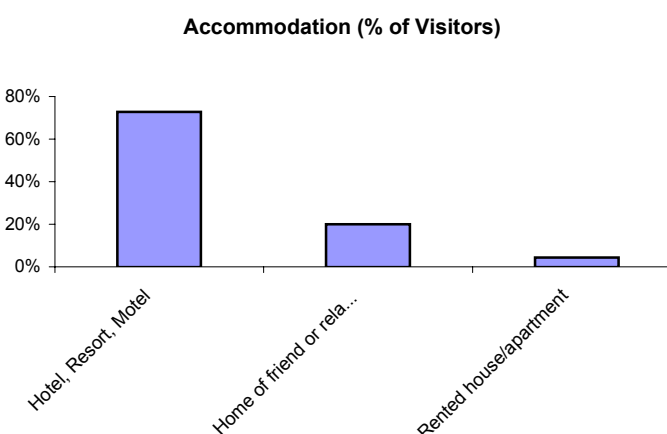
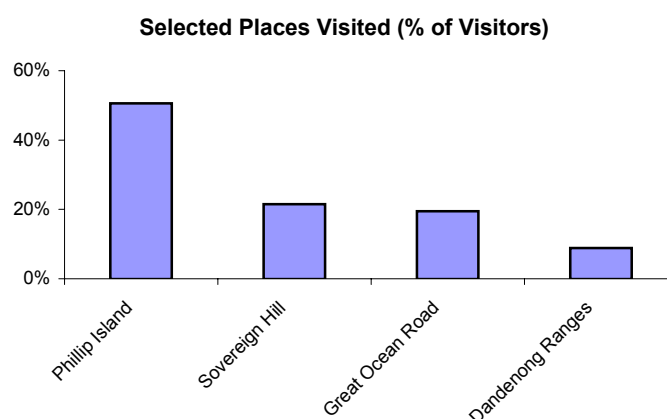
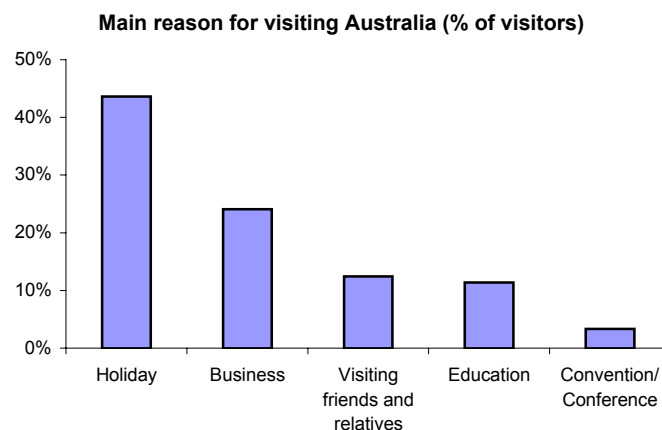


China Market Profile for Victoria

Summary Results Year Ending June 2002

Visitors	
~ Visitors (15+ years)	61,700
~ Victoria's Market Share	38%
Visitor Nights	
~ Nights	1,425,324
~ Victoria's Market Share	27%
Average Length of Stay (Nights)	
~ All Purposes (Nights)	23
~ Holiday Visitors (Nights)	4
States Visited	
~ Average Number of States Visited	1.7
Main Reason for Visiting Australia (% of Visitors)	
~ Holiday	44
~ Visiting Friends & Relatives	12
~ Business	24
~ Education	11
~ Convention / Conference	3
~ Employment	2
Selected Places Visited (% of Visitors)	
~ Phillip Island, Penguin Parade	51
~ Sovereign Hill, Ballarat, Goldfields	22
~ Great Ocean Road, Twelve Apostles	19
~ Dandenong Ranges, Puffing Billy, Healesville	9
~ Yarra Valley Wineries	6
~ Grampians National Park	3
~ Mornington Peninsula	2
~ Wilson's Promontory	1
Accommodation (% of Visitors)	
~ Hotel, Resort, Motel, Motor Inn	73
~ Home of Friend or Relative (no payment)	20
~ Rented house / apartment / unit / flat	4
~ Educational Institution (eg. University)	3
~ Farm / Home Stay	2



Note:

