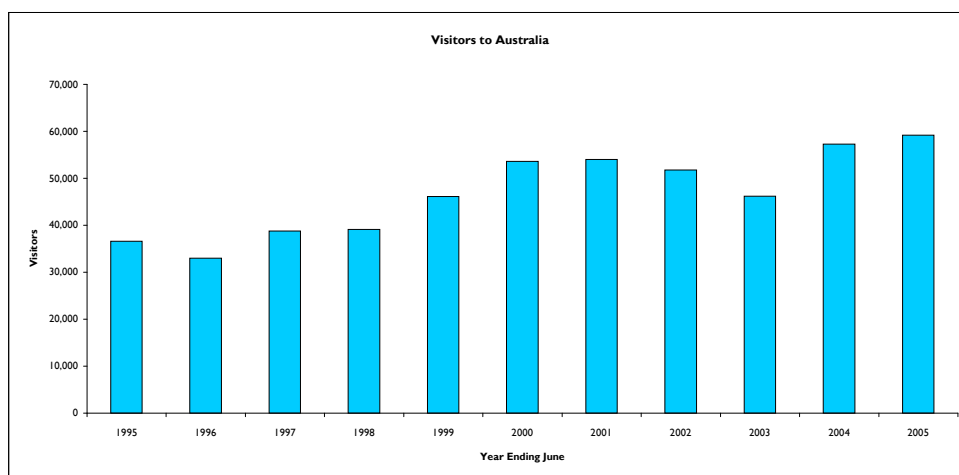


France

Visitors

Y/E June	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	Av Annual % change
Australia	36,600	33,000	38,800	39,100	46,100	53,600	54,000	51,800	46,200	57,300	59,200	5%

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

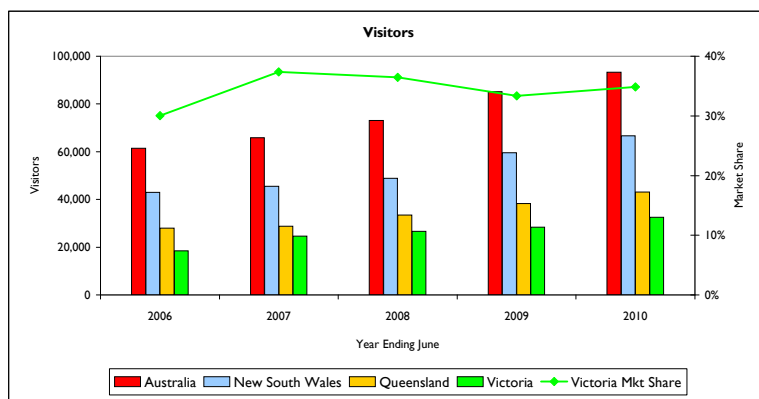


Source: Overseas Arrivals & Departures 1995-2005, Australian Bureau of Statistics

Visitors

Y/E June	2006	2007	2008	2009	2010	% change 09/10
Australia	61,443	65,812	73,062	85,129	93,281	10%
New South Wales	42,981	45,543	48,905	59,539	66,668	12%
Queensland	27,965	28,818	33,440	38,261	43,096	13%
Victoria	18,453	24,589	26,658	28,411	32,495	14%
Victoria Mkt Share	30%	37%	36%	33%	35%	

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



Visitor Forecasts 2019

Australia	140,498
Victoria	46,145

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

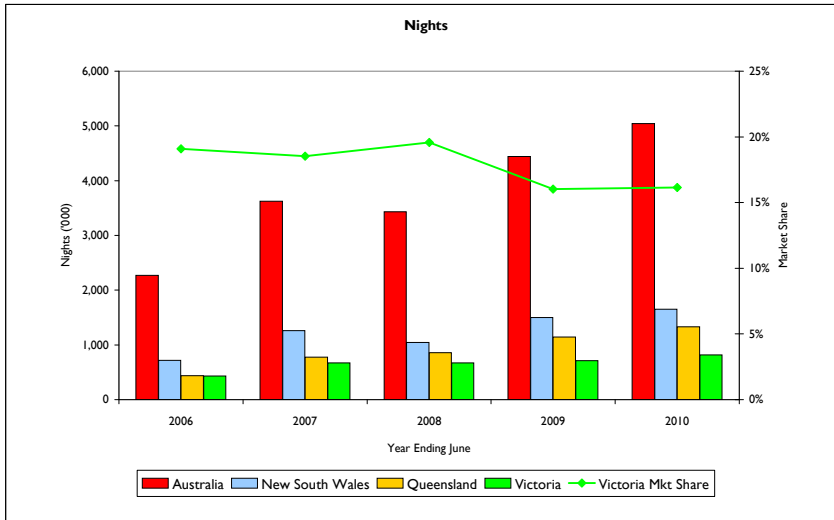
(Tourism Victoria estimates for Visitor Forecasts 2019 based on Year Ending December 2009 International Visitor Survey data).

France

Nights ('000)

Y/E June	2006	2007	2008	2009	2010	% change 09/10
Australia	2,273	3,627	3,431	4,444	5,043	13%
New South Wales	717	1,260	1,044	1,501	1,650	10%
Queensland	438	777	860	1,144	1,328	16%
Victoria	434	672	672	712	814	14%
Victoria Mkt Share	19%	19%	20%	16%	16%	

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



Main Reason for Trip	Visitors (%)		Nights (%)	
	Aus	Vic	Aus	Vic
Holiday	58%	56%	62%	55%
Visiting friends and relatives	15%	16%	7%	12%
Business	11%	13%	4%	6%
Education	8%	7%	16%	14%
Employment	4%	6%	8%	12%
Other reason	4%	2%	2%	1%

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