



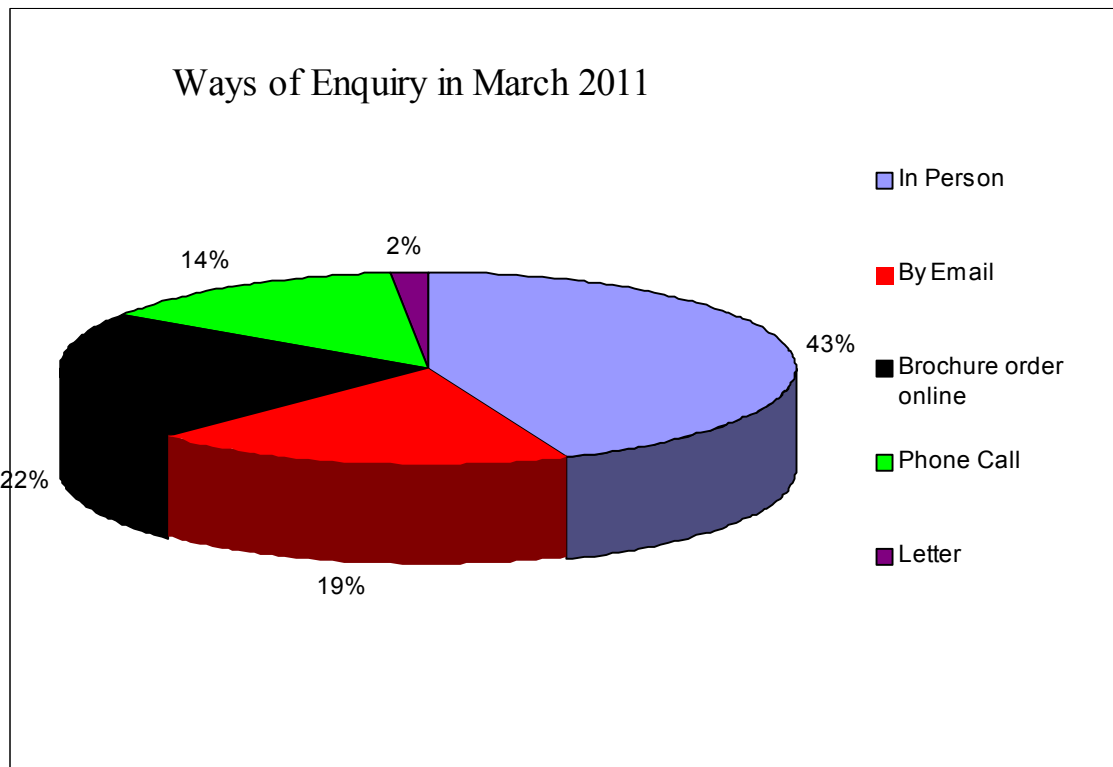
中国驻悉尼旅游办事处

CHINA NATIONAL TOURIST OFFICE (AU & NZ)

March 2011 Enquiry Analysis Graphics

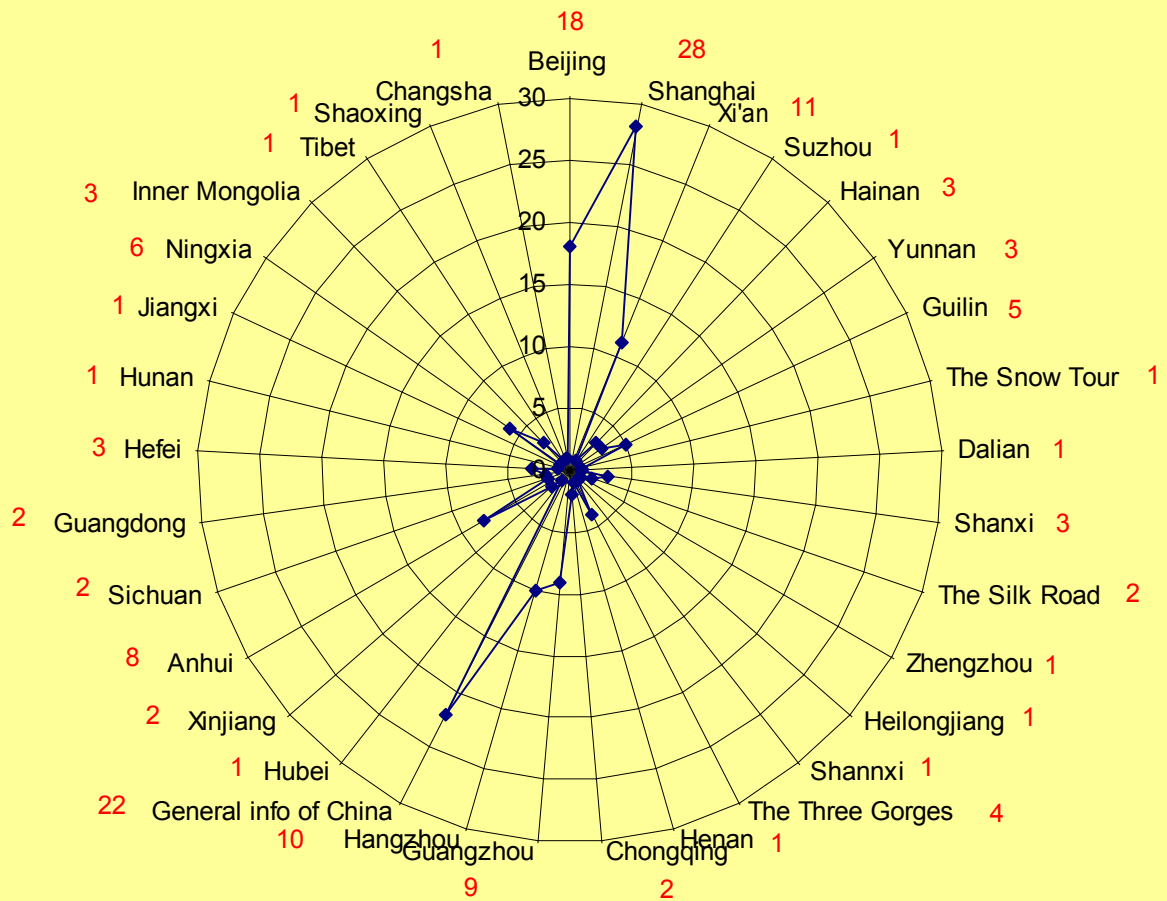
1. During March 2011, CNTO Sydney office received enquiries by different ways. 43% in person, 19% by email, 22% ordering brochures online (www.cnto.org.au), 14% by phone and 2% by post.

