



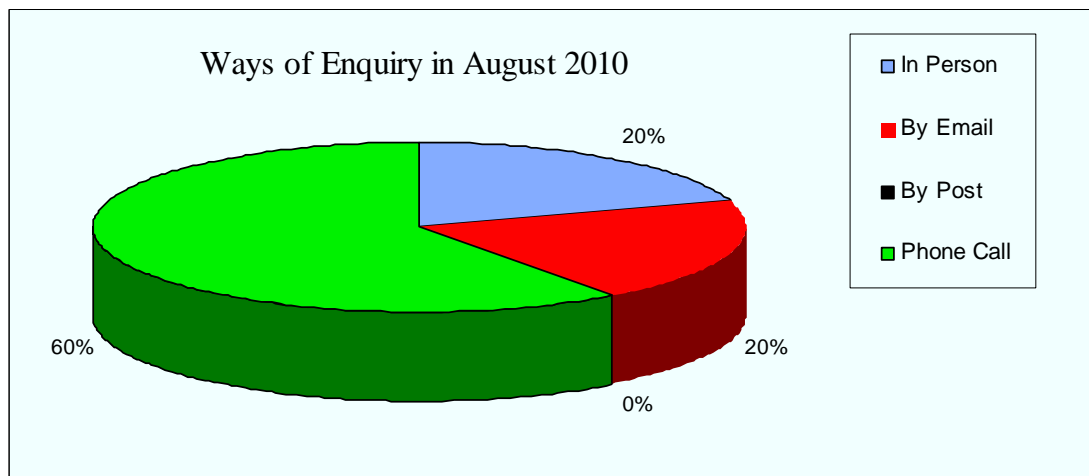
中国驻悉尼旅游办事处

CHINA NATIONAL TOURIST OFFICE (AU & NZ)

