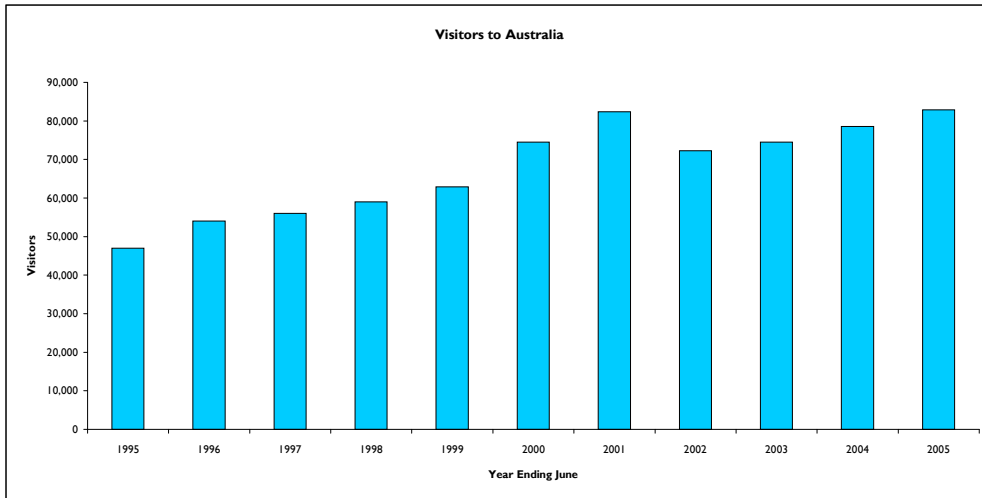


Nordic Countries - includes Denmark, Norway, Sweden & Finland

Visitors

Y/E June	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	Av Annual % change
Australia	47,000	54,000	56,000	59,000	62,900	74,500	82,400	72,300	74,500	78,600	82,900	6%

Source: Overseas Arrivals & Departures 1995-2005, Australian Bureau of Statistics

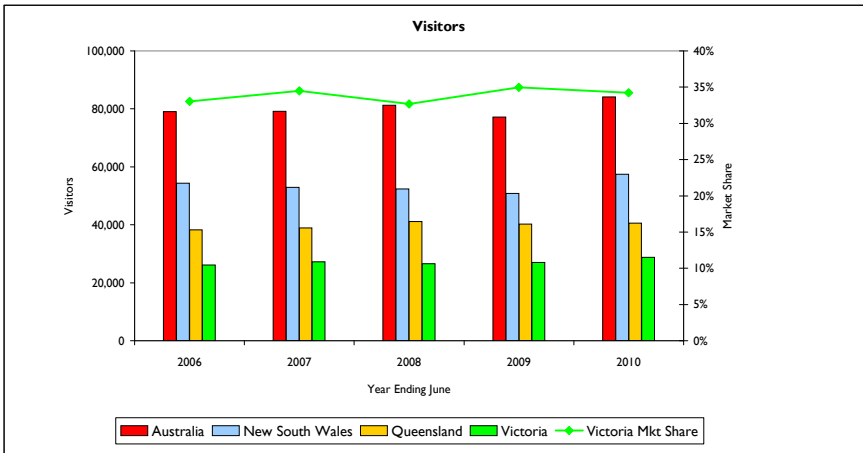


Source: Overseas Arrivals & Departures 1995-2005, Australian Bureau of Statistics

Visitors

Y/E June	2006	2007	2008	2009	2010	% change 09/10
Australia	79,039	79,122	81,224	77,125	84,089	9%
New South Wales	54,356	52,963	52,412	50,873	57,447	13%
Queensland	38,266	38,871	41,127	40,267	40,572	1%
Victoria	26,101	27,271	26,561	26,987	28,778	7%
Victoria Mkt Share	33%	34%	33%	35%	34%	

Source: International Visitor Survey 2006-2010, Tourism Research Australia



Visitor Forecasts 2019	
Australia	115,046
Victoria	41,208

Source: Tourism Forecasting Committee, Forecast 2010 Issue 1, Tourism Research Australia, Canberra.

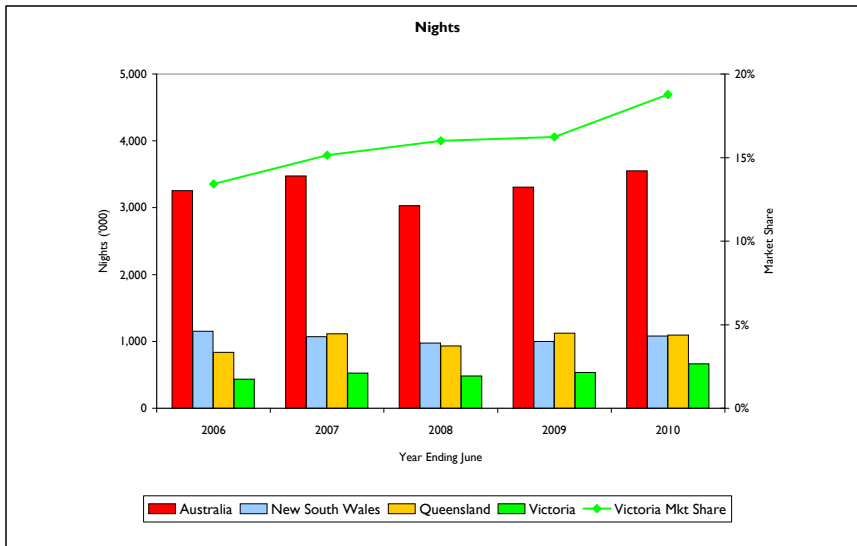
(Tourism Victoria estimates for Visitor Forecasts 2019 based on Year Ending December 2009 International Visitor Survey data).

Nordic Countries - includes Denmark, Norway, Sweden & Finland

Nights ('000)

Y/E June	2006	2007	2008	2009	2010	% change 09/10
Australia	3,253	3,476	3,030	3,309	3,551	7%
New South Wales	1,152	1,071	976	999	1,083	8%
Queensland	837	1,113	933	1,123	1,093	-3%
Victoria	437	526	485	537	666	24%
Victoria Mkt Share	13%	15%	16%	16%	19%	

Source: International Visitor Survey 2006-2010, Tourism Research Australia



Main Reason for Trip	Visitors (%)		Nights (%)	
	Aus	Vic	Aus	Vic
Holiday	55%	58%	48%	28%
Visiting friends and relatives	20%	15%	12%	16%
Business	13%	12%	5%	6%
Education	8%	13%	29%	37%
Employment	2%	1%	3%	10%
Other reason	2%	1%	2%	4%

Source: International Visitor Survey - Year ending June 10, Tourism Research Australia

Note: Figures in red are subject to sampling variability and should be used with caution.

Prepared by Tourism Victoria Research Unit