

USA - 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	171	174	175	171	186
	Victoria	68	67	72	62	71	63
	Queensland	126	131	121	115	110	100
	Total	234	247	246	234	252	229

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	72.9	70.6	71.4	73.2	73.7
	Victoria	29.1	27.3	29.3	26.5	28.0	27.5
	Queensland	53.8	53.1	49.3	49.2	43.7	43.6

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	1,123	1,199	1,231	1,235	1,434
	Victoria	410	453	493	414	497	401
	Queensland	877	961	782	897	844	902
	Total	3,143	3,243	3,114	3,098	3,329	3,145

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	35.7	37.0	39.5	39.9	43.1
	Victoria	13.0	14.0	15.8	13.4	14.9	12.8
	Queensland	27.9	29.6	25.1	28.9	25.3	28.7

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	54	54	55	58	63
	Victoria	36	29	34	35	36	33
	Queensland	25	26	23	28	28	25
	Total	125	116	119	134	135	128

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	43.2	46.8	46.2	43.7	46.9
	Victoria	28.3	25.4	28.4	26.3	26.4	25.9
	Queensland	20.0	22.3	19.2	21.0	20.4	19.9

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	666	806	655	795	878
	Victoria	514	474	501	507	569	536
	Queensland	271	370	295	361	431	376
	Total	1,931	2,092	1,893	2,119	2,422	2,297

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	34.5	38.5	34.6	37.5	36.2
	Victoria	26.6	22.7	26.5	23.9	23.5	23.3
	Queensland	14.0	17.7	15.6	17.0	17.8	16.4

Source: International Visitor Survey.

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

USA - 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	53	58	61	51	62	62
	Victoria	30	34	35	25	30	34
	Queensland	17	25	25	19	24	24
	Total	100	112	115	100	112	117

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	53.0	51.5	53.0	50.9	55.3	53.3
	Victoria	30.3	30.7	30.6	25.1	26.3	29.4
	Queensland	16.8	22.0	21.6	19.3	21.5	20.2

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	386	452	473	398	498	574
	Victoria	236	330	317	254	325	317
	Queensland	144	149	313	139	228	166
	Total	1,143	1,234	1,419	1,065	1,333	1,474

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	33.8	36.7	33.3	37.3	37.3	39.0
	Victoria	20.7	26.7	22.3	23.8	24.3	21.5
	Queensland	12.6	12.1	22.1	13.1	17.1	11.2

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	17.0	16.1	19.9	14.7	16.5	16.3
	Victoria	6.6	3.8	4.9	5.4	6.0	4.6
	Queensland	10.1	9.8	8.7	10.6	7.8	9.4
	Total	33.1	31.3	32.7	30.3	29.6	31.1

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	51.4	51.4	60.9	48.5	55.7	52.4
	Victoria	19.9	12.1	15.0	17.8	20.3	14.8
	Queensland	30.5	31.3	26.6	35.0	26.4	30.2

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	1,381	968	1,239	971	965	1,038
	Victoria	401	342	390	256	408	253
	Queensland	439	651	361	557	493	403
	Total	2,979	2,510	2,399	2,062	2,182	2,139

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	46.4	38.6	51.7	47.1	44.2	48.5
	Victoria	13.4	13.6	16.3	12.4	18.7	11.8
	Queensland	14.7	25.9	15.0	27.0	22.6	18.9

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	3.3	3.7	5.5	5.1	3.6	4.1
	Victoria	1.4	2.5	1.5	1.6	1.7	1.2
	Queensland	1.1	1.4	1.6	2.5	1.2	1.5
	Total	7.3	8.3	10.6	12.4	9.8	8.7

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	45.2	44.6	51.9	41.1	36.7	47.1
	Victoria	19.2	30.1	14.2	12.9	17.3	13.8
	Queensland	15.1	16.9	15.1	20.2	12.2	17.2



USA - 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	258	130	318	206	113	281
	Victoria	116	142	102	144	79	72
	Queensland	56	37	66	134	125	56
	Total	592	486	628	705	694	589

		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	43.6	26.8	50.6	29.2	16.2	47.7
	Victoria	19.6	29.1	16.2	20.5	11.4	12.2
	Queensland	9.5	7.7	10.5	19.0	18.0	9.4

		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	287.9	287.9	292.9	286.5	318.7	289.7
	Victoria	133.6	127.4	136.6	120.3	130.6	128.2
	Queensland	166.5	177.5	167.2	156.9	153.6	151.1
	Total	419.4	427.1	426.6	424.6	459.3	434.6

		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
Market share of total visitors (per cent)	State visited						
	New South Wales	68.6	67.4	68.7	67.5	69.4	66.7
	Victoria	31.9	29.8	32.0	28.3	28.4	29.5
	Queensland	39.7	41.6	39.2	37.0	33.4	34.8

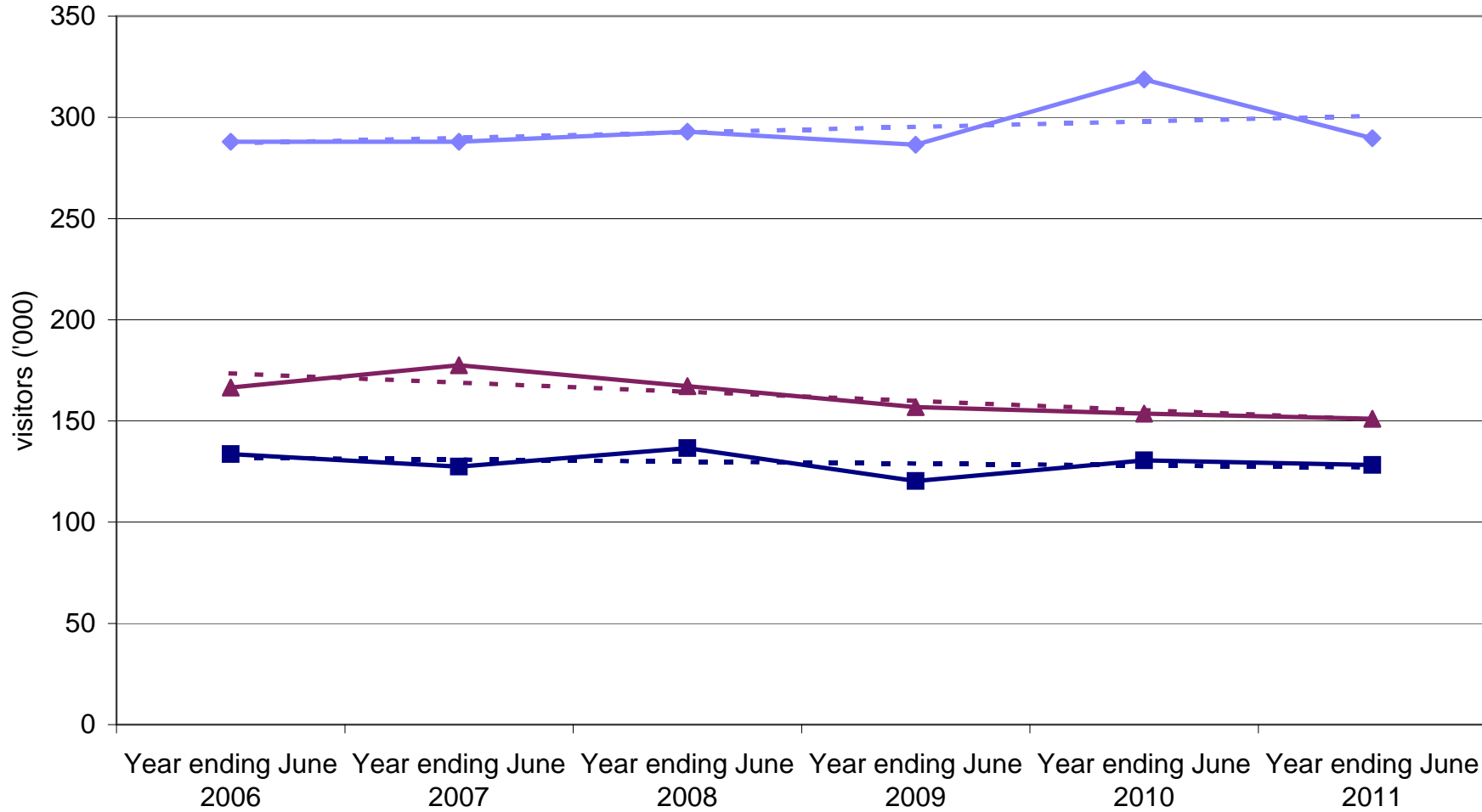
		Year ending June 2006	Year ending June 2007	Year ending June 2008	Year ending June 2009	Year ending June 2010	Year ending June 2011
Total visitor nights (’000)	State visited						
	New South Wales	3,870	3,638	3,932	3,682	3,914	3,983
	Victoria	1,687	1,746	1,813	1,585	1,886	1,584
	Queensland	1,820	2,173	1,825	2,119	2,162	1,934
	Total	9,941	9,704	9,563	9,253	10,125	9,774

		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	38.9	37.5	41.1	39.8	38.7	40.7
	Victoria	17.0	18.0	19.0	17.1	18.6	16.2
	Queensland	18.3	22.4	19.1	22.9	21.4	19.8

Source: International Visitor Survey.

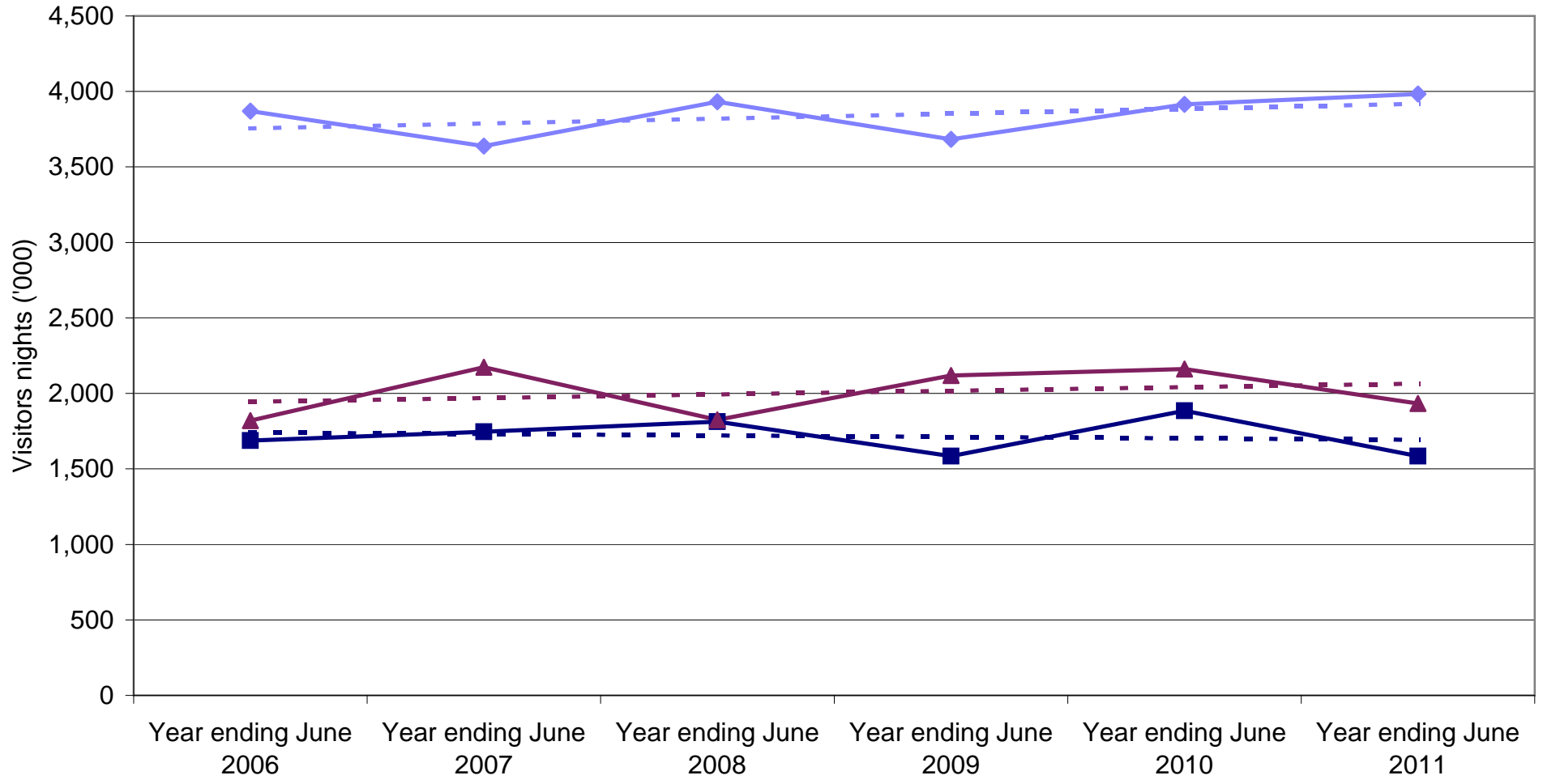
Base: All visitors aged 15 years and over travel grid completed.

