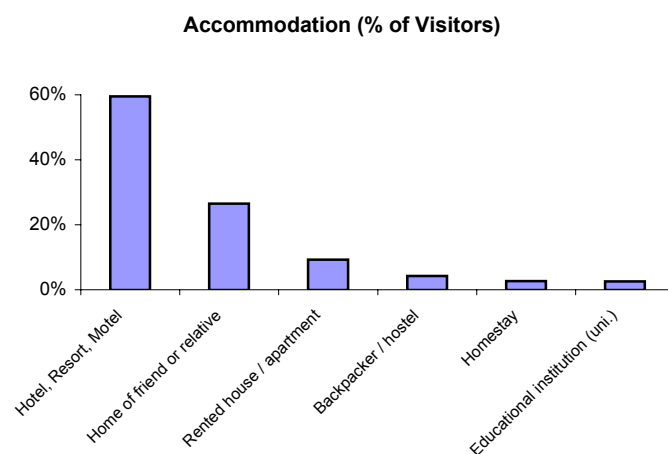
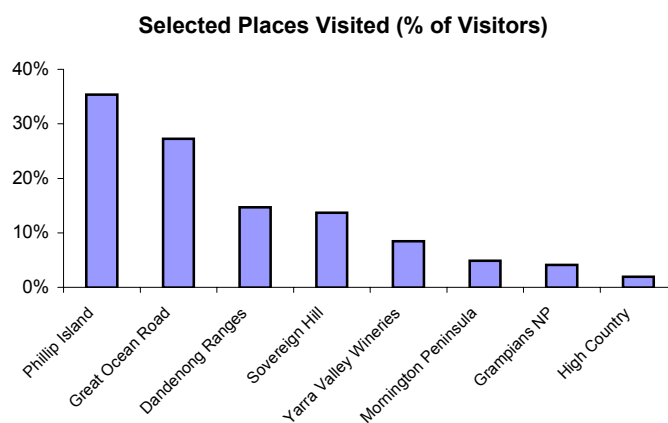
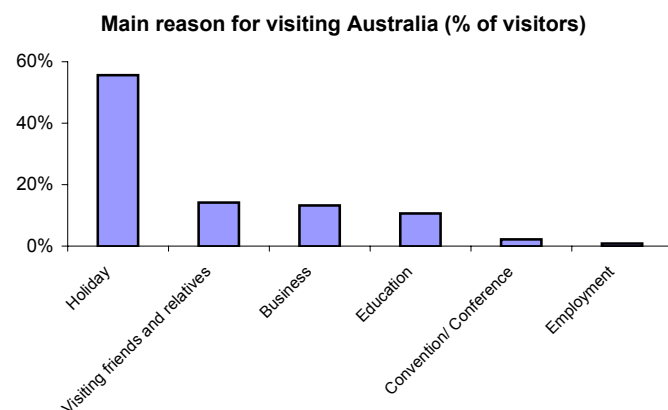


Asia Market Profile for Victoria

Summary Results Year Ending June 2002

Visitors	
~ Visitors (15+ years)	314,135
~ Victoria's Market Share	29%
Visitor Nights	
~ Nights	7,163,845
~ Victoria's Market Share	24%
Average Length of Stay (Nights)	
~ All Purposes (Nights)	23
~ Holiday Visitors (Nights)	7
States Visited	
~ Average Number of States Visited	1.4
Main Reason for Visiting Australia (% of Visitors)	
~ Holiday	56
~ Visiting Friends & Relatives	14
~ Business	13
~ Education	11
~ Convention / Conference	2
~ Employment	1
Selected Places Visited (% of Visitors)	
~ Phillip Island, Penguin Parade	35
~ Great Ocean Road, Twelve Apostles	27
~ Dandenong Ranges, Puffing Billy, Healesville	15
~ Sovereign Hill, Ballarat, Goldfields	14
~ Yarra Valley Wineries	8
~ Mornington Peninsula	5
~ Grampians National Park	4
~ High Country, Snowfields	2
~ Wilson's Promontory	1
~ Daylesford, Macedon, Hepburn Spa country	0.4
Accommodation (% of Visitors)	
~ Hotel, Resort, Motel, Motor Inn	60
~ Home of Friend or Relative (no payment)	27
~ Rented house / apartment / unit / flat	9
~ Backpacker, Hostel	4
~ Farm / Home Stay	3
~ Educational Institution (eg. University)	3



Notes:

1. Asia (with the exception of the forecasts and expenditure sections) includes Hong Kong, Singapore, Malaysia, Indonesia, Taiwan, Thailand, Korea and China. Does not include Other Asia or Japan.

2. Estimates of 'visitors' below 5,000 and estimates of 'visitor nights' below 500,000 should be used with extreme caution due to relatively low statistical validity. The estimates with relatively low statistical validity have been marked with **bold** typeface.

