What’s News
The NEW NT International Holiday Directory out now. The comprehensive Tourism NT destination and product manual for the international travel trade was placed proudly in the hands of Inbound Tour Operators attending ATEC Symposium last week. Distribution will then role out world wide to targeted contact lists. Once again we have actioned NT operator and international trade feedback. Improvements made to this issue to ensure the two year publication is an even more useful planning tool include email and web addresses and a 75 word description for each NT operator listing.

australiasoutback.com
Did you know that Tourism NT has fabulous region specific sites for Germany, Italy, France, UK, USA and Singapore. Japan and China also have specialised information. The internet is an integral tool for long haul travellers researching holiday destinations. Importantly the database behind these sites is of course ATDW so now there’s even more reason to make sure your listing and images are current.

Tourism NT Representation
Throughout May our new the representatives Marketing Manager France, Pierre Vives and Sales & Marketing Manager Tourism NT and TD New Zealand, Jane Caruthers will be undertaking extensive familiarisations throughout the Territory and attending Inbound to the Outback in order to increase their product knowledge. Pierre and Jane will also take the opportunity to present an update of activities and consumer trends in their markets – for more information read on.

Qantas Inbound Company
Qantas has announced the formation of a new inbound tourism business, Tour East Australia Pty Limited, to be based in Sydney. It is a wholly-owned subsidiary of Qantas Holidays’ Singapore-based joint venture company, Holiday Tours and Travel (HTT), and will open for business on Saturday 1 July, 2007.
Industry Updates
Several of the international managers will be in the NT during the next few weeks. We will be sending out invitations to NT operators actively targeting these regions. If you would like more information please do not hesitate to email us on international.tourismnt@nt.gov.au.

Babies everywhere!!
Tourism NT congratulates the following breeders:
Danielle Thomas and husband Richie on the arrival of their first baby Ms Lola Ruby Thomas, who was born at 12.18am, Monday 19 March.

Belinda Winstanley, our secret Trade Famils Coordinator, and her husband Luke and daughter Ella welcomed a younger sister Riley to the world on Thursday 6 February.

Lisa Blackburn and partner Chad De Souza had a beautiful baby boy Presley on the 5th February, 2007.

ATEC Symposium
Last week saw the Tourism NT Inbound Team Richard Doyle and Julieta Lopez and BTAP Representative Karen Fitzgerald join the NT operators aggressively pursuing the International market: Aussie Adventure Holidays, CAT Travel, Lasseters Hotel Casino, Northern Gateway, Outback Ballooning and Travelodge Mirambeena Resort at the annual ATEC Symposium. The ATEC Symposium conference program is comprised of plenary business seminars (including international market speakers), business breakout sessions, ITO/supplier workshop sessions, social networking events and ITO familiarisation programs.

Additional Capacity between Sydney and Darwin
Reminder: Qantas will increase its services between Sydney to Darwin and Brisbane to Darwin between May and July 2007, with an extra two flights per week. In addition QF829 and QF825 aircrafts will be replaced with Boeing 767 providing extra passenger capacity. This initiative opens an opportunity for the NT to attract a greater number of International visitors entering Australia from the east coast.

Do you own a family friendly business?
Family travel website byokids.com.au is running a promotion to find Australia's family friendliest businesses, with $14,000 worth of advertising packages to the lucky winners. Entry is open to family-friendly accommodation, caravan parks, attractions, restaurants and retailers. For more information and to enter visit www.byokids.com.au.

Strong AUD sends Aussies packing, but how will it effect inbound tourism?
A combination of a strong Australian dollar along with low-cost overseas carriers has seen more Australians heading overseas. According to Overseas Arrival and Departures figures, 4.8 million Aussies travelled overseas last year, 3 per cent more than in the year ending 2005.

Consequently, tourist operators need to tailor their experiences to attract more international visitors and we need to ensure an Australian holiday is so compelling that it overcomes the rational barriers of time, distance and cost. ATEC Managing Director, Matthew Hingerty, suggests that both government and industry need to invest more in developing the infrastructure, product and experiences which international visitors are seeking.

Austrade Chief Economist Tim Harcourt - Guest speaker at ATEC Symposium in Tweed Heads last week, stated in his presentation that of all the industry sectors (Mining, Agriculture, etc) tourism tended to be the least affected by currency changes.

