

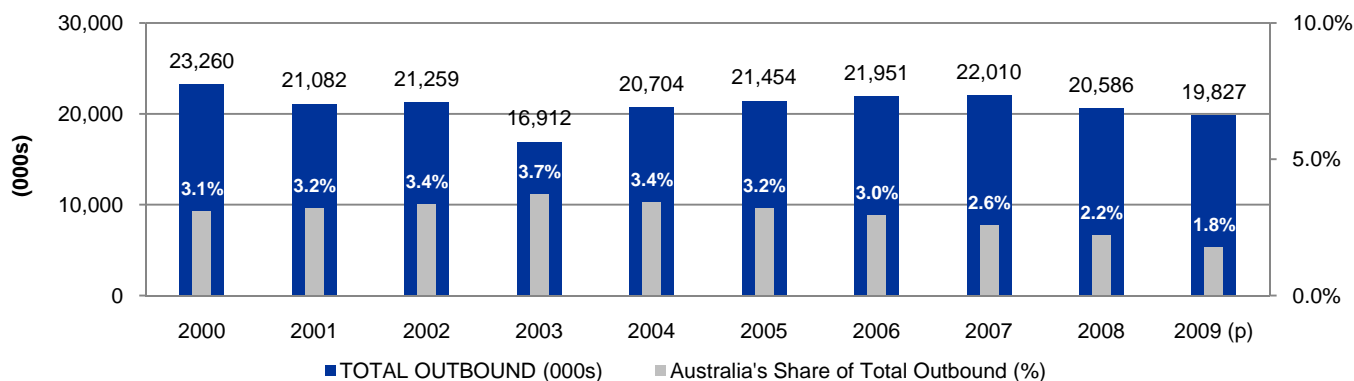
Outbound Market Share Analysis Korea

Australia's Market Share of Korea's Total Outbound

- Japan's outbound travel market has decreased from 23 million in 2000, to 20 million in 2009 (preliminary data updated on March 16, 2010).
- Australia's share of Japan's total outbound market has decreased from 3.1% in 2000, to 1.8% in 2009.

Japan's Total Outbound & Australia's Market Share

Source: Tourism Economics (Tourism Decision Metrics)

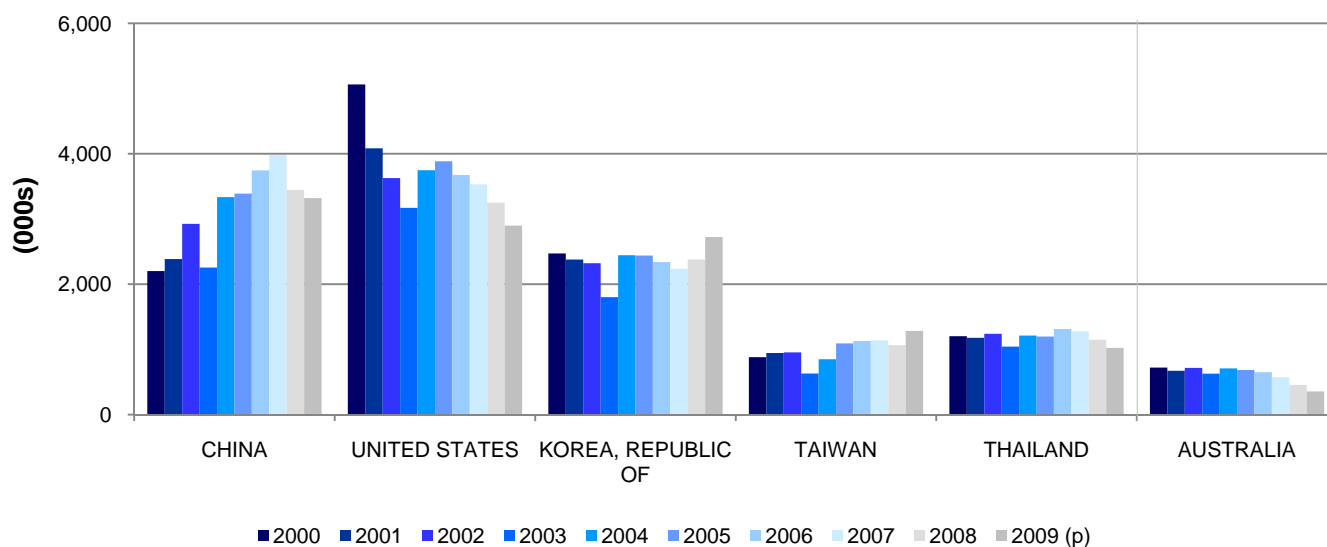


Top Five Outbound Destinations

- In 2009, Japan's top five outbound destinations were the China, the US, Korea, Taiwan and Thailand.
- Australia ranked 13th among all outbound destinations.

