

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

I OVERVIEW OF HONG KONG VISITORS TO AUSTRALIA

I.1 Trends

Total Visitation from Hong Kong to Australia, 2000-2010

| Year Ending | | | | | | | Av Annual | Av Annual | |
|-------------------------------|----------|-------|-------|-------|-------|-------|-----------|-----------------------|-----------------------|
| | December | 2000 | 2006 | 2007 | 2008 | 2009 | 2010 | % Change 2000-2010 | % Change 2006-2010 |
| Visitors (000s) | 141 | 140 | 133 | 131 | 143 | 149 | 0.6% | 1.7% | 4.6% |
| Visitor Nights (000s) | 3,569 | 4,106 | 4,229 | 4,327 | 4,627 | 5,301 | 4.0% | 6.6% | 14.6% |
| Average Length of Stay | 25.3 | 29.4 | 31.9 | 33.0 | 32.4 | 35.5 | | | |

Hong Kong generated 149,000 visitors to Australia in the year ending December 2010. This was an increase of 4.6% from the previous year and a 0.6% average annual increase over the period 2000-2010. Hong Kong visitors to Australia are also spending more nights in the country. In 2010, they spent 5.3 million nights in Australia, a 14.6% increase over the previous year. Visitor nights have grown at an average rate of 4.0% per annum between 2000 and 2010. The average length of stay by Hong Kong visitors in Australia was 35.5 nights in 2010.

I.2 Main Purpose of Trip

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

| Year Ending | | | | | | | Av Annual | Av Annual | |
|---------------------------------------|----------|------|------|------|------|------|-----------|-----------------------|-----------------------|
| | December | 2000 | 2006 | 2007 | 2008 | 2009 | 2010 | % Change 2000-2010 | % Change 2006-2010 |
| Holiday | 76 | 61 | 55 | 53 | 62 | 62 | -2.0% | 0.4% | 1.2% |
| Visiting friends and relatives | 29 | 37 | 34 | 34 | 38 | 38 | 2.9% | 0.8% | -1.2% |
| Business | 23 | 24 | 26 | 24 | 22 | 29 | 2.3% | 4.9% | 27.6% |
| Education | 11 | 16 | 16 | 16 | 17 | 19 | 5.6% | 4.9% | 8.8% |

62,000 visitors came to Australia in 2010 from Hong Kong for holiday purposes, representing an increase of 1.2% from the previous year. 38,000 Hong Kong visitors came to Australia to visit friends and relatives (VFR), a decrease of 1.2% from the previous year. Over the longer term (2000-2010) VFR visitation to Australia has grown at an annual average rate of 2.9%, while holiday visitation has decreased at an annual average rate of 2.0% during the same period. The business travel sector experienced a strong recovery in 2010 (up 27.6% from the previous year), while the education sector has also grown (+8.8%). Between 2000 and 2010, the education segment has grown at an annual average rate of 5.6% to reach 19,000 visitors in 2010, the largest average annual growth of all sectors.

1.3 States/Territories Visited

Hong Kong 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 | | |
| | | | | | | | | | | |
| Australia | | 141 | 140 | 133 | 131 | 143 | 149 | 0.6% | 1.7% | 4.6% |
| New South Wales | | 85 | 80 | 78 | 77 | 84 | 78 | -0.9% | -0.6% | -7.6% |
| Victoria | | 35 | 40 | 33 | 38 | 39 | 50 | 3.6% | 5.8% | 28.5% |
| Queensland | | 58 | 43 | 44 | 39 | 38 | 41 | -3.5% | -1.3% | 6.0% |
| South Australia | | - | 7 | 5 | 5 | 10 | 12 | - | 13.7% | 21.2% |
| Western Australia | | 9 | 12 | 11 | 8 | 12 | 12 | 2.4% | -1.2% | -2.9% |
| Tasmania | | - | - | - | - | 5 | 8 | - | - | 45.7% |

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

There were 50,000 Hong Kong overnight visitors to Victoria in 2010, representing an increase of 28.5% from the previous year. Hong Kong visitation to Victoria has increased at an annual average rate of 3.6% between 2000 and 2010, outperforming all states and territories and the national average (+0.6%).

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

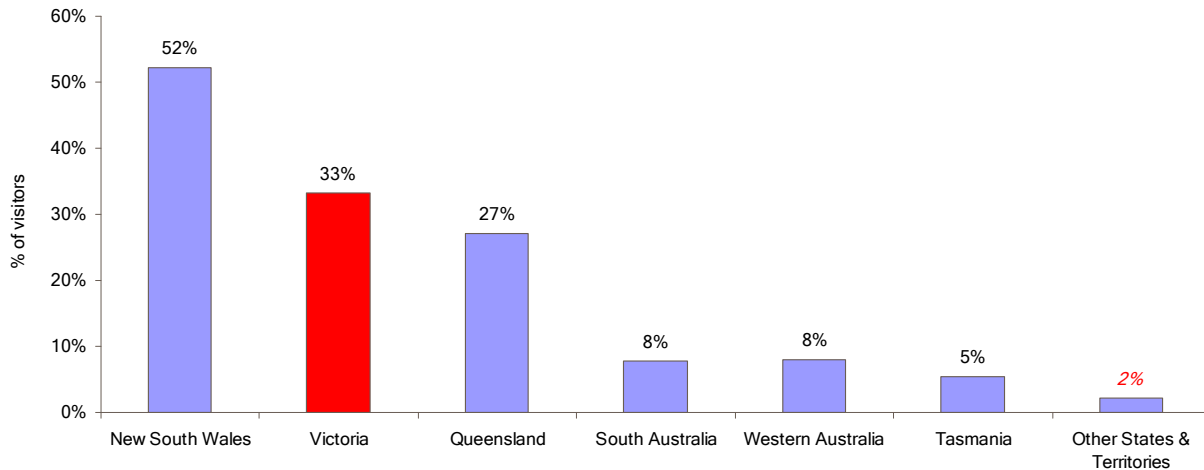
| Year Ending | | | | | | | Av Annual | Av Annual | % Change | |
|----------------------------|----------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| | December | 2000 | 2006 | 2007 | 2008 | 2009 | 2010 | % Change | | |
| | | | | | | | | | | |
| Australia | | 3,569 | 4,106 | 4,229 | 4,327 | 4,627 | 5,301 | 4.0% | 6.6% | 14.6% |
| New South Wales | | 1,440 | 1,678 | 1,607 | 1,790 | 1,662 | 1,921 | 2.9% | 3.4% | 15.6% |
| Victoria | | 1,018 | 965 | 871 | 873 | 1,091 | 928 | -0.9% | -1.0% | -15.0% |
| Queensland | | 570 | 767 | 918 | 1,112 | 708 | 768 | 3.0% | 0.0% | 8.5% |
| South Australia | | - | - | - | - | - | 640 | - | - | - |
| Western Australia | | - | - | - | - | - | 763 | - | - | - |
| Other States & Territories | | - | - | - | - | - | - | - | - | - |

