

China - Times Series Year ending June 2006 - 2011

By stopover reason for visit

| Holiday 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 | 99 | 135 | 150 | 140 | 147 | 161 |
| | Victoria | 78 | 86 | 90 | 85 | 78 | 126 |
| | Queensland | 106 | 112 | 133 | 116 | 129 | 153 |
| | Total | 154 | 177 | 207 | 188 | 200 | 265 |

| Market share of holiday 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 | 64.1 | 76.7 | 72.6 | 74.6 | 73.4 | 60.9 |
| | Victoria | 50.4 | 48.7 | 43.7 | 45.1 | 39.1 | 47.5 |
| | Queensland | 68.8 | 63.6 | 64.5 | 61.6 | 64.4 | 57.6 |

| Holiday 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 | 476 | 751 | 710 | 708 | 534 | 681 |
| | Victoria | 370 | 251 | 294 | 324 | 409 | 597 |
| | Queensland | 406 | 470 | 528 | 433 | 499 | 583 |
| | Total | 1,322 | 1,561 | 1,615 | 1,558 | 1,511 | 1,990 |

| Market share of holiday 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 | 36.0 | 48.1 | 43.9 | 45.5 | 35.4 | 34.2 |
| | Victoria | 28.0 | 16.1 | 18.2 | 20.8 | 27.0 | 30.0 |
| | Queensland | 30.7 | 30.1 | 32.7 | 27.8 | 33.0 | 29.3 |

| VFR 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 | 31 | 44 | 32 | 30 | 38 | 37 |
| | Victoria | 16 | 13 | 18 | 29 | 33 | 47 |
| | Queensland | 5 | 12 | 5 | 7 | 10 | 17 |
| | Total | 50 | 69 | 57 | 65 | 85 | 103 |

| Market share of VFR 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 | 62.2 | 64.1 | 56.2 | 45.8 | 44.9 | 36.5 |
| | Victoria | 31.7 | 18.5 | 32.3 | 44.6 | 38.7 | 45.5 |
| | Queensland | 9.0 | 16.6 | 9.2 | 10.0 | 11.6 | 16.7 |

| VFR 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 | 1,714 | 3,143 | 1,310 | 1,265 | 1,891 | 1,975 |
| | Victoria | 419 | 284 | 689 | 1,463 | 1,956 | 2,378 |
| | Queensland | 44 | 210 | 123 | 314 | 507 | 786 |
| | Total | 2,275 | 3,786 | 2,288 | 3,151 | 4,572 | 5,421 |

| Market share of VFR 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 | 75.3 | 83.0 | 57.2 | 40.1 | 41.4 | 36.4 |
| | Victoria | 18.4 | 7.5 | 30.1 | 46.4 | 42.8 | 43.9 |
| | Queensland | 1.9 | 5.5 | 5.4 | 10.0 | 11.1 | 14.5 |

Source: International Visitor Survey.

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

China - 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 | 47 | 48 | 53 | 31 | 33 | 46 |
| | Victoria | 32 | 35 | 41 | 24 | 29 | 43 |
| | Queensland | 14 | 23 | 22 | 12 | 16 | 23 |
| | Total | 77 | 82 | 89 | 55 | 63 | 82 |

| 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 | 61.3 | 59.1 | 59.2 | 56.2 | 52.5 | 56.1 |
| | Victoria | 41.7 | 43.1 | 46.1 | 43.6 | 46.9 | 53.0 |
| | Queensland | 18.4 | 27.9 | 24.5 | 22.4 | 25.2 | 28.3 |

| 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 | 467 | 844 | 615 | 281 | 357 | 485 |
| | Victoria | 299 | 244 | 646 | 227 | 683 | 547 |
| | Queensland | 88 | 109 | 150 | 72 | 129 | 128 |
| | Total | 912 | 1,343 | 1,580 | 729 | 1,315 | 1,302 |

| 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 | 51.2 | 62.9 | 39.0 | 38.5 | 27.2 | 37.2 |
| | Victoria | 32.8 | 18.2 | 40.9 | 31.2 | 51.9 | 42.0 |
| | Queensland | 9.6 | 8.1 | 9.5 | 9.8 | 9.8 | 9.8 |

| 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 | 20.3 | 26.8 | 34.2 | 34.6 | 40.3 | 44.6 |
| | Victoria | 15.0 | 14.1 | 15.9 | 18.2 | 25.4 | 23.0 |
| | Queensland | 3.8 | 3.2 | 6.1 | 6.3 | 8.9 | 12.9 |
| | Total | 41.8 | 46.7 | 59.7 | 66.7 | 87.2 | 93.8 |

| 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 | 48.6 | 57.4 | 57.3 | 51.9 | 46.2 | 47.5 |
| | Victoria | 35.9 | 30.2 | 26.6 | 27.3 | 29.1 | 24.5 |
| | Queensland | 9.1 | 6.9 | 10.2 | 9.4 | 10.2 | 13.8 |

| 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 | 3,691 | 4,456 | 5,939 | 5,607 | 6,659 | 7,422 |
| | Victoria | 2,632 | 2,673 | 2,320 | 2,999 | 4,208 | 3,909 |
| | Queensland | 267 | 349 | 877 | 810 | 1,353 | 1,916 |
| | Total | 7,210 | 8,504 | 9,996 | 11,041 | 14,569 | 15,806 |

| 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 | 51.2 | 52.4 | 59.4 | 50.8 | 45.7 | 47.0 |
| | Victoria | 36.5 | 31.4 | 23.2 | 27.2 | 28.9 | 24.7 |
| | Queensland | 3.7 | 4.1 | 8.8 | 7.3 | 9.3 | 12.1 |

| 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 | 1.4 | 3.3 | 1.8 | 2.2 | 1.4 | 1.6 |
| | Victoria | 0.4 | 0.9 | 0.4 | 0.7 | 0.7 | 1.0 |
| | Queensland | 0.2 | 2.2 | 0.6 | 0.4 | 0.5 | 0.8 |
| | Total | 2.1 | 4.5 | 2.8 | 4.3 | 3.1 | 3.9 |



China - Times Series Year ending June 2006 - 2011

| 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 | 66.7 | 73.3 | 64.3 | 51.2 | 45.2 | 41.0 |
| | Victoria | 19.0 | 20.0 | 14.3 | 16.3 | 22.6 | 25.6 |
| | Queensland | 9.5 | 48.9 | 21.4 | 9.3 | 16.1 | 20.5 |

| Employment 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 | 121 | 113 | 225 | 321 | 133 | 116 |
| | Victoria | 21 | 6 | 20 | 183 | 110 | 205 |
| | Queensland | 1 | 8 | 90 | 95 | 72 | 86 |
| | Total | 150 | 199 | 373 | 797 | 416 | 514 |

| Market share of Employment 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 | 80.9 | 57.0 | 60.3 | 40.3 | 32.0 | 22.5 |
| | Victoria | 13.9 | 2.9 | 5.4 | 22.9 | 26.5 | 39.8 |
| | Queensland | 0.3 | 3.8 | 24.2 | 11.9 | 17.4 | 16.8 |

| Total 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 | 200.5 | 251.8 | 263.6 | 233.5 | 254.7 | 286.1 |
| | Victoria | 139.6 | 146.7 | 162.2 | 154.1 | 166.2 | 235.8 |
| | Queensland | 124.9 | 143.8 | 159.9 | 137.6 | 158.1 | 197.7 |
| | Total | 279.2 | 323.2 | 357.0 | 339.7 | 376.6 | 474.6 |

| Market share of total 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 | 71.8 | 77.9 | 73.8 | 68.7 | 67.6 | 60.3 |
| | Victoria | 50.0 | 45.4 | 45.4 | 45.4 | 44.1 | 49.7 |
| | Queensland | 44.7 | 44.5 | 44.8 | 40.5 | 42.0 | 41.7 |

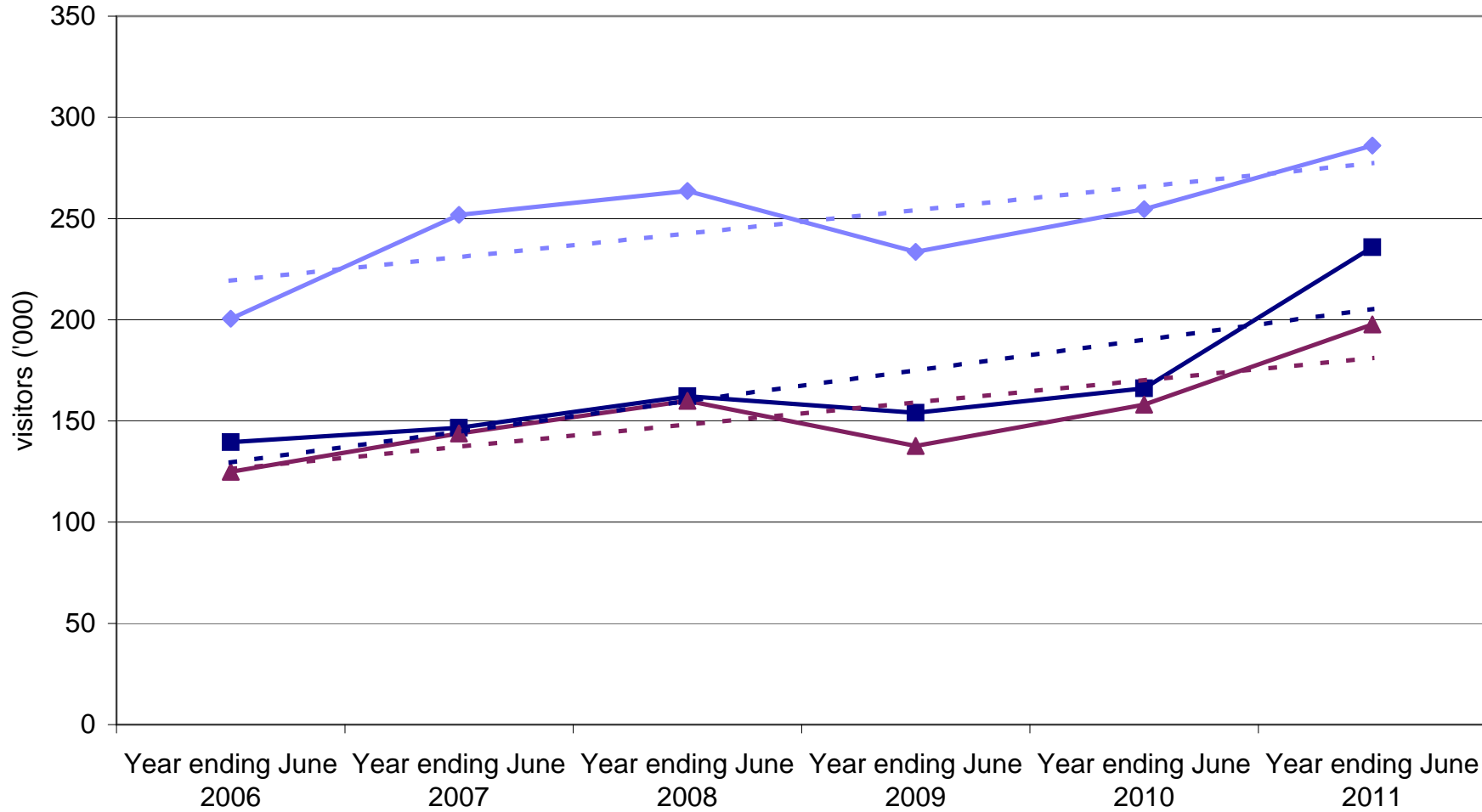
| Total visitor nights ('000) | State visited | Year ending June | Year ending June | Year ending June | Year ending June | Year ending June | Year ending June |
|-----------------------------------|-----------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 |
| | New South Wales | 6,568 | 9,318 | 8,818 | 8,201 | 9,621 | 10,781 |
| | Victoria | 3,778 | 3,458 | 3,970 | 5,196 | 7,381 | 7,640 |
| | Queensland | 812 | 1,150 | 1,769 | 1,725 | 2,563 | 3,515 |
| | Total | 12,147 | 15,435 | 15,889 | 17,306 | 22,459 | 25,167 |

| Market share of total 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 | 54.1 | 60.4 | 55.5 | 47.4 | 42.8 | 42.8 |
| | Victoria | 31.1 | 22.4 | 25.0 | 30.0 | 32.9 | 30.4 |
| | Queensland | 6.7 | 7.4 | 11.1 | 10.0 | 11.4 | 14.0 |

Source: International Visitor Survey.