USA visitors by State visited



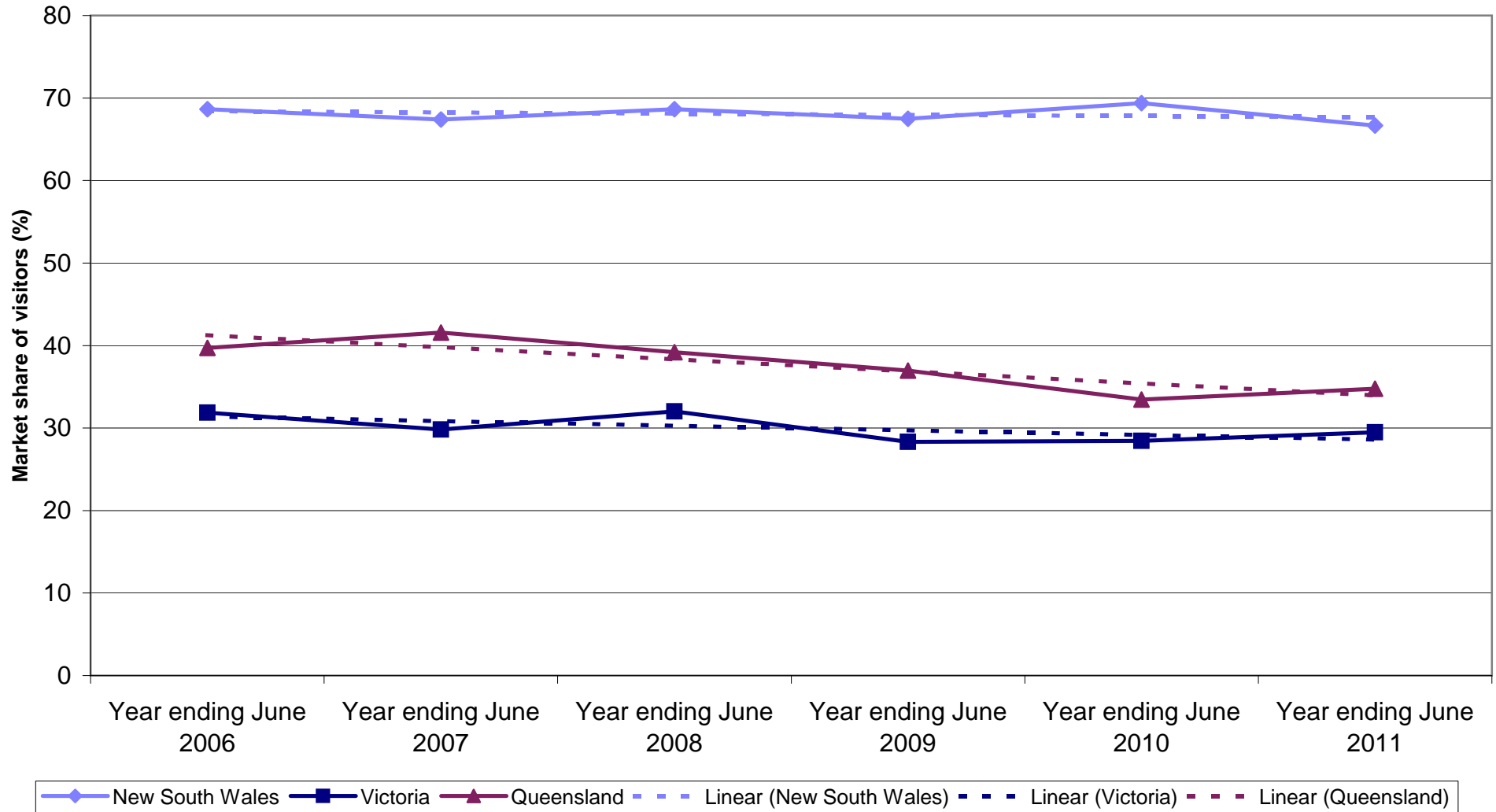
Legend: New South Wales (solid blue line with diamonds), Victoria (solid dark blue line with squares), Queensland (solid maroon line with triangles), Linear (New South Wales) (dashed light blue line), Linear (Victoria) (dashed dark blue line), Linear (Queensland) (dashed maroon line).