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

The number of visitor nights spent in Victoria by Hong Kong visitors decreased by 15.0% from 2009 to 928,000 nights in 2010.

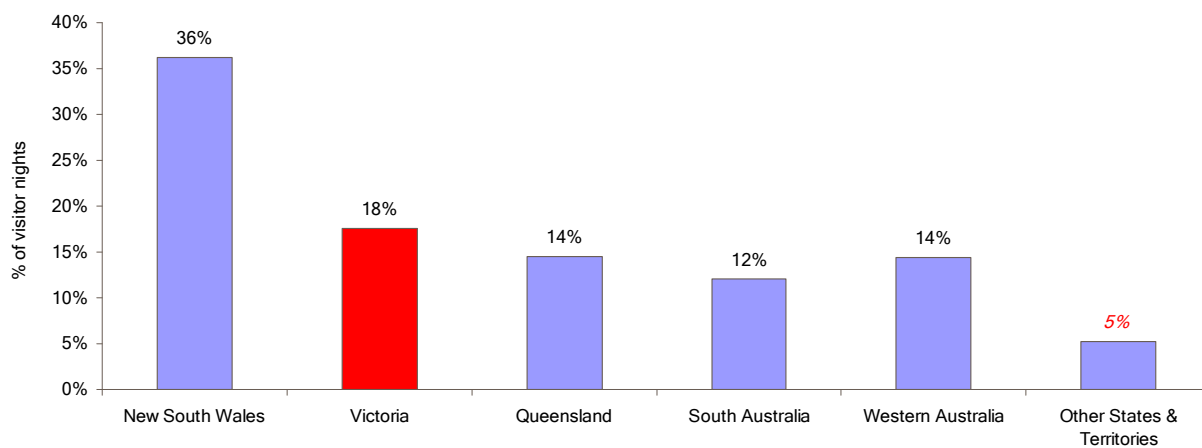
1.4 Market Share by State

Hong Kong Visitors¹ to Australia, Year ending December 2010 – by State



33% of Hong Kong visitors to Australia in 2010 stayed overnight in Victoria, above that of Queensland (27%) while lower than for New South Wales (52%).

Hong Kong Visitor Nights to Australia, Year ending December 2010 – Market Share by State



Victoria's market share of visitor nights spent by Hong Kong travellers in 2010 was 18%, 18 percentage points behind New South Wales (36%).

¹ 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.

I.5 Main Purpose of Visit – Visitors to Victoria

Hong Kong Overnight Visitation (000s) to Victoria by Main Purpose of Visit, 2000-2010

| Year Ending December | 2 Years Ending December | | | | | | Av Annual % change | Av Annual % Change | % change |
|---|-------------------------|------|------|------|------|------|-----------------------|-----------------------|----------|
| | 2000 | 2006 | 2007 | 2008 | 2009 | 2010 | 2000-2010 | 2006-2010 | 09-10 |
| Holiday | 16 | 18 | 14 | 18 | 18 | 23 | 3.7% | 6.0% | 27.8% |
| Visiting friends & relatives | 9 | 9 | 8 | 9 | 9 | 11 | 2.4% | 5.9% | 19.5% |
| Total Leisure | 24 | 27 | 22 | 27 | 27 | 34 | 3.2% | 5.9% | 25.0% |
| Business | 6 | 8 | 6 | 6 | 6 | 12 | 7.5% | 10.8% | 99.4% |

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

In 2010, there were 34,000 Hong Kong overnight leisure visitors to Victoria, a 25.0% increase over the previous year and 5.9% average annual increase from 2006 to 2010. Overnight holiday and VFR visitors to Victoria both increased over the previous year (27.8% and 19.5% respectively). Victoria experienced a very strong year-on-year increase in overnight business (+99.4%) visitors from Hong Kong with 12,000 in 2010.

I.6 Melbourne and Victorian Regions Visited

Hong Kong Overnight Visitation (000s) to Victoria, 2 years (rolling) ending 2000-2010

| | 2 Years Ending December | | | | | | Av Annual % change | Av Annual % change | % change |
|-------------------|-------------------------|------|------|------|------|------|-----------------------|-----------------------|-----------|
| | 2000 | 2006 | 2007 | 2008 | 2009 | 2010 | 2000-2010 | 2006-2010 | 2009-2010 |
| Melbourne | 56 | 79 | 70 | 68 | 74 | 85 | 4.2% | 1.9% | 14.7% |
| Regional Victoria | 6 | 7 | 9 | 10 | 7 | 9 | 5.4% | 8.8% | 29.0% |

There were 85,000 Hong Kong overnight visitors to Melbourne in the two year period ending December 2010, a 14.7% increase over the previous period. Hong Kong overnight visitation to Melbourne has grown at an annual average rate of 1.9% over the medium term (2006 to 2010).

Overnight visitation to regional Victoria increased a strong 29.0% from the previous period for the Hong Kong market, to 9,000 visitors in the two years ending December 2010.

