

This fact sheet provides a summary of the latest tourism data for Canadian visitors to Victoria. Information includes: visitor numbers, purpose of visit, expenditure, visitor forecasts, regional visitation and dispersal, demographics, visitor behaviour, airline used, travel style, information sources and booking methods.

## I OVERVIEW OF CANADIAN VISITORS TO AUSTRALIA

### I.1 Trends

#### Total Visitation from Canada to Australia, 2000-2010

Year Ending							Av Annual	Av Annual		
	December	2000	2006	2007	2008	2009	2010	% Change	% Change	% Change
								2000-2010	2006-2010	09-10
<b>Visitors (000s)</b>		85	104	109	119	117	115	3.1%	2.7%	-1.7%
<b>Visitor Nights (000s)</b>		3,112	4,392	4,316	4,692	4,724	4,520	3.8%	0.7%	-4.3%
<b>Average Length of Stay</b>		36.7	42.4	39.8	39.5	40.3	39.2			

Canada generated 115,000 visitors to Australia in the year ending December 2010, a decrease of 1.7% over the previous year. These visitors spent 4.5 million nights in Australia in 2010, a decrease of 4.3% over the previous year. The number of visitors from Canada coming to Australia has increased at a rate of 3.1% per annum over the period 2000-2010, while visitor nights have increased by an average of 3.8% per annum. The average length of stay for Canadians travelling to Australia was 39.2 nights in 2010.

### I.2 Main Purpose of Trip

#### Visitation (000s) from Canada to Australia by Purpose of Trip, 2000-2010

Year Ending							Av Annual	Av Annual		
	December	2000	2006	2007	2008	2009	2010	% Change	% Change	% Change
								2000-2010	2006-2010	09-10
<b>Holiday</b>		39	50	50	55	54	50	2.5%	0.0%	-8.1%
<b>Visiting friends &amp; relatives</b>		26	30	30	32	36	37	3.5%	5.5%	3.7%
<b>Business</b>		13	15	17	19	15	14	0.9%	-2.0%	-3.5%
<b>Other</b>		7	9	12	13	13	15	7.5%	13.5%	11.4%

NB: Where there is a '-', figures are unreliable and are unable to be published.

In 2010, 50,000 visitors came to Australia from Canada for holiday purposes, a decrease of 8.1% over the previous year. 37,000 Canadian visitors came to Australia to visit friends and relatives (VFR), an increase of 3.7% over the previous year. Both these segments have experienced growth over the period 2000-2010: holiday visitation has grown by 2.5% per annum while VFR visitation has grown by 3.5% per annum. The business travel sector experienced an annual average growth rate of 0.9% over the period 2000 to 2010, however a year-on-year decline of 3.5% to 14,000 visitors in 2010.

### 1.3 States/Territories Visited

#### Canadian Overnight Visitation (000s) to Australia by State/Territory, 2000-2010

Year Ending							Av Annual	Av Annual	% Change
	December	2000	2006	2007	2008	2009	2010	% Change	
<b>Australia</b>	<b>85</b>	<b>104</b>	<b>109</b>	<b>119</b>	<b>117</b>	<b>115</b>	<b>3.1%</b>	<b>2.7%</b>	<b>-1.7%</b>
New South Wales	62	71	76	85	83	81	2.6%	3.5%	-2.0%
<b>Victoria</b>	<b>23</b>	<b>38</b>	<b>39</b>	<b>40</b>	<b>38</b>	<b>36</b>	<b>4.4%</b>	<b>-1.3%</b>	<b>-5.6%</b>
Queensland	40	54	52	55	51	52	2.7%	-0.9%	1.7%
South Australia	9	14	15	15	13	12	2.8%	-4.0%	-8.0%
Western Australia	12	13	15	14	17	16	3.2%	5.6%	-5.4%
Tasmania	-	6	10	8	6	-	-	-	-
Northern Territory	13	14	14	12	11	10	-3.2%	-8.7%	-10.8%
ACT	5	5	6	5	6	-	-	-	-

NB: Where there is a '-', figures are unreliable and are unable to be published.

There were 36,000 Canadian overnight visitors to Victoria in 2010, a 5.6% decrease over the previous year. Canadian visitation to Victoria has increased at an annual average rate of 4.4% between 2000 and 2010, above that of Australia generally (3.1% p.a.) for the same period.

#### Canadian Visitor Nights (000s) in Australia by State/Territory, 2000-2010

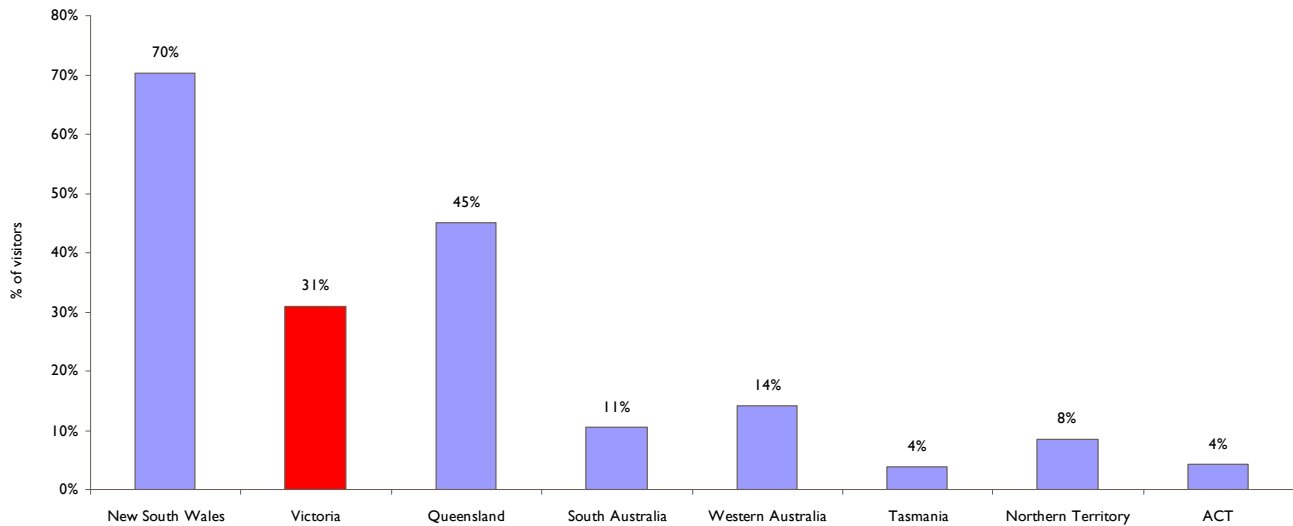
Year Ending							Av Annual	Av Annual	% Change
	December	2000	2006	2007	2008	2009	2010	% Change	
<b>Australia</b>	<b>3,112</b>	<b>4,392</b>	<b>4,316</b>	<b>4,692</b>	<b>4,724</b>	<b>4,520</b>	<b>3.8%</b>	<b>0.7%</b>	<b>-4.3%</b>
New South Wales	924	1,479	1,359	1,649	1,704	1,624	5.8%	2.4%	-4.7%
<b>Victoria</b>	<b>-</b>	<b>851</b>	<b>850</b>	<b>829</b>	<b>740</b>	<b>740</b>	<b>-</b>	<b>-3.4%</b>	<b>-0.1%</b>
Queensland	916	1,219	1,119	1,149	1,270	1,091	1.8%	-2.8%	-14.1%
Other States & Territories	797	825	970	1,036	983	1,042	2.7%	6.0%	6.0%

NB: Where there is a '-', figures are unreliable and are unable to be published.

