

MEDIA RELEASE

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INTERNATIONAL VISITOR STATISTICS

According to Tourism Tropical North Queensland Chairman, Stephen Olle, the International Visitor Statistics for Tropical North Queensland for the year ending December 2008 demonstrate the effect of the double whammy of the global financial crisis and the withdrawal of Qantas services between Japan and Cairns.

"Tropical North Queensland's largest market – Japan, recorded a fall of 20% in holiday visitors" Mr Olle said. "Three of our region's top five markets were down for the calendar year, which resulted in a decrease of 10% in total holiday visitors. In terms of expenditure by international visitors though, the news is good, Tropical North Queensland still tops the list of regional tourism destinations in Australia, earning \$1billion in the 2008 calendar year."

Cairns remains the second most visited destination for international holiday-makers to Australia, after Sydney and the most popular destination in Australia, other than Sydney, for international backpackers.

Holiday visitors from emerging market India increased to TNQ while visitor numbers from China and Korea declined.

More positive news for the destination is that Germany and New Zealand recorded growth in the number of holiday visitors to TNQ and racked up almost a million visitor nights between them. Even better is confirmation that long haul travel from Europe increased. As well as Germany, visitor numbers for France, Italy and the Netherlands to TNQ were up, accounting for more than 100,000 holiday makers for the year.

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For more information, contact:

Stevie King
Corporate Communications Executive
Tourism Tropical North Queensland
Direct Ph: 07 4015 1207 | Mobile: 0420 746 053 | Fax: 07 4051 0127
51 The Esplanade, Cairns 4870 | PO Box 865 Cairns Qld 4870