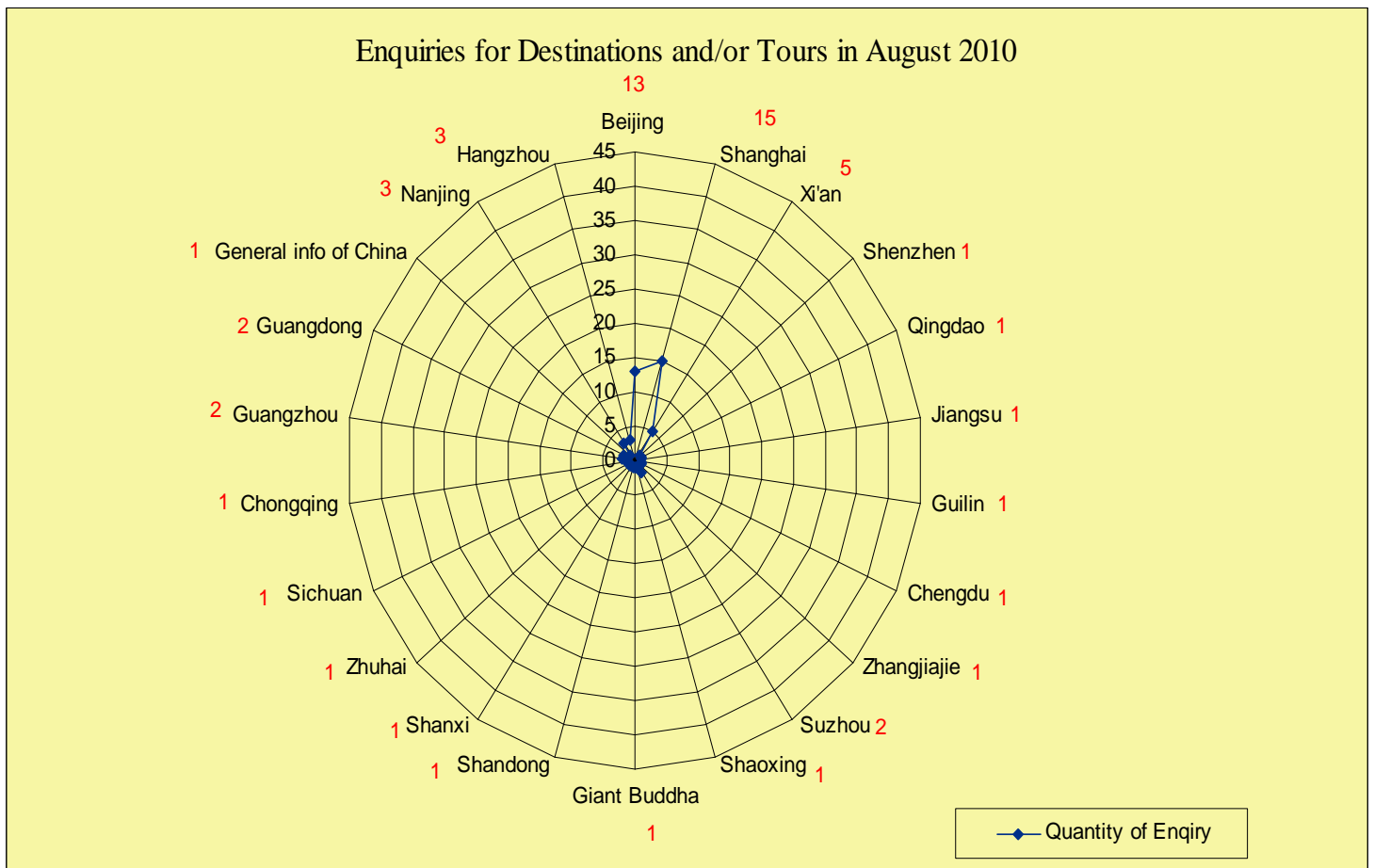
August 2010 Enquiry Analysis Graphics

1. During August 2010, CNTO Sydney office received enquiries by different ways. 20% in person, 20% by email, 0% by post, 60% by phone.

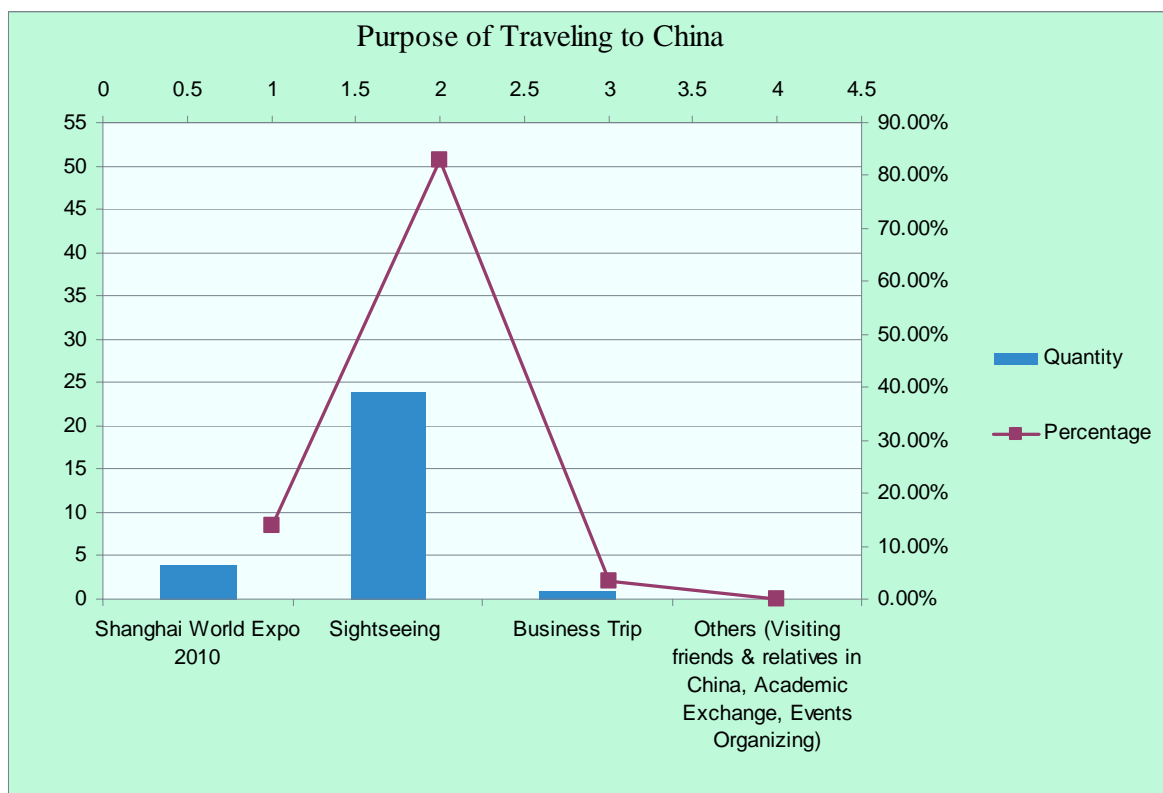
The Ways of Enquiry analysis graphic is as following:



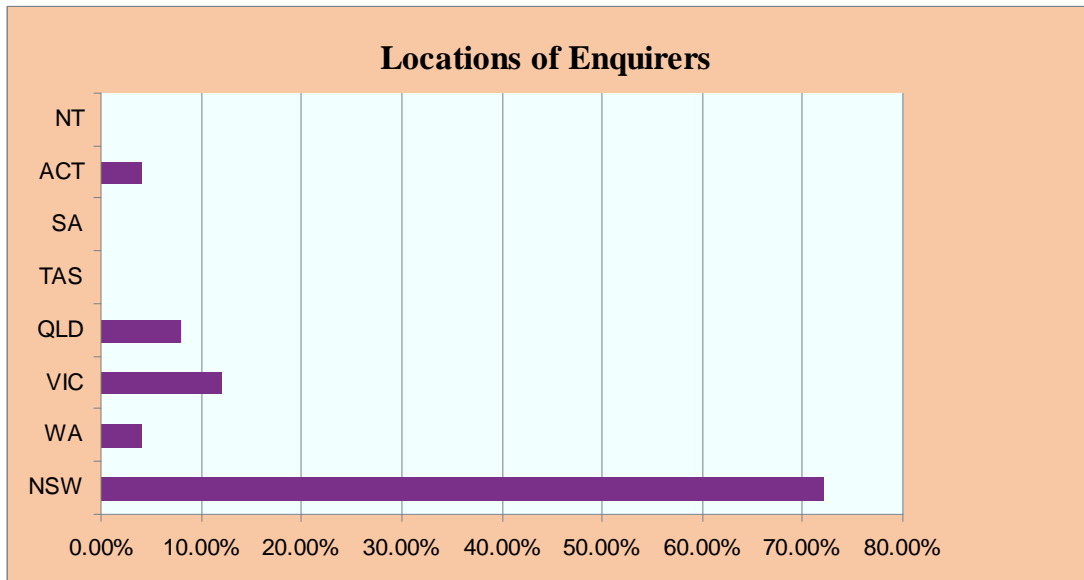
2. The following figure indicates the amount of enquiries regarding different travel destinations and tours in China. In August 2010, Shanghai was the most popular destination for enquiry because of Shanghai World Expo 2010.



3. The following graphic indicates the percentage of purposes of traveling to China. In August 2010, attending World Expo 2010 stands 13.79%, sightseeing 82.76%, business trip 3.45% and others 0%. (Visiting friends and relatives in China, taking part in wedding, academic exchange, events organizing are included in others).



4. The figure indicates enquires came from.



5. In August 2010, the percentage of enquirers from general public stands 68%, enquirers from tourism industry stands 32%.