Sources: International Visitor Survey (IVS), Bureau of Tourism Research (BTR), June 2002

December 2002 Forecasts, Tourism Forecasting Council (TFC)

Published by: Research Unit, Tourism Victoria, February 2003

Asia Market Profile for Victoria

Summary Results Year Ending June 2002

Top 15 Activities (% of Visitors)

~ Go to markets	50
~ Go to the beach	47
~ Visit friends & relatives	42
~ Visit wildlife parks / zoos / aquariums	40
~ Visit botanical or other public gardens	40
~ Visit National / State parks	39
~ Visit casinos	35
~ Go shopping (for pleasure)	35
~ Go on guided tours or excursions	29
~ Visit museums or art galleries	27
~ Visit history / heritage buildings, sites, etc	27
~ Visit amusements/theme parks	21
~ Pubs, clubs, discos etc	19
~ Visit farms	14
~ Visit wineries	12

Age Group (% of Visitors)

~ 15-24 years	17
~ 25-34 years	25
~ 35-44 years	23
~ 45-54 years	22
~ 55-64 years	10
~ 65+ years	3

Travel Arrangements (% of Visitors)

~ Independent	78
~ Non-group Inclusive Package	31
~ Group Tour	22

First/Return Visit to Australia (% of Visitors)

~ First Visit	41
~ Return Visit	59

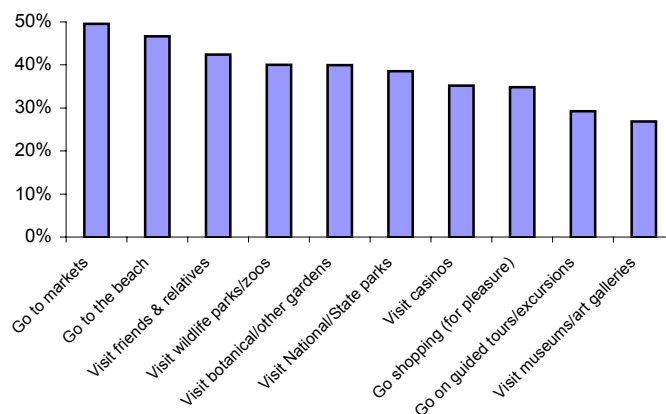
Expenditure in Victoria ¹

Total Expenditure	\$580 million
Average Expenditure per Night	\$81
Average Expenditure per Visit	\$1,849

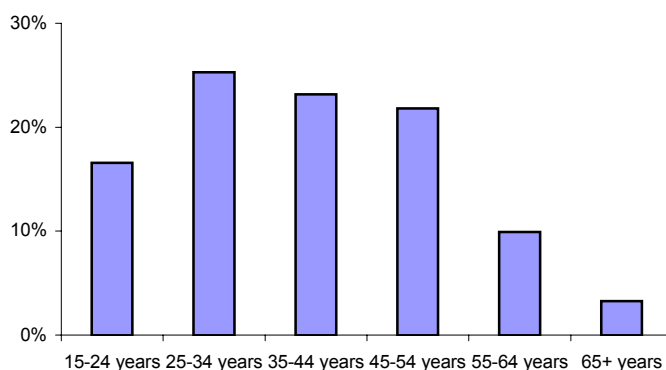
Forecasts - Total Asia ²

June 2002 Visitors to Victoria	344,486
2012 Forecast Visitors to Victoria	653,745
Average Annual Growth Rate	6.4%

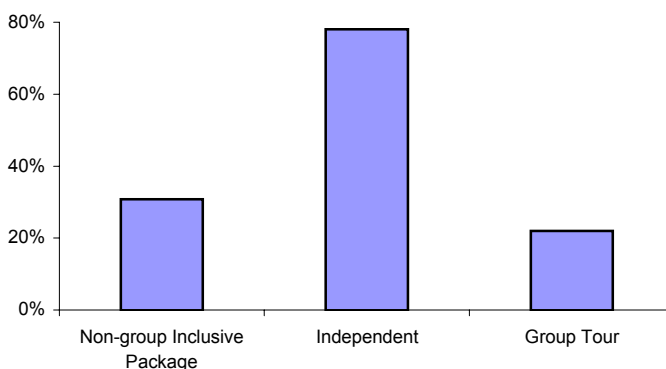
Top 10 Activities (% of Visitors)



Age Group (% of Visitors)



Travel Arrangements (% of Visitors)



Notes:

1. Bureau of Tourism Research (1998) modelled per night expenditure for each State/Territory applied to data from the June 2002 International Visitor Survey. These expenditure figures are based on Other Asia (Total Asia excl. Japan), as defined in the BTR publication.

2. Includes Asia and Other Asia. Does not include Japan.

Sources: IVS, BTR, June 2002, December 2002 Forecasts, TFC & Tourism Expenditure by International Visitors in Regional Australia, BTR, 1998.

Published by: Research Unit, Tourism Victoria, January 2003