In 2010, Canadian overnight visitors spent 740,000 visitor nights in Victoria, a slight decrease (-0.1%) from the previous year. Over the period 2006-2010, visitor nights spent in Victoria by Canadian visitors has declined at an average annual rate of 3.4%.

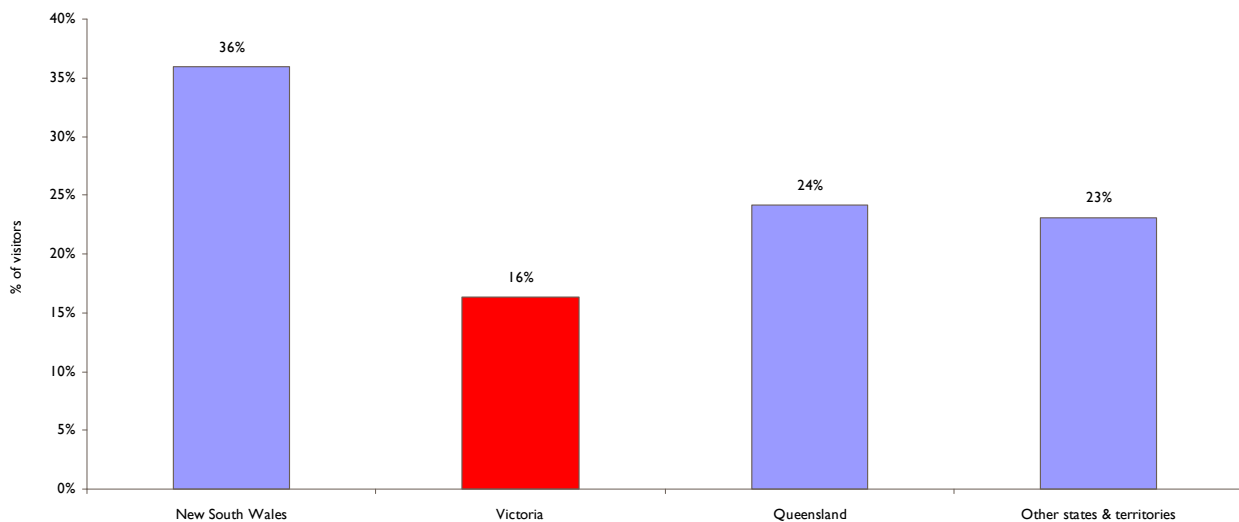
## 1.4 Market Share by State

### Canadian Overnight Visitors<sup>1</sup> to Australia, Year ending December 2010 – by State



31% of Canadian visitors to Australia in 2010 stayed overnight in Victoria, compared to 70% in New South Wales and 45% in Queensland.

### Canadian Visitor Nights to Australia, Year ending December 2010 – Market Share by State



Victoria's market share of visitor nights spent by Canadian travellers in 2010 was 16%, 20 percentage points behind New South Wales (36%) and 8 percentage points behind Queensland (24%).

<sup>1</sup> NOTE: The proportion of Visitors to the States and Territories will not add up to 100% as visitors can travel to multiple destinations in one trip; while the proportion of Visitor Nights to the States and Territories will add to 100% as this measure is mutually exclusive.

### 1.5 Main Purpose of Visit – Visitors to Victoria

#### Canadian Visitation (000s) to Victoria by Main Purpose of Visit, 2000-2010

Year Ending December	2000	2006	2007	2008	2009	2010	Av Annual % change 2000-2010	Av Annual % Change 2006-2010	% change 09-10
<b>Holiday</b>	11	21	20	22	21	16	3.5%	-7.1%	-25.1%
<b>Visiting friends &amp; relatives</b>	7	8	10	9	10	13	5.9%	13.2%	33.5%
<b>Total Leisure</b>	19	29	30	31	31	29	4.5%	-0.1%	-6.1%
<b>Other</b>	-	9	9	9	7	7	-	-5.5%	-3.6%

NB: Where there is a '-', figures are unreliable and are unable to be published.

In 2010, there were 29,000 Canadian overnight leisure visitors to Victoria, a 6.1% decrease over the previous year however a 4.5% average annual increase over the longer term (from 2000 to 2010). Recent declines are mainly due to overnight holiday visitors (down 25.1% year-on-year) as Canadians who are visiting friends and relatives (VFR) experienced a strong increase from 2009 (up 33.5%).

### 1.6 Regional Dispersal<sup>2</sup> – Visitor Nights

Canada	2000	2006	2007	2008	2009	2010	Ave. Annual Change (%) 2000-2010	Ave. Annual Change (%) 2006-2010	% change 2009-2010
Regional Australia - Visitor Nights (000s)	1,064	1,583	1,418	1,553	1,685	1,229	1.5%	-6.1%	-27.1%
% of total nights in Aust	34.2%	36.1%	32.8%	33.1%	35.7%	27.2%			

1.2 million visitor nights were spent by Canadian visitors in regional Australia in 2010, a decrease of 27.1% over the previous year. Canadian visitor nights spent in regional Australia have increased over the longer term, at an annual average rate of 1.5% p.a., 2000 and 2010.

<sup>2</sup> "Regional" is defined as non capital city nights for each state with the exception of the Gold Coast. For example, Regional Queensland excludes nights spent in both Brisbane and the Gold Coast.

### 1.7 Melbourne and Victorian Regions Visited

#### Canadian Visitation (000s) to Victoria, 2 years (rolling) ending 2000-2010

Campaign Regions	2 Years Ending December						Av Annual	Av Annual	% change
	2000	2006	2007	2008	2009	2010	% change	% change	2009-2010
<b>Melbourne</b>	<b>49</b>	<b>60</b>	<b>69</b>	<b>71</b>	<b>70</b>	<b>66</b>	<b>3.0%</b>	<b>2.7%</b>	<b>-5.4%</b>
Great Ocean Road	8	11	14	15	12	13	4.8%	2.8%	0.4%
<b>Regional Victoria</b>	<b>15</b>	<b>21</b>	<b>25</b>	<b>25</b>	<b>23</b>	<b>24</b>	<b>4.8%</b>	<b>2.9%</b>	<b>1.4%</b>

There were 66,000 Canadian overnight visitors to Melbourne in the two year period ending December 2010, a 5.9% decrease over the previous period. Canadian overnight visitation to Melbourne has grown at an annual average rate of 2.7% over the medium term (2006 to 2010).