Japan's Top Outbound Destinations (Total Outbound)

Source: Tourism Economics (Tourism Decision Metrics)



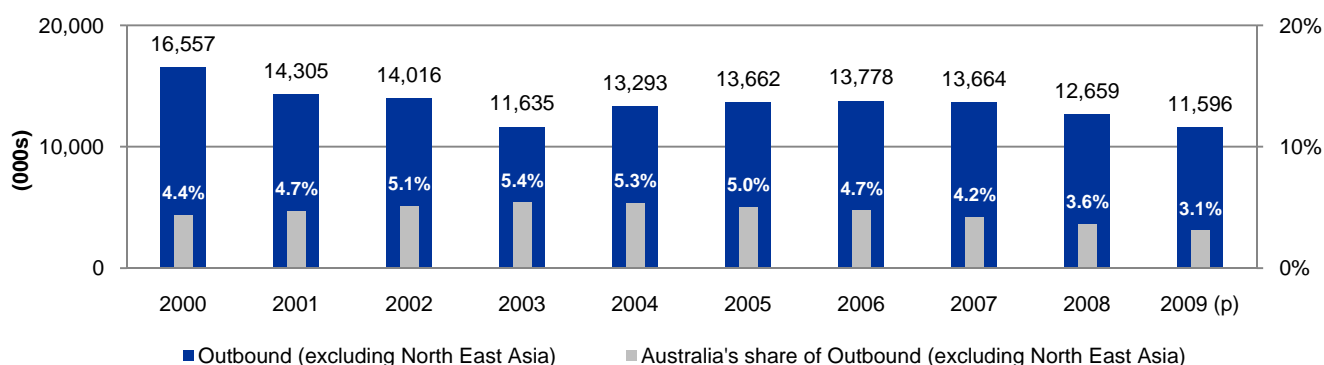
Outbound Market Share Analysis Korea

Australia's Market Share of Out-of-Region Travel

- Japanese travel outside of North East Asia has decreased from 16.6 million in 2000, to 11.6 million in 2009 (preliminary data updated on March 16, 2010).
- Australia's share of Japan's out-of-region outbound has decreased from 4.4% in 2000, to 3.1% in 2009.

Japan's Outbound (excluding North East Asia) & Australia's Market Share

Source: Tourism Economics (Tourism Decision Metrics)