The concept of Dreaming Trails.
Tourism NT is on a mission; To link the Territory’s smaller niche experiences into commercial networks that can be promoted and sold (primarily) overseas. This activity capitalises on the growing trend of ‘travellers’ who look beyond mainstream experiences and want to combine their particular special interest with their holiday plans.

The first Dreaming Trail campaign will feature Aboriginal Art Trails in Alice Springs and Arnhem Land and the six-week online pilot project begins this week – see www.australiasoutback.com/aboriginalart. The campaign is based on search engine marketing with itineraries that show diversity in NT travel options. A key message behind all the Dreaming Trails is “to travel to the Northern Territory is to contribute social and economic benefits to Aboriginal people”.

Possible future campaigns desired by our international market include Aboriginal music, alternative health, bird-watching, environmental conservation, volunteer trips, cycling and hiking. Kate Shilling, Director of Niche Marketing, will be meeting with NT operators during ATE to discuss opportunities.
INDUSTRY ADVICE

NT Tourism Industry Strategic Plan (2008-2012)

Tourism NT has appointed AEC group and Stanton Partners to develop a five-year strategic plan for our industry. The Strategic Plan will incorporate a united vision and a framework of objectives, strategies and desired achievements for the sustainable economic growth and success of NT Tourism.

Recently workshops were held in Alice Springs, Darwin, Tennant Creek and Katherine. As well as surveys distributed to NT stakeholders.

Minister for Tourism, Paul Henderson, recently commented on his international tourism visit; “Importantly I learnt first hand issues for the Territory that are challenging but also offer future opportunities such as growing repeat visitation to the Territory; the importance of technology; consumer trust of online content ie blogs; continuing consumer trends such as ‘appreciating the broader things in nature and feeling good about the footprint left behind”

“The environment plays such a strong focus overseas with issues such as global warming and trading in carbon emissions a huge concern for overseas residents. The dominant role of Low Cost Carriers means travellers want to spend their money not on airfares but on the destination," Minister Henderson said.

“I am keen to pursue these trends through the current Tourism Strategic Plan review.”

E UPDATE

Monthly market reports now available

New monthly market reports are now available on Australia’s key tourism markets. The reports, provided my Tourism Australia, feature information on social and economic outlook, general travel outlook and current media activities.

To access the reports visit www.tourism.australia.com/monthlymarketreports.

INBOUND & ATEC

Inbound to the Outback, Kakadu

As part of the Global Kakadu marketing activity, Inbound to the Outback will be held in Kakadu National Park 9-12 May 2007.

The trade event will see 38 NT operators meet with 35 Inbound Tour Operators (ITOs) and provide networking opportunities for ITOs from around Australia to workshop their ideas. The objective of ITTO is to foster an increase in business from international markets to the Northern Territory and showcase the host destination.

Kakadu Mega Famil

Following on from ITTO, 30 retail and wholesale agents from the US, UK and Singapore will be touring around Kakadu and the Top End on the NT Specialists Kakadu Mega Famil. The agents are all NT Specialists and will be attending workshops with the NT operators the day after ITTO, before sampling various touring options in Kakadu, Katherine, Litchfield and Darwin.

NT Specialists are Aussie Specialists who have completed an NT specific training module as part of their Australia training. The range of agents include retail agents from Singapore and the UK, and wholesale reservations agents from the US.

ATE

May 26 – June 1 sees an early Australian Tourism Exchange (ATE), Australia’s premier tourism trade event, this year hosted by Tourism Queensland. ATE is an event open to the Australian travel trade only and represents a unique opportunity for the industry to increase its share of the inbound travel market.

Tourism NT invests considerably in pre promotion of our exhibitors through targeted mail-outs, coordinating happy hour networking events for the show and then theming the “NT Alley” to attract clients with free appointments to our area, showcase the destination, profile the exhibiting operators and encourage business meetings in the designated areas.

The Tourism NT International trade team attend this event to assist in business to business relationships and receive detailed product updates from Industry.

The trade show is broken down into two modules – eastern and western hemispheres. Again this year the contingent will grow with 29 NT operators participating in western and four in the eastern hemisphere.