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

| Campaign Regions | 2 Years Ending December | | | | | | Av Annual % change | Av Annual % change | % change |
|------------------|-------------------------|-------|-------|-------|-------|-------|-----------------------|-----------------------|-----------|
| | 2000 | 2006 | 2007 | 2008 | 2009 | 2010 | 2000-2010 | 2006-2010 | 2009-2010 |
| Melbourne | 1,324 | 1,664 | 1,700 | 1,574 | 1,845 | 1,848 | 3.4% | 2.7% | 0.2% |

The number of visitor nights spent in Melbourne by Hong Kong visitors increased slightly by 0.2% from the previous period to 1.8 million visitor nights in the two year period ending December 2010. Between 2006 and 2010, visitor nights spent in Melbourne increased at an average rate of 2.7% p.a.

1.7 Visitor Expenditure

| Expenditure by Hong Kong Visitors | Total Expenditure | | | | | Expenditure Share | | | Expenditure Per Night | | | Expenditure Per Visitor | | |
|-----------------------------------|----------------------|------------|------------|-------------|----------------|-------------------|-------------|-------------|-----------------------|------------|------------|-------------------------|--------------|--------------|
| | Nominal (\$ million) | | | Av Ann | % Change | % | | | \$ | | | \$ | | |
| | Year Ending December | 2000 | 2009 | 2010 | % Change 00-10 | 09-10 | 2000 | 2009 | 2010 | 2000 | 2009 | 2010 | 2000 | 2009 |
| New South Wales | np | 194 | 206 | np | 6.2% | np | 3.2% | 3.3% | np | 117 | 107 | np | 2299 | 2643 |
| Victoria | np | 127 | 138 | np | 8.7% | np | 3.4% | 3.5% | np | 116 | 149 | np | 3,284 | 2,776 |
| Queensland | np | 79 | 87 | np | 10.1% | np | 2.0% | 2.3% | np | 112 | 113 | np | 2,064 | 2,145 |
| South Australia | np | 37 | 70 | np | 89.2% | np | 5.6% | 9.5% | np | 124 | 109 | np | 3,873 | 6,047 |
| Western Australia | np | 39 | 86 | np | 120.5% | np | 2.2% | 4.4% | np | 85 | 113 | np | 3,204 | 7,279 |
| Tasmania | np | np | np | np | np | np | np | np | np | np | np | np | np | np |
| Northern Territory | np | np | np | np | np | np | np | np | np | np | np | np | np | np |
| Australian Capital Territory | np | np | np | np | np | np | np | np | np | np | np | np | np | np |
| Australia | 418 | 521 | 616 | 4.0% | 18.2% | 3.8% | 3.0% | 3.5% | 117 | 113 | 116 | 2,957 | 3,649 | 4,122 |

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.

Expenditure by Hong Kong visitors in Australia has increased to reach \$616 million in 2010, up 18.2% year-on-year. Hong Kong visitor expenditure in Victoria also increased 8.7% to \$138 million in 2010, representing a 3.5% share of total international expenditure in Victoria. In 2010, Victoria achieved the highest expenditure per night result (\$149p/nt) of all states and territories.

1.8 Visitors to Victoria Forecast

| Hong Kong Forecasts | 2010 | ACTUAL | FORECAST | | | | | | | | | | Ave Annual Growth Rate (2009 - 2020) |
|-------------------------------|---------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------------------------------|
| | Vic Mkt Share | | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | |
| Visitor Numbers (000s) | 33% | 50 | 41 | 42 | 44 | 45 | 47 | 48 | 49 | 51 | 52 | 53 | 3.0% |
| Visitor Nights (000s) | 18% | 928 | 1,275 | 1,316 | 1,358 | 1,391 | 1,429 | 1,474 | 1,507 | 1,556 | 1,593 | 1,637 | 3.8% |

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 Hong Kong is forecast at 3.0% over the period 2009-2020. Victoria is estimated to receive 53,000 overnight visitors from Hong Kong by 2020. Despite a number of negative factors including the Global Financial Crisis and the H1N1 influenza and the high value of the Australian dollar, arrivals to Australia from Hong Kong rose in 2009 and 2010. Lower airfares in the market have made a short term impact on arrivals, and looking ahead direct aviation seat capacity is expected to expand in 2010 / 2011. The Shanghai Expo (1 May to 31 October 2010) and the 16th Asian Games in Guangzhou (12-27 November 2010) was expected to attract some travellers away from Australia; however more positively, growth in visitor nights is expected to increase with longer-staying Education visitors over the medium term.

2 OVERVIEW OF HONG KONG LEISURE VISITORS TO VICTORIA

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

Hong Kong 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) | 24 | 27 | 22 | 27 | 27 | 27 | 34 | 3.3% | 5.9% | 25.0% |
| % Market Share | 23% | 27% | 25% | 31% | 27% | 27% | 33% | | | |

34,000 Hong Kong leisure visitors stayed overnight in Victoria for leisure purposes in 2010, a 25.0% increase from 2009. Visitation from this segment has grown at an annual average rate of 3.3% over the period 2000-2010.

Hong Kong '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."

| Year ending | | | | |
|------------------------------|------|------|------|------|
| December | 2007 | 2008 | 2009 | 2010 |
| Total | 39% | 35% | 40% | 42% |
| New South Wales | 40% | 37% | 35% | 40% |
| Victoria | 39% | 40% | 47% | 45% |
| Queensland | 36% | 30% | 38% | 36% |
| South Australia | 45% | 29% | 45% | 63% |
| Western Australia | 40% | 24% | 44% | 33% |
| Tasmania | 53% | 34% | 40% | 31% |
| Northern Territory | 43% | 16% | 54% | 60% |
| Australian Capital Territory | 67% | 52% | 45% | 27% |

Of Hong Kong overnight leisure visitors to Victoria, 45% can be defined as part of the Tourism Australia defined segment "Experience Seekers" in 2010. This was slightly higher than the proportion of Hong Kong leisure travellers to Australia generally (42%), and also for key competitors New South Wales (40%) and Queensland (36%). Over time, this proportion has increased 6 percentage points, from 39% of 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