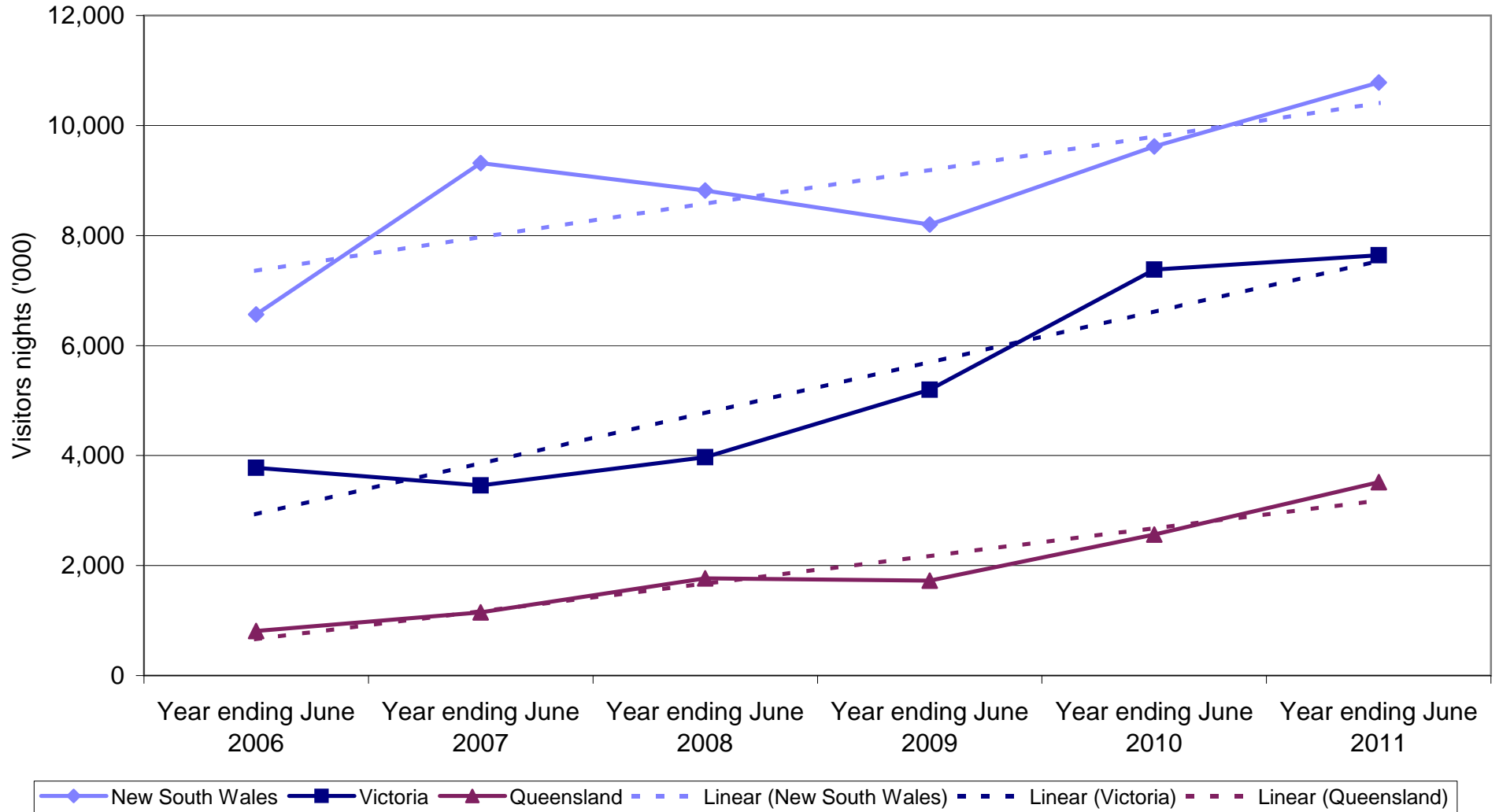
Base: All visitors aged 15 years and over travel grid completed.

Chinese visitors by State visited

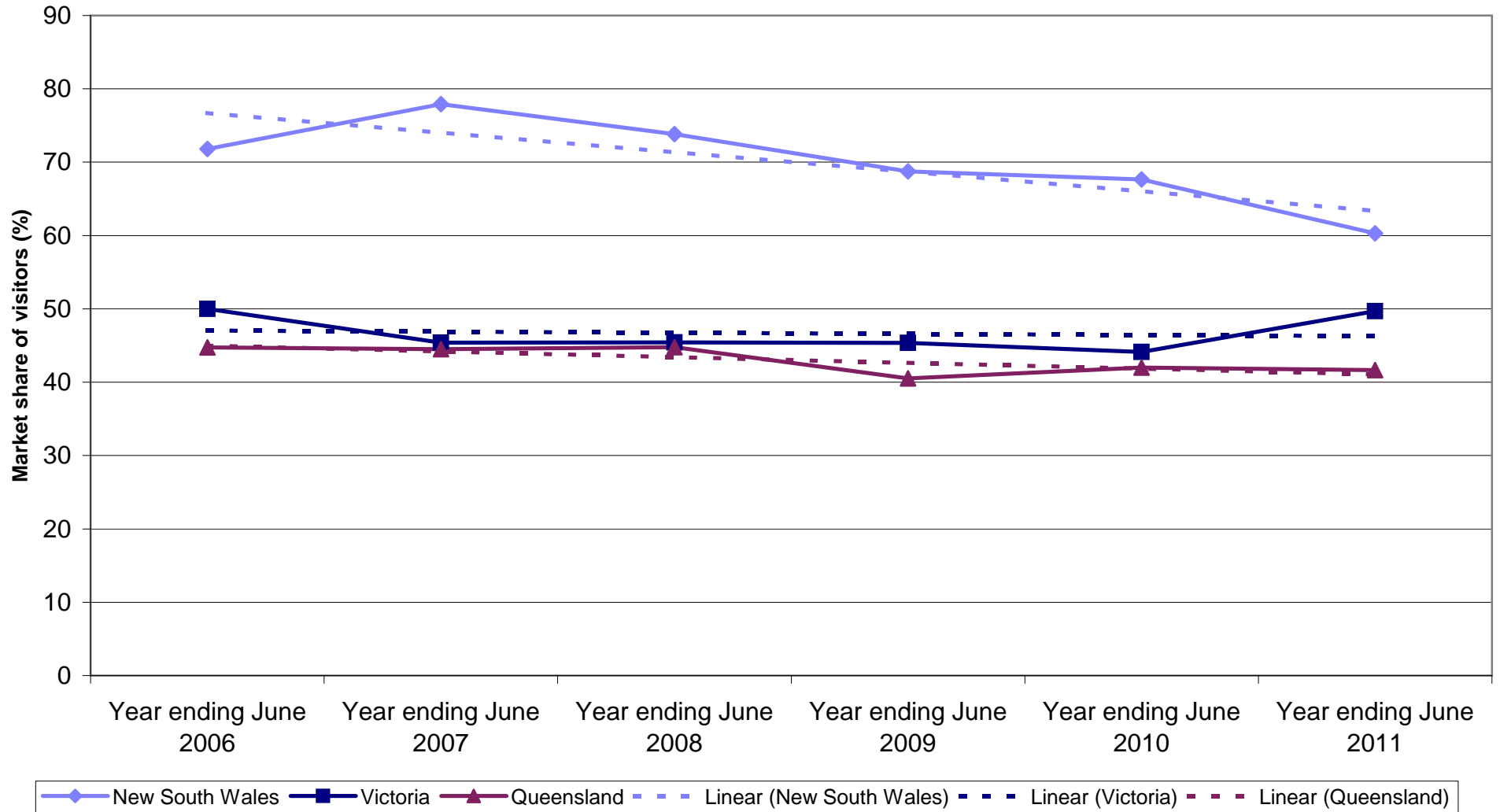


Legend: New South Wales (solid blue line with diamond markers), Victoria (solid dark blue line with square markers), Queensland (solid maroon line with triangle markers), Linear (New South Wales) (dashed light blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line).