CENTRAL EUROPE

The German Working Holiday ZAV campaign launched in September 2006 has to date seen 40 separate articles feature in German print, radio and television media with a combined
advertising value of AUD$2.5m. It is expected that there will be additional media coverage until July 2007.

Operational challenges that arose with the first prize winners have now been addressed and a detailed induction program is completed prior to their arrival. Currently two of the prize winners are working in the NT; one at Napperby Station and another as an interpreter with Connections Safaris in Darwin. The prize winners will develop electronic ‘guest book’ feedback via the australiasoutback.de micro site, stimulating positive word of mouth regarding their working holiday experiences in the NT.

WHM focused consumer activity will continue to be a major focus in Germany. The number of WHM visas issued in Germany has increased by more than 100 per cent over the last five-years.

The challenge is not in the demand for this ‘tourism product’ rather in reinforcing Darwin as a gateway to their working year, air access and NT business, ability and desire to attract the backpacker market via proactive recruitment of Working Holiday Makers.

**Discover Australia - Germany**

Tourism NT secured the right to host this event following a decision by Tourism Australia and the Destination Australia Partnership (coalition of the State and Territory tourist offices) in Europe.

A total of 200 German-speaking travel agents and over 100 Australian tour operators will converge on Alice Springs for the Discover Australia famil and workshop event which will be held 16-19 May 2007. Alice Springs based Action Enterprises won the tender to manage the logistics of the event and major achievements have seen much of the print and promotional material produced by NT suppliers rather than interstate competitors.

The flexibility to showcase the entire town and the economic benefit to the centre were important considerations when Tourism NT considered bidding for this event.

Discover Australia will raise the awareness, image and excitement of Alice Springs as a leisure travel destination. In addition, this event will also showcase the capability of Alice Springs as a conference destination to the wider tourism industry.

Workshops will be held at various venues around Alice Springs including Alice Springs Desert Park, National Road Transport Hall of Fame, the Old Ghan and Alice Springs Turf Club, ensuring the German agents experience as many of Alice Springs’s attractions as possible.

Other events will be held at the Alice Springs Telegraph Station, Mbantua Gallery, Alice Springs Culture Precinct, and Ooraminna Station Homestead.

Evening activities are kept to a minimum to allow delegates to get out and about and explore Alice Springs.

The excitement and enthusiasm for the event and financial and physical support of the extended Alice Springs community is an indication of the huge long term success this event will bring.

**ITB**

Held in Berlin from 7-11 March, this year saw a record 108,735 trade visitors, a 15% increase from 2006. Tourism Australia and Tourism New Zealand presented a combined stand once again, which included all State Tourism Offices. As well as targeting trade, over 68,000 members of the general public attended ITB. The NT was proudly represented by Central Europe Marketing Representative Nicola Ahrens and Werner Sarney (Travel North), Brian Measey (Territory Thrifty) and Darren Lynch (Adventure Tours Australia), not to mention the other National operators and Inbound Tour Operators who were there throughout the week.

**Sweden and Denmark**

NT’s Nature, Culture and Outback experiences are the key messages in Tourism NT’s latest marketing campaign in Sweden and Denmark.

Along with the inaugural Working Holiday Visa campaign with STA Sweden, the following activities are currently occurring.

A dedicated NT MyPlanet’s flyer has been produced in Danish and Swedish. The flyer outlines two itineraries which can be booked through MyPlanet website, with a link directing clients to australiasoutback.com.
**Sweden’s Destination DownUnder Campaign**

Further marketing in Sweden has commenced with a four page Destination DownUnder flyer. The flyer was published in ‘Vagabond’, a Swedish leisure and lifestyle magazine, and distributed at Sweden’s largest international tourism trade show TUR which saw over 50,000 visitors exposed to Australia for 4 days.

Three itineraries, which can be booked through Destination DownUnder are outlined in the flyer and provide readers with information on activities, tours and sights in the NT.

**The 2007 Aboriginal Australia Road show**

The 2007 Aboriginal Australian Road Show was held 11-21 March 2007. French, Italian, German, Dutch and UK trade, media and consumers and Australian travel specialists wholesalers were astounded and excited at the amount of reputable cultural product now available in Australia. The Territory was proudly represented by John ‘Jack’ Ah Kit and Wesley Miller from Ntirili Tours and Mandy Muir region, promoted eight cultural products from the Kakadu region. Indigenous tourism is a major driver for European visitors and the NT offers a range of experiences to suit, but we cant be complacent. This trip reinforced why it’s important we are competitive and work together to develop these points of difference and ensure we stand proudly as a leading nature and culture destination.

