

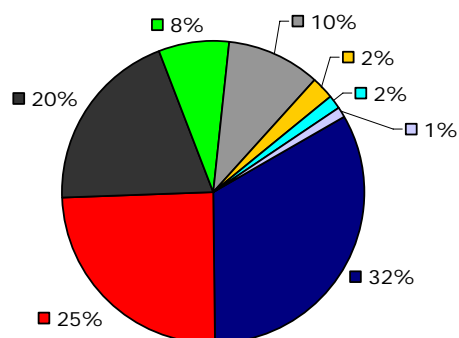
# Australia Snapshot

## Country Facts:

### Overall Population:

20,264,082 people (2006 est.)<sup>1</sup>

### Percentage of Australian Population in each Administrative Division:<sup>2</sup>



- New South Wales
- Victoria
- Queensland
- South Australia
- Western Australia
- Tasmania
- Australian Capital Territory
- Northern Territory

### Official Languages:

English

### Religions:

Catholicism, Anglicanism, Buddhism, Muslim

### Currency:

Australian Dollar (AUD)

### Exchange Rates:

1 USD = 1.21 AUD

1 EUR = 1.64 AUD

*\*as of May 8, 2007*

### Leave Entitlement:

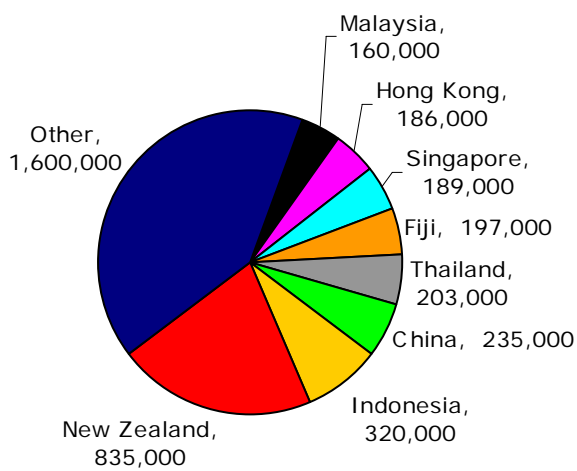
The annual leave entitlement of salaried Australians is a minimum of four weeks.



# Australia Snapshot

## Australia 2005 Travel Statistics:

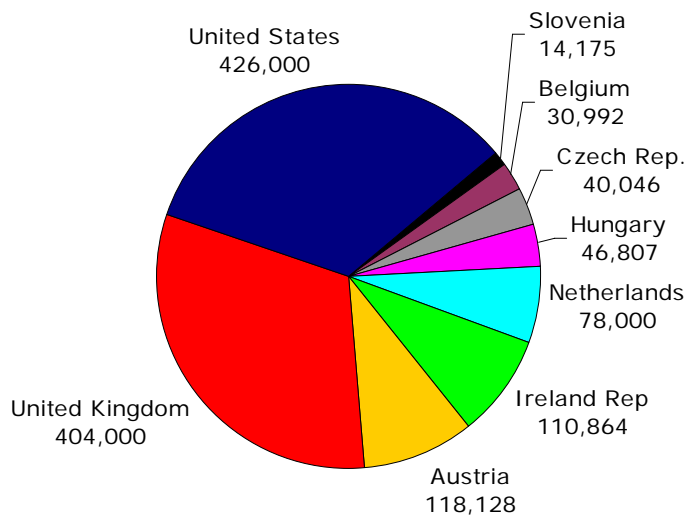
### 2005 Short-Term Outbound Departures to Asia Pacific Destinations<sup>3</sup>



- The total number of outbound departures in 2005 was 4,754,000 with most Australian travelers selecting destinations within the Asia Pacific region.
- The favored destinations of Australians in Asia Pacific include: New Zealand, Indonesia, China, Thailand, Fiji, Singapore, and Hong Kong.

### 2005 Australian Arrivals outside Asia<sup>4</sup>

- The United States, the United Kingdom, Austria, Ireland, and the Czech Republic are the favorite overseas destinations of Australian travelers in 2005.
- The available statistics for the Nordic region show a total of 15,694 Australian arrivals in Finland for 2005, according to TourMIS.



# Australia Snapshot

## Nordic Packages Offered in Australia:

Package	Destinations	Price
Best of Helsinki, St. Petersburg, & Moscow (9 days)	Helsinki, St. Petersburg, Moscow	EUR 1,006
Best of Scandinavia (13 days)	Denmark, Norway, and Sweden	EUR 1,950
Scenic Scandinavia & its Fjords (15 days)	Copenhagen, Stockholm, Gjøvik, Sognefjord, Bergen, AI, Oslo, Gothenburg	EUR 1,524
Iceland Complete tour (9 days excluding Reykjavik)		EUR 1,725 (Twin) EUR 2,207 (Single)
Grand Countryside tour (11 days excluding Reykjavik)		EUR 2,451 (Twin) EUR 2,884 (Single)

Source: Trafalgar Tours, Bentours International

## Australian Traveler Profile:

Europe receives a significant number of arrivals from Australia since it is perceived as a convenient destination that allows Aussie travelers to visit numerous countries on a single trip. Holidays to Europe are typically longer due to the cost of the trip, the distance, and travel time between the two continents. The typical visitors to the Nordic region from the land down under are well-to-do individuals, 45 to 50 years old, often accompanied by their partners. Younger Aussies who are eligible for 'working holiday visas' are another significant group of travelers to the region. In addition, Australian travelers are typically well educated.

### Income

- Australian outbound travelers come from middle-class households earning about AUD 50,000 (EUR 38,000) annually. Aussies visiting the Nordic region are typically wealthy couples belonging mainly to the baby-boomer market.<sup>5</sup>

### Travel Cycle of Australian Tourists

- A study conducted by the United Nations World Tourism Organization (UNWTO) of the seven outbound tourist countries in Asia Pacific with the biggest potential (Australia, China, Hong Kong, India, Japan, Korea, and Thailand) last July 2006, indicated that most Australians travel during the period of September to December for 16 to 30 days.<sup>6</sup>

### Nights Spent by Australian Visitors in the Nordic Countries from Jan-Dec 2006

- Australian visitors to the Nordic region spent the most number of nights in Norway (42,769)<sup>7</sup> followed by Sweden (41,516)<sup>8</sup>, Finland (39,689)<sup>9</sup>, and Denmark (38,369).<sup>10</sup> Iceland nights from Jan-April 2006 were 714<sup>11</sup> for hotels and guesthouses.

### Average Daily Expenditure of Outbound Australian Travelers

- The daily expenditure of Australian visitors to the Nordic countries is approximately AUD 80 to 100 (EUR 50 to 61) per traveler for a typical 12-day trip.<sup>12</sup>