

# Ireland

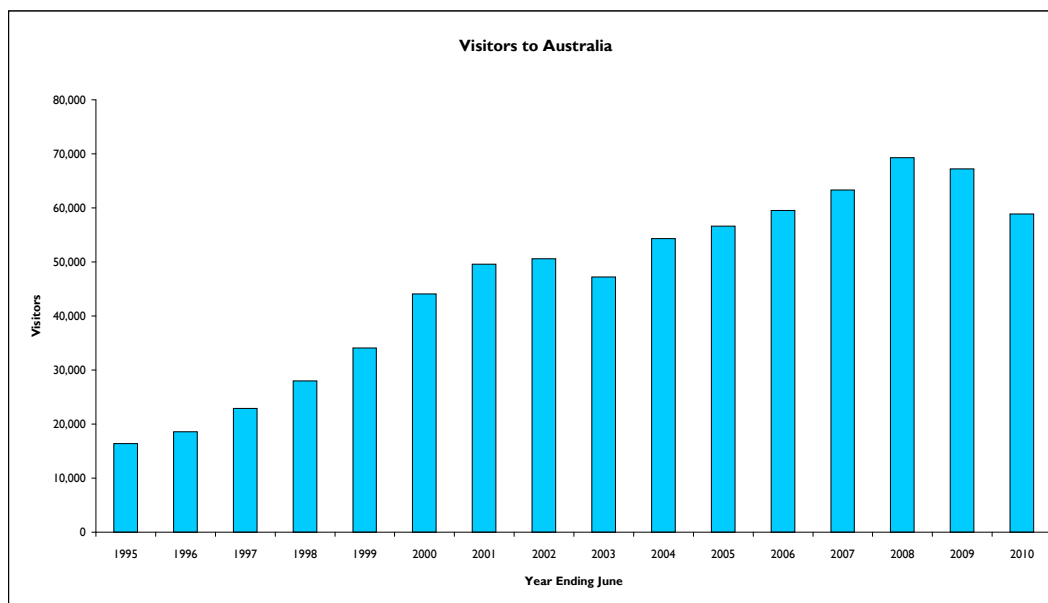
## Visitors

| Y/E June  | 1995   | 1996   | 1997   | 1998   | 1999   | 2000   | 2001   | 2002   | 2003   | 2004   | 2005   | 2006   | 2007   | 2008   | 2009   | 2010   | Av Annual % change | % change 09-10 |
|-----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------------|----------------|
| Australia | 16,400 | 18,600 | 22,900 | 28,000 | 34,100 | 44,100 | 49,600 | 50,600 | 47,200 | 54,300 | 56,600 | 59,500 | 63,300 | 69,300 | 67,200 | 58,900 | 9%                 | -12%           |

Victoria's Market Share\* for the Year Ending June 2010: 41%

Source: Overseas Arrivals & Departures 1995-2010, Australian Bureau of Statistics

\*NB: Tourism Victoria estimate for Victoria's Market Share is indicative only. Based on unpublished data from the International Visitor Survey, Year Ending June 2010, Tourism Research Australia



Source: Overseas Arrivals & Departures 1995-2010, Australian Bureau of Statistics

| Visitor Forecasts 2019 |        |
|------------------------|--------|
| Australia <sup>1</sup> | 77,348 |
| Victoria <sup>2</sup>  | 31,550 |

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

1. Estimates for Visitor Forecasts 2019 to Australia based on Year Ending December 2009 International Visitors Survey data.

2. Tourism Victoria estimates for Visitor Forecasts 2019 to Victoria based on estimated Market Share (indicative only).