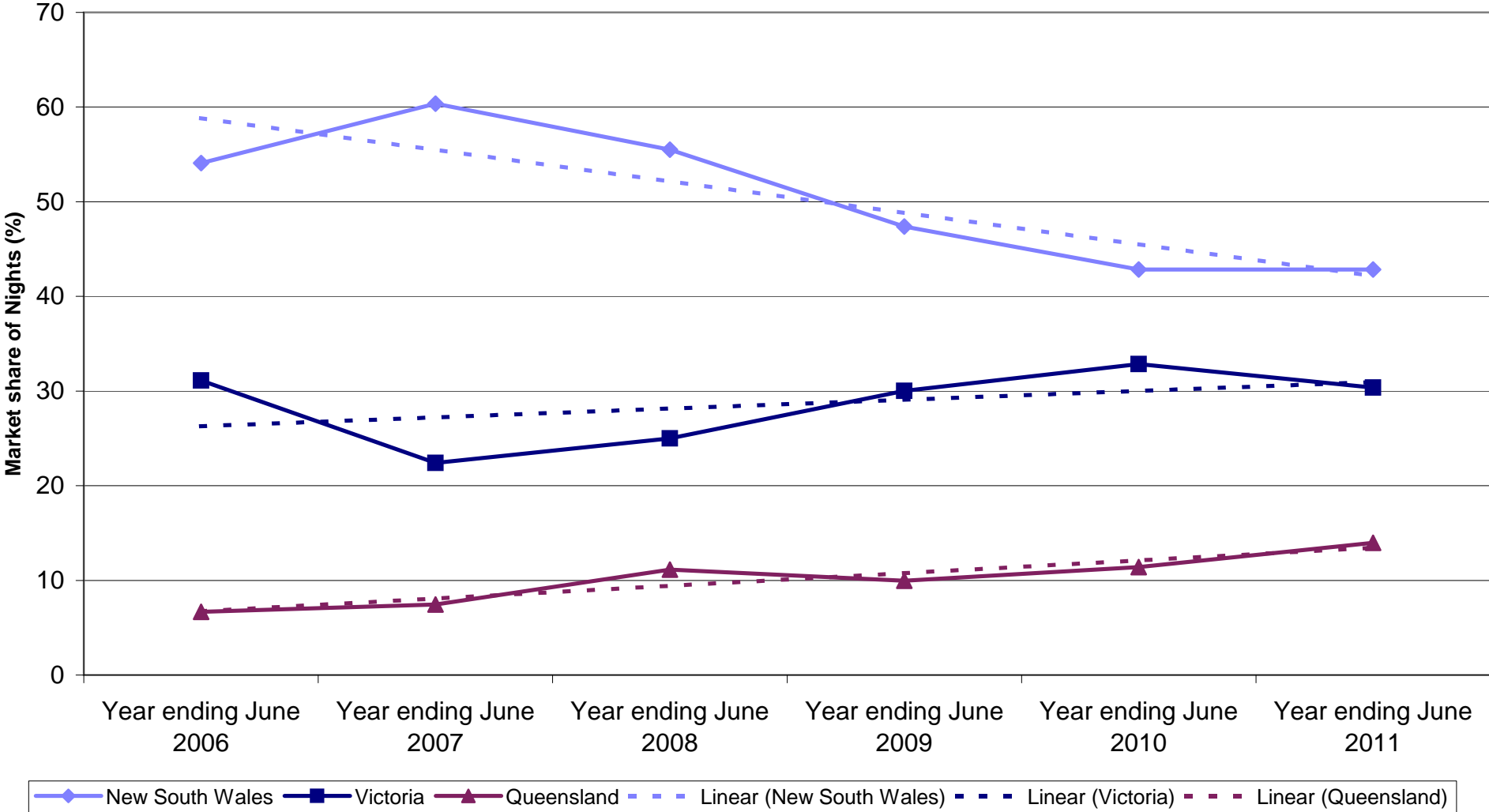
Chinese nights by State visited



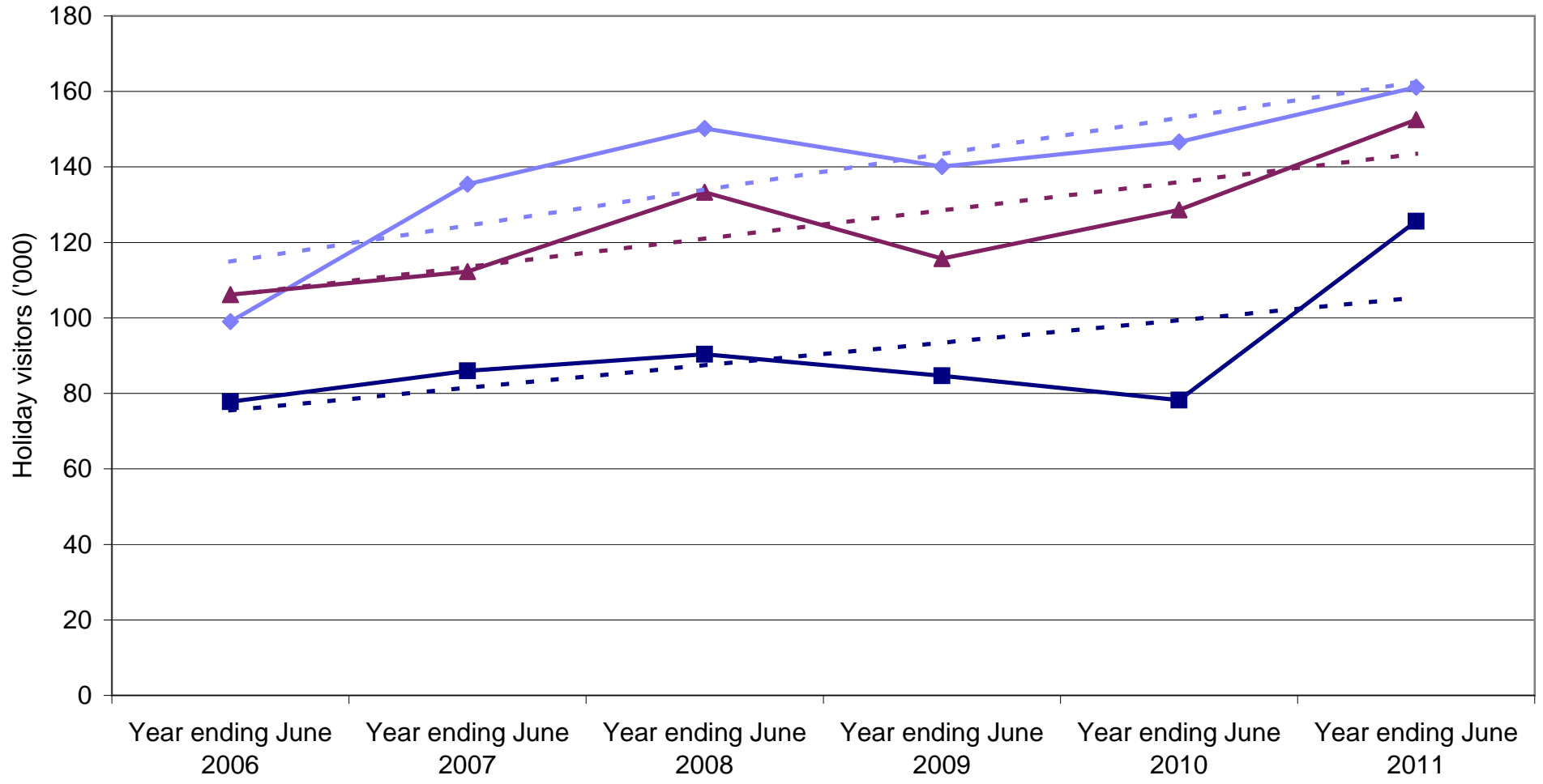
State market share of Chinese visitors to Australia



State market share of Chinese nights to Australia

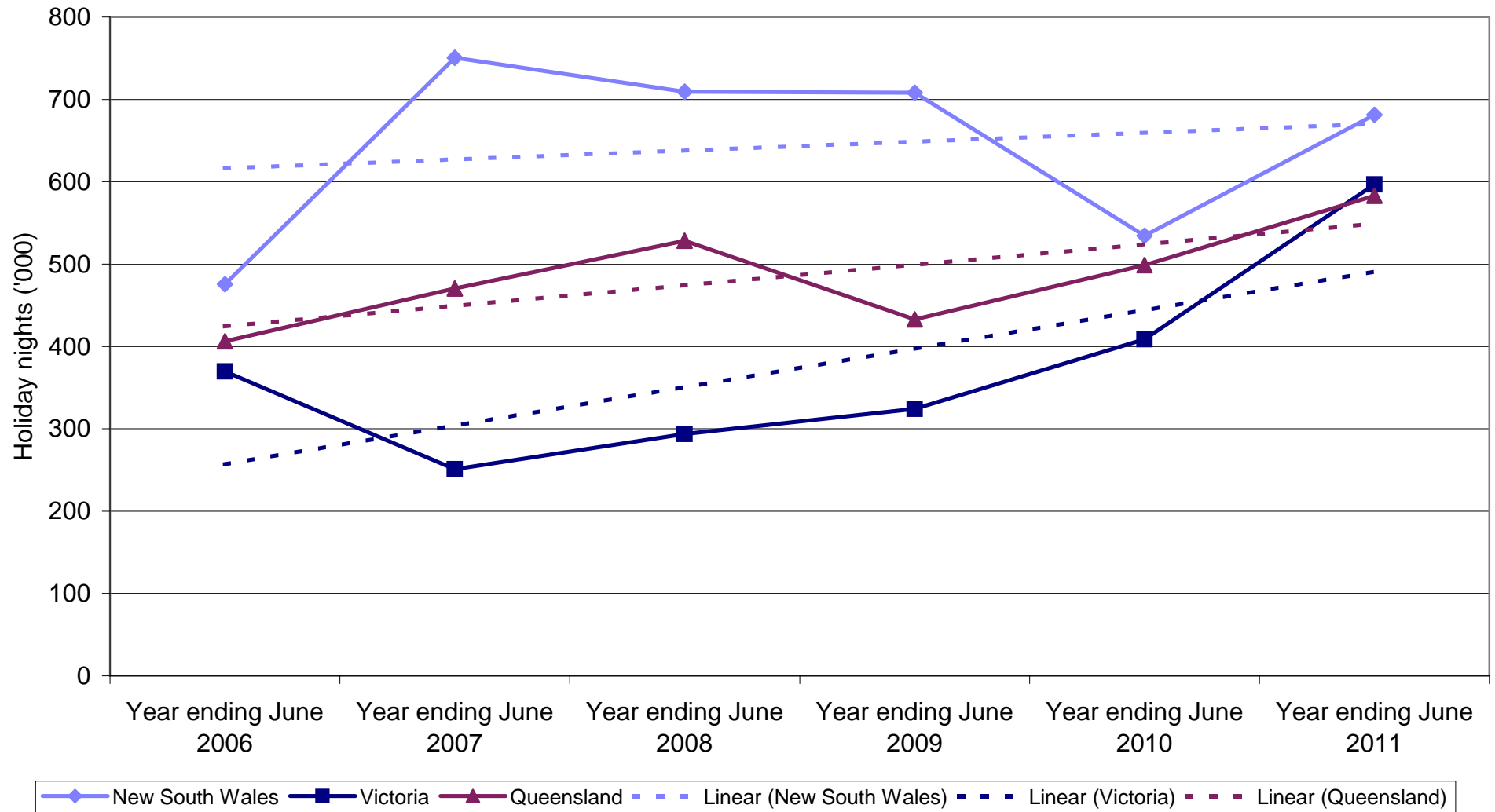


Chinese holiday visitors by State visited

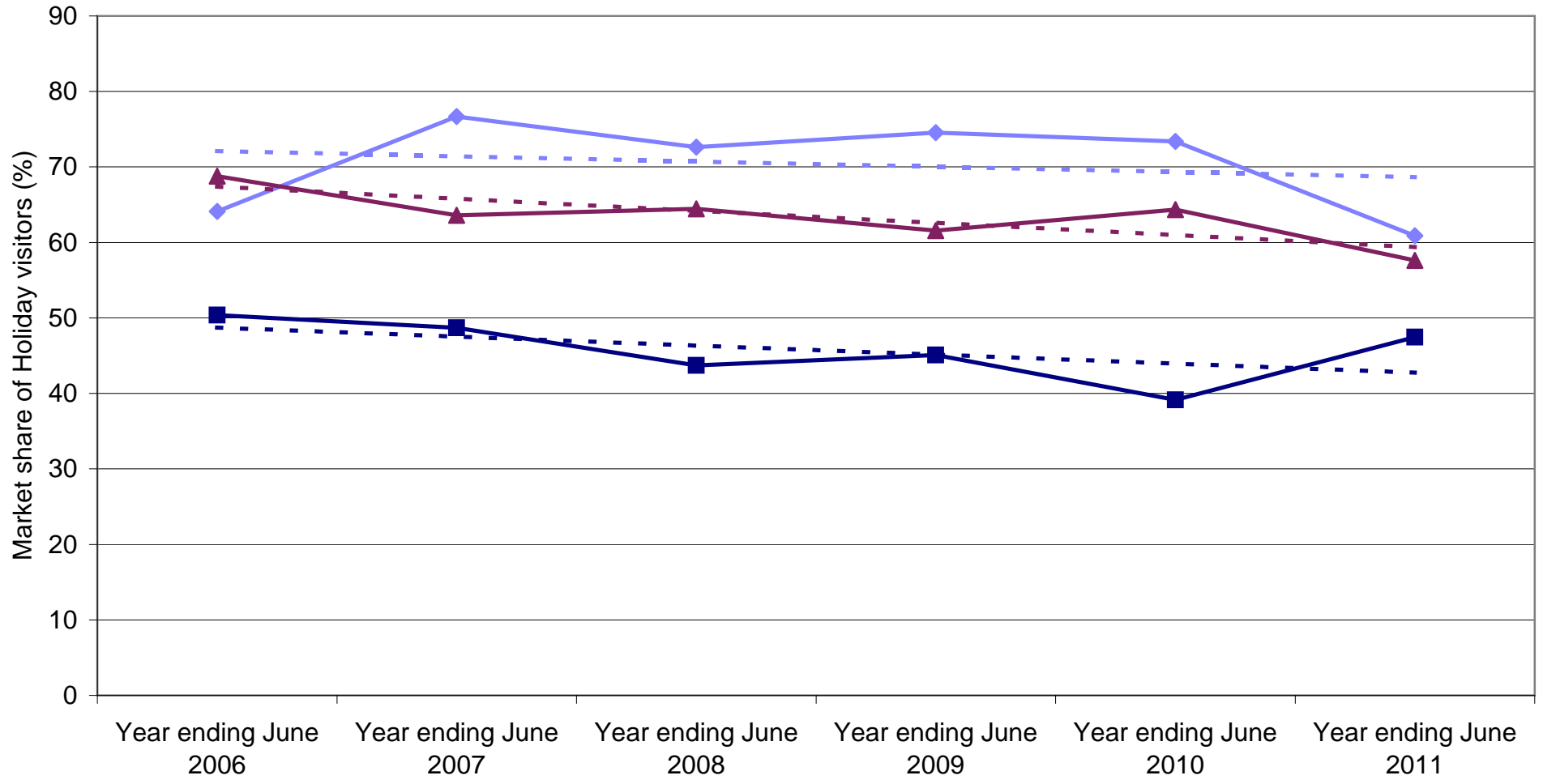


Legend: New South Wales (blue line with diamonds), Victoria (dark blue line with squares), Queensland (maroon line with triangles), Linear (New South Wales) (dashed blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line).