Overnight visitation to Regional Victoria increase 1.4% in the short term from the Canadian market (24,000 visitors), while the Great Ocean Road region in particular experience a slight increase of 0.4% visitors in the two years ending December 2010, to 13,000.

#### Canadian Visitor Nights (000s) in Melbourne, 2 years (rolling) ending 2000-2010

Campaign Regions	2 Years Ending December						Av Annual	Av Annual	% change
	2000	2006	2007	2008	2009	2010	% change	% change	2009-2010
<b>Melbourne</b>	<b>788</b>	<b>1,042</b>	<b>1,406</b>	<b>1,367</b>	<b>1,224</b>	<b>1,155</b>	<b>3.9%</b>	<b>2.6%</b>	<b>-5.6%</b>

The number of visitor nights spent in Melbourne by Canadian visitors decreased by 5.6% from the previous period to 1.2 million visitor nights in the two year period ending December 2010. Between 2006 and 2010, visitor nights spent in Melbourne increased at an annual average rate of 2.6% p.a.

### 1.8 Visitor Expenditure

Expenditure by Canadian Visitors	Total Expenditure					Expenditure Share			Expenditure Per Night			Expenditure Per Visitor		
	Nominal (\$ million)		Av Ann		% Change	%			\$			\$		
	Year Ending December	2000	2009	2010	00-10	09-10	2000	2009	2010	2000	2009	2010	2000	2009
New South Wales	np	172	174	np	1.2%	np	2.8%	2.8%	np	101	107	np	2082	2149
<b>Victoria</b>	<b>np</b>	<b>60</b>	<b>56</b>	<b>np</b>	<b>-6.7%</b>	<b>np</b>	<b>1.6%</b>	<b>1.4%</b>	<b>np</b>	<b>81</b>	<b>76</b>	<b>np</b>	<b>1,586</b>	<b>1,569</b>
Queensland	np	128	121	np	-5.5%	np	3.3%	3.2%	np	101	111	np	2,505	2,329
South Australia	np	21	20	np	-4.8%	np	3.2%	2.7%	np	101	108	np	1,588	1,644
Western Australia	np	42	43	np	2.4%	np	2.4%	2.2%	np	87	89	np	2,430	2,631
Tasmania	np	11	np	np	np	np	4.0%	np	np	93	np	np	1,916	np
Northern Territory	np	16	15	np	-6.3%	np	3.5%	4.0%	np	123	53	np	1,476	1,551
Australian Capital Territory	np	4	np	np	np	np	1.7%	np	np	93	np	np	696	np
<b>Australia</b>	<b>241</b>	<b>455</b>	<b>438</b>	<b>6.2%</b>	<b>-3.7%</b>	<b>2.2%</b>	<b>2.7%</b>	<b>2.5%</b>	<b>79</b>	<b>96</b>	<b>97</b>	<b>2,843</b>	<b>3,879</b>	<b>3,800</b>

np: denotes figures not published by TRA.

NB: Visitor expenditure includes expenditure on packages attributable to destination.

Source: Tourism Research Australia expenditure allocation method applied to 2000-2010 International Visitor Survey data.

Since 2000, expenditure by Canadian visitors in Australia has increased at an annual average rate of 6.2% to \$438 million in 2010. Canadian visitor expenditure in Victoria was \$56 million in 2010 with a year-on-year decline of 6.7%, representing an 1.4% share of total international expenditure in Victoria.

### I.9 Visitors to Victoria Forecast

Canada Forecasts	2010	ACTUAL 2010	FORECAST										Ave Annual Growth Rate (2009 - 2020)
	Vic Mkt Share		2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
<b>Visitor Numbers (000s)</b>	<b>31%</b>	36	41	44	46	48	50	52	54	55	57	59	<b>4.2%</b>
<b>Visitor Nights (000s)</b>	<b>16%</b>	740	731	790	857	904	952	996	1,046	1,097	1,151	1,205	<b>4.5%</b>

Note 1: Based on visitors aged 15 years or over.

Note 2: Victorian estimates based on market share of visitor nights (IVS, year ending December 2010) and assumes market share remains constant.

Note 3: Slight variations in calculations are due to rounding.

Sources: Tourism Forecasting Committee, November 2010 Issue 2 and *International Visitor Survey*, year ending December 2010, Tourism Research Australia

Average annual growth for arrivals to Australia from Canada is forecast at 4.2% over the period 2009-2020. Victoria is expected to receive 59,000 overnight visitors from Canada by 2020.

For more detailed information on tourism forecasting, please refer to the source at:

<http://www.ret.gov.au/tourism/tra/traforecasts/publications/Pages/default.aspx>

## 2 OVERVIEW OF CANADIAN LEISURE VISITORS TO VICTORIA

The main focus of this analysis will be on leisure travellers from Canada to Victoria. Leisure travellers are those who travelled to Australia for holiday purposes or to visit friends and relatives (VFR).

### Canadian Visitation to Victoria for Leisure, 2000-2010

Year Ending							Av Annual	Av Annual		
	December	2000	2006	2007	2008	2009	2010	% Change 2000-2010	% Change 2006-2010	% Change 09-10
Visitors (000s)		19	29	30	31	31	29	4.5%	-0.1%	-6.1%
% Market Share		29%	37%	37%	35%	34%	33%			

29,000 Canadian leisure visitors stayed overnight in Victoria in 2010, a decrease of 6.1% over the previous year. Over the period 2000-2010, leisure visitation from Canada to Victoria has grown at an annual average rate of 4.5%. 33% of Canadian leisure overnight visitors to Australia stayed overnight in Victoria.

### Canadian 'Experience Seekers' – Proportion by State/ Territory, 2007-2010

Tourism Australia defines the Experience Seekers as "looking for unique, involving and personal experiences from their holidays. Experience Seekers are long haul travellers who are less affected by the traditional barriers to travel of distance, time and cost. They are more informed, interested and curious about potential travel destinations. Experience Seekers can be found among all age groups, income levels and geographic locations."

#### Canada Experience Seekers - Proportion by State/Territory, 2007-2010

Year ending					
	December	2007	2008	2009	2010
<b>Total</b>		60%	56%	56%	57%
New South Wales		60%	55%	56%	61%
<b>Victoria</b>		63%	61%	50%	54%
Queensland		61%	58%	58%	59%
South Australia		70%	58%	51%	51%
Western Australia		66%	55%	59%	55%
Tasmania		52%	64%	66%	61%
Northern Territory		66%	57%	51%	43%
Australian Capital Territory		67%	57%	43%	52%

Of Canadian overnight leisure visitors to Victoria, 54% can be defined as part of the Tourism Australia defined segment "Experience Seekers" in 2010. This is slightly less than the proportion of Canadian leisure travellers to Australia generally (57%), and also for key competitors New South Wales (61%) and Queensland (59%). Over time, this proportion has decreased 9 percentage points, from 63% of overnight leisure visitors to Victoria in 2007.