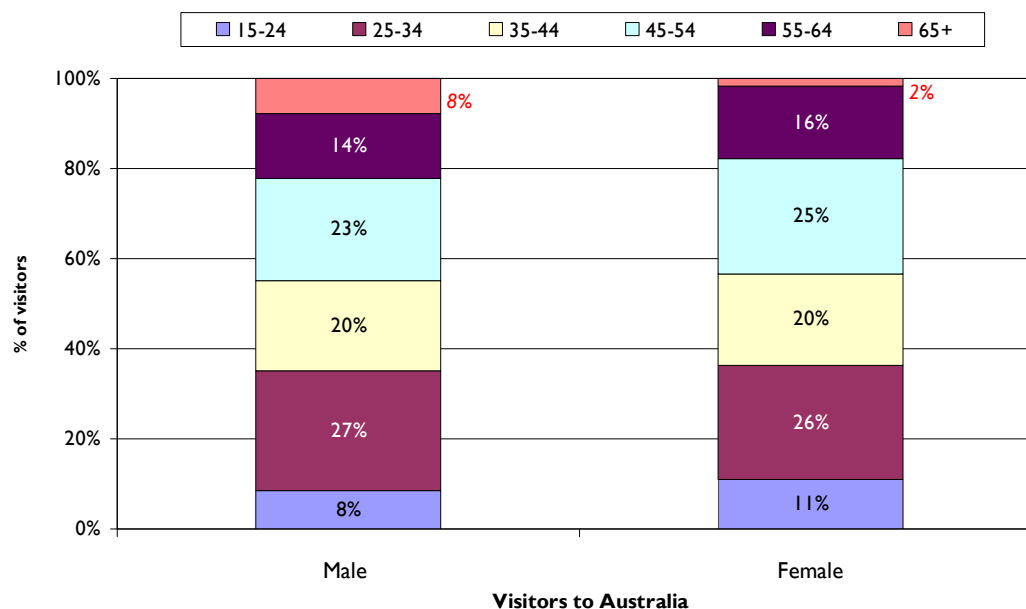
| Selected Places Visited - Overnight Visit or Daytrip (% of all Leisure Overnight Visitors to Victoria) | Hong Kong Visitors | All International Visitors | Selected Places Visited - Melbourne Attractions (% of Leisure Overnight Visitors to Victoria) | All | |
|---|-----------------------|-------------------------------|--|-----------------------|---------------------------|
| | | | | Hong Kong Visitors | International Visitors |
| Phillip Island, penguin parade | 26% | 20% | Crown Casino/entertainment complex | 40% | 33% |
| Ballarat, Sovereign Hill | - | 12% | Federation Square | 45% | 50% |
| Dandenongs, Puffing Billy, Healesville Sanctuary | - | 14% | Queen Victoria Market | 58% | 51% |
| Great Ocean Road or Twelve Apostles | 36% | 34% | Southbank/Southgate | 28% | 31% |
| Mornington Peninsula | - | 9% | Melbourne Museum (Royal Exhibition Building) | 17% | 23% |
| Daylesford, Hepburn Springs, Macedon | - | 2% | Docklands/Telstra Dome | 24% | 28% |
| Yarra Valley | - | 12% | National Gallery of Victoria (NGV) | - | 17% |
| Bendigo | - | 5% | Melbourne Cricket Ground (MCG) | - | 11% |

Of the Victorian places visited (for an overnight visit or daytrip) 36% of Hong Kong 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 overnight leisure visitors to Victoria travelling there.

Of the Melbourne attractions visited 58% of Hong Kong overnight leisure visitors to Victoria spent time at the Queen Victoria Markets, followed by Federation Square (45%) and the Crown Casino and/or Crown Entertainment Complex (40%). The highest result for all the listed Melbourne Attractions for international overnight visitors to Victoria generally was the Queen Victoria Markets also (51% of overnight leisure visitors to Victoria).

2.2 Demographic Profiling

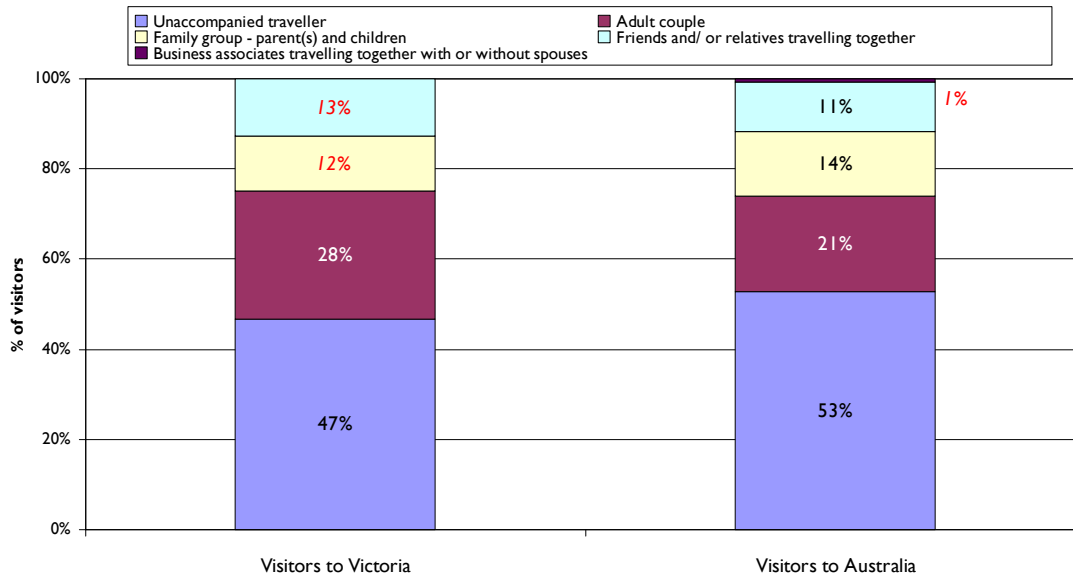
Age Group & Gender (% of overnight leisure visitors from Hong Kong)



In 2010 overnight leisure visitors from Hong Kong to Australia were slightly skewed towards females at 53% and 47% for males. Across the age groups, the split is relatively even for both males and female visitors to Australia, with a slight skew to the middle age groups and away from the youngest and eldest segments. The majority of visitors are aged 25 to 54 years (70% for males and 71% for females).

