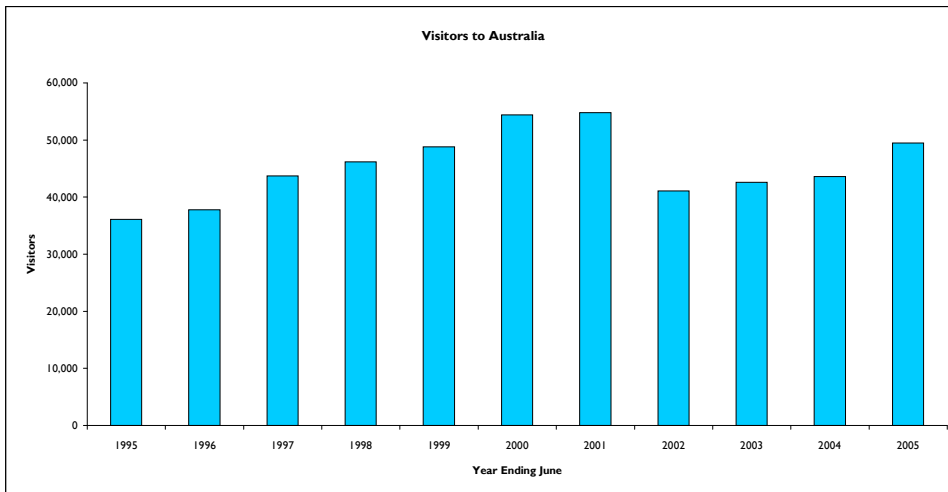


Italy

Visitors

Y/E June	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	Av Annual % change
Australia	36,100	37,800	43,700	46,200	48,800	54,400	54,800	41,100	42,600	43,600	49,500	3%

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

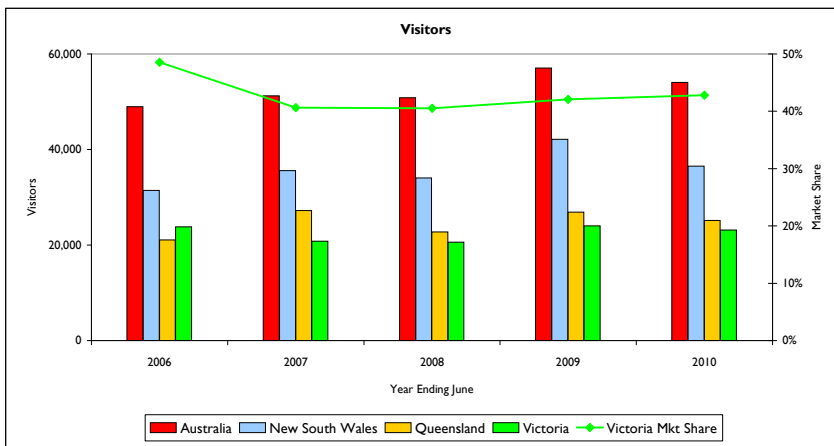


Source: Overseas Arrivals & Departures 1995-2005, Australian Bureau of Statistics

Visitors

Y/E June	2006	2007	2008	2009	2010	% change 09/10
Australia	48,967	51,256	50,844	57,071	54,035	-5%
New South Wales	31,459	35,592	34,041	42,121	36,502	-13%
Queensland	21,047	27,222	22,757	26,903	25,123	-7%
Victoria	23,787	20,822	20,594	24,030	23,141	-4%
Victoria Mkt Share	49%	41%	41%	42%	43%	

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



Visitor Forecasts 2019

Australia	75,044
Victoria	34,008

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

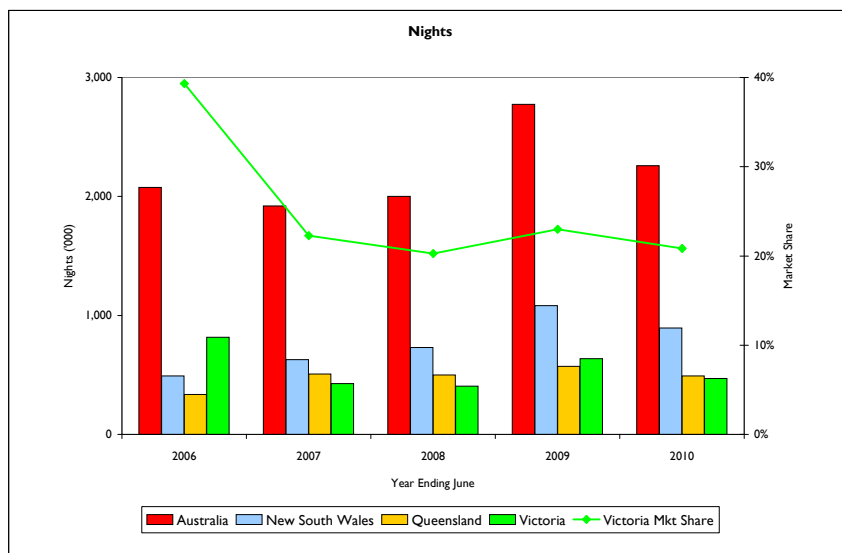
(Tourism Victoria estimates for Visitor Forecasts 2019 based on Year Ending December 2009 International Visitor Survey data).

Italy

Nights ('000)

Y/E June	2006	2007	2008	2009	2010	% change 09/10
Australia	2,076	1,920	2,000	2,774	2,259	-19%
New South Wales	493	629	731	1,083	895	-17%
Queensland	337	509	500	572	491	-14%
Victoria	816	428	405	637	471	-26%
Victoria Mkt Share	39%	22%	20%	23%	21%	

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



Main Reason for Trip	Visitors (%)		Nights (%)	
	Aus	Vic	Aus	Vic
Holiday	56%	63%	56%	55%
Visiting friends and relatives	19%	17%	10%	11%
Business	12%	13%	6%	13%
Education	7%	4%	18%	13%
Employment	3%	1%	8%	0%
Other reason	2%	3%	3%	7%

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