Chinese holiday nights by State visited

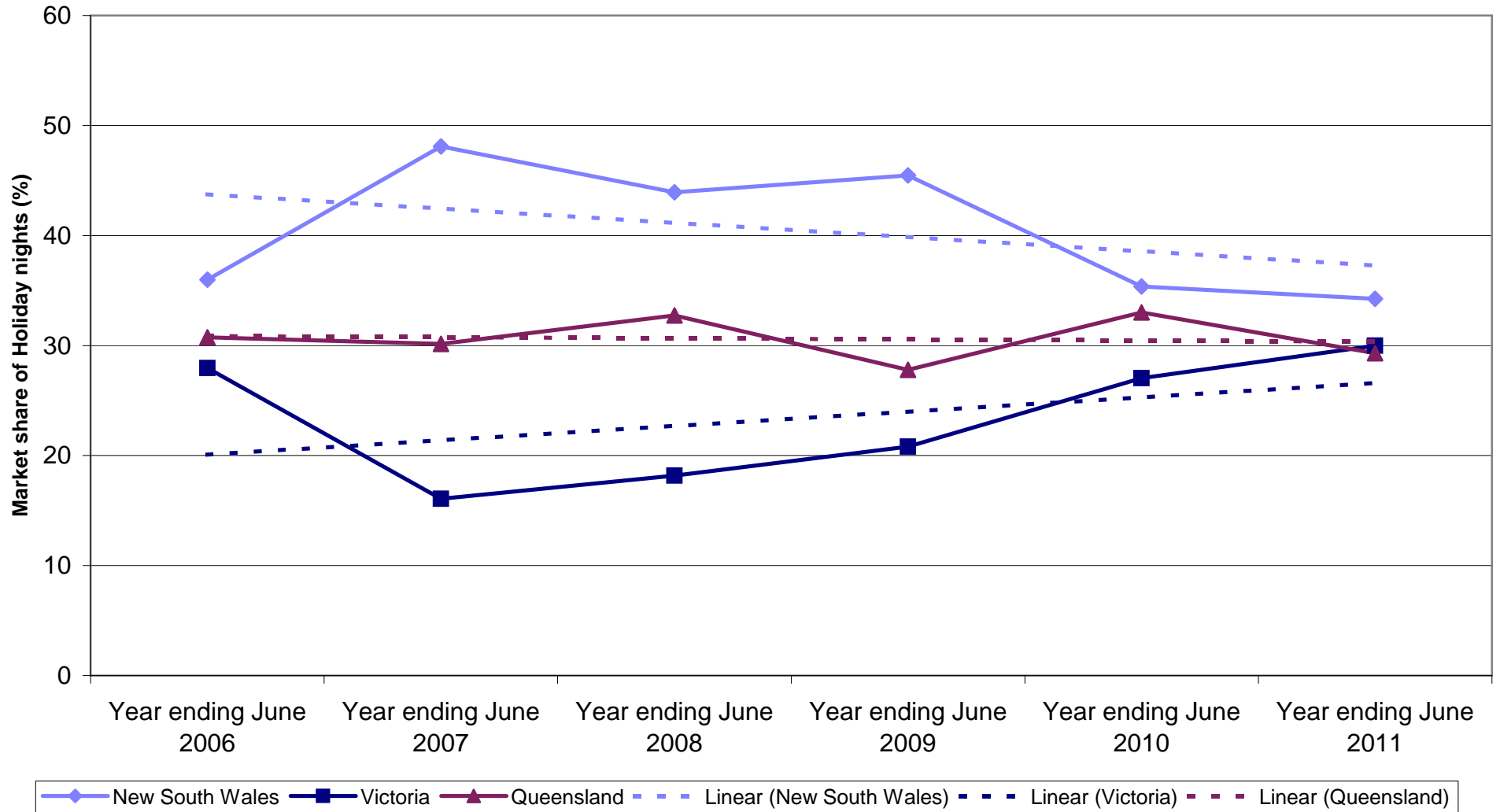


State market share of Chinese holiday visitors to Australia

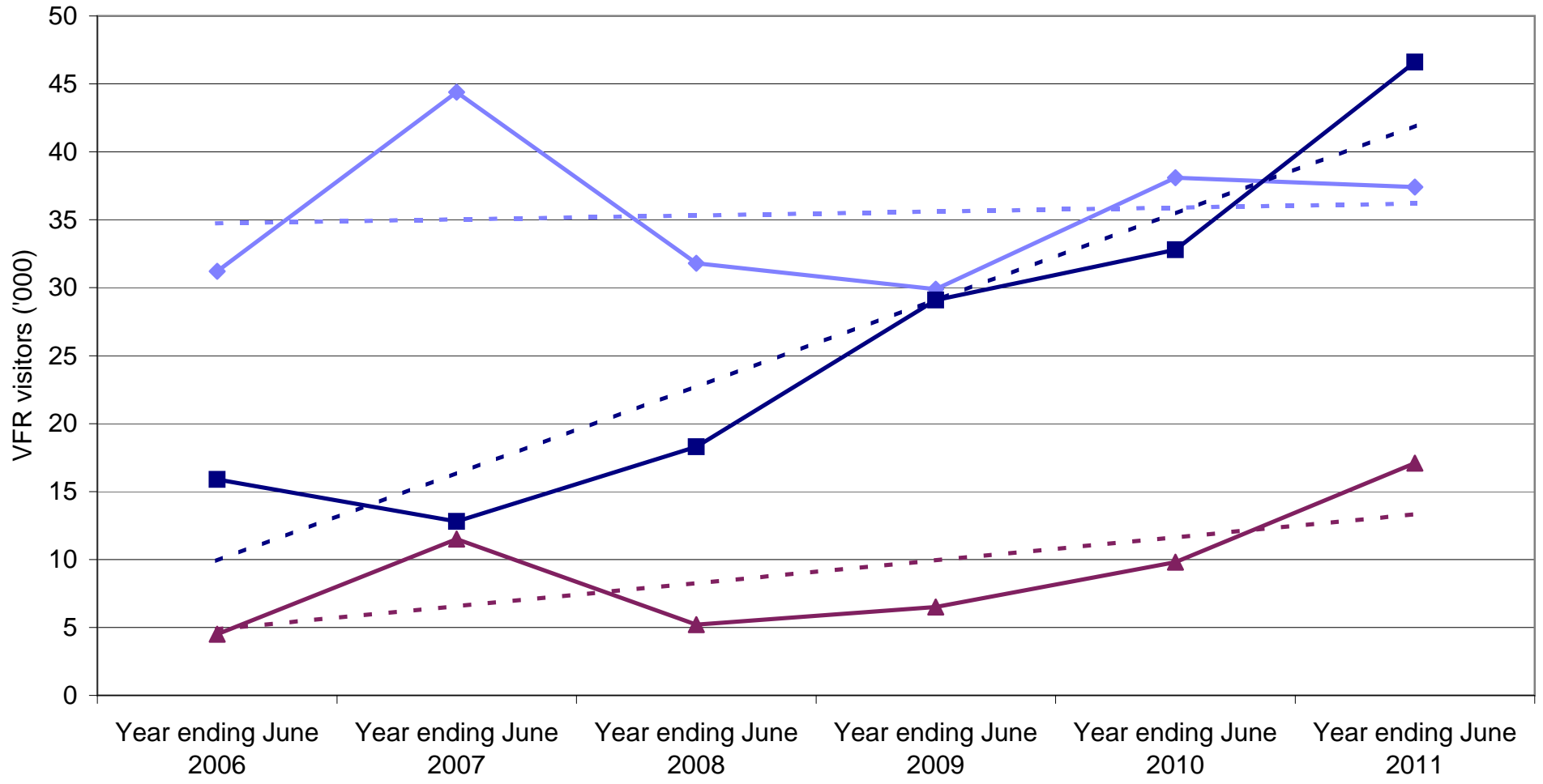


Legend: New South Wales (solid blue line with diamond), Victoria (solid dark blue line with square), Queensland (solid maroon line with triangle), Linear (New South Wales) (dashed blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line)