**SOUTHERN EUROPE**

**Australian Colours – Indigenous Art Exhibition Milan**

An Aboriginal art exhibition organised by private investors was held in Milan from 30 January to 25 February. Tourism NT sponsored the opening night and raised a banner of Uluru for the duration of the exhibition, and the Italian motivational collateral and Aboriginal Art Trails flyers were distributed. Press releases targeted consumer media to highlight the exhibition and explain the relationship between the art and the NT as a holiday destination, and were published in the Corriere della Sera (the largest Italian daily newspaper.)

**François Giner “En Terre Aborigène” book Launch in France**

François Giner – the Owner Operator of Dreamtime Safaris and Bodeidi Camp Arnhem Land recently launched the book that shares his story of life in the NT. The launch of “En Terre Aborigène” was held on Saturday 18 March at the Australian Embassy in Paris and was followed by a high profile 10-day road show to Lyon, Marseille, Toulouse and Montpellier. Tourism NT partnered in the roadshow with major French wholesaler Asia Voyage promoting a range of NT product and experiences. Results of the roadshow will be measured through Asia Voyage sales to the NT.

**Other French News**

As of 1 January, Kuoni will begin distributing its product in Belgium.

Mark Taylor has resigned as Managing Director of Inbound company Pacific Spirit Travel, for a new role in Accor's Pacific Global Sales team as Director of International Business Development (Western Hemisphere). Genevieve Maher has been appointed as his replacement and commenced her role in early April.

**UNITED KINGDOM**

**UK Travelmood Taxi**

Tourism NT and Travelmood have partnered in an integrated marketing program, advertising, on taxis in London.

Along with 100 taxis branded inside and out with iconic images of Uluru and Kakadu, a micro site was developed on the Travel
Within the first week of the campaigns, 140 hits to the micro-site, were received and telephone enquiries significantly increased with 100 booked passengers using Darwin as the gateway for their holidays. This activity will be expanded with a double-page spread about Katherine.

Tourism Minister Visits Dubai
The Minister for Tourism recently completed a hectic five-day trip to the key aviation hub of Dubai to present the business case for the NT to Emirates and Etihad. This was followed by industry meetings in UK that included Travelmood, STA and Royal Brunei and various German wholesalers during his visit to ITB where he launched the European language websites "My recent overseas trip reinforced the importance of the international market to the Territory. The European market is the largest source of tourists for us and it is vital that we keep promoting the Territory to them in creative and innovative ways." Minister Henderson said.

UK Campaign – Thomas Cook – Global Kakadu Campaign
To coincide with the launch of the global Kakadu marketing campaign, 400,000 modified National Geographic Kakadu inserts were distributed via the Sunday times travel section.

Thomas Cook, one of two major household travel brands, was used with a request to ‘call a hotline’ or go to a Thomas Cook shop for a brochure. There was undoubtedly an increase in Kakadu awareness from trade operators across the board and Kakadu as a sub brand of australiasoutback.com partly due to the use of the imagery on the Travelmood taxi campaign and australiasoutback.com subway promotion.

In Other News
The current STA Gulf and Tiger Air package will accommodate the recent announcement of Gulf Air ceasing services in Singapore, Sydney and Dublin from 1 July, 2007. Robert Hardless is in discussions with Qatar Air.

Claire Davidson has left TUI UK to become STA General Manager for Worldwide Surface Product.

Lisa Fitzell has returned from maternity leave as Director of Product TUI UK.

Flight Centre UK have released its first dedicated Australian brochure interestingly with no input from Government Tourism Offices.

Major UK Tour Operator, Thomas Cook Holidays, launched its first in-house Australia program, including a brochure.

Australian travel company S8 has purchased UK wholesaler Travel 2, adding to its portfolio in the UK which already includes the Harvey World Travel retail network. Travel 2 will be managed separately from S8’s other travel businesses, retaining its focus as a trade business.

Quest Travel Limited intends to cease trading around the end of May 2007. It will continue to meet all its trading obligations and provide customer support.