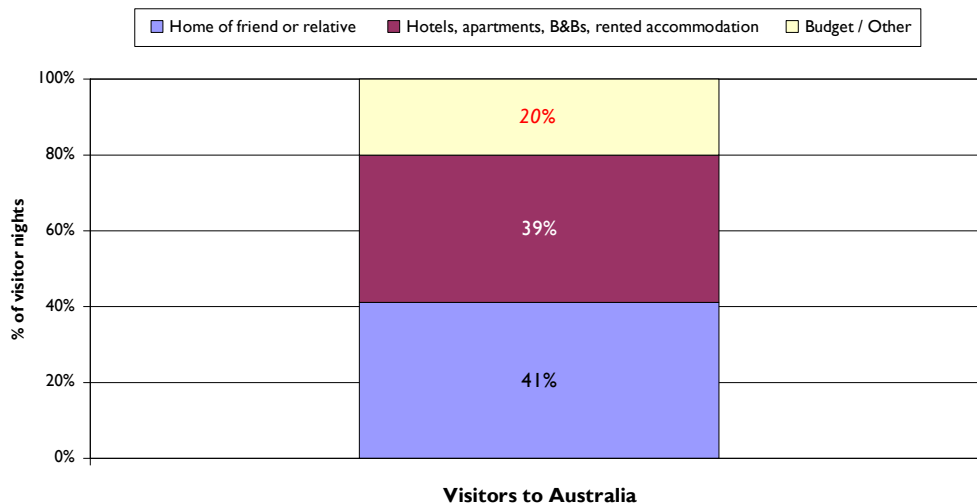
2.3 Detailed Visitor Behaviour

Travel Party Description (% of overnight leisure visitors from Hong Kong)



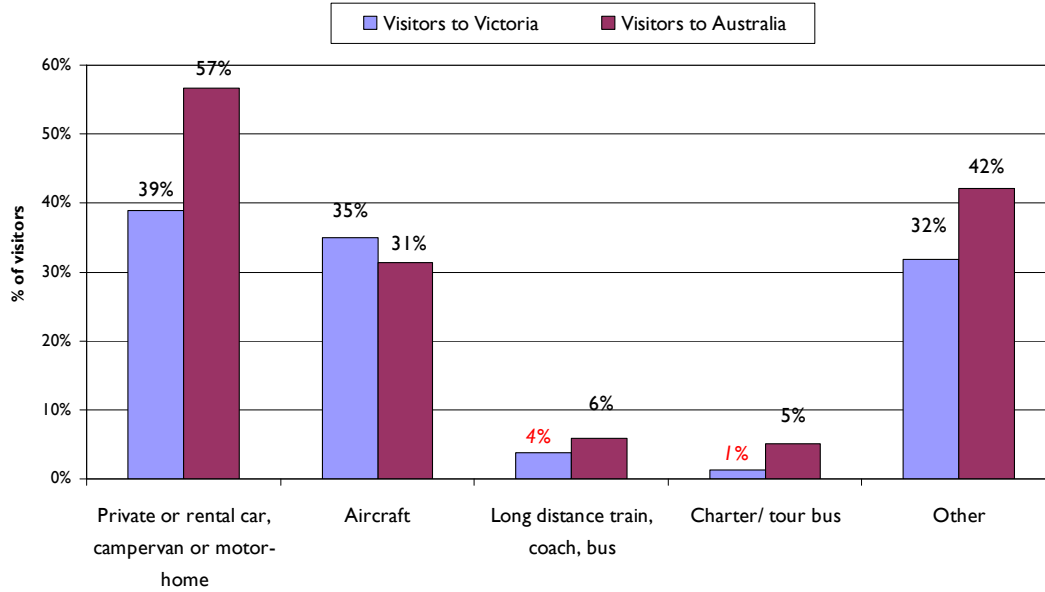
The majority of overnight leisure travellers visiting Australia from Hong Kong in 2010 were unaccompanied (53%) compared to 47% of overnight visitors to Victoria. Adult couples were the next largest market with 28% of visitors to Victoria and 21% of visitors to Australia.

Accommodation (% of visitor nights spent by Hong Kong leisure visitors)



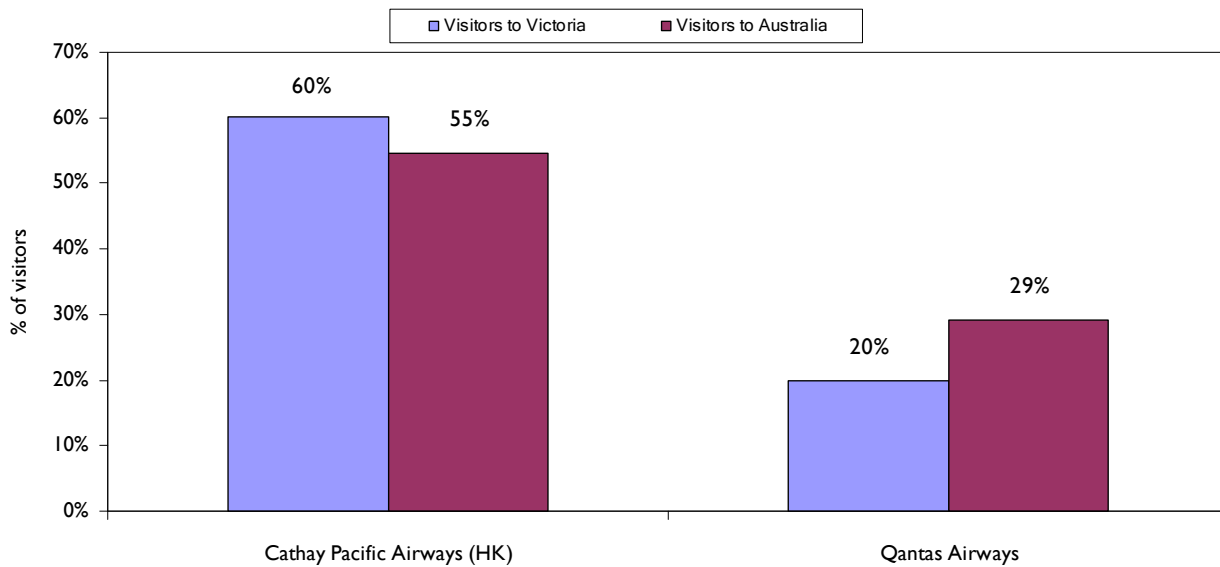
In 2010, 41% of nights spent by leisure visitors to Australia from Hong Kong were spent with friends or relatives, and 39% were spent at hotels, apartments, B&Bs or rented accommodation.