State market share of Chinese holiday nights to Australia

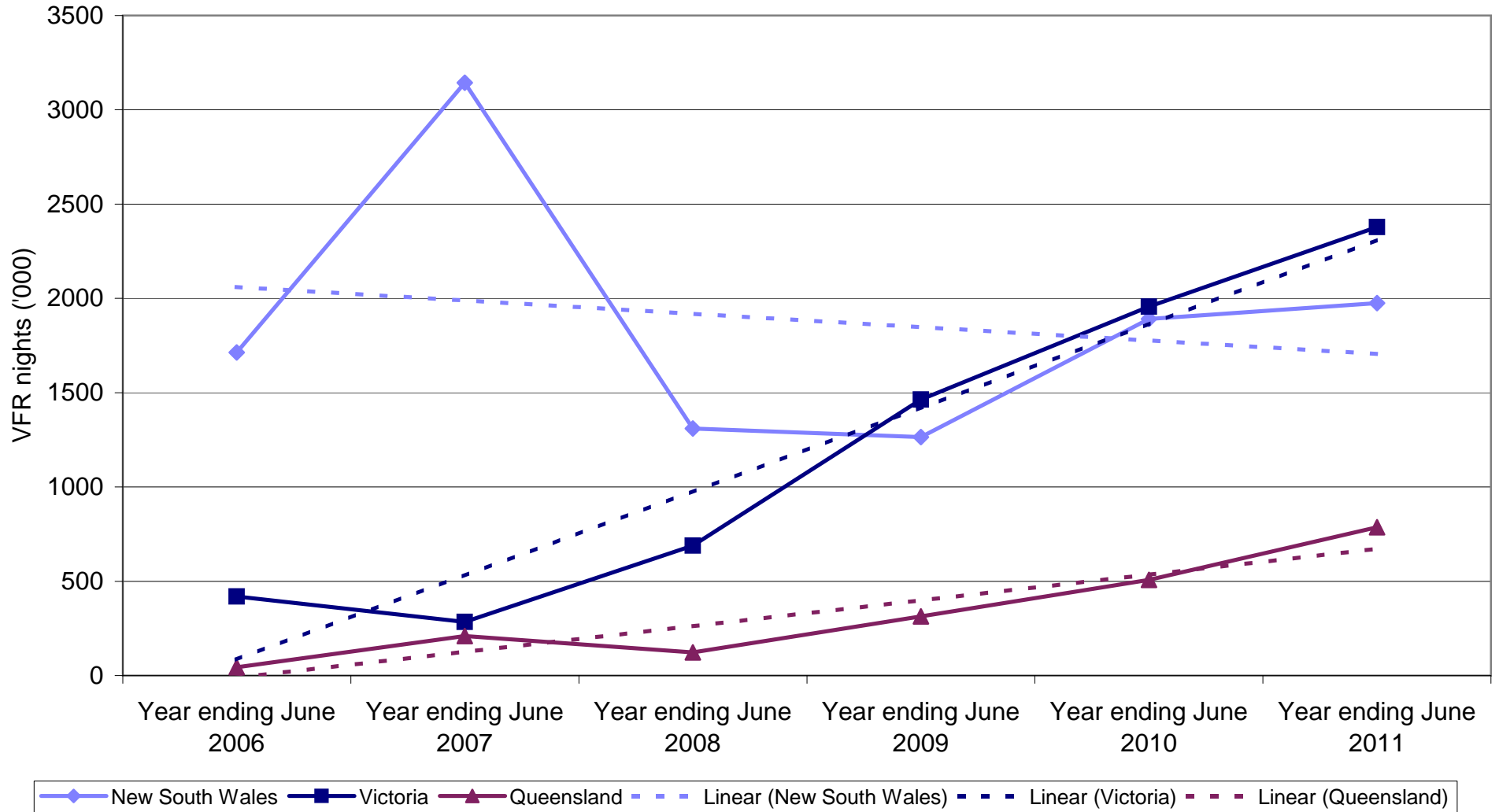


Chinese VFR visitors by State visited

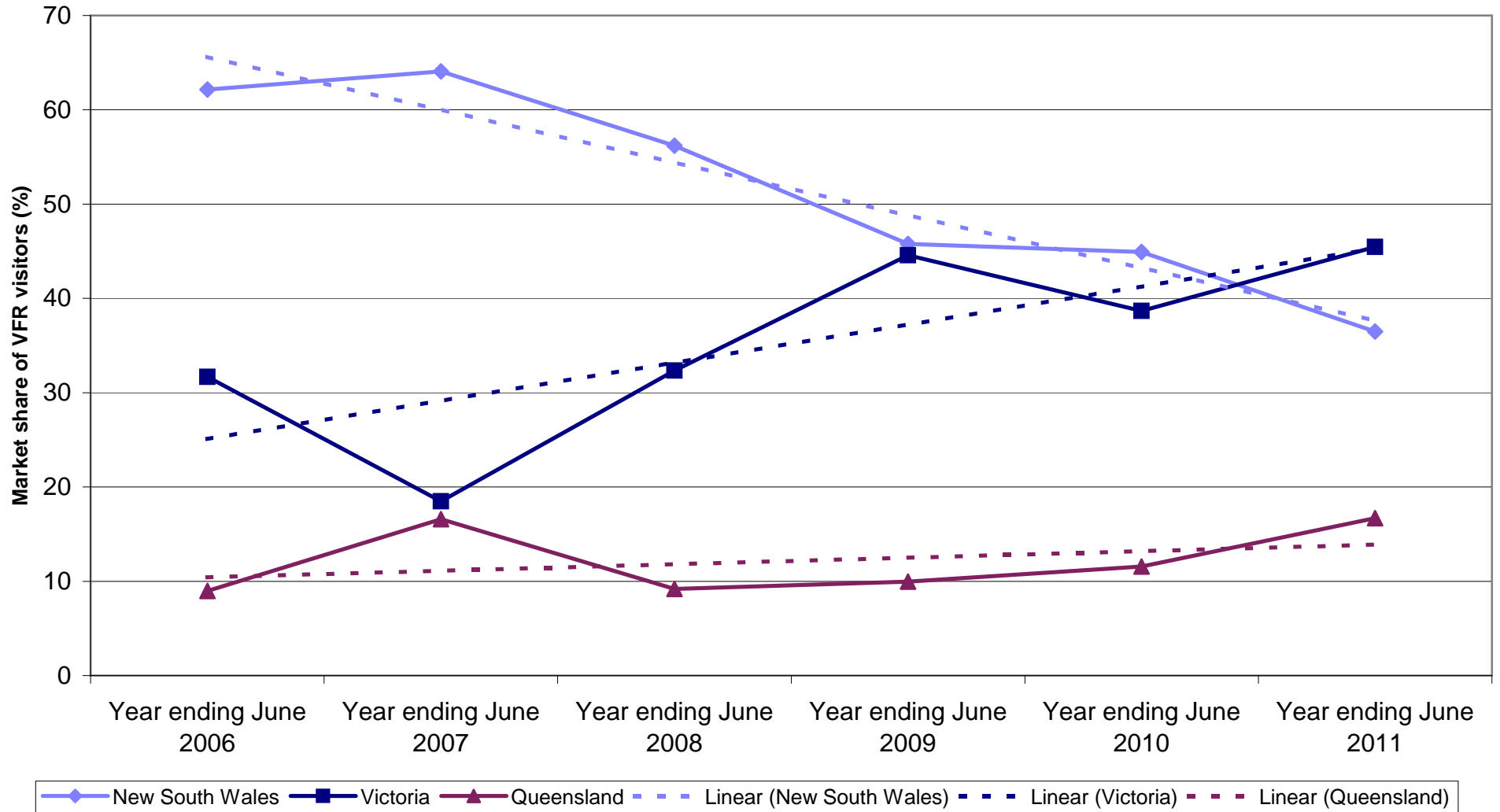


Legend: New South Wales (solid blue line with diamond markers), Victoria (solid dark blue line with square markers), Queensland (solid maroon line with triangle markers), Linear (New South Wales) (dashed light blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line).

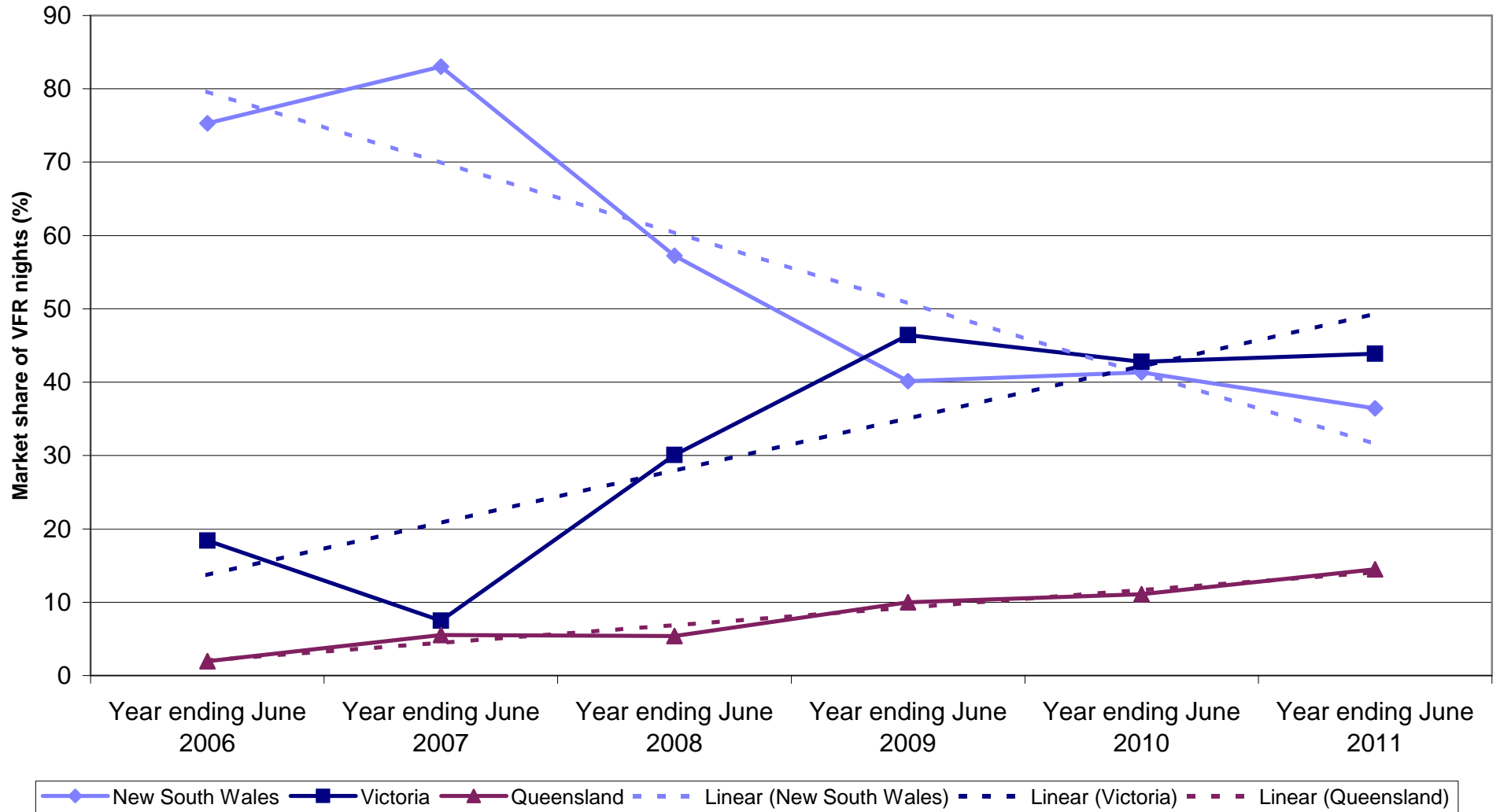
Chinese VFR nights by State visited



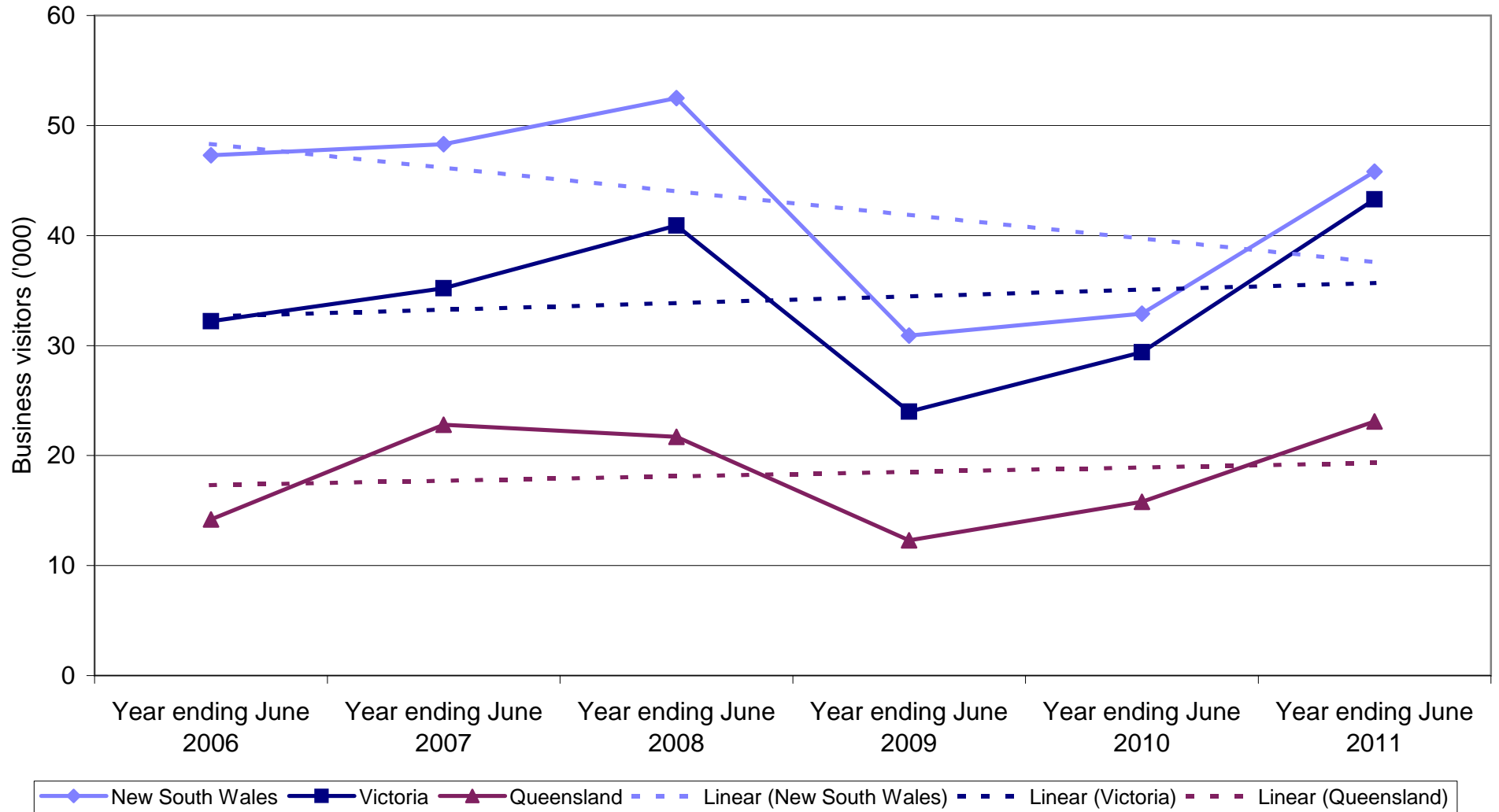
State market share of Chinese VFR visitors to Australia



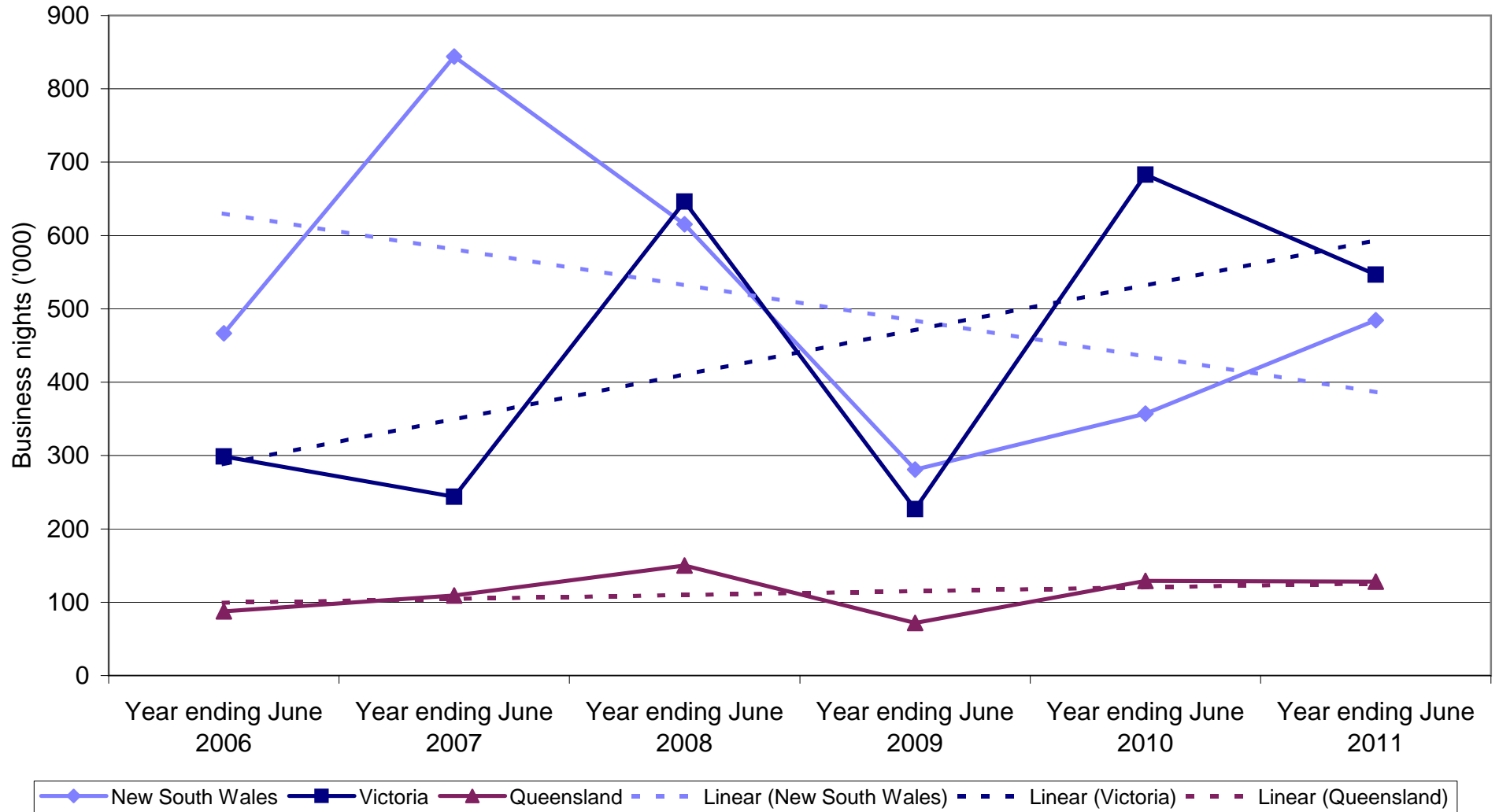
State market share of Chinese VFR nights to Australia