Quest’s parent company Opodo Limited will maintain relationships with trading partners and customers with existing bookings.

For any questions, please contact (bernadette@questtravel.com) or Caroline Noble, UK Director of Opodo (caroline.noble@opodo.com).

NEW ZEALAND

G’day New Zealand
Tourism NT will sponsor a hole at the G’Day Auckland golf tournament. The hole will be themed around fishing in the NT. This event will include prizes to be won by fishing the barramundi out of the water (aka the paddling pool). The event will be linked to a TD consumer campaign with a fishing trip prize and suggested itineraries promoted with a partnering...
wholesaler. The hole will also have a Fosters beer and crocodile pie stall for the golf participants to enjoy.

Part of the same event will see Tourism NT sponsor a ‘Long Lunch’ with Tourism NT reinforcing its Outback positioning, with NT branded outback hats for all attendees and ‘outback Jack’ character will be on-hand meeting and greeting guests an outback atmosphere. A large 30 metre standee of Uluru will be placed inside the tent.

**OZTalk New Zealand**

OZTalk New Zealand 2007 was held in March. The largest co-operative trade-training event targeted retail, wholesale and corporate travel agents in New Zealand. A total of 250 consultants and more than 200 Australian Operators attended the three-day conference. The NT was well represented with 11 operators promoting the new Territory Discoveries 07/08 brochure.

The NT has heightened its profile after the event by sponsoring the post-OZTalk Travel Trade magazine. A destination advertisement with a TD call to action was included in the pre OzTalk edition.

**In Other News**

The Gullivers Group (through its Go Holidays subsidiary) has finalised negotiations with Harvey World Travel franchisees. Thirteen of the 26 Harvey World Travel offices have rebranded as United Travel, making it the second largest retail chain in NZ with 105 stores. Flight Centre is still the leader having just opened its 125th store. House of Travel has 90 stores while Holiday Shoppe has just under 80.

December 2006 statistics indicate that NZ visitors are lengthening their stay in the NT considerably. 9600 holiday visitors stayed approximately 185,000 nights, New Zealanders visiting the NT stayed on average 19 nights, much longer than the average of seven nights for all other international visitors.

**THE AMERICAS**

ATEC continues its long-standing campaign to have a working holiday maker visa agreement with the United States. The Departments of Immigration and Foreign Affairs have been working hard and it appears there may be a positive announcement in early as July.

**US New Product Workshop**

The 4th US New Product Workshop was held in Los Angeles, 8-9 March 2007. 24 Australian operators attended the workshop meeting with 23 North American wholesalers. NT was represented by - Alex Julius (Arnhem Land Barramundi Nature Lodge), Charles Carlow (Bamurru Plains), -Janelle Sheenan (Bullo River Station) and Sab Lord (Lords Kakadu and Arnhem Land Safaris). All used the NT Government Trade Support Scheme to assist with the considerable financial investment.

Emma Cottis, Product and Marketing Manager, Goway Travel says I”t’s the best event hosted by the Sate Tourist Boards in North America as it provides a wonderful platform for Australian suppliers to break into a very competitive market place”. New Product Workshop is an annual event coordinated by STOs in market. To find out more about NPW 2008 please contact Kate Flynn in our LA Office on email address: kate@myriadmarketing.com.

**G’day Toronto - Canada**

From February 15-18 Tourism NT participated in the G’day Toronto event held in Canada. Over four days approximately 4,000 people attended the various events highlighting Australian experiences. Representing the NT were Brendan Bainbridge and Nerida Hilli of Venture North, Stephanie Siebert of Discovery Ecotours and Trish White from Voyages Hotels and Resorts. Special guests also included Jimmy Djamambar and Michael Dawu of the Murwangi Community who performed throughout the event and during the Gala Sounds of Starlight Dinner co-sponsored by Tourism NT and Voyages. Maree Tetlow CEO of Tourism NT attended the dinner and announced the winner of a trip for two to the Territory.
Educational Travel Conference
The ETC ran from the 19-22 of February. Tourism NT attended the event under the Wild Australia banner in partnership with Tourism Tasmania and Tourism Australia. Brendan Bainbridge and Nerida Hilli of Venture North and Stephanie Siebert of Discovery Ecotours also participated in the event. Highlights of the event included special performances by Jimmy Djamambar and Michael Dawu of the Murwangi Community and a presentation given by Brendan Bainbridge on the topic of Cultural Collaborations.