USA nights by State visited

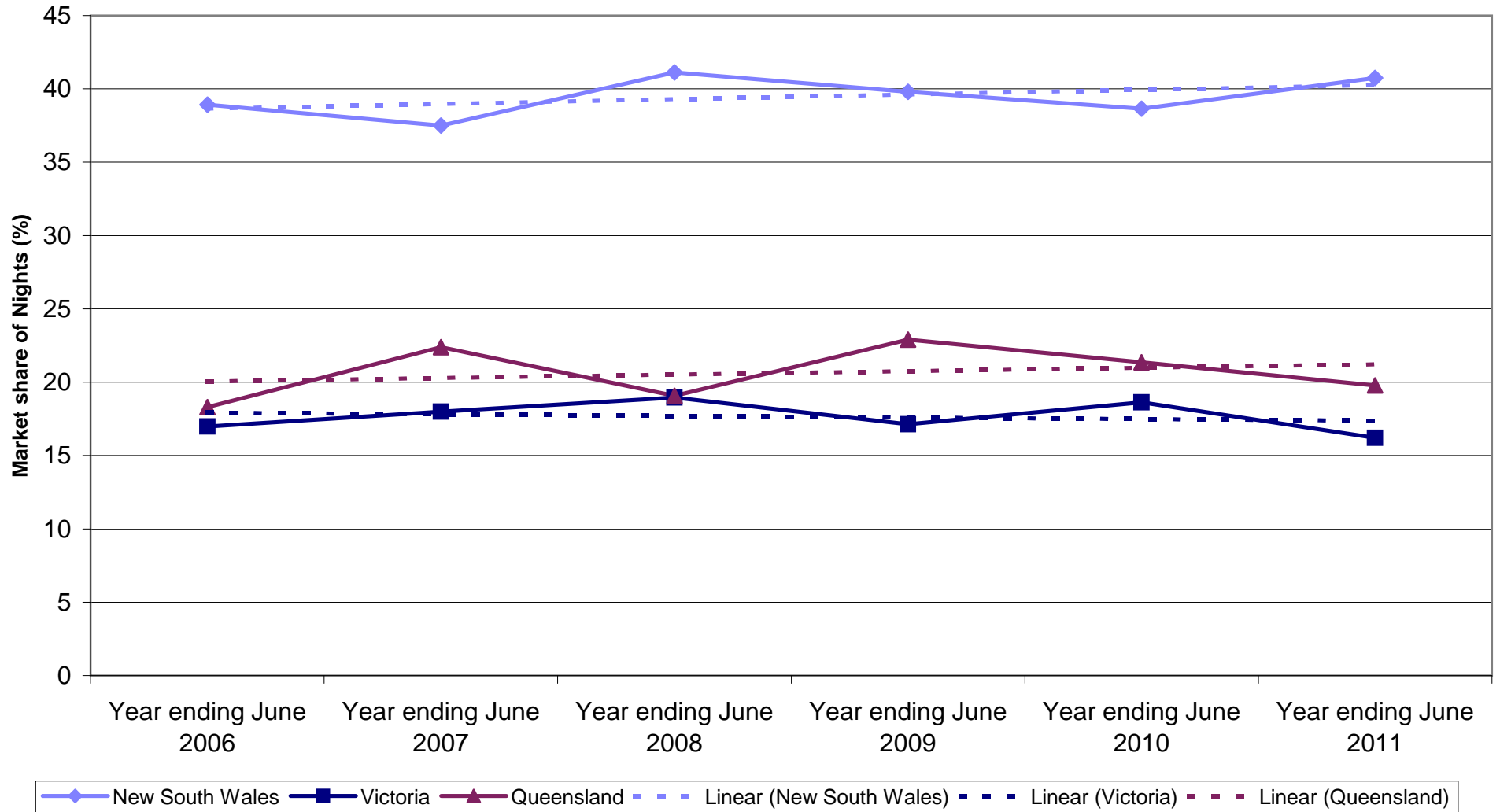


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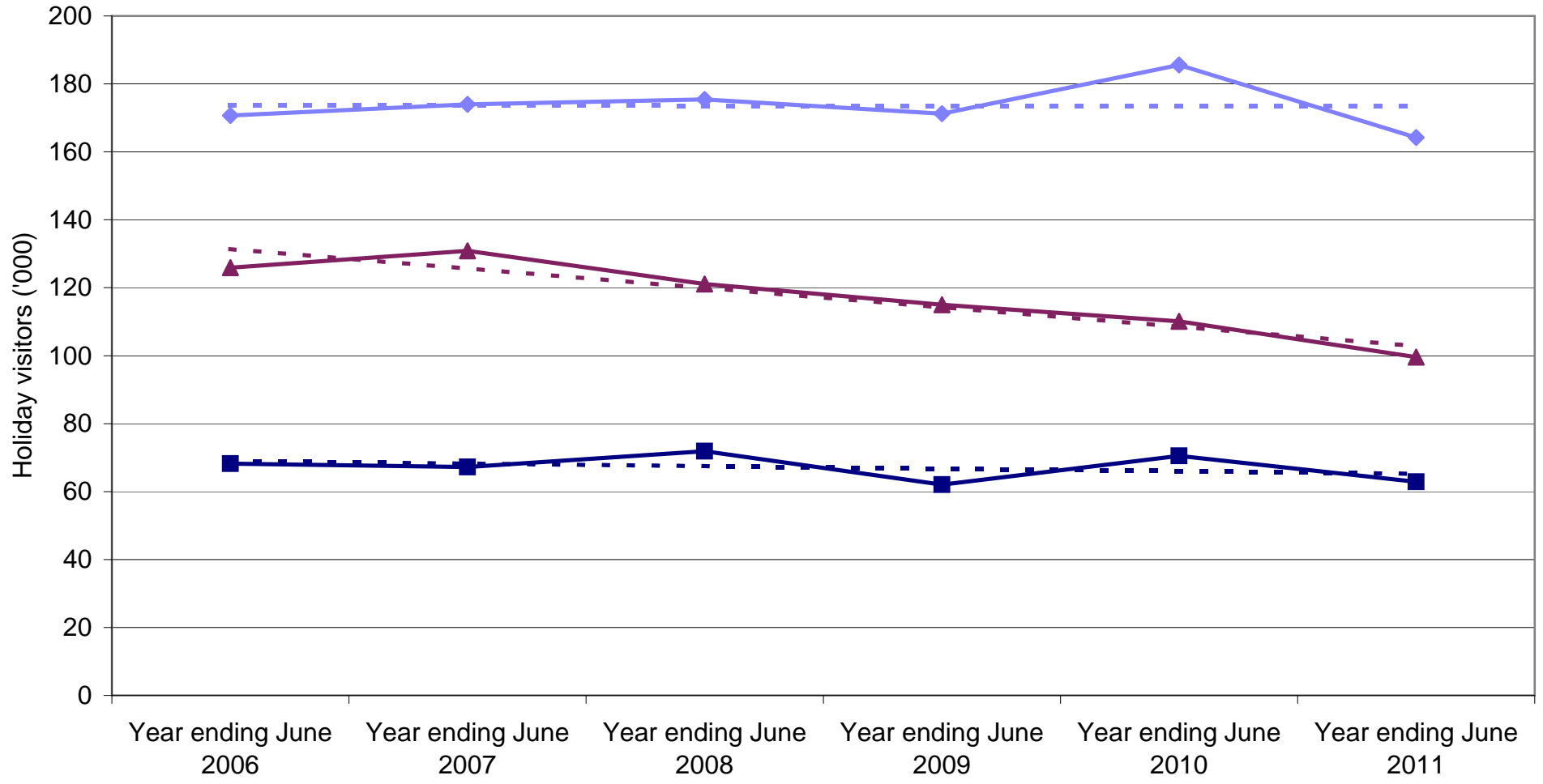
State market share of USA visitors to Australia



State market share of USA nights to Australia

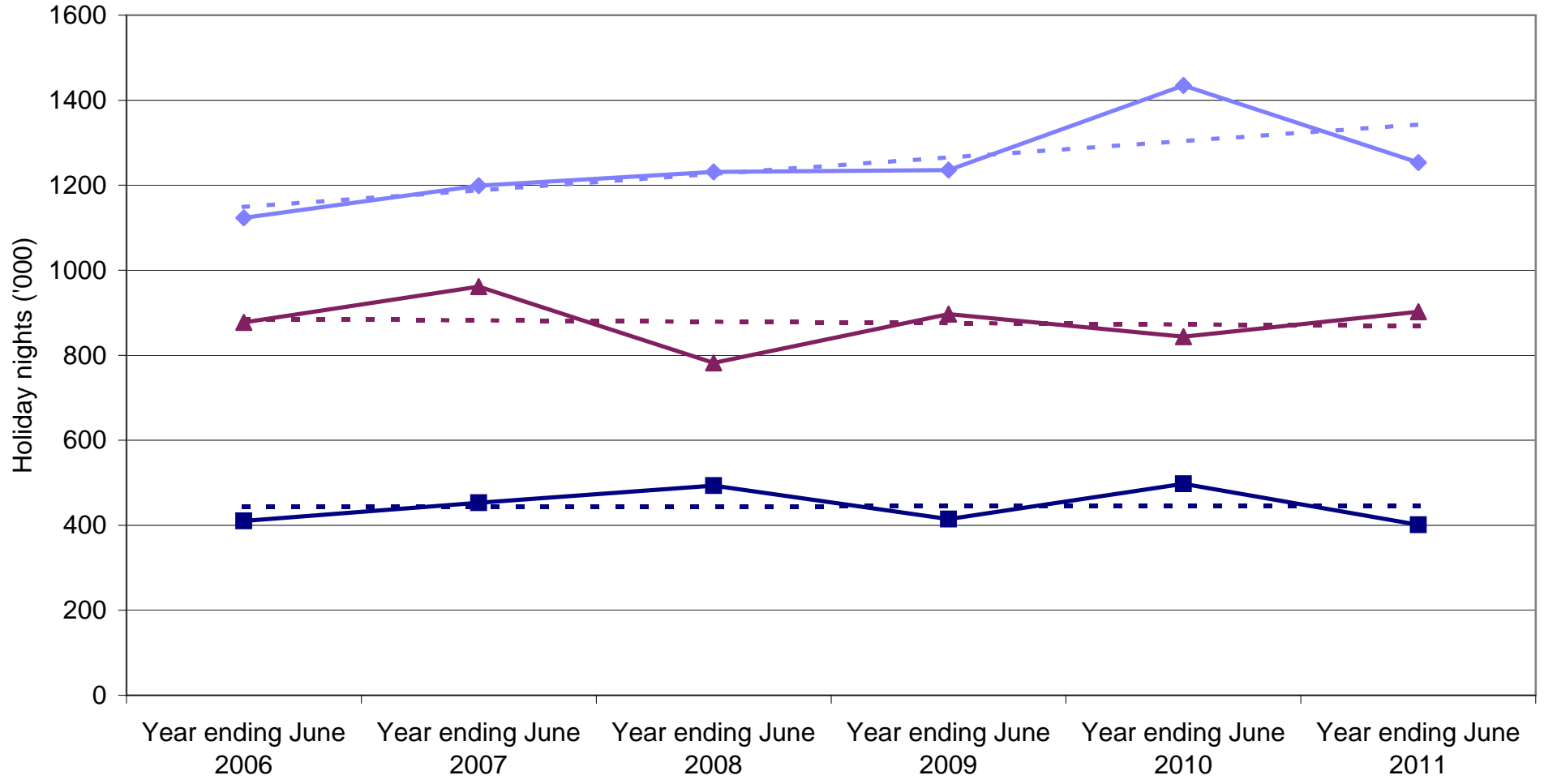


USA holiday visitors by State visited



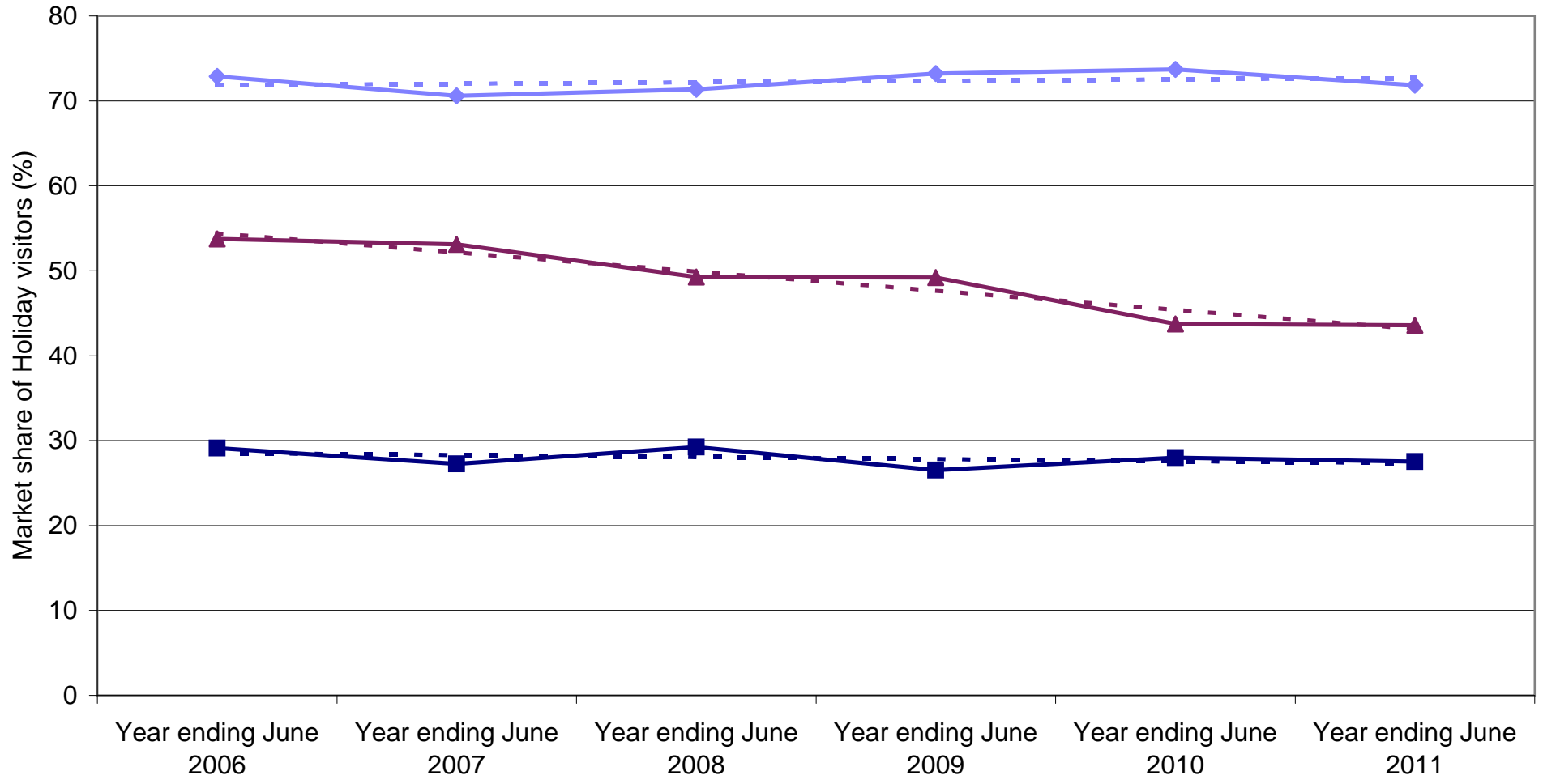
Legend: New South Wales (blue line with diamond), Victoria (dark blue line with square), Queensland (maroon line with triangle), Linear (New South Wales) (dashed blue), Linear (Victoria) (dashed dark blue), Linear (Queensland) (dashed maroon)