For more detailed information on the Experience Seekers segment, please refer to:

<http://www.tourism.australia.com/en-au/marketing/experience-seekers.aspx>

## 2.1 Places Visited in Regional Victoria and Melbourne Attractions

Selected Places Visited - Overnight Visit or Daytrip (% of all Leisure Overnight Visitors to Victoria)	Canadian Visitors	All International Visitors	Selected Places Visited - Melbourne Attractions (% of Leisure Overnight Visitors to Victoria)	All	
				Canadian Visitors	International Visitors
Phillip Island, penguin parade	25%	20%	Crown Casino/entertainment complex	20%	33%
Ballarat, Sovereign Hill	-	12%	Federation Square	54%	50%
Dandenongs, Puffing Billy, Healesville Sanctuary	-	14%	Queen Victoria Market	47%	51%
Great Ocean Road or Twelve Apostles	47%	34%	Southbank/Southgate	35%	31%
Mornington Peninsula	-	9%	Melbourne Museum (Royal Exhibition Building)	20%	23%
Daylesford, Hepburn Springs, Macedon	-	2%	Docklands/Telstra Dome	33%	28%
Yarra Valley	-	12%	National Gallery of Victoria (NGV)	-	17%
Bendigo	-	5%	Melbourne Cricket Ground (MCG)	-	11%

Of the regional Victorian places visited (note: for an overnight visit or daytrip) 47% of Canadian overnight leisure visitors to Victoria spent time in the Great Ocean Road region and/or the Twelve Apostles. This region is very popular generally with 34% of all international leisure visitors travelling there.

Of the Melbourne attractions visited 54% of Canadian overnight leisure visitors to Victoria spent time at Federation Square, compared to 50% of all international overnight leisure visitors to Victoria. The highest result for all the listed Melbourne Attractions for international overnight visitors to Victoria generally was the Queen Victoria Markets (51% of overnight leisure visitors to Victoria).

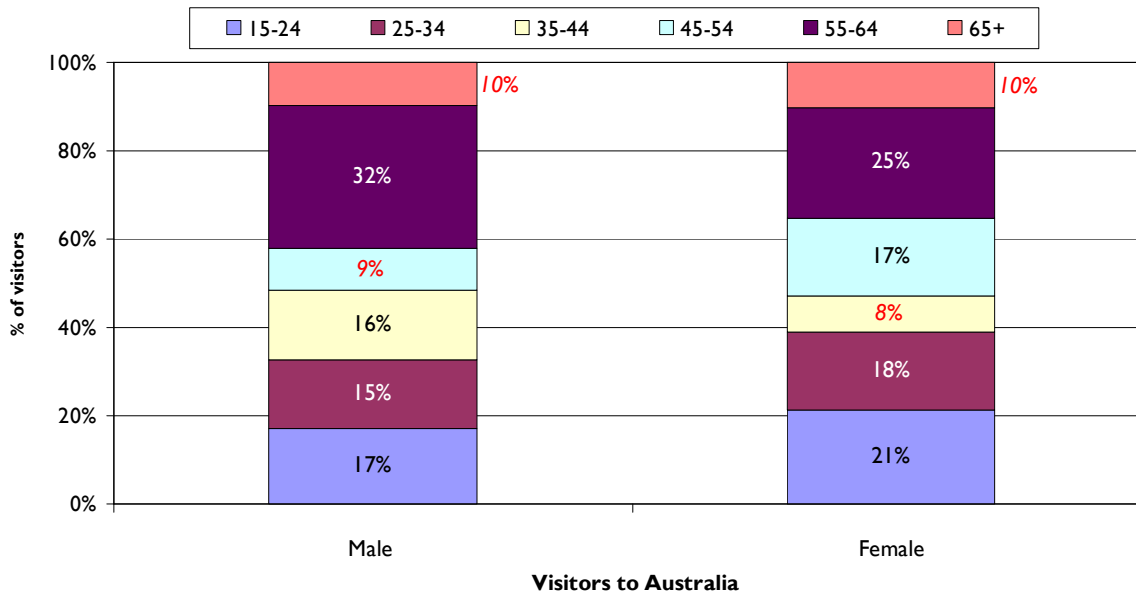
## 2.2 Canadian Region of Origin

Canada Regions	Visitors to Victoria	Visitors to Australia	Visitors to New South Wales	Visitors to Queensland
Ontario	35%	32%	31%	31%
British Columbia	33%	32%	32%	31%
Alberta	18%	20%	19%	22%
Quebec	-	7%	7%	6%
Saskatchewan	-	3%	-	-

In 2010, 35% of Canadian leisure visitors to Victoria live in Ontario (as their usual place of residence), followed by British Columbia (33%), and Alberta (18% of visitors). This was similar for visitors to Australia generally from Canada.

### 2.3 Demographic Profiling

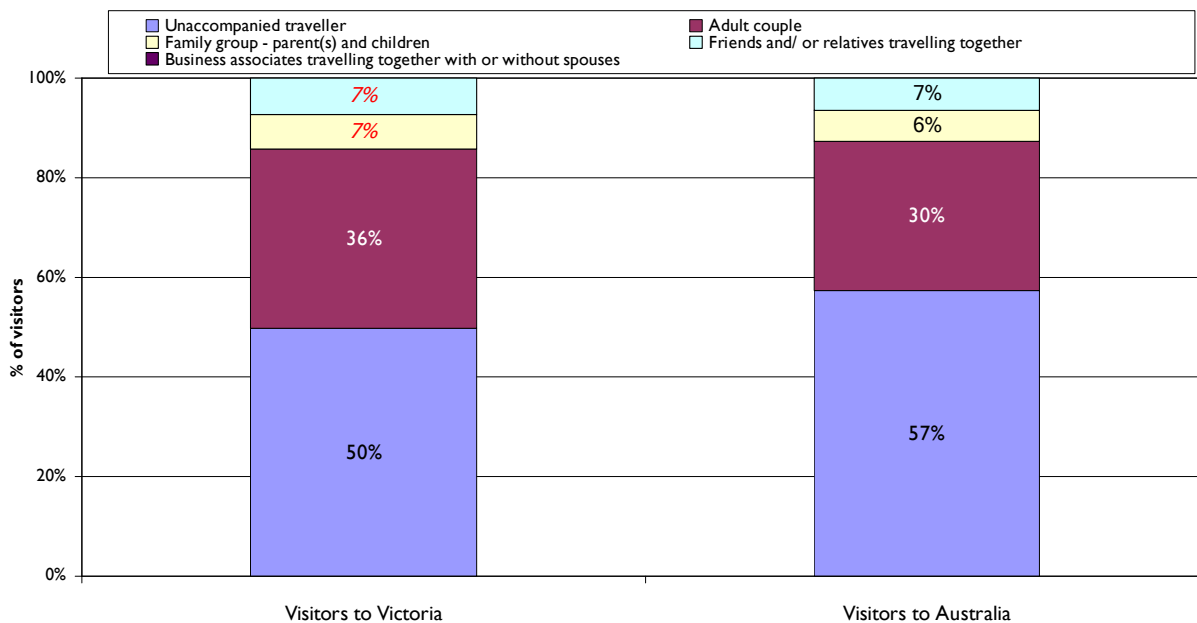
#### Age Group & Gender (% of overnight leisure visitors from Canada)