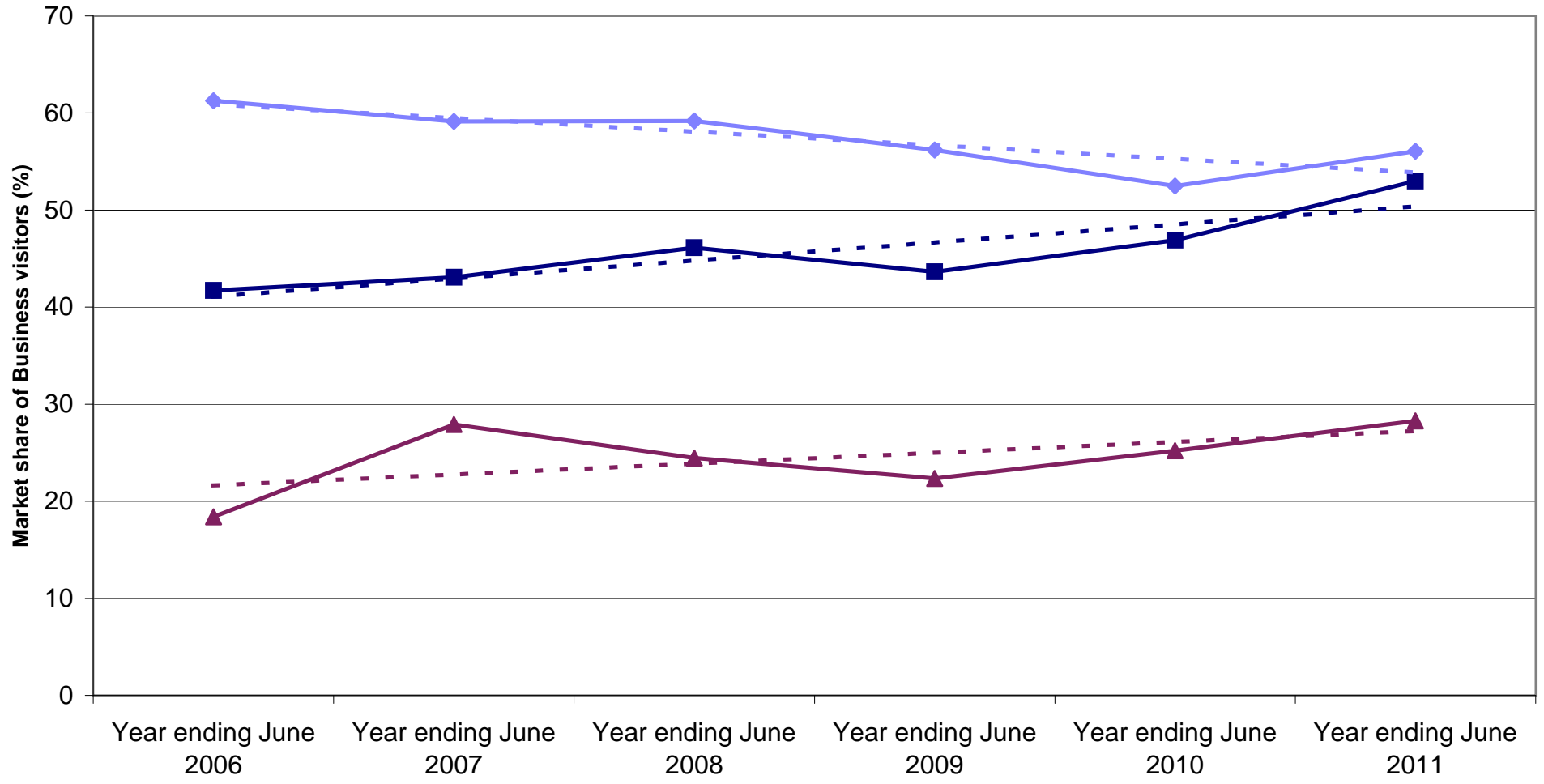
Chinese Business visitors by State visited



Chinese Business nights by State visited

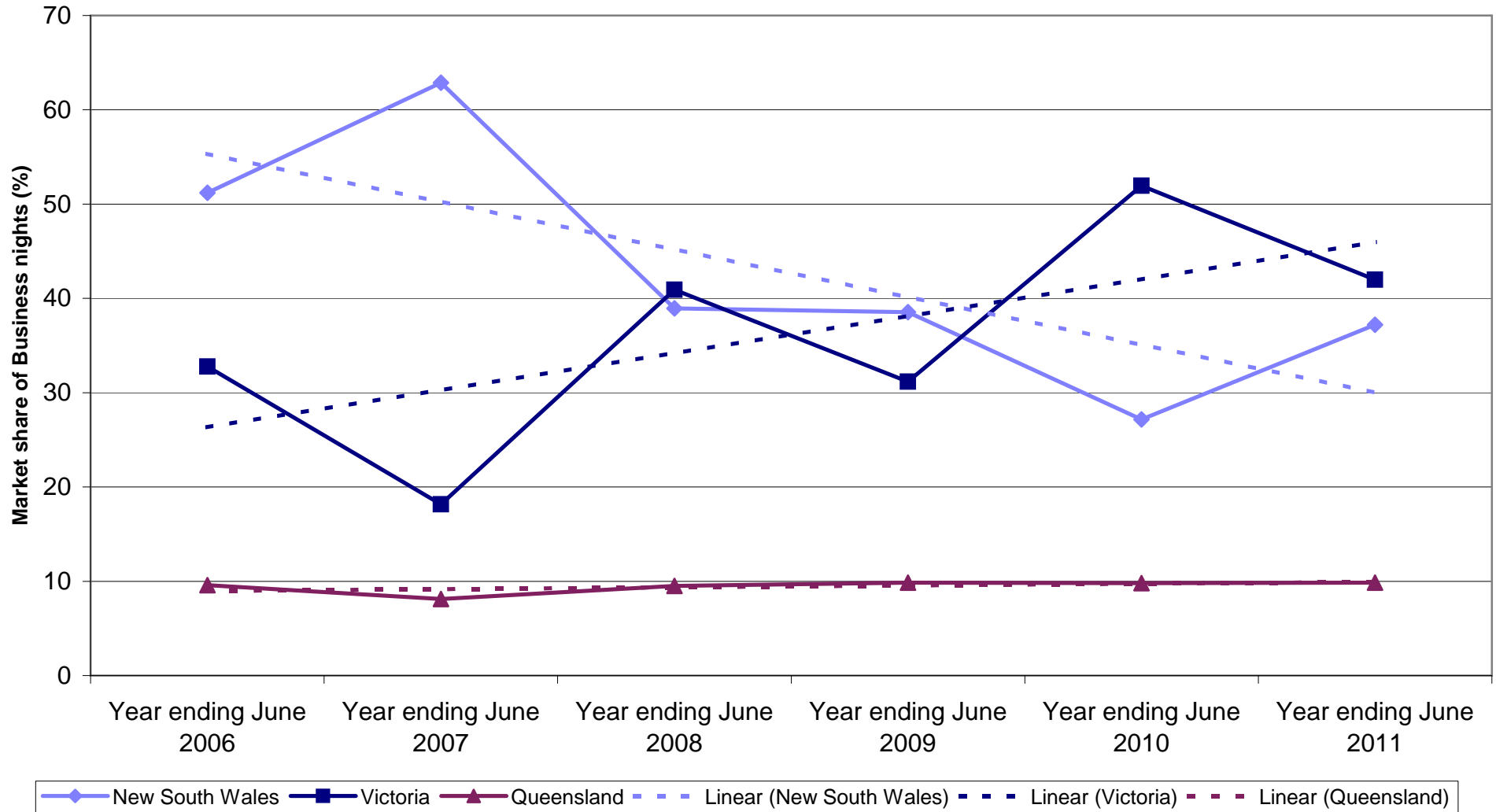


State market share of Chinese Business visitors to Australia

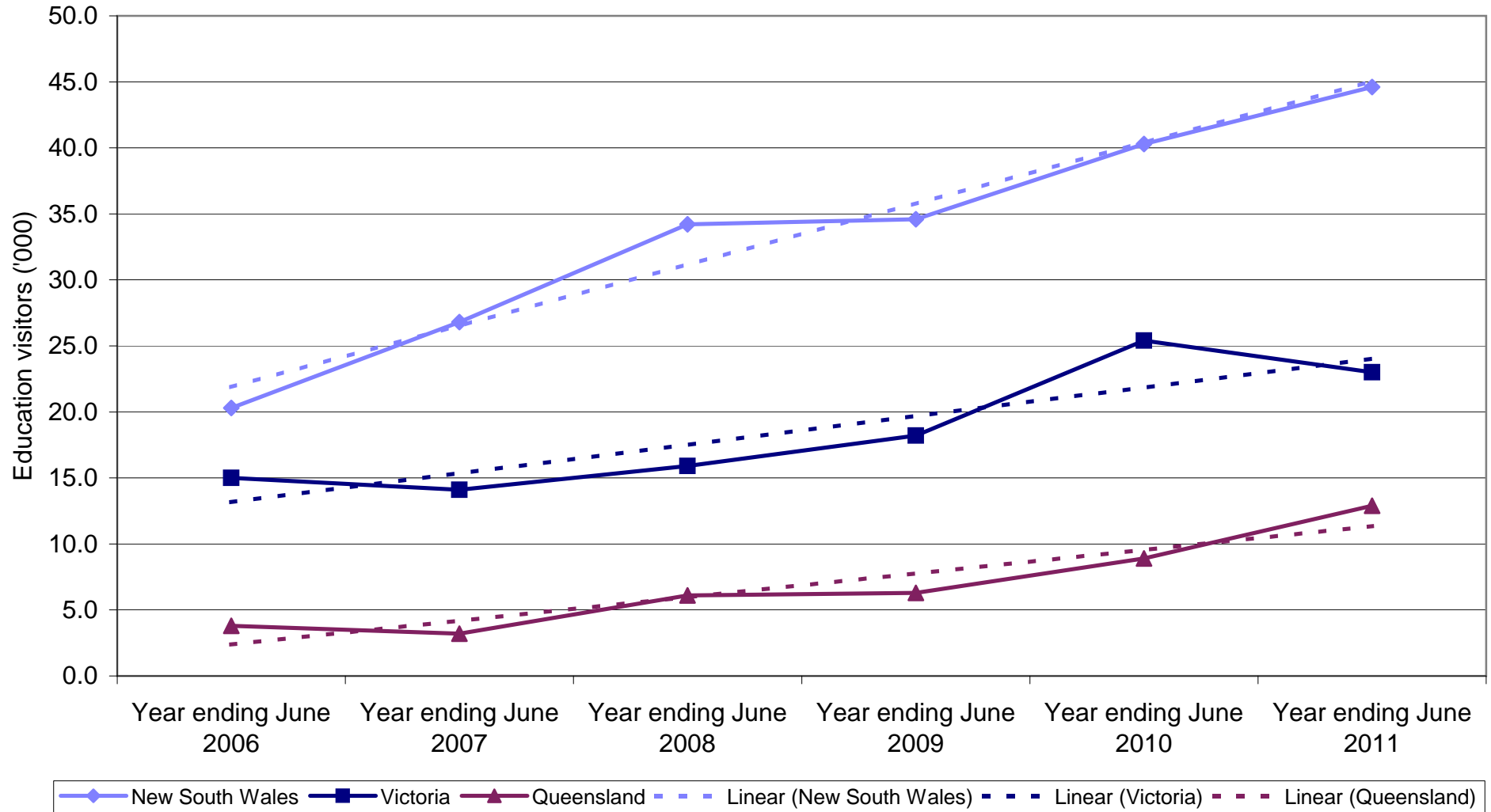


◆ New South Wales
 ■ Victoria
 ▲ Queensland
 - - - Linear (New South Wales)
 - - - Linear (Victoria)
 - - - Linear (Queensland)