USA holiday nights by State visited



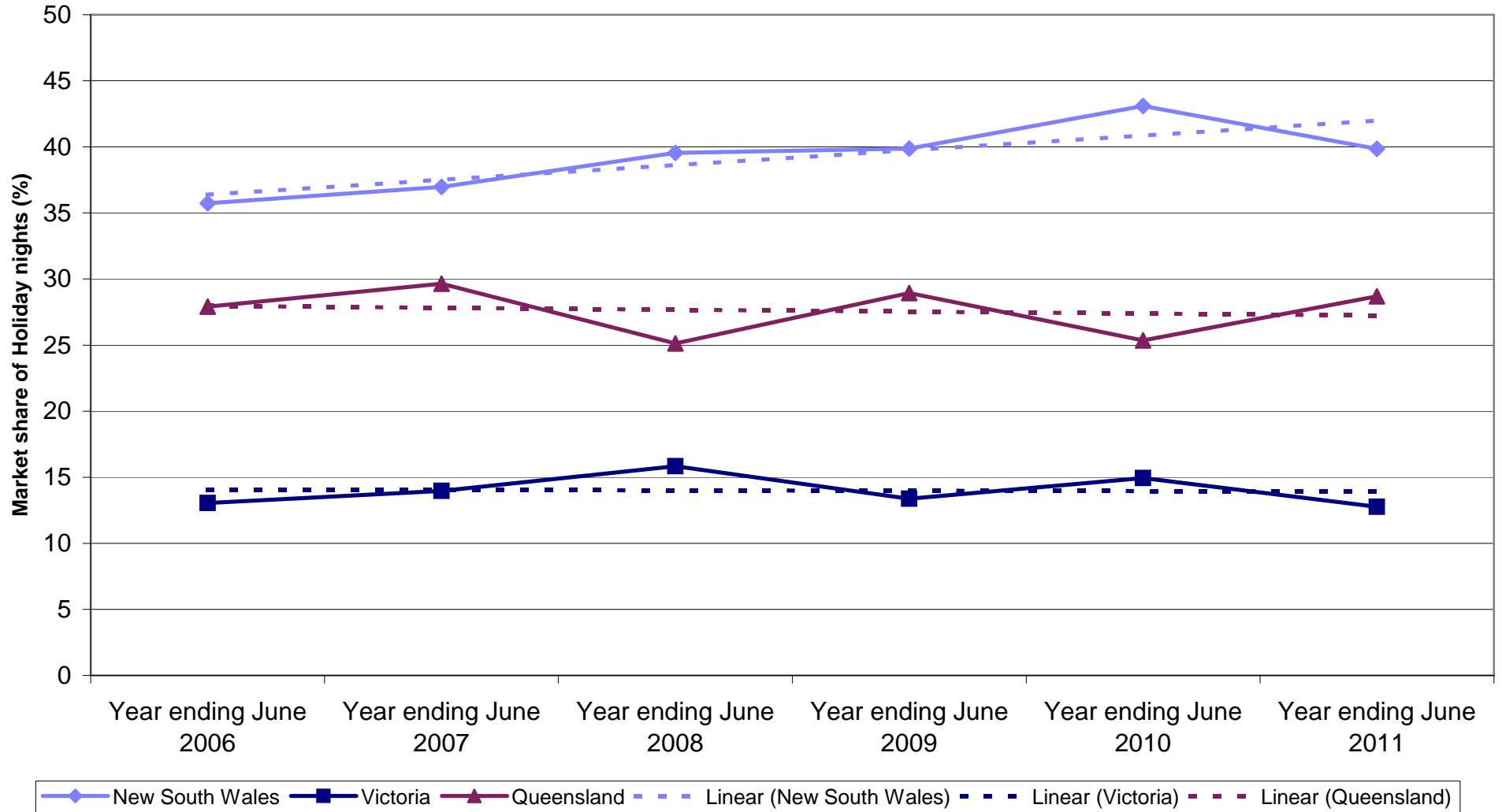
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State market share of USA holiday visitors to Australia

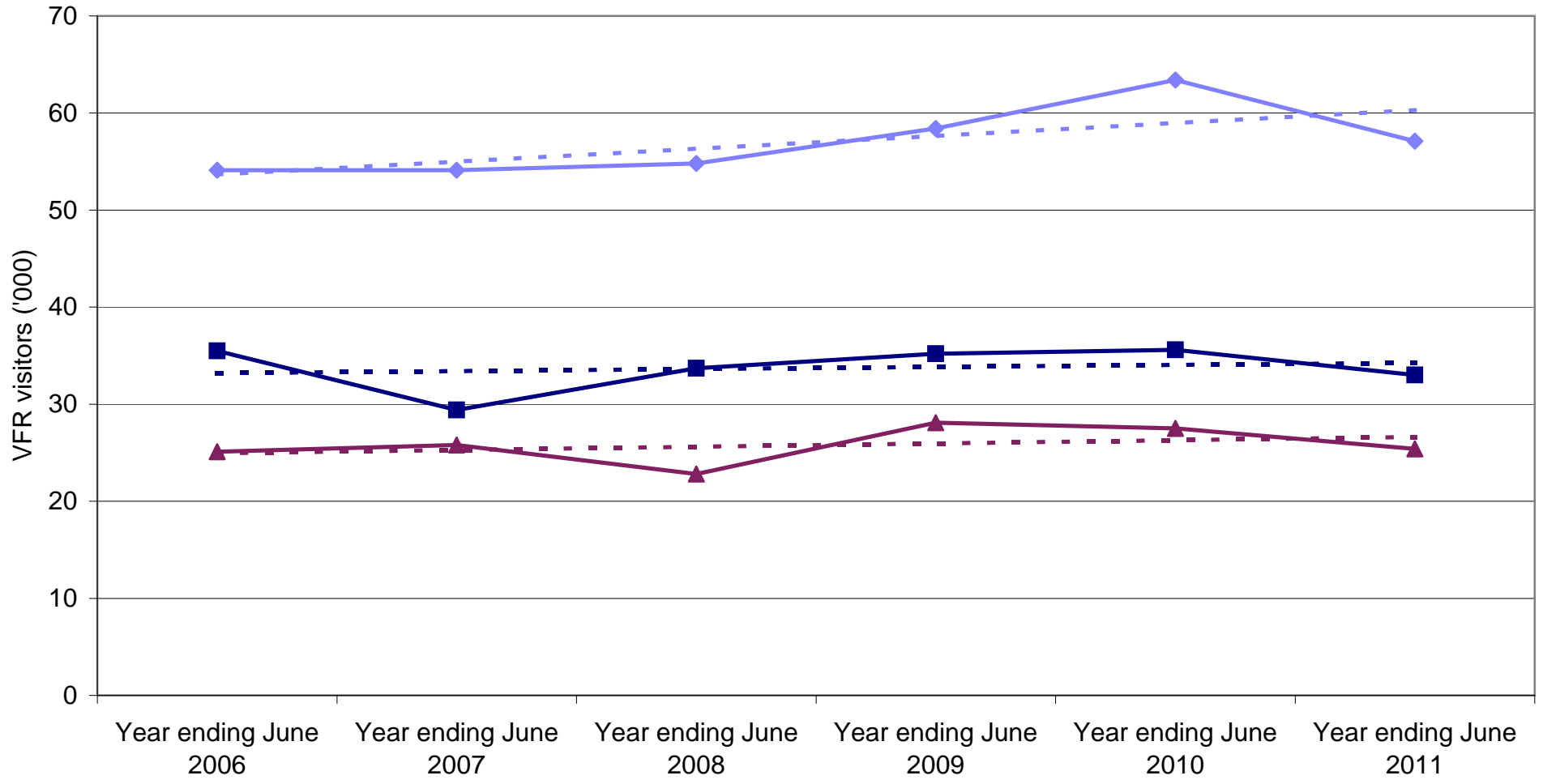


◆ New South Wales
 ■ Victoria
 ▲ Queensland
 - - - Linear (New South Wales)
 - - - Linear (Victoria)
 - - - Linear (Queensland)