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, January 2003

China Market Profile for Victoria

Summary Results Year Ending June 2002

Top 15 Activities (% of Visitors)

~ Go shopping (for pleasure)	68
~ Go to the beach	59
~ Visit wildlife parks / zoos / aquariums	56
~ Visit botanical or other public gardens	52
~ Go to markets	51
~ Go on guided tours or excursions	41
~ Visit National / State parks	38
~ Visit museums or art galleries	34
~ Visit casinos	31
~ Visit history / heritage buildings, sites, etc	31
~ Visit friends & relatives	29
~ Visit amusements/theme parks	24
~ Visit farms	16
~ Visit wineries	13
~ Pubs, clubs, discos etc	13

Age Group (% of Visitors)

~ 15-24 years	9
~ 25-34 years	13
~ 35-44 years	27
~ 45-54 years	26
~ 55-64 years	18
~ 65+ years	7

Travel Arrangements (% of Visitors)

~ Independent	50
~ Non-group Inclusive Package	56
~ Group Tour	51

First/Return Visit to Australia (% of Visitors)

~ First Visit	69
~ Return Visit	31

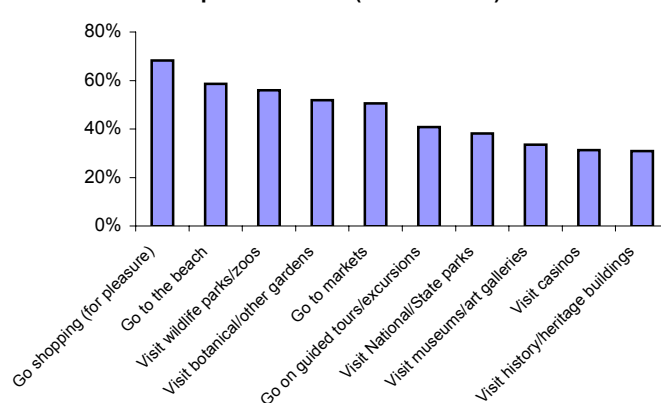
Expenditure in Victoria ¹

Total Expenditure	\$115 million
Average Expenditure per Night	\$81
Average Expenditure per Visit	\$1,863

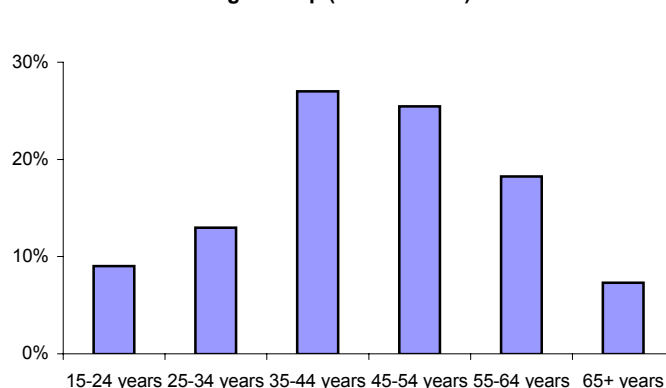
Forecasts

June 2002 Visitors to Victoria	61,700
2012 Forecast Visitors to Victoria	270,404
Average Annual Growth Rate	16.5%

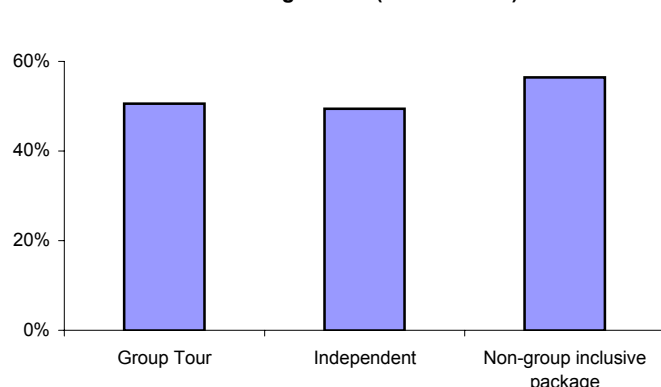
Top 10 Activities (% of Visitors)



Age Group (% of Visitors)



Travel Arrangements (% of Visitors)



Note:

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 individual modelling for Asian countries was not undertaken.

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