Transportation used (% of overnight leisure visitors from Hong Kong)



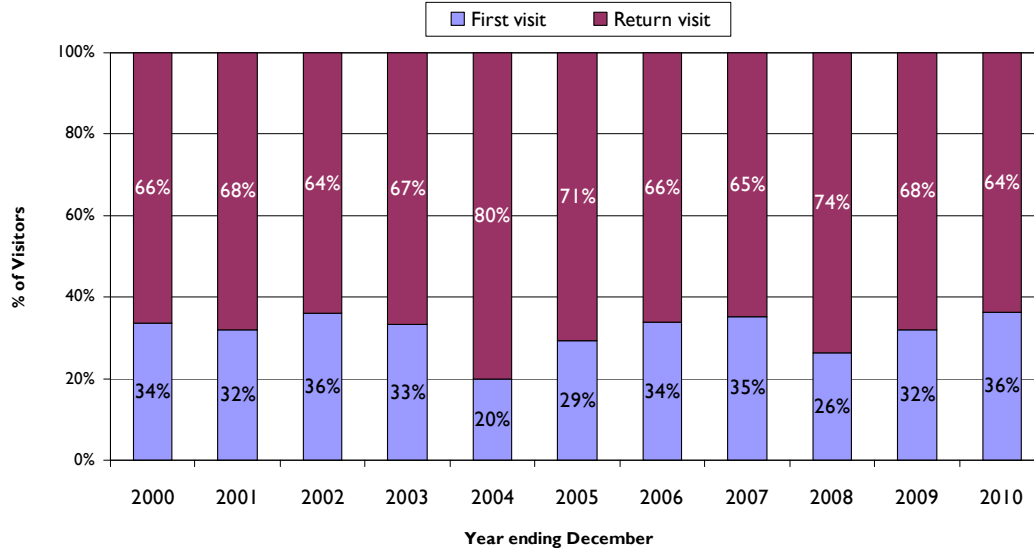
Of the 34,000 Hong Kong leisure visitors who stayed overnight in Victoria in 2010, 39% used a private or rental car, campervan or motor-home, 35% used an aircraft, and 32% used other forms of transport such as public transport or a ship/boat/ferry on their trip. In comparison, 57% of Hong Kong leisure visitors to Australia used a private or rental car, campervan or motor-home on their trip, 42% used other forms of transport and 31% used an aircraft.

Departure Airline used (% of leisure visitors from Hong Kong)



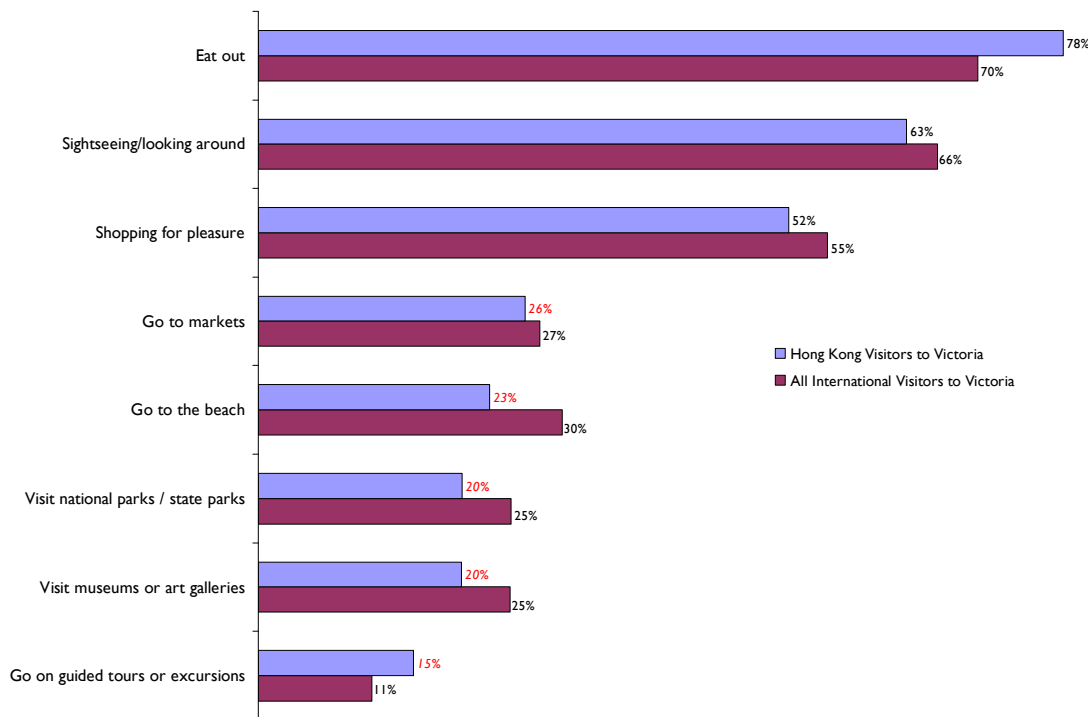
The majority of overnight leisure visitors to Victoria from Hong Kong in 2010 used Cathay Pacific Airways (60%) when departing Australia following their holiday, followed by Qantas (20%).

Repeat Visitation to Victoria (% of overnight leisure visitors from Hong Kong)



Hong Kong has been a mature market for some time. In 2010, the proportion of overnight leisure visitors from Hong Kong to Victoria who were visiting for the first time was 36%, in line with the proportion to Australia (36%).