State market share of USA holiday nights to Australia

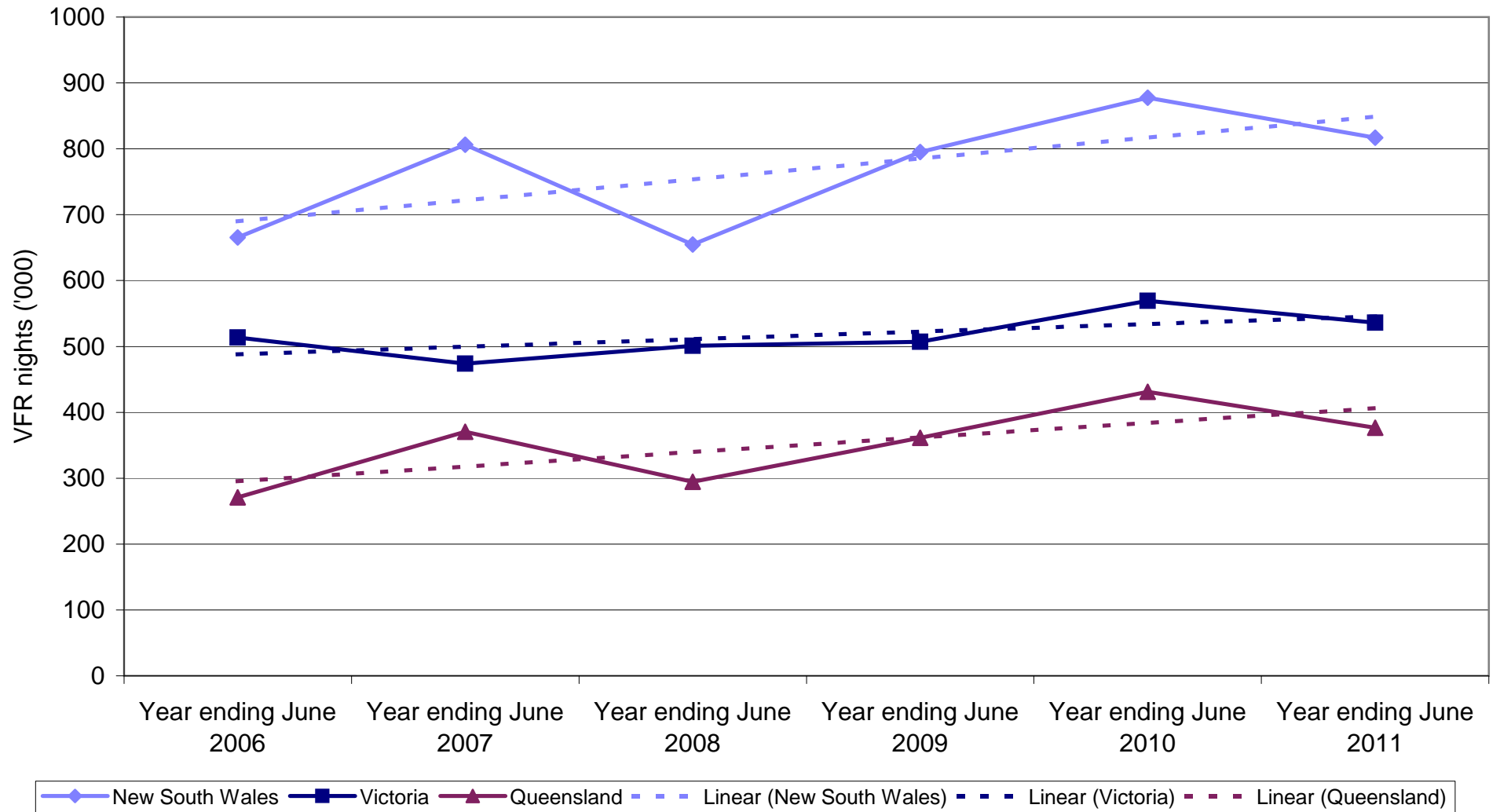


USA VFR visitors by State visited

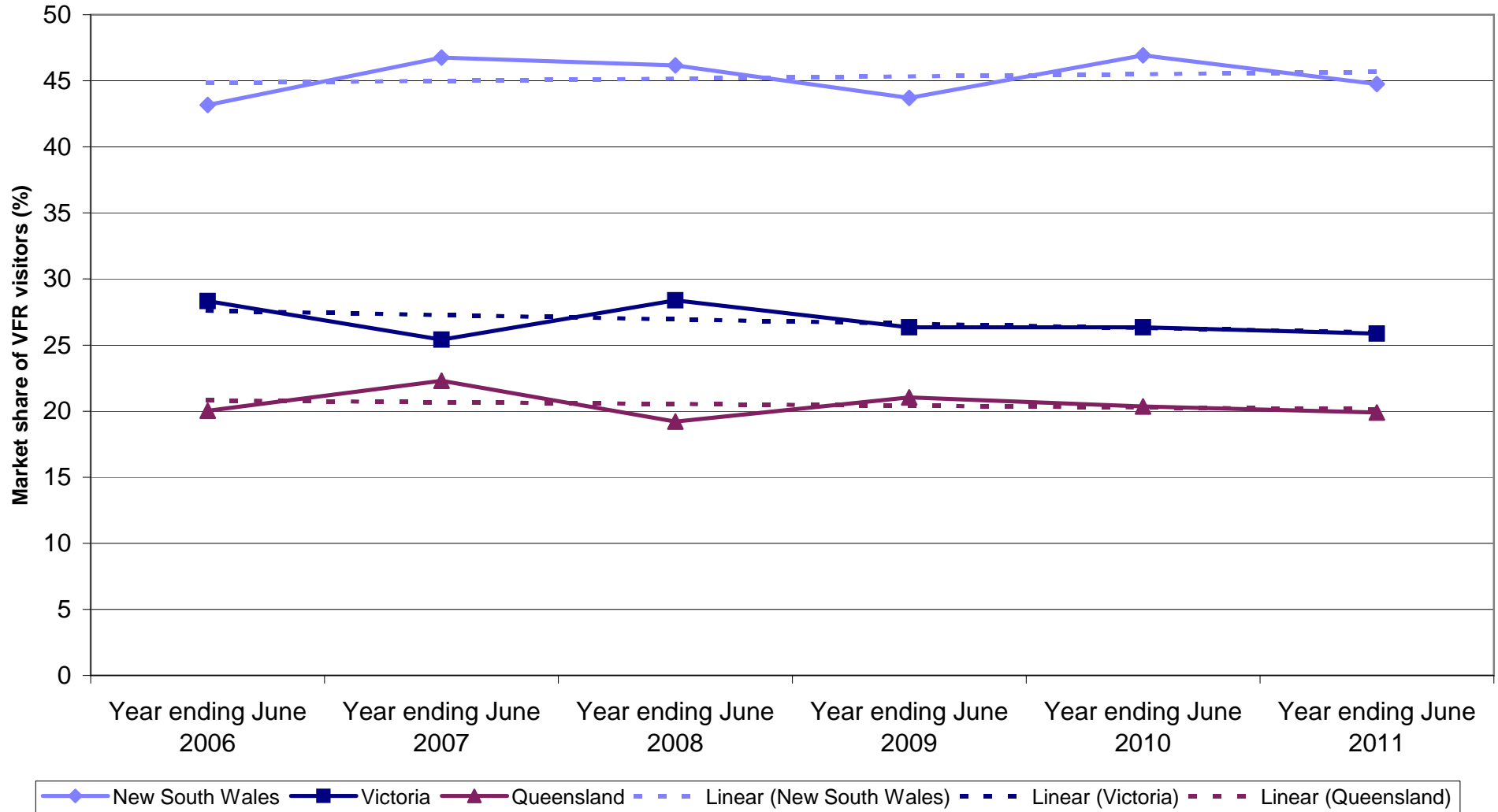


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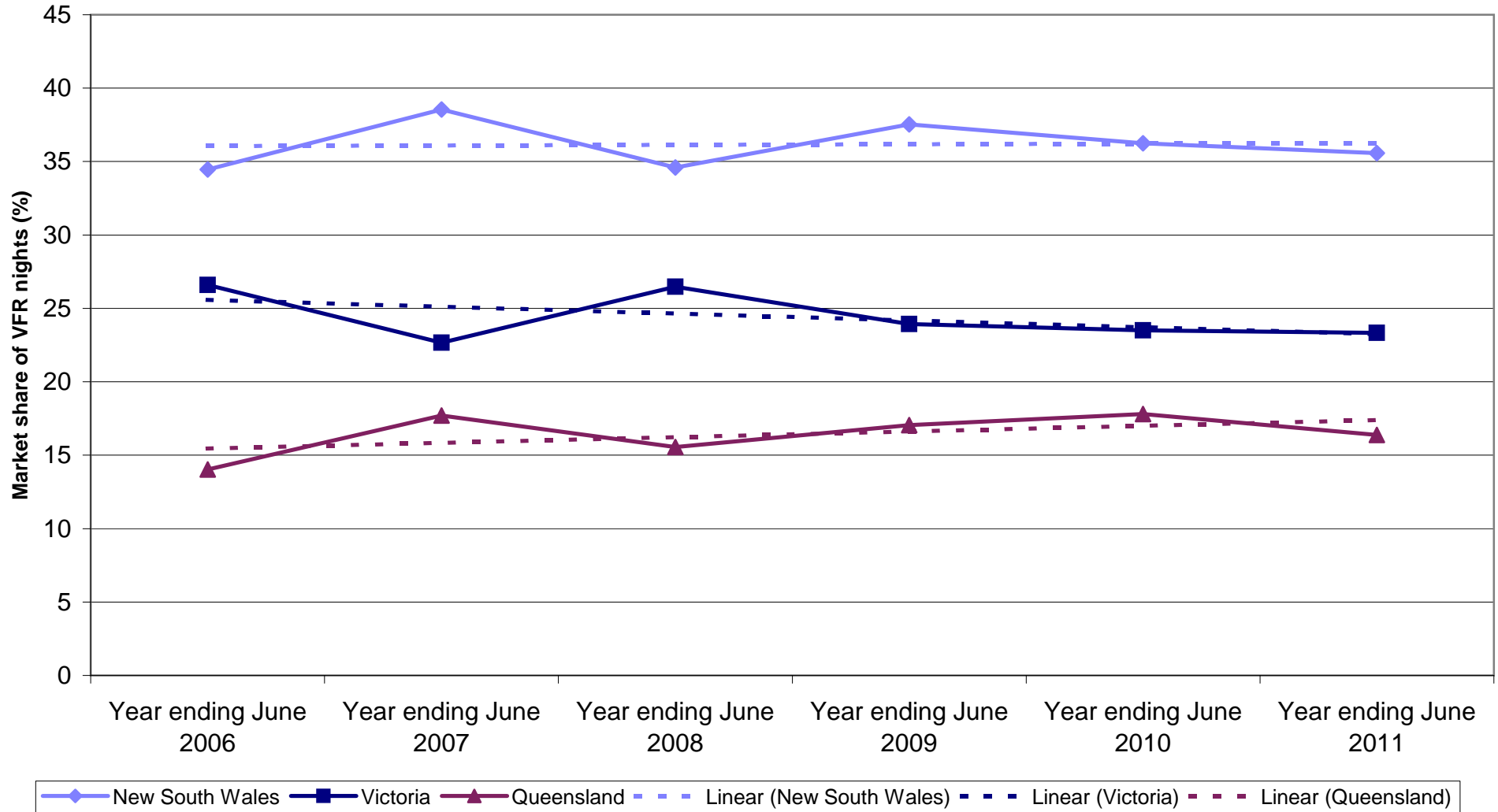
USA VFR nights by State visited



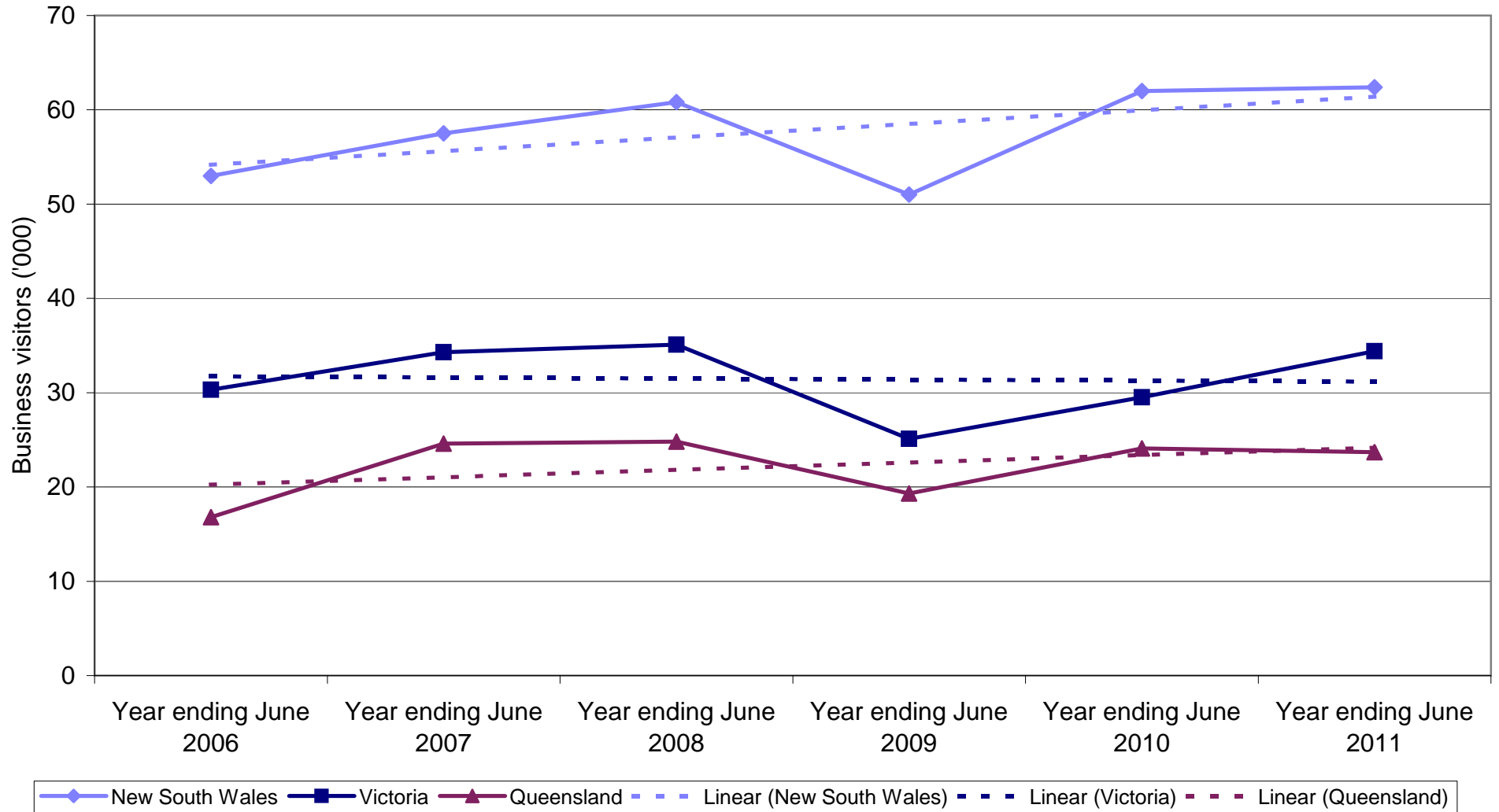
State market share of USA VFR visitors to Australia