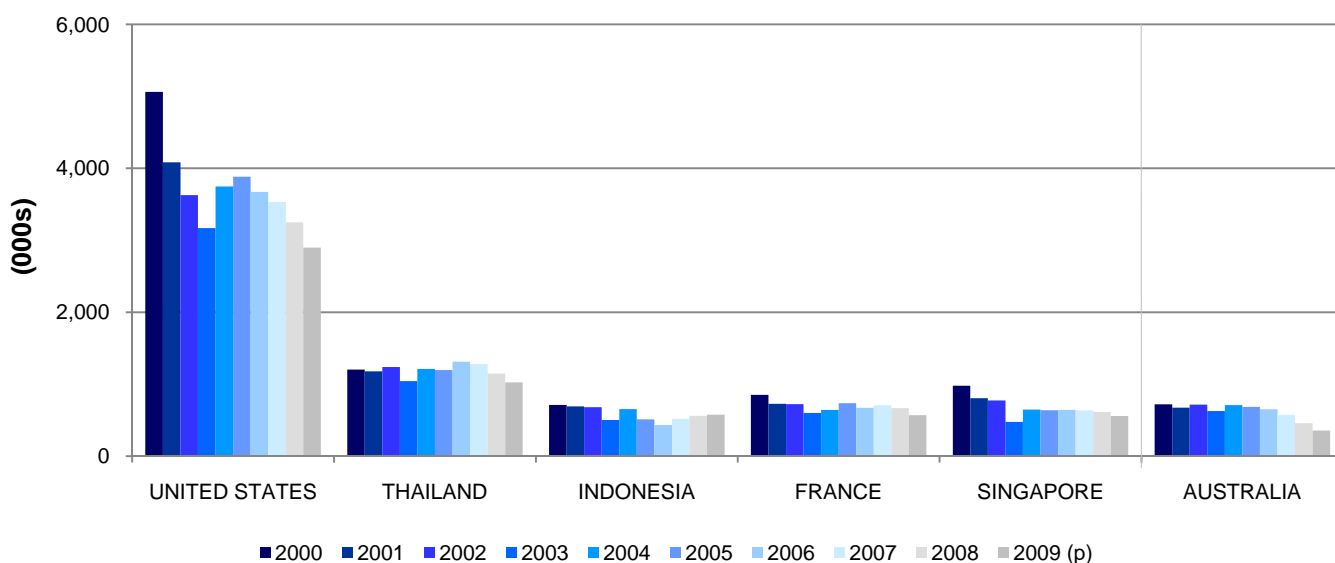


Top Five Out-of-Region Destinations

- In 2009, Japan's top five destinations excluding North East Asian countries were the US, Thailand, Indonesia, France and Singapore.
- Australia ranked 9th among outbound destinations outside of North East Asia.

Japan's Top Outbound Destinations (excluding North East Asia)

Source: Tourism Economics (Tourism Decision Metrics)



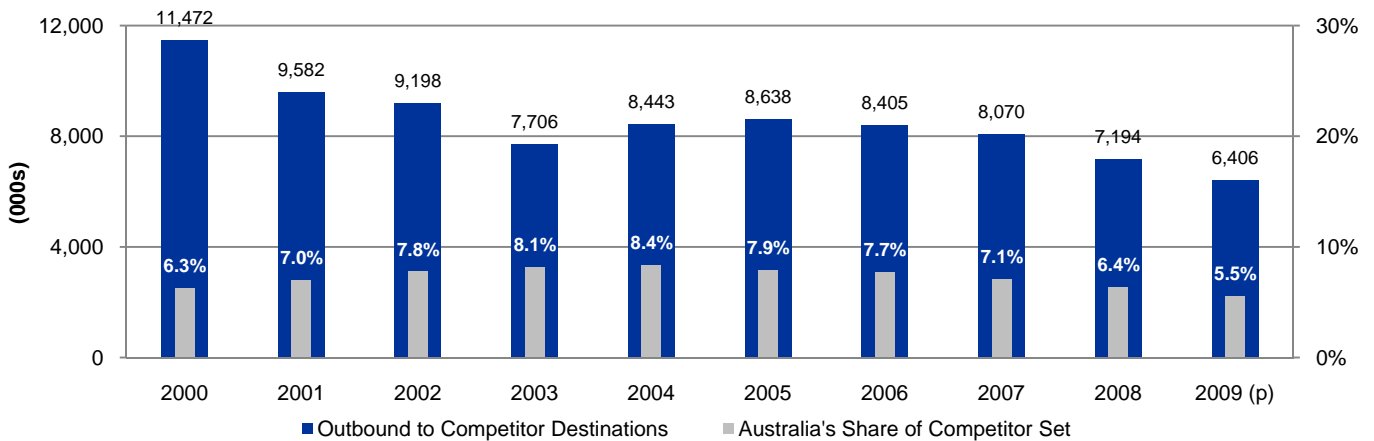
Outbound Market Share Analysis Korea

Market Share of Tourism Australia's Competitor Set

- Japanese travel to competitor destinations decreased from 11.5 million in 2000, to 6.4 million in 2009 (preliminary data updated on March 16, 2010).
- Australia's share of competitor outbound has decreased from 6.3% in 2000, to 5.5% in 2009.

Outbound to Competitor Set & Australia's Share

Source: Tourism Economics (Tourism Decision Metrics)



Top Five Competitor Destinations

- Tourism Australia's current competitor set is defined as New Zealand, South Africa, Canada, the US and Western Europe. Note: Data for Hawaii is not currently available.
- Australia ranked 10th among Tourism Australia's competitor destinations.

Outbound to TA Defined Competitor Destinations

Source: Tourism Economics (Tourism Decision Metrics)