Top 15 Activities (% of overnight leisure visitors from Hong Kong)



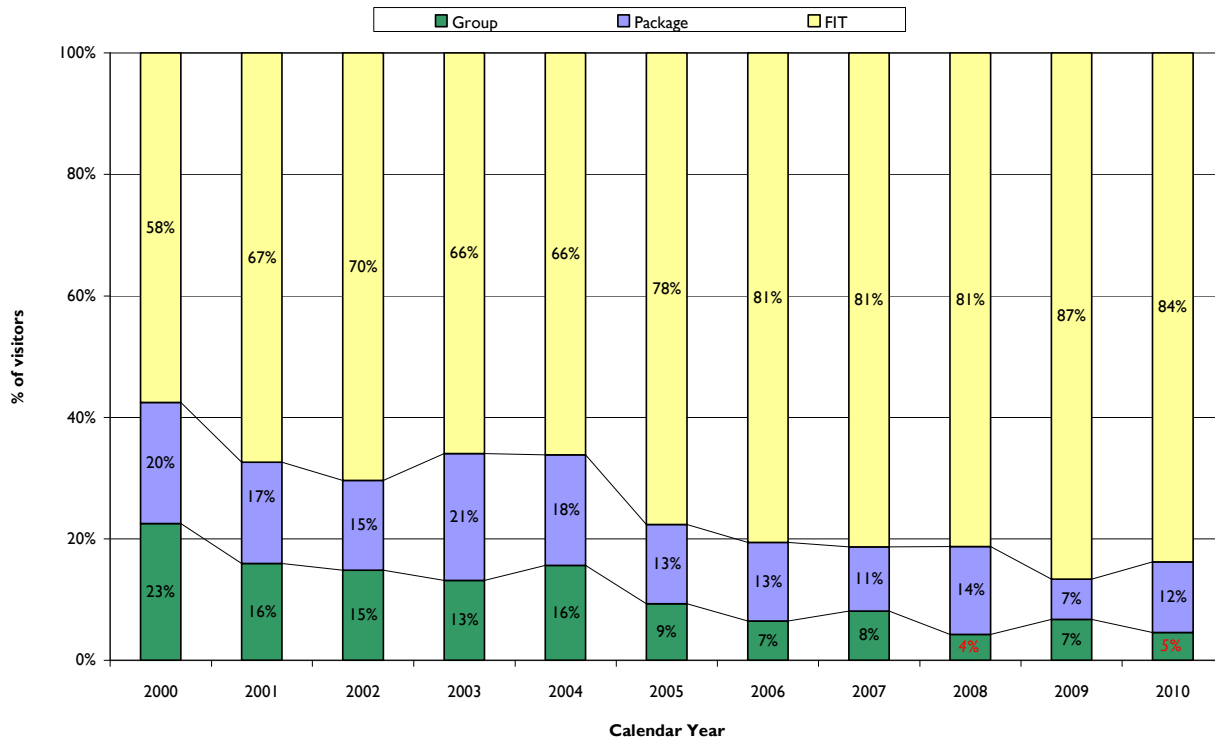
Unlike some markets, Hong Kong does not display a greater likelihood to do a number of particular activities than the average international overnight visitor to Victoria. Of the most common activities on their trip as listed above, they are slightly more likely to enjoy dining out (78% compared with 70%), and to a less extent, to go on guided tours or excursions (15% compared with 11%).

There are many possible reasons that this is the case including the high repeat visitation of the market and their familiarity with Australia and Victoria, or the varied interests of the market generally when they travel.

3 TRAVEL STYLE

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

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



The growing maturity of the Hong Kong leisure travel market is reflected in the large proportion of FIT travellers, who accounted for 84% of the market. This increase has been at the expense of both group and package travel, now accounting for 12% of overnight visitors for package and 5% for group travel in 2010.

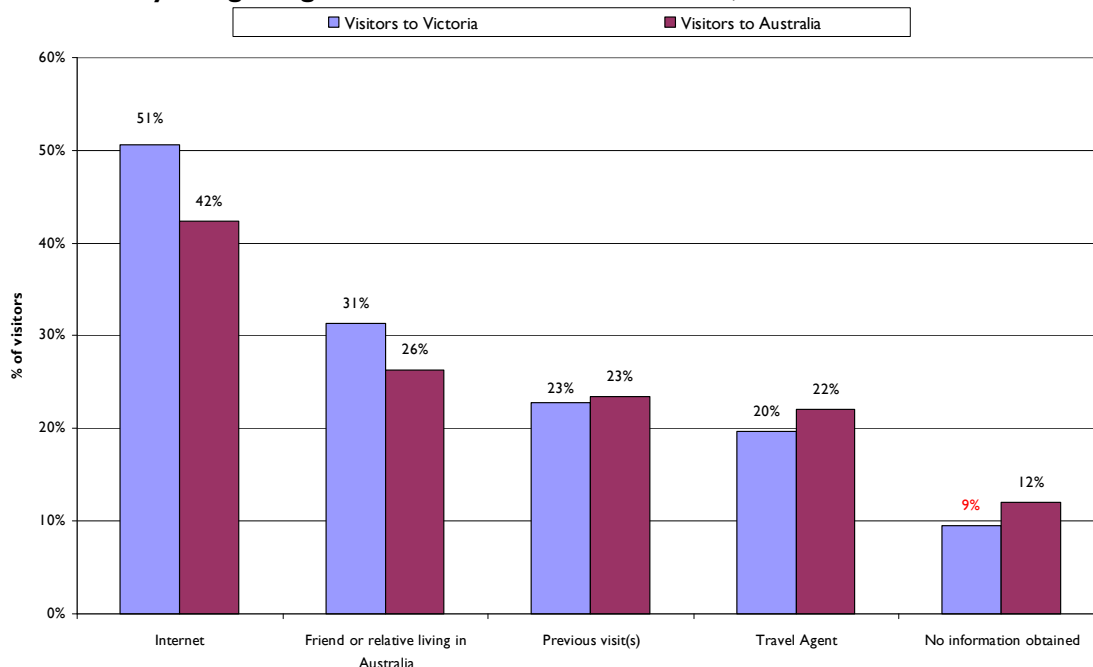
* NOTE: Group, Package and FIT are derived using the following method.

'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 Hong Kong Visitors to Australia and Victoria, 2010



Base: Valid responses

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

Among Hong Kong overnight leisure visitors to Victoria and Australia in 2010, the leading information source used was the internet (51% and 42% respectively), followed by word of mouth from an Australian resident (31% and 26%) and previous visits (both 23%). Overnight visitors to Victoria were slightly less likely to have used a travel agent (20% compared with 22%) than visitors to Australia generally.

