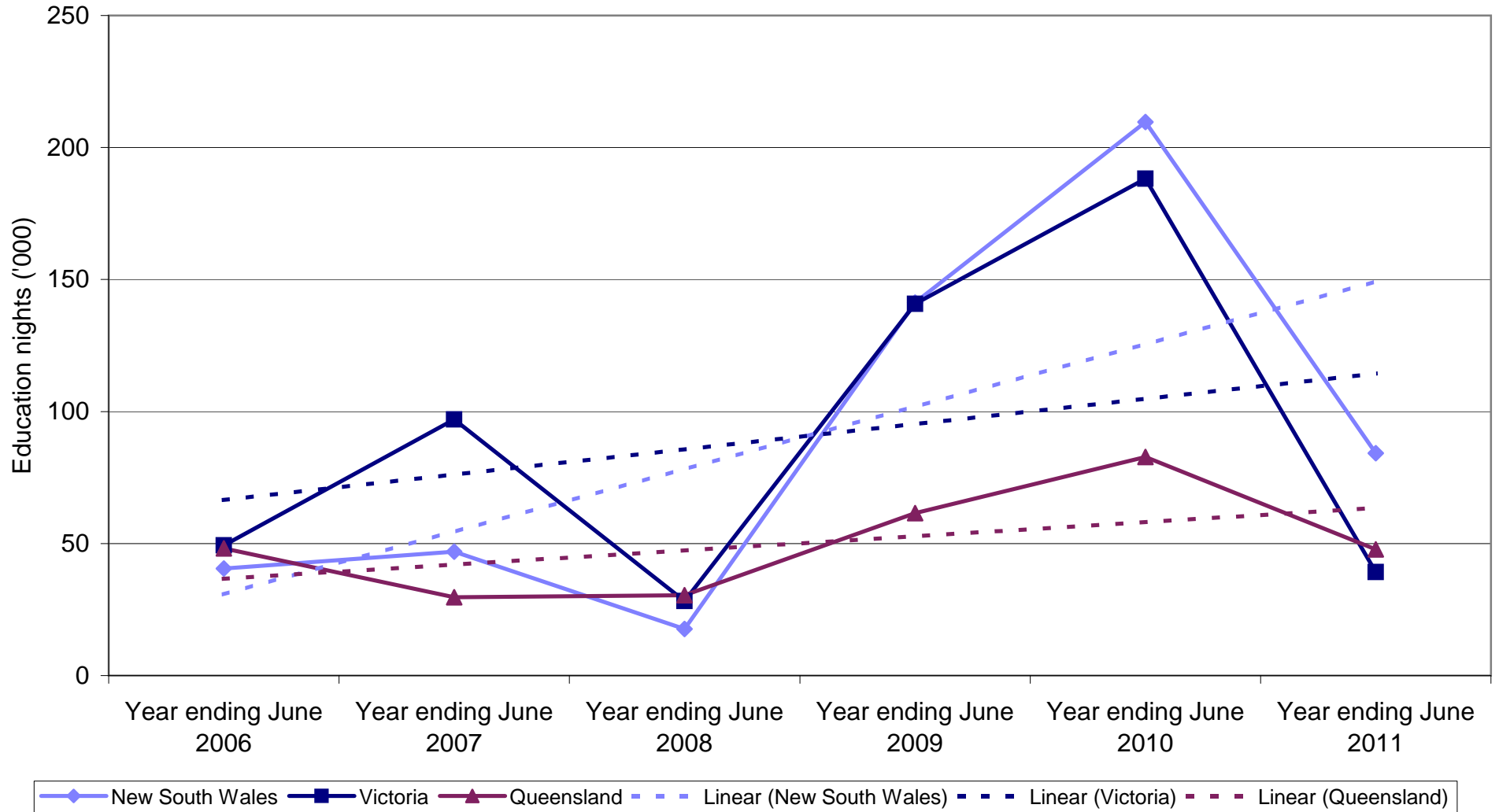
### State market share of Canadian Education nights to Australia