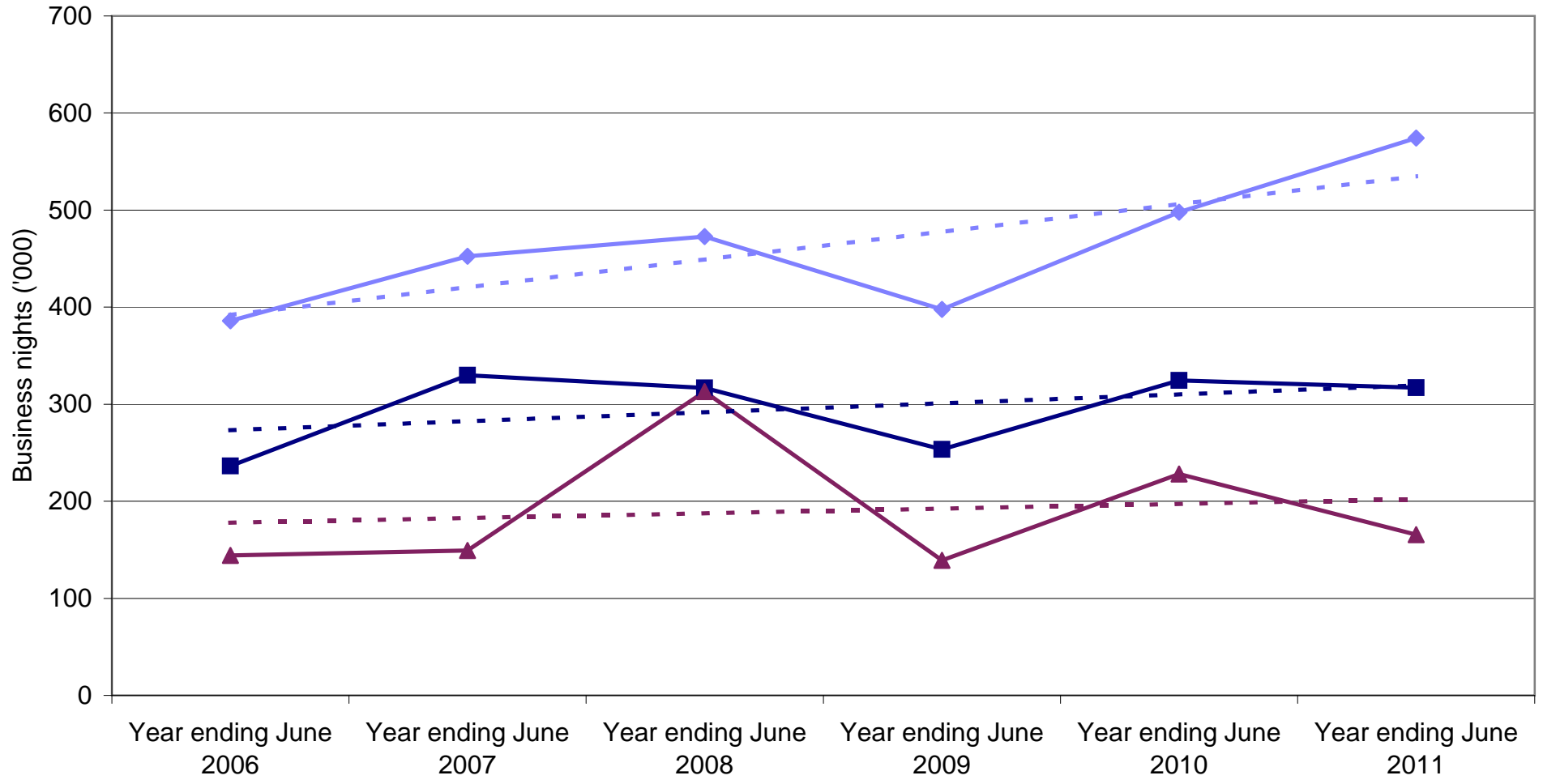
State market share of USA VFR nights to Australia