Reasons for using the Internet by Hong Kong Leisure Visitors to Australia and Victoria, 2010

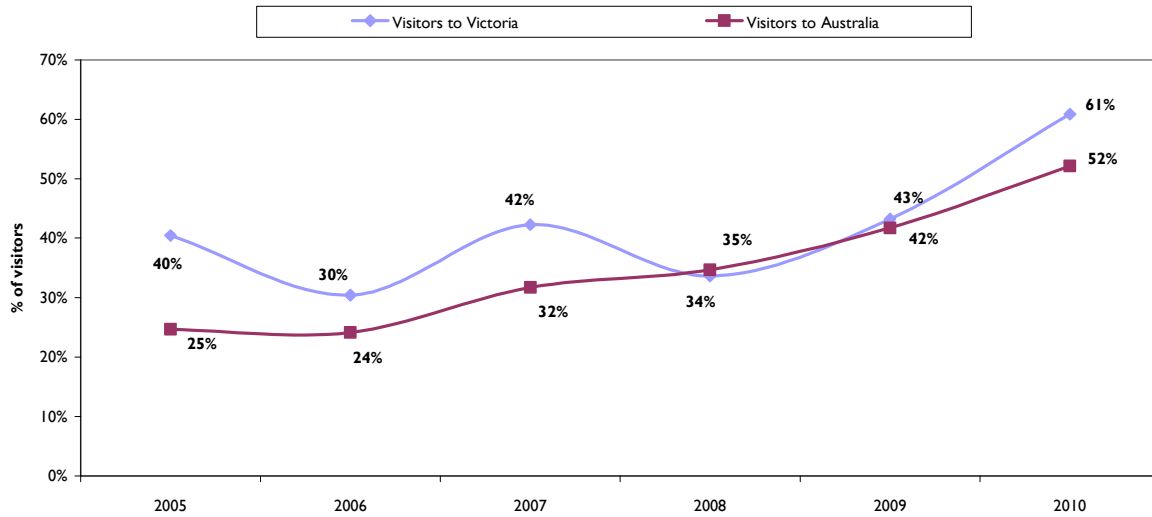


Base: Those who used the Internet as an Information Source.

Of Hong Kong overnight leisure visitors to Victoria who used the internet in their holiday planning, 55% used it to help plan an itinerary, 54% to look for airfares and schedules and 52% were looking for accommodation for their trip to Australia.

4.2 Internet Booking

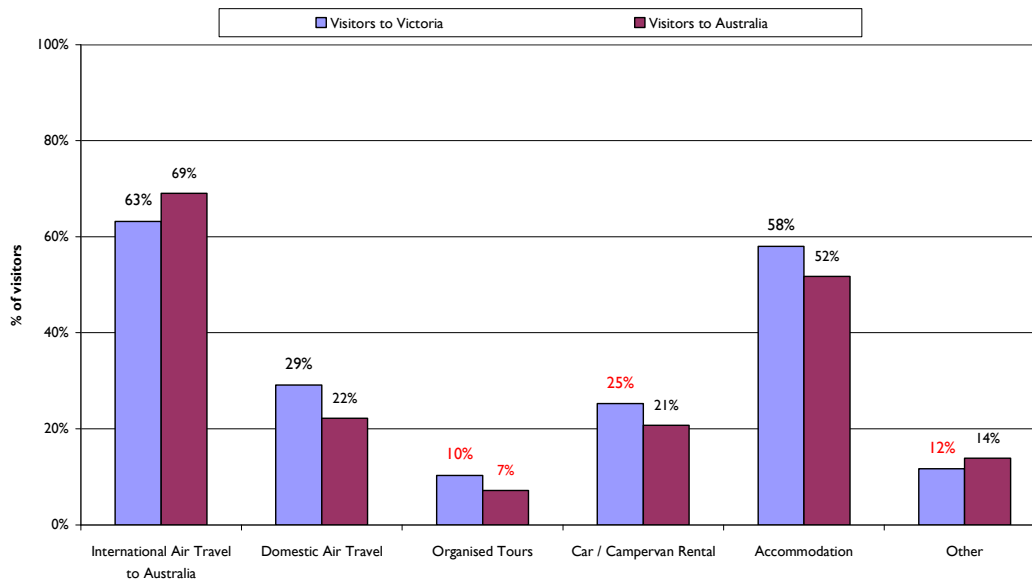
Incidence of Online Booking among Hong Kong Overnight Leisure Visitors, 2005-2010



Base: Valid responses

The incidence of online booking among Hong Kong leisure visitors to Australia fluctuated experienced an overall increase from 25% in 2005 to 52% in 2010. Overnight visitors to Victoria from Hong Kong fluctuated in their use of online booking overtime, with 61% reporting usage of online booking methods in 2010 (higher than Australia (52%)).

Trip Components Booked Online among Hong Kong Visitors, 2010



Base: Booked on-line

Among Hong Kong overnight leisure visitors booking travel online, for visitors to Victoria and Australia international air fares (63% and 69%) was the most frequently purchased component. Overnight visitors to Victoria from Hong Kong were more likely to book accommodation (58% and 52%) and domestic air travel online (29% and 22%) compared to all Hong Kong leisure visitors to Australia.

4.3 Planning and Booking Horizons

| | Visitors to Australia | Visitors to Victoria |
|----------------------------------|-----------------------|----------------------|
| Planning Horizon (average weeks) | 8.1 | 8.7 |
| Booking Horizon (average weeks) | 5.9 | 6.5 |

Among leisure visitors from Hong Kong leisure to Australia the average planning horizon was 8.1 weeks, with a longer horizon for visitors to Victoria (8.7 weeks). However, 55% of visitors to Australia indicated a lead time of less than four weeks for planning (56% of overnight leisure visitors to Victoria).

Flight booking occurred an average of 5.9 weeks prior to departure, with overnight leisure visitors to Victoria recording a longer lead time (6.5 weeks). Among Australian leisure visitors, 61% of flight bookings (and 60% of flight bookings among Victorian overnight leisure visitors) occurred within four 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 (November 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
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.