Leisure visitors from Canada to Australia were slightly skewed towards females (53%) compared to males (47%). The spread across the age segments has a skew towards the younger and older age groups, and away from the mid-life age groups. The 55 and over group represents 42% for male visitors and 35% for female visitors. Also for the females, almost 40% of visitors are 34 or under (39%).

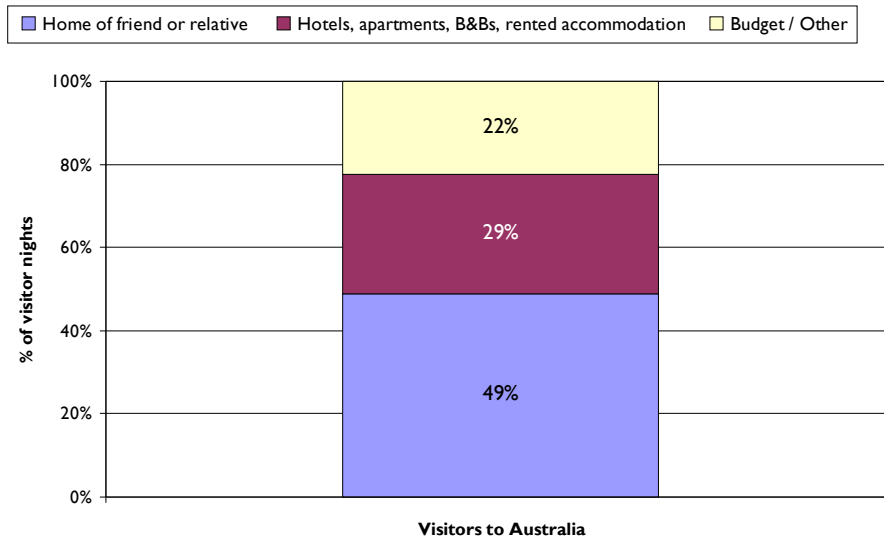
### 2.4 Detailed Visitor Behaviour

#### Travel Party Description (% of overnight leisure visitors from Canada)



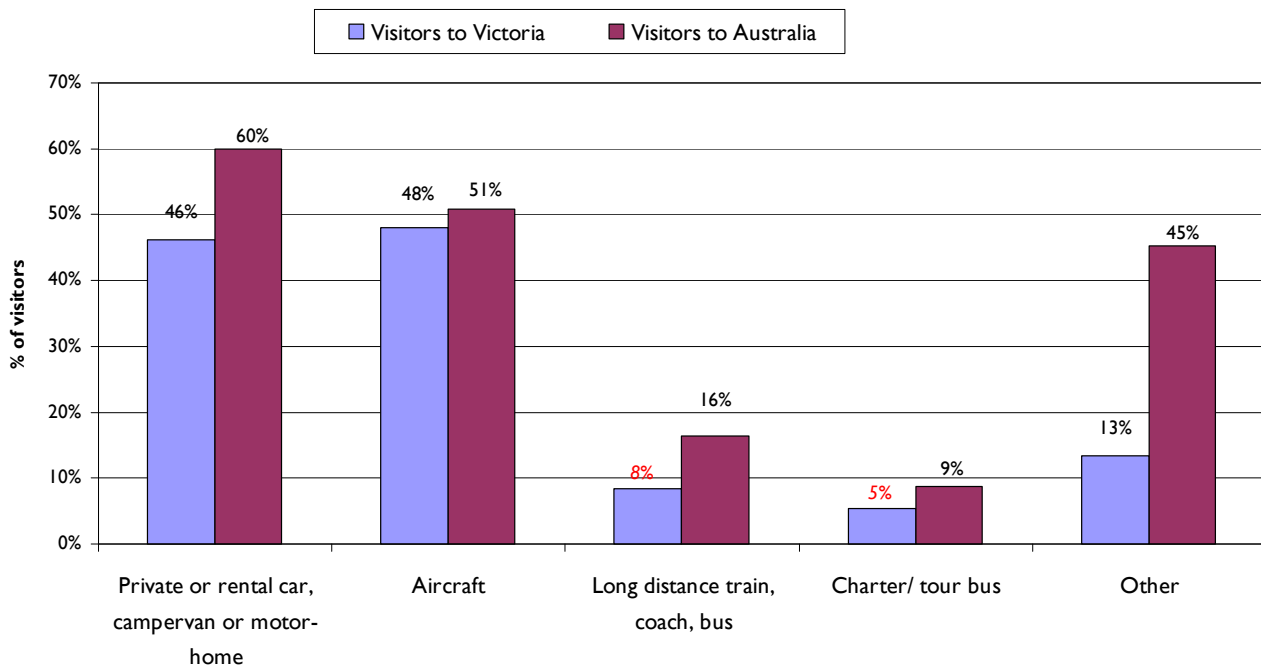
The majority of overnight leisure travellers visiting Victoria from Canada in 2010 were unaccompanied (50%, compared to 59% to Australia). Adult couples were the next biggest market with 36% of visitors (compared to 30% to Australia).