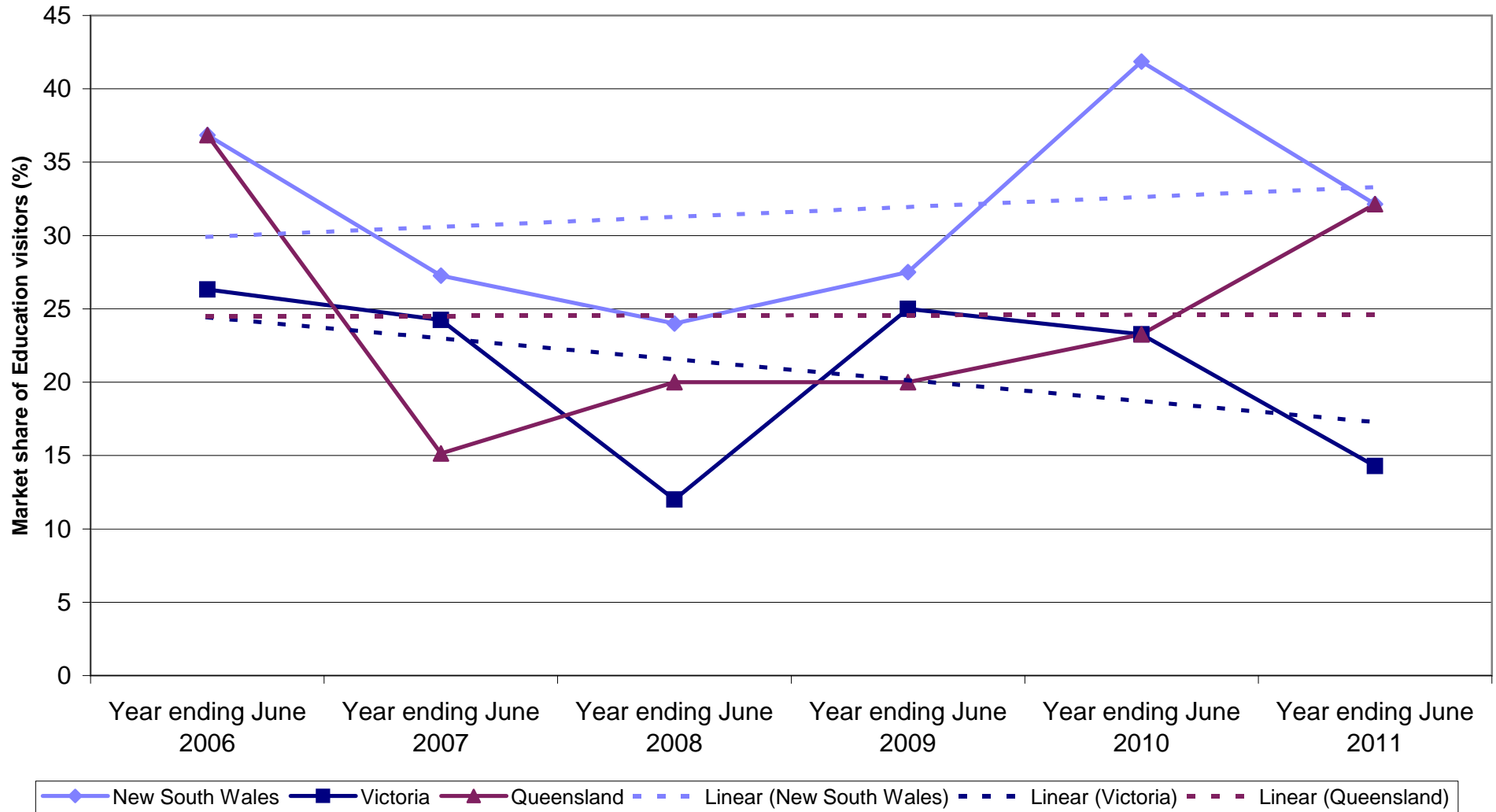
Canadian Employment visitors by State visited



### Canadian Employment nights by State visited



### State market share of Canadian Employment visitors to Australia



### State market share of Canadian Employment nights to Australia