Canadian Road Show - Coast to Coast
During March Tourism NT participated in a four day road show across Canada with Tourism Australia, Tourism Tasmania and Tourism Victoria. Approximately 200 agents were trained on the NT at events held in Vancouver, Calgary, Edmonton and Toronto.

OZtalk - applications close 23 April.
Hurry!! Applications for OZtalk 2007 close on April 23rd. OZtalk East Coast will be held August 17-19 (Greater New York) and OZtalk West Coast will be held 24-26 (Palm Springs). Please visit www.oztalknorthamerica.com for further details or contact Kate Flynn - kate@myriadmarketing.com

ASIA

Singapore
Singaporeans show inclination towards Northern Territory in Australia Extract of Media article by Satish Gupta Asia/Pacific

“Expansion of air services has resulted in significant increase of Singaporean visitors to the Northern Territory.

Australia is reaping the benefits of expanded air services with Singapore as more visitors from this Southeast Asian country visit the Northern Territory.”

“Since the introduction of the direct services by Tiger Airways to Darwin in November 2005 the number of visitors to the Territory has grown significantly,” said Fran Bailey, Federal Minister for Small Business and Tourism.

Recently, Singapore’s low-fare airline Tiger Airways formally incorporated its new airline, Tiger Airways Australia Pty Limited, in the Northern Territory. This followed the formal approval from Australia’s Foreign Investment Review Board (FIRB) for the airline to proceed with the setting up of its wholly owned Australian subsidiary.

Tourism NT Stand at NATAS March 24-26 2007

NATAS was again a success for NT with over 53,000 consumers visiting the show over the three-day event.

China & Hong Kong
The First Tourism NT China Mission to Shanghai and Beijing (16 -19 March) provided an excellent trade platform and created new opportunities for NT operators to meet & build business relationships with key local Aussie Specialists. NT Operators that attended were Voyages, APT/VIP Touring, Lasseters, Territory Discoveries and NTCB. Over 30 Chinese Aussie Specialists & local travel trade partners including GM of QF China and TA China Manager in Shanghai and over 45 Aussie Specialists attended the product workshops & networking functions.

Tourism NT Mission – Traders Hotel - Beijing
Tourism NT, in conjunction with Tourism Australia and NT Operators, attended the first Hong Kong FIT product mission. NT & Industry Operators (AAT Kings, Voyages and Territory Discoveries) conducted 26 one-on-one trade appointments
with key travel agents and wholesalers to educate the market on new tour products and travel opportunities that now exist in the Hong Kong market. Good market awareness & new trade networks were created among the HK travel trade in this mission.

**Japan**

**Golden Week Charters with JAL**

Two charters arrive in Golden Week; one from Fukuoka and one from Osaka.

The Fukuoka charter will be the first ever charter into Darwin and departing from Alice Springs – the Boeing 777 arrives at 3.25am on May 1 with over 220 passengers on board. The group will spend time in Darwin, Alice Springs and Uluru as well as travelling on the Ghan. The second charter arrives in Alice Springs on May 5 with over 200 passengers spending 3 nights in Central Australia.

**IMPORTANT DATES**

9 – 12 May Inbound to the Outback, Kakadu
12 – 14 May Kakadu Mega Famil, NT Specialists
16 – 20 May Discover Australia, Alice Springs
26 May – 1 Jun ATE, Brisbane
Sep JATA World Travel Fair 2007
14 – 16 Sept NATAS Singapore

If you have any questions about these and any other Tourism NT activities, are wondering how your product can get more exposure or would like to comment or make a suggestion, please contact us at international.tourismnt@nt.gov.au.

Below is an outline of the Territory’s break up of international visitors by country:

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**Tourism Australia International Visitor Survey International Holiday Visitors**

**Yr Ending December 2006**

<table>
<thead>
<tr>
<th>Country</th>
<th>2005</th>
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<th>2006 % change</th>
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<td>82,570</td>
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<tr>
<td>Germany</td>
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<td>Scandinavia</td>
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Reminder – please make sure that you subscribe to Tourism Australia’s – Essentials Newsletter for TA updates and industry intelligence

http://www.tourism.australia.com/NewsCentre