## Accommodation (% of visitor nights spent by Canadian leisure visitors)



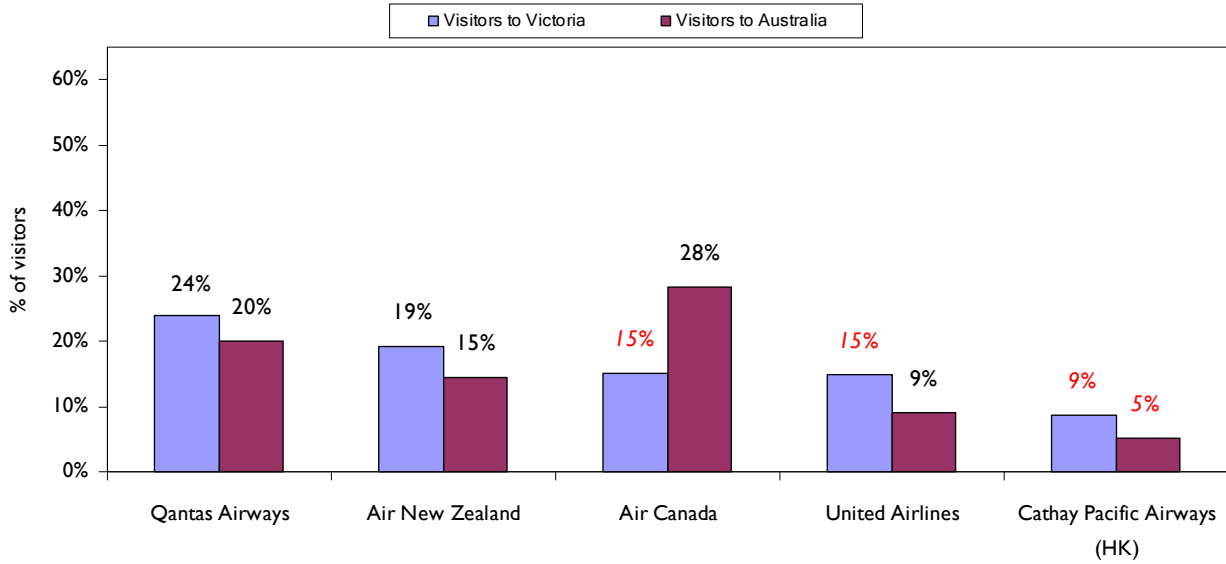
In 2010, 49% of nights spent by leisure visitors to Australia from Canada were spent with friends or relatives, 29% were spent at hotels, apartments, B&Bs or rented accommodation, and 22% were spent at budget or other accommodation.

## Transportation used (% of overnight leisure visitors from Canada)



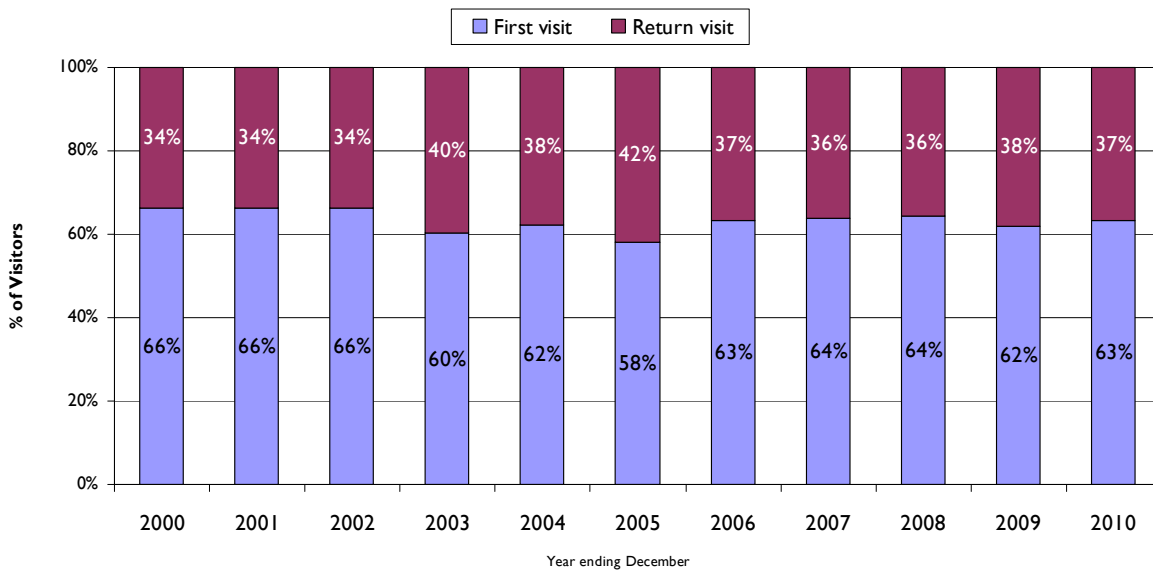
Of the 29,000 Canadian leisure visitors who stayed overnight in Victoria in 2010, 48% used an aircraft on their trip, 46% used a private or rental car, campervan or motor-home and 13% used other forms of transport such as public transport or a ship/boat/ferry. In comparison, 60% of Canadian leisure visitors to Australia used a private or rental car, campervan or motor-home, 51% used an aircraft, 45% used other forms of transport and 16% used a long distance train, coach or bus.

**Departure Airline used (% of overnight leisure visitors from Canada)**



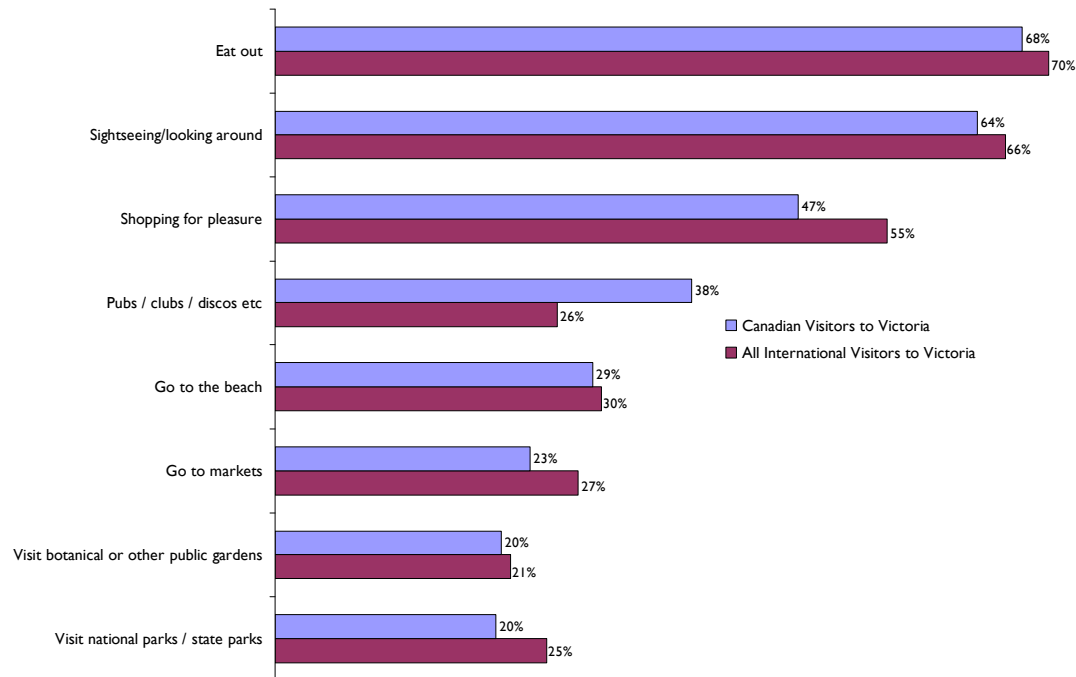
Among Canadian leisure visitors to Australia in 2010, the leading airlines used for departure were Air Canada (28%) and Qantas (20%). For overnight leisure visitors to Victoria, Qantas was the most popular (24%) followed by Air New Zealand (19%).