USA Business visitors by State visited

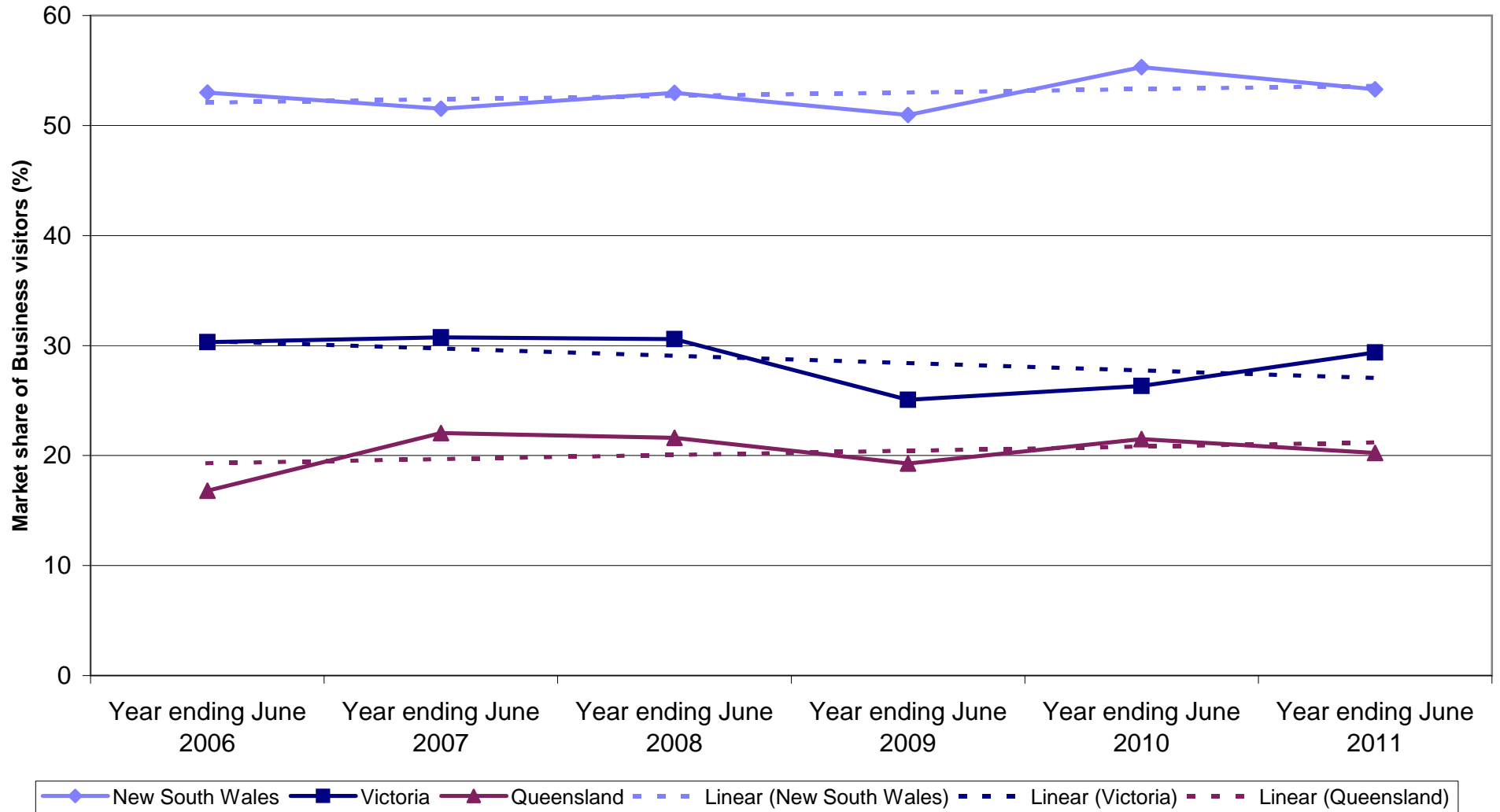


USA Business nights by State visited

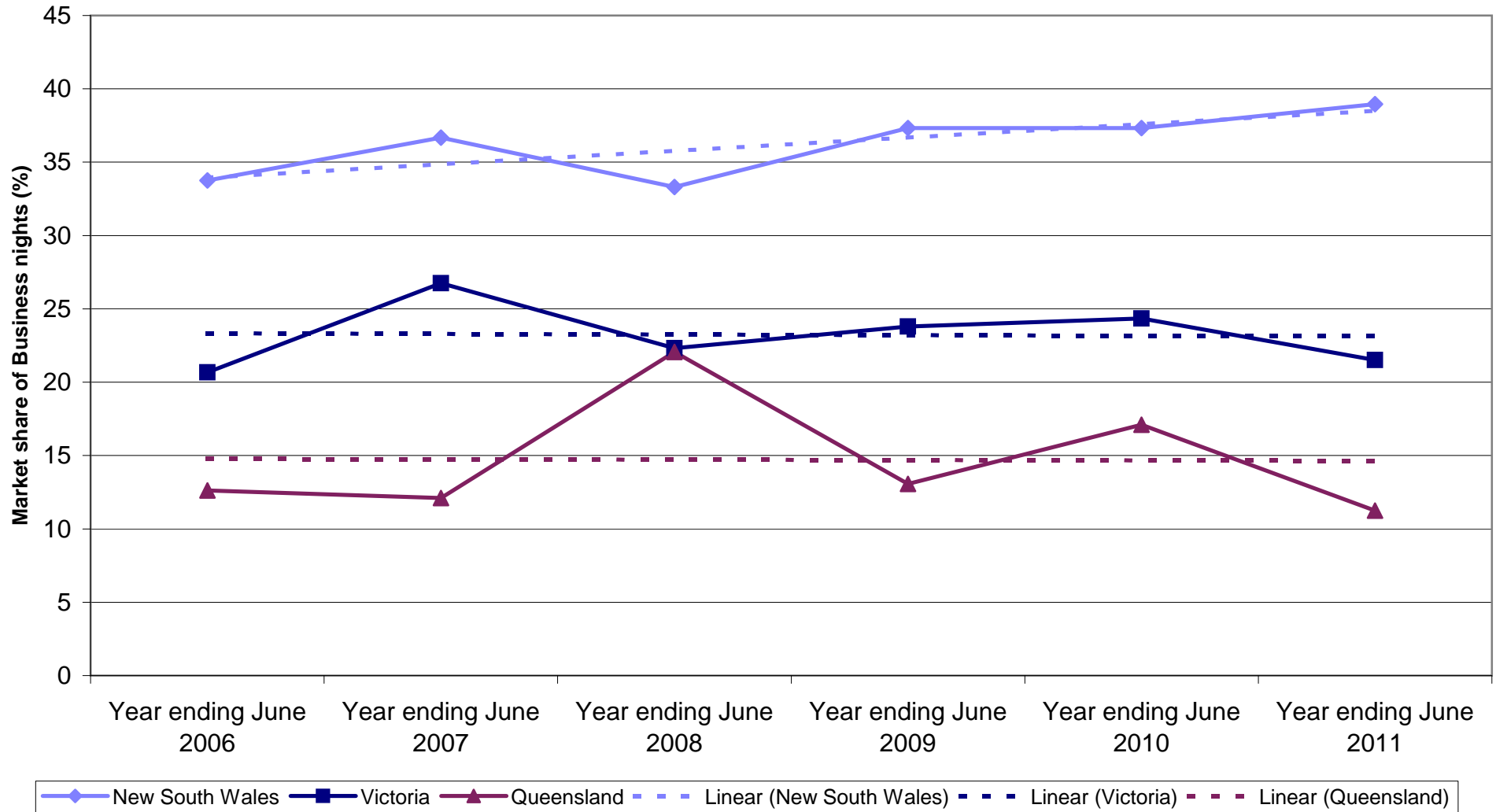


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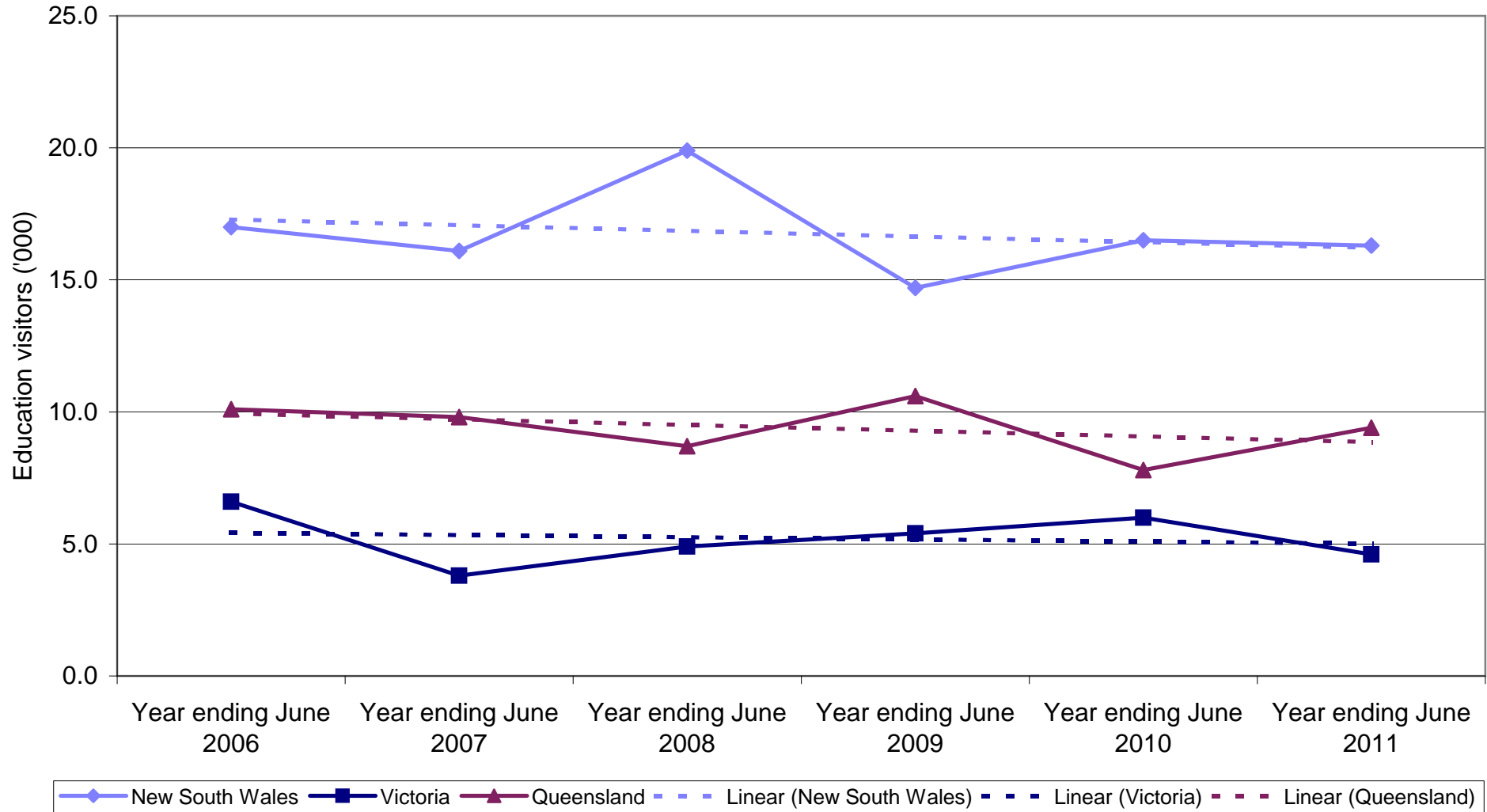
State market share of USA Business visitors to Australia



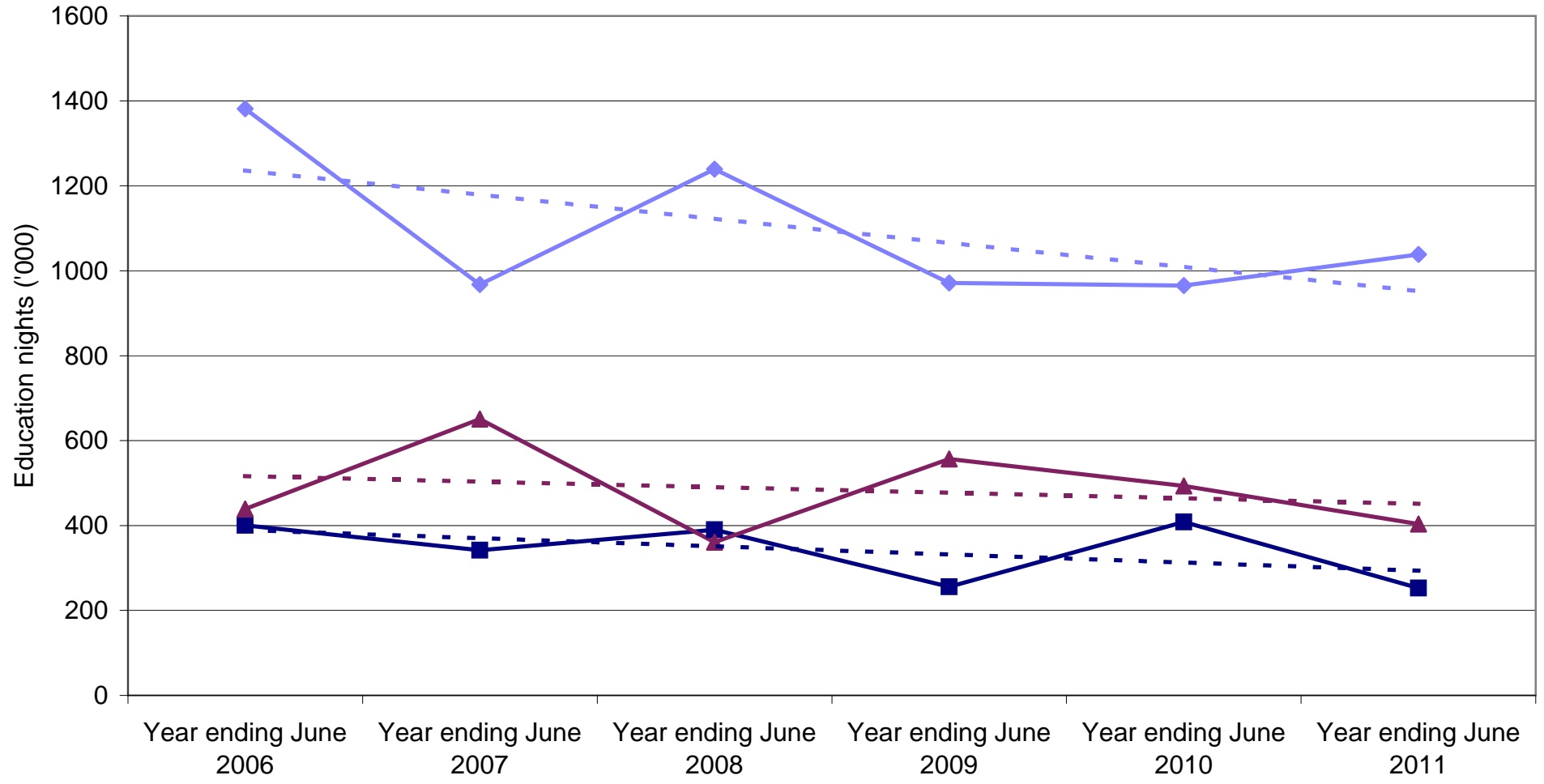
State market share of USA Business nights to Australia