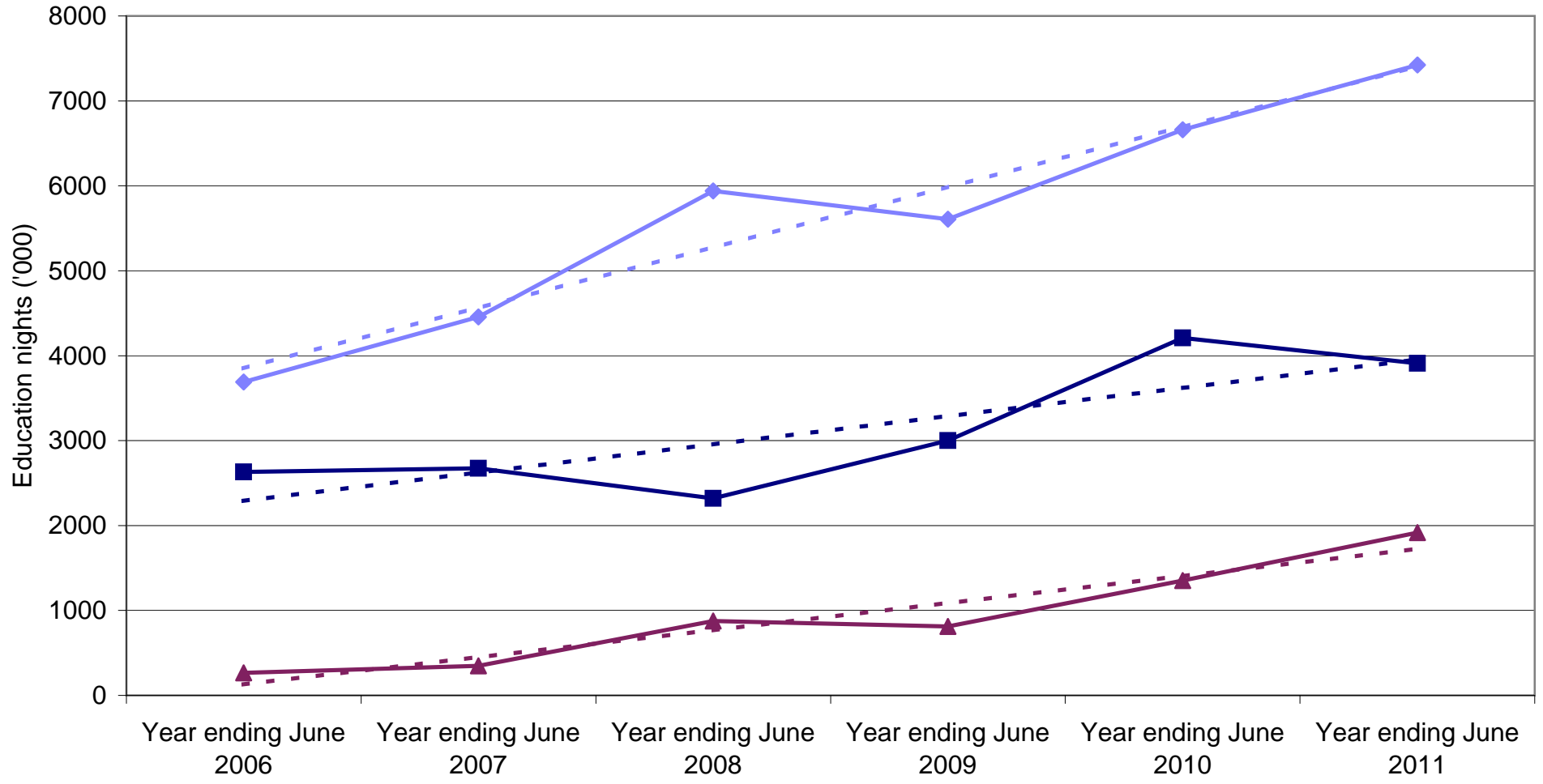
State market share of Chinese Business nights to Australia



Chinese Education visitors by State visited

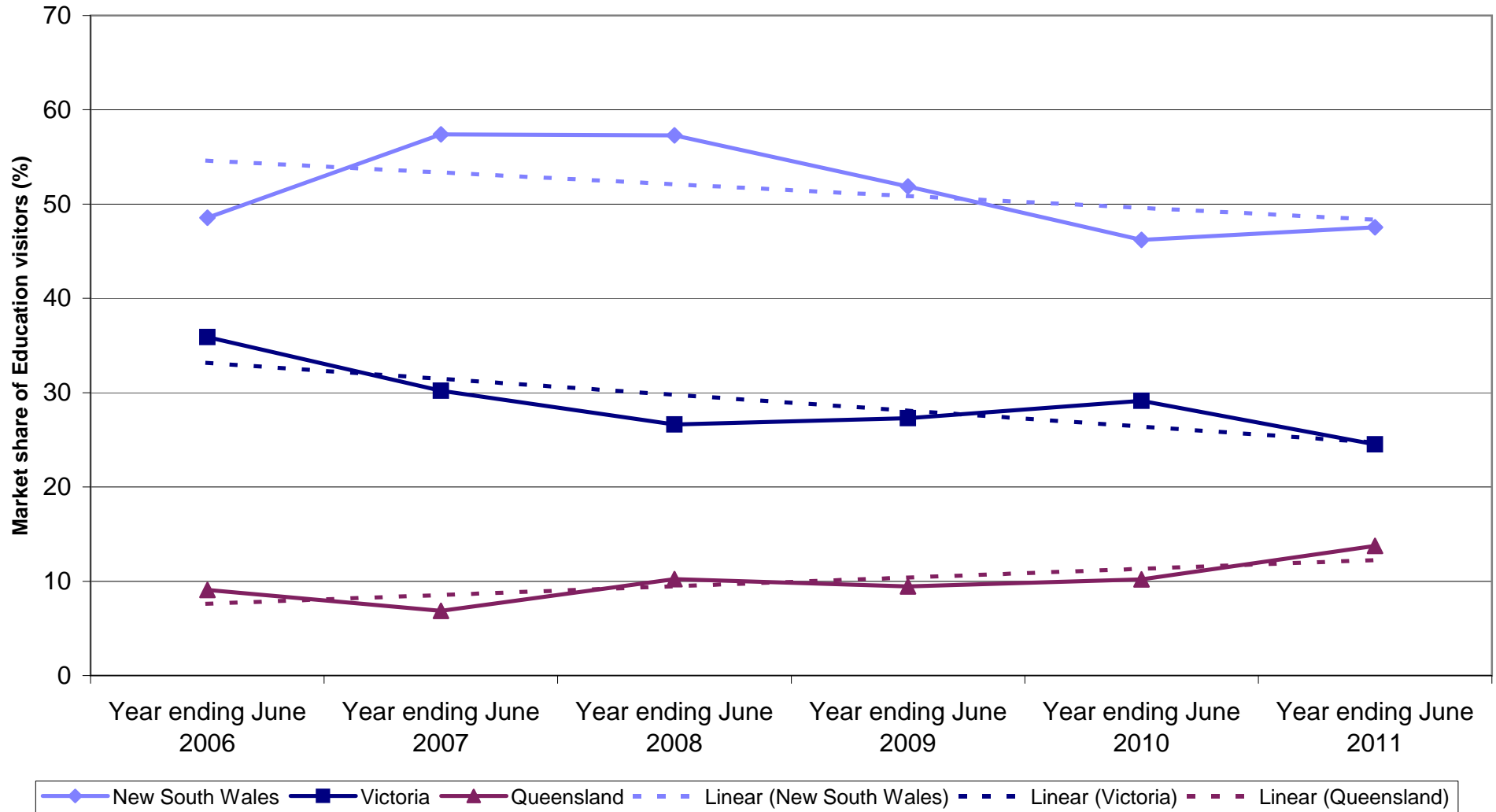


Chinese Education nights by State visited

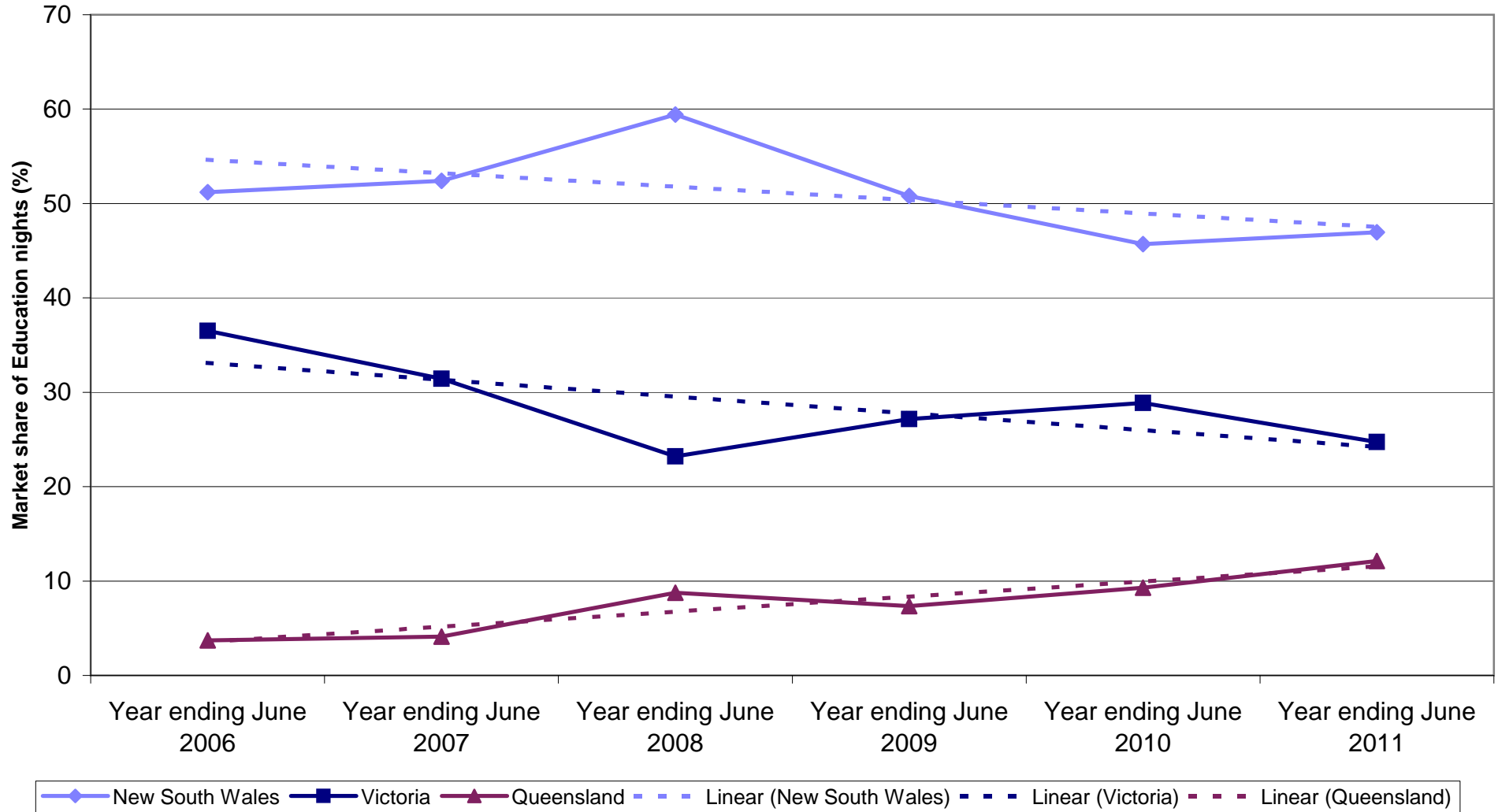


Legend: New South Wales (solid blue line with diamond markers), Victoria (solid dark blue line with square markers), Queensland (solid maroon line with triangle markers), Linear (New South Wales) (dashed light blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line).