**Repeat Visitation to Victoria (% of overnight leisure visitors from Canada)**



In 2010, the proportion of overnight leisure visitors from Canada to Victoria who were visiting for the first time was 63%. This has remained reasonably stable, between 58 and 66% over the past decade. Repeat visitation by Canadians to Victoria was 37% in 2010, behind Australia (46%).

### Top 15 Activities (% of overnight leisure visitors from Canada)



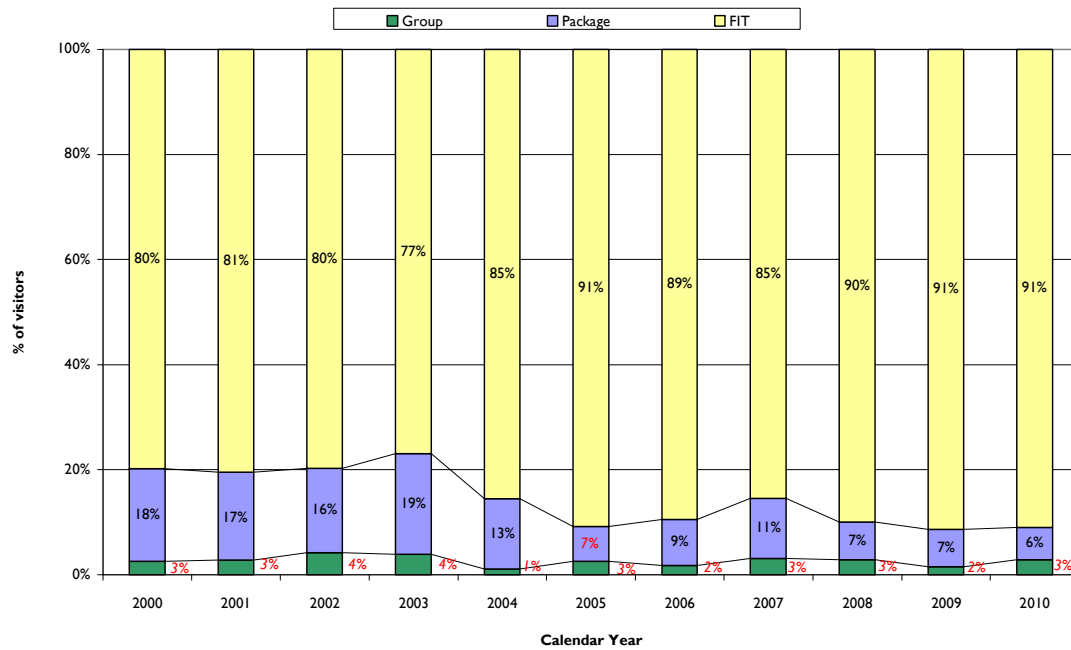
Unlike some markets, Canadians do not display a greater likelihood to do a number of particular activities compared to the average international overnight leisure visitor to Victoria. Of the most common activities on their trip as listed above, they are slightly more likely to enjoy going to pubs, clubs and discos (38% compared to 26%) than all international visitors to Victoria generally.

There are many possible reasons that this is the case including the varied interests of the market generally when they travel, and perhaps the increasing number of visitors travelling to visit friends and relatives that live in Australia.

### 3 TRAVEL STYLE

#### 3.1 Group, package & Fully Independent Travel (FIT) travel

Trends in Group, Package and FIT travel among Canadian leisure visitors to Australia, 2000-2010



The maturity of the Canadian leisure travel market is reflected in the large proportion of FIT travellers, who in 2010 accounted for 91% of the market. Over time there have been some fluctuations in the utilisation of package travel, which reached 19% in 2003 and sits at its lowest level for the decade with 6% in 2010.

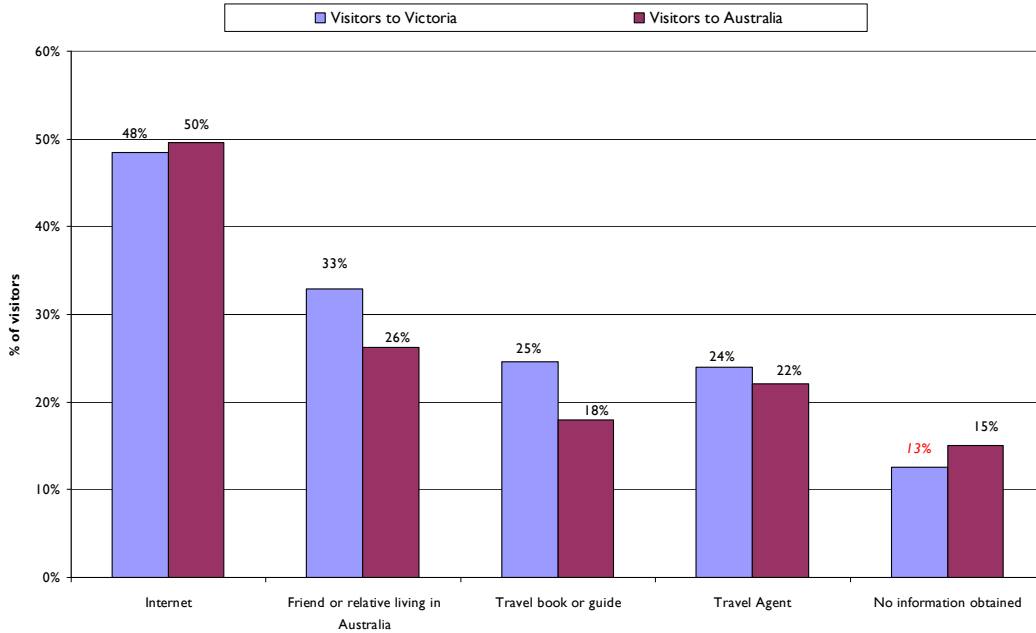
\* NOTE: Group, Package and FIT are derived using the following method.

'Group' travellers refer to those who responded yes to question "Did you travel to Australia on a group tour?". 'Package' travellers refer to those who responded yes to question "Did you arrive in Australia on a travel package?" (minus 'Group' travellers). The remaining travellers who were not 'group' or 'package' are referred to as 'FIT' travellers.

## 4 INFORMATION SOURCES & BOOKING METHODS

### 4.1 Information Sources

**Information Sources by Canadian Leisure Visitors to Australia and Victoria, 2010**



Base: Valid responses

NB: Information Sources with a value below 2% have been omitted.

Among Canadian overnight leisure visitors to Victoria and Australia in 2010, the leading information source used was the internet (48% and 50% respectively), followed by word of mouth from an Australian resident (33% and 26%).