USA Education visitors by State visited

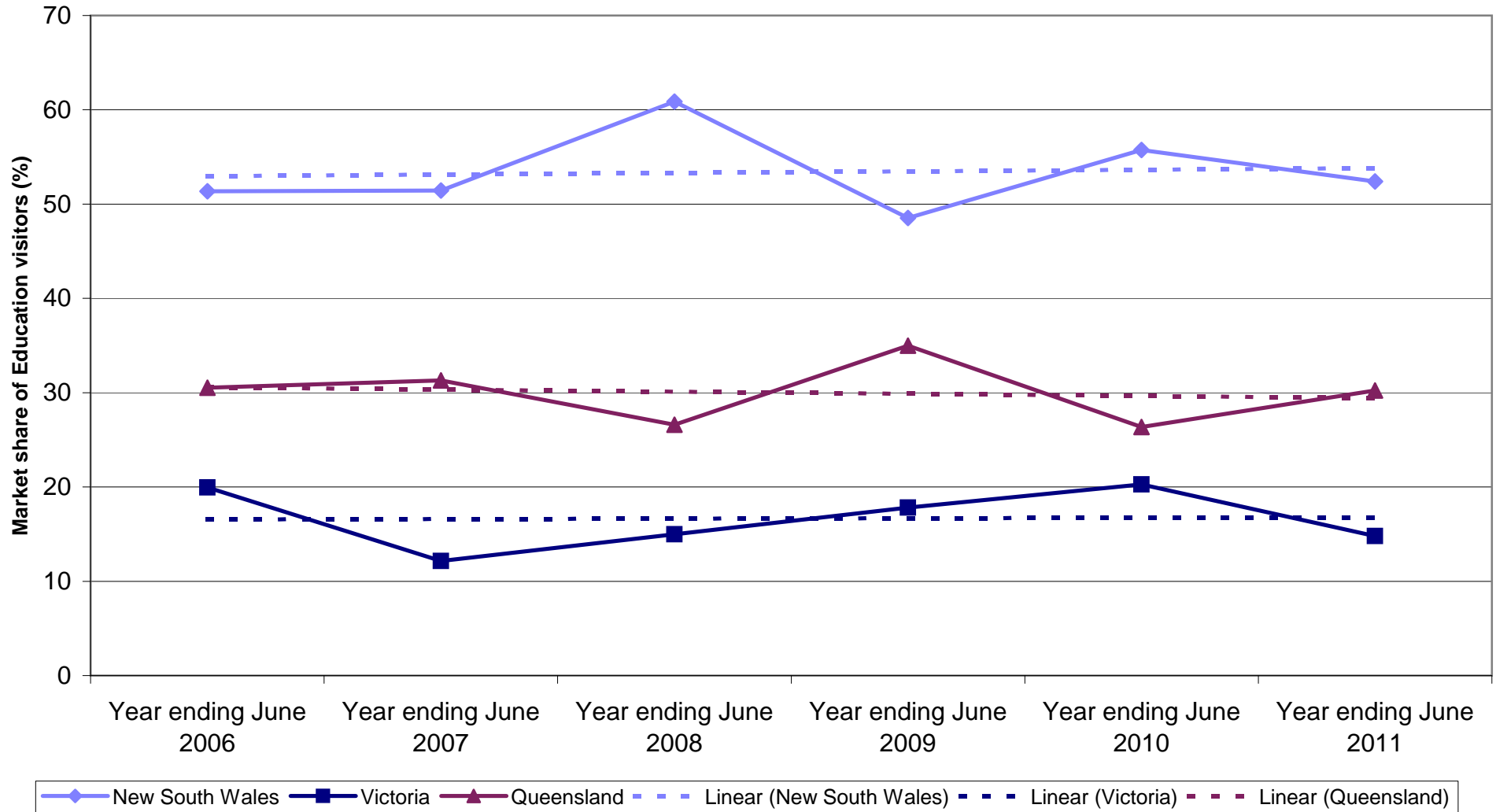


USA Education nights by State visited

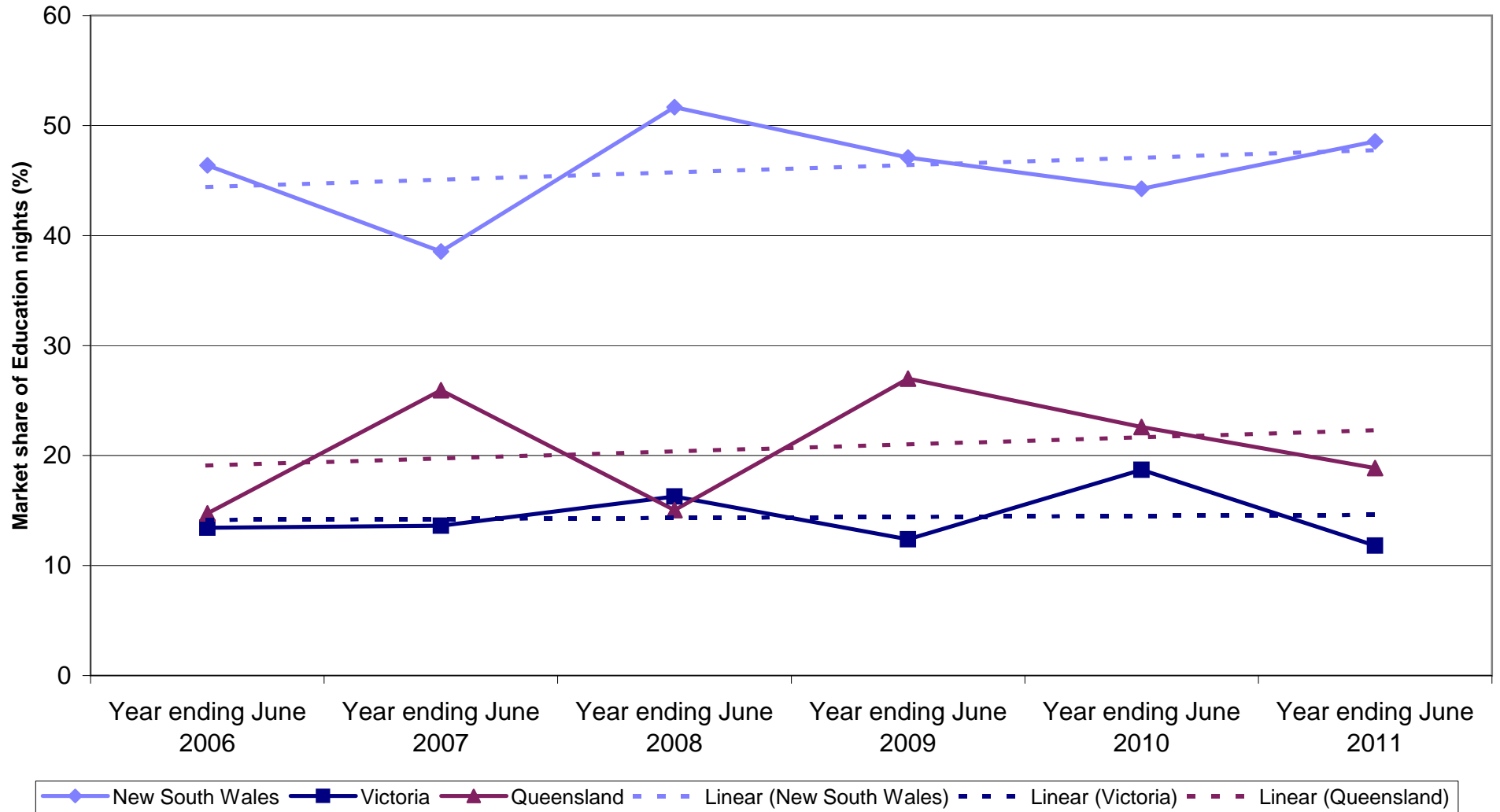


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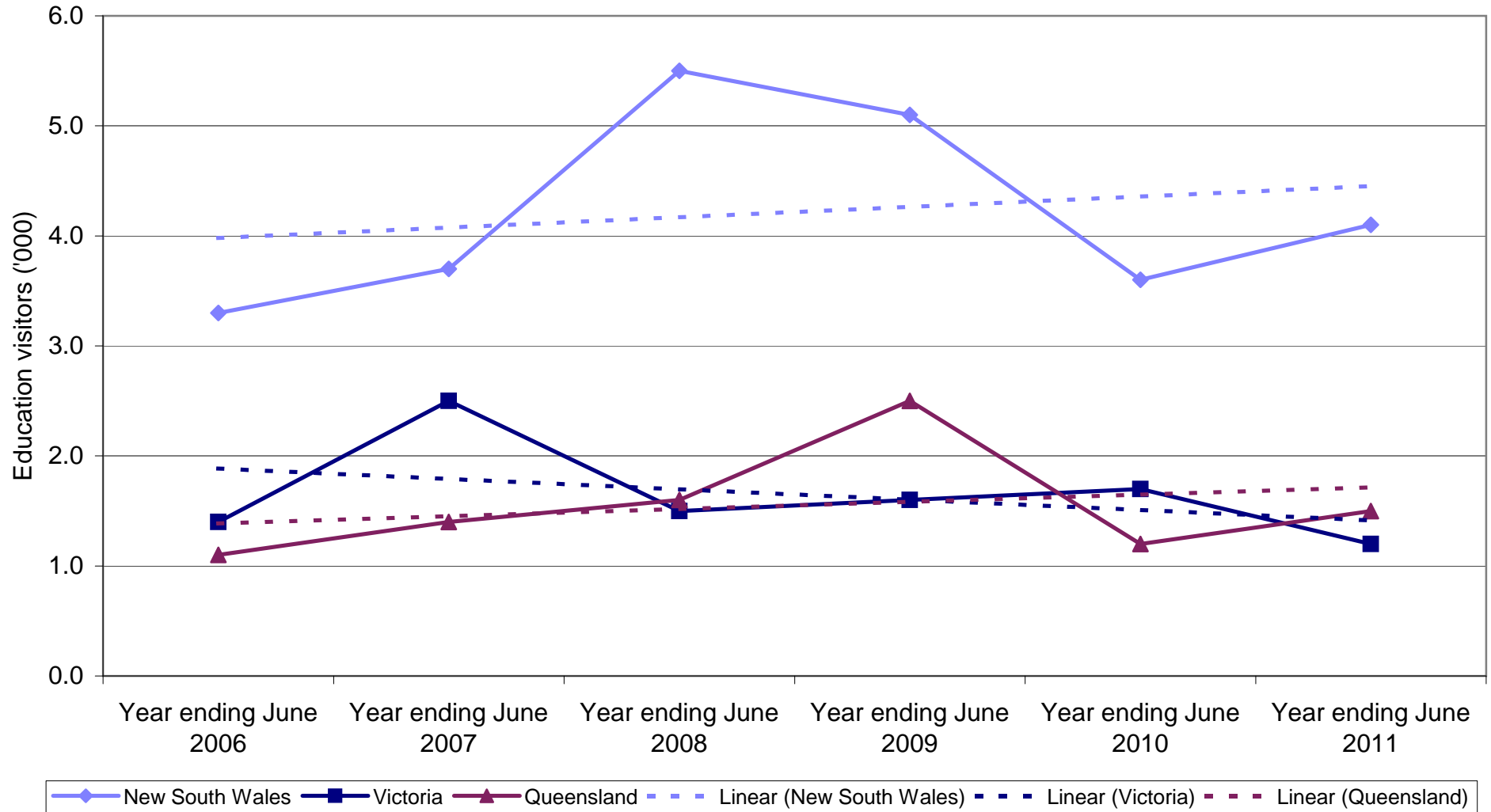
State market share of USA Education visitors to Australia



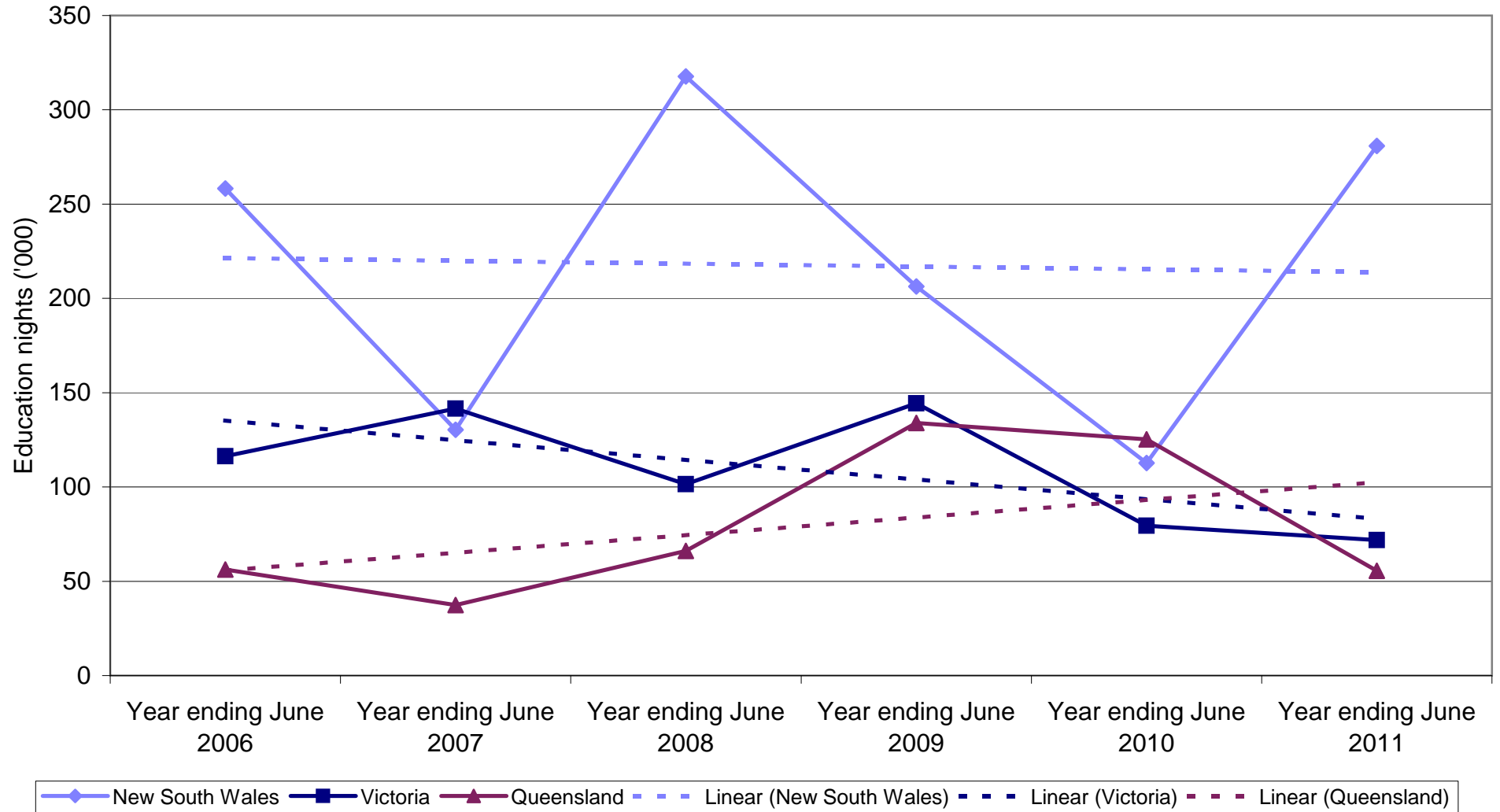
State market share of USA Education nights to Australia



USA Employment visitors by State visited



USA Employment nights by State visited



State market share of USA Employment visitors to Australia



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

State market share of USA Employment nights to Australia