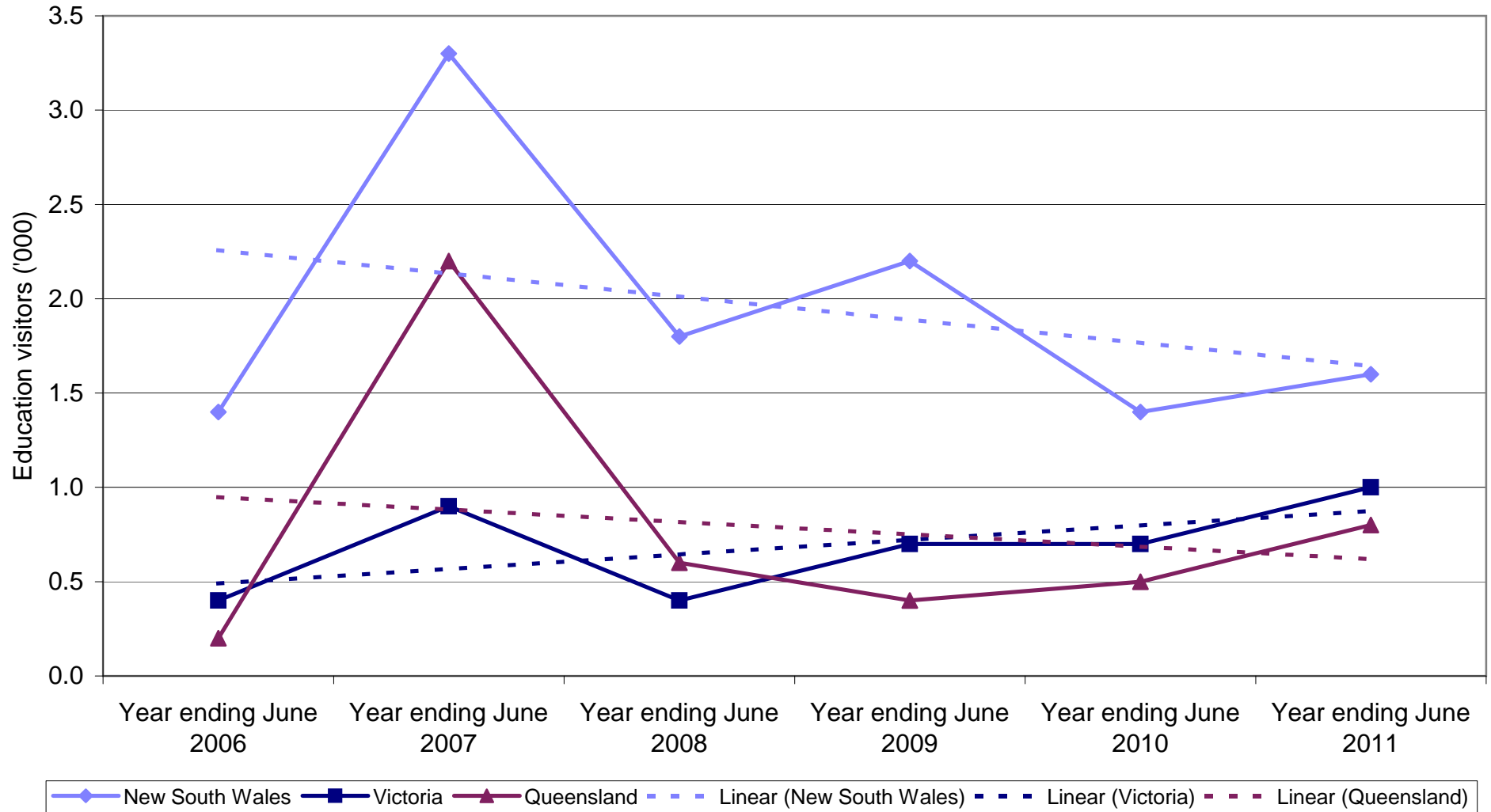
State market share of Chinese Education visitors to Australia



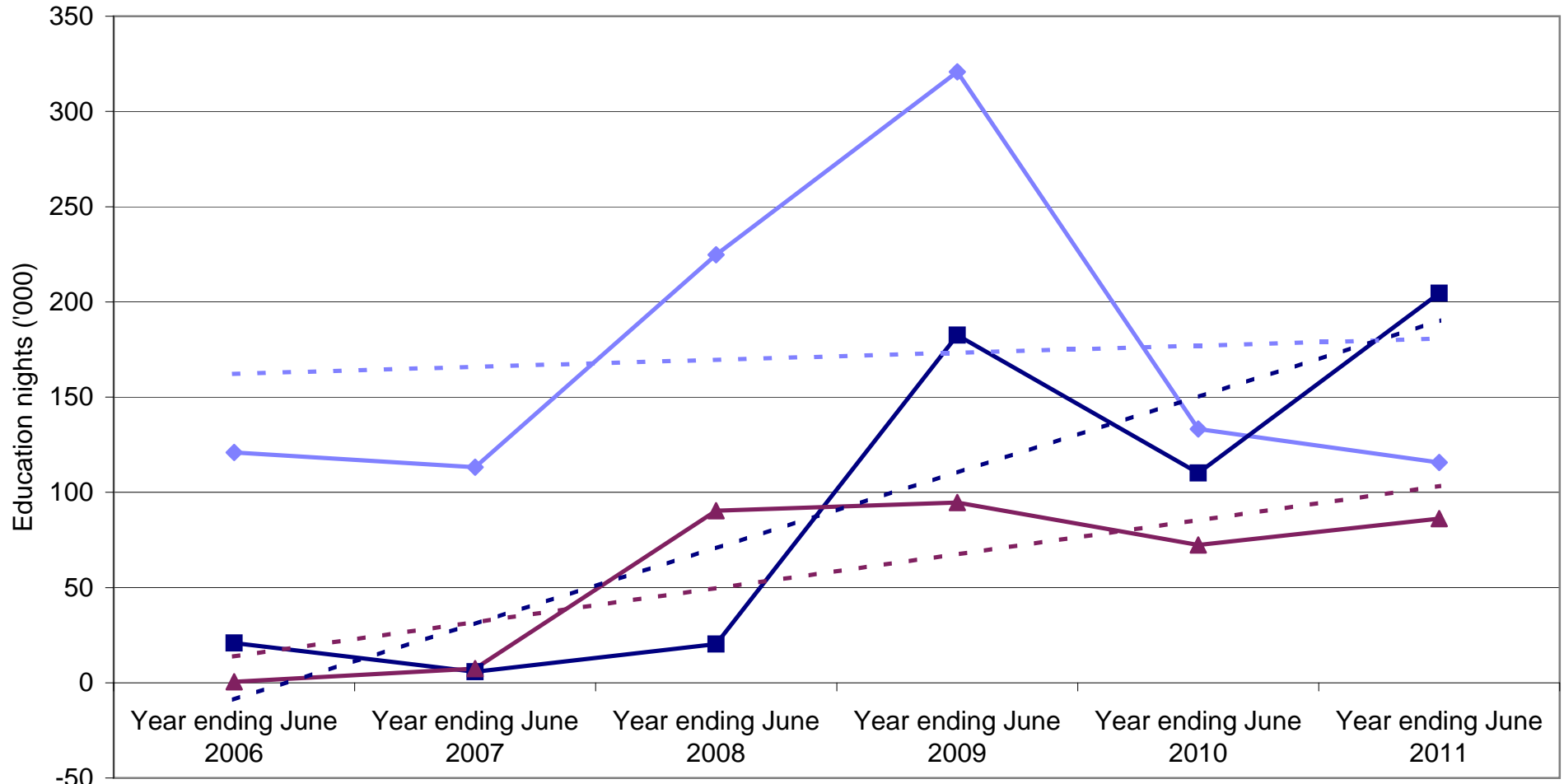
State market share of Chinese Education nights to Australia



Chinese Employment visitors by State visited

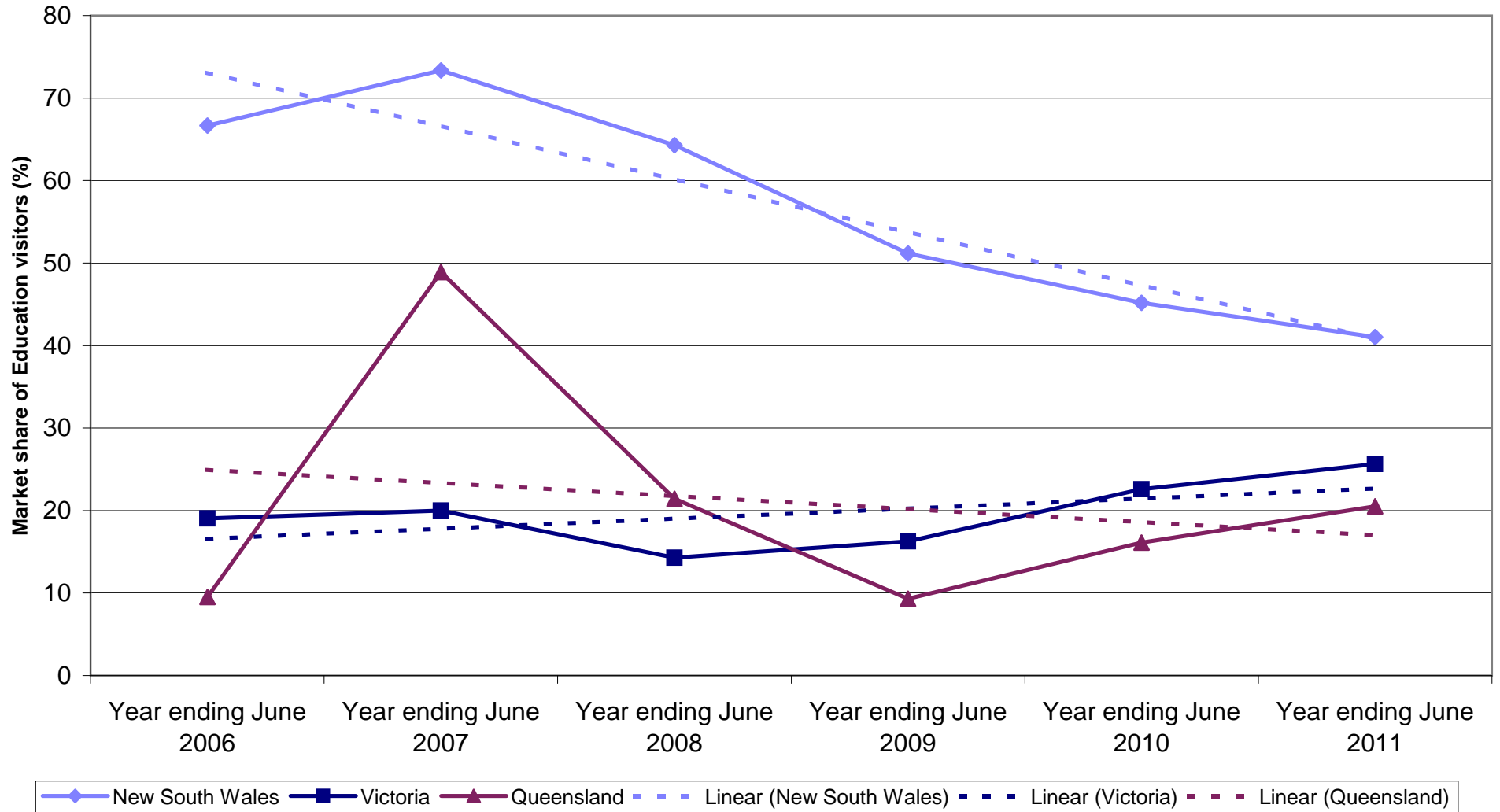


Chinese Employment nights by State visited



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

State market share of Chinese Employment visitors to Australia



State market share of Chinese Employment nights to Australia