### Reasons for using the Internet by Canadian Leisure Visitors to Australia and Victoria, 2010

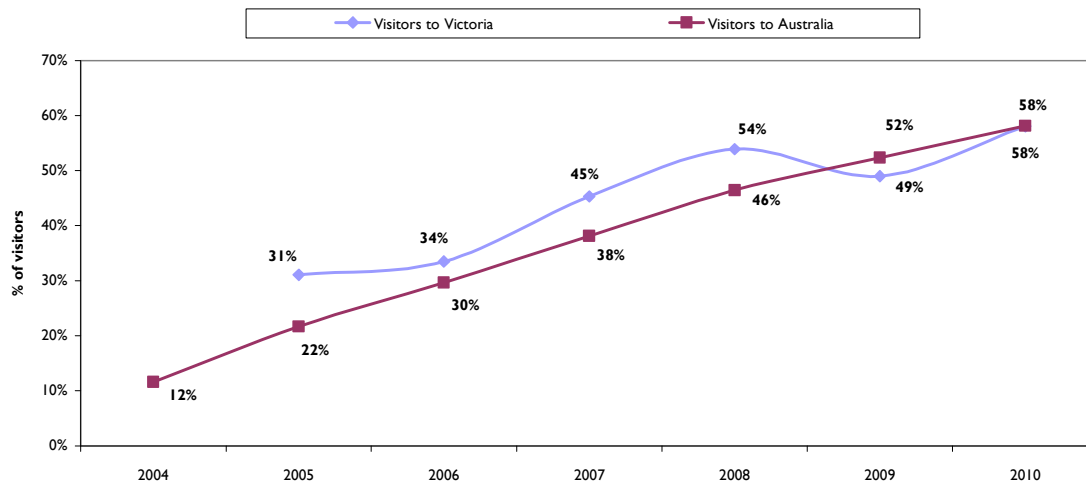


Base: Those who used the Internet as an Information Source.

Of Canadian overnight leisure visitors to Victoria who used the internet in their holiday planning, 60% used it to look for airfares and schedules for their trip to Australia and 59% used it to help plan an itinerary. Other uses included to find out about events and activities (52%), to look for accommodation (50%), and to find out more about Australia after deciding to visit (49%).

## 4.2 Internet Booking

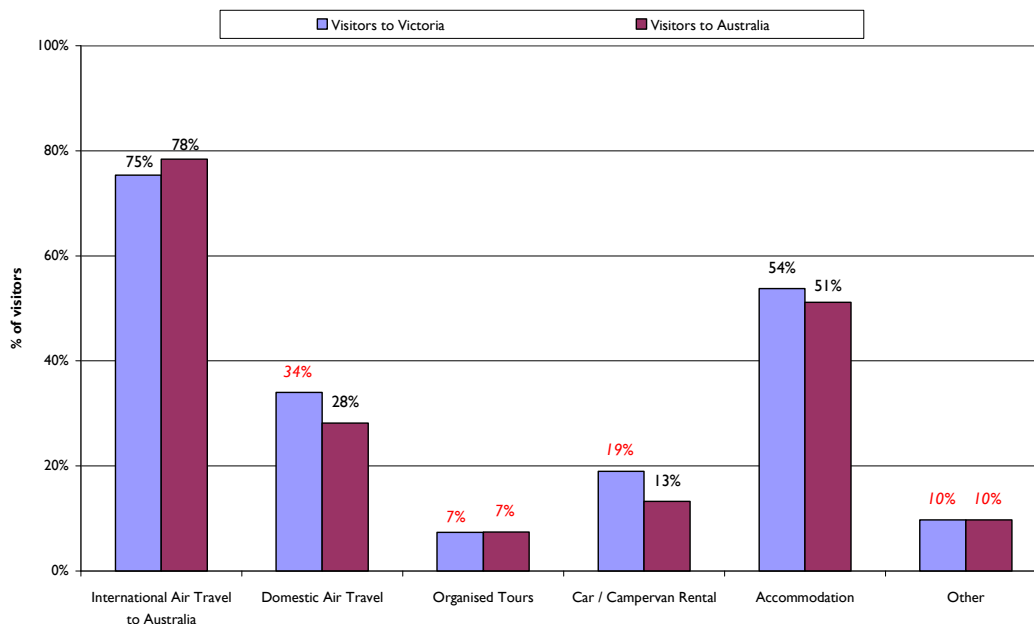
### Incidence of Online Booking among Canadian Overnight Leisure Visitors, 2004-2010



Base: Valid responses

The incidence of online booking among Canadian overnight leisure visitors to Victoria has increased from 31% in 2005 to 58% in 2010. Overnight visitors to Australia from Canada in 2010 were just as likely to book at least one component of the trip online, also with 58% reporting usage of online booking methods.

### Trip Components Booked Online among Canadian Overnight Leisure Visitors, 2010



Base: Booked on-line

Among Canadian overnight leisure visitors booking travel online, international air fares (78%) and accommodation (51%) were the most frequently purchased components among visitors to Australia. Overnight leisure visitors to Victoria were more likely to have booked accommodation (54% compared to 51%), domestic air travel (34% compared to 28%) and car or campervan rentals (19% compared to 13%) online.

### 4.3 Planning and Booking Horizons

	Visitors to Australia	Visitors to Victoria
Planning Horizon (average weeks)	17.6	18.6
Booking Horizon (average weeks)	12.1	12.0

Among Canadian leisure visitors to Australia, the average planning horizon was 17.6 weeks with a slightly longer horizon for overnight leisure visitors to Victoria (18.6 weeks). 24% of visitors to Australia indicated a lead time of less than 4 weeks for planning (21% of visitors to Victoria).

Flight booking occurred an average of 12.1 weeks prior to departure, with overnight leisure visitors to Victoria recording a slightly longer lead time (12.0 weeks). Among Australian leisure visitors, 33% of flight bookings (and 28% of flight bookings among Victorian overnight leisure visitors) occurred less than 4 weeks of departure.

Sources:

- *International Visitor Survey*, year ending December 2000-2010, Tourism Research Australia
- *International Tourism Expenditure in Australia's regions 2000-2010*, Tourism Research Australia
- Tourism Forecasting Committee Forecast 2010: Issue 1 (June 2010) and Issue 2 (December 2010).
- Tourism Australia Corporate Website: <http://www.tourism.australia.com/en-au/marketing/experience-seekers.aspx>, February 2010.

Further information: [www.tourism.australia.com/Markets.asp](http://www.tourism.australia.com/Markets.asp)  
[www.tourism.vic.gov.au/facts-and-figures/](http://www.tourism.vic.gov.au/facts-and-figures/)

Figures that are unreliable and unable to be published are represented by '-'. Percentages in red italics are unreliable and should be used with caution.

Figures might not add up due to rounding.