The Ways of Enquiry analysis graphic is as following:

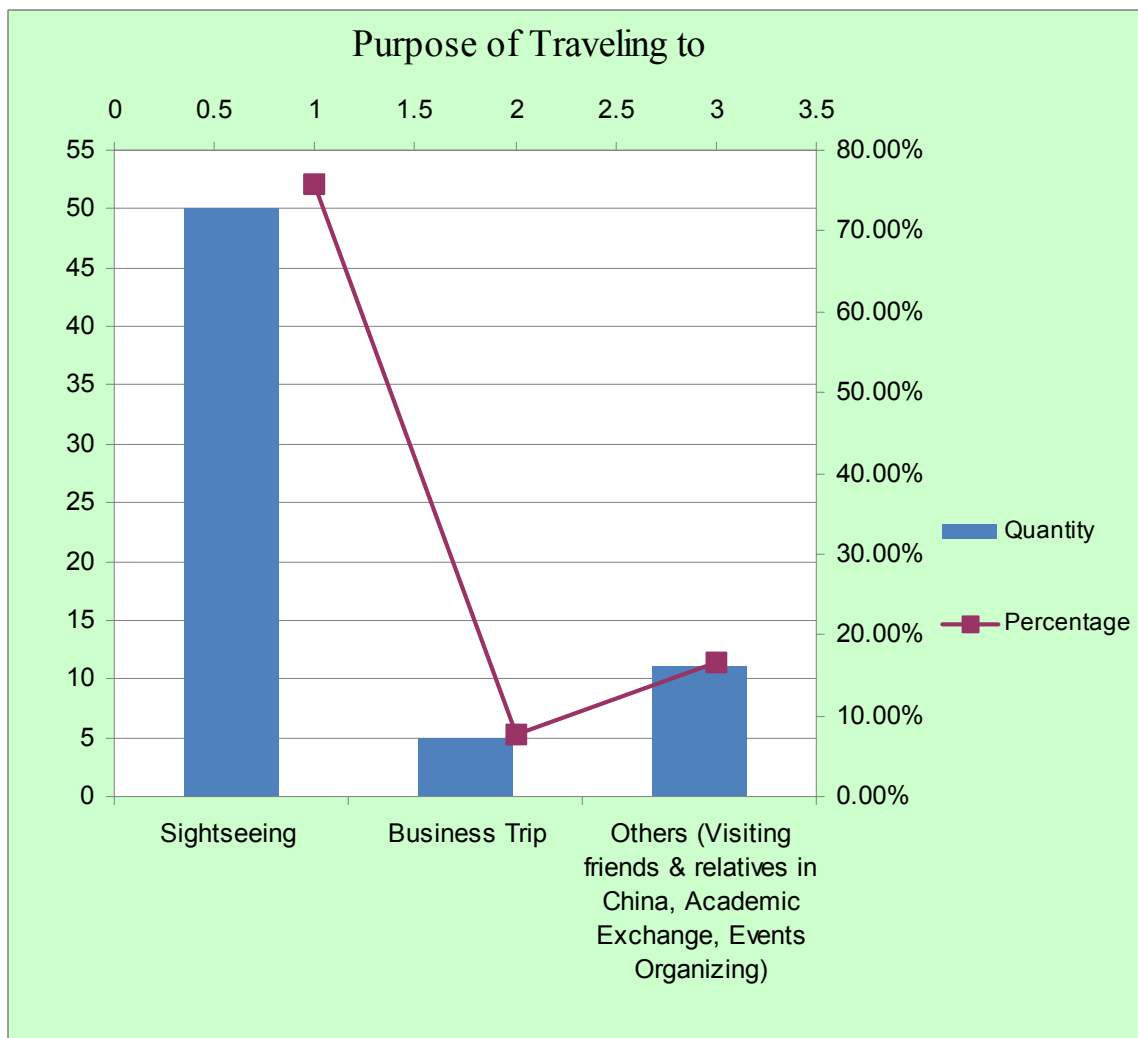


2. The following figure indicates the amount of enquiries regarding different travel destinations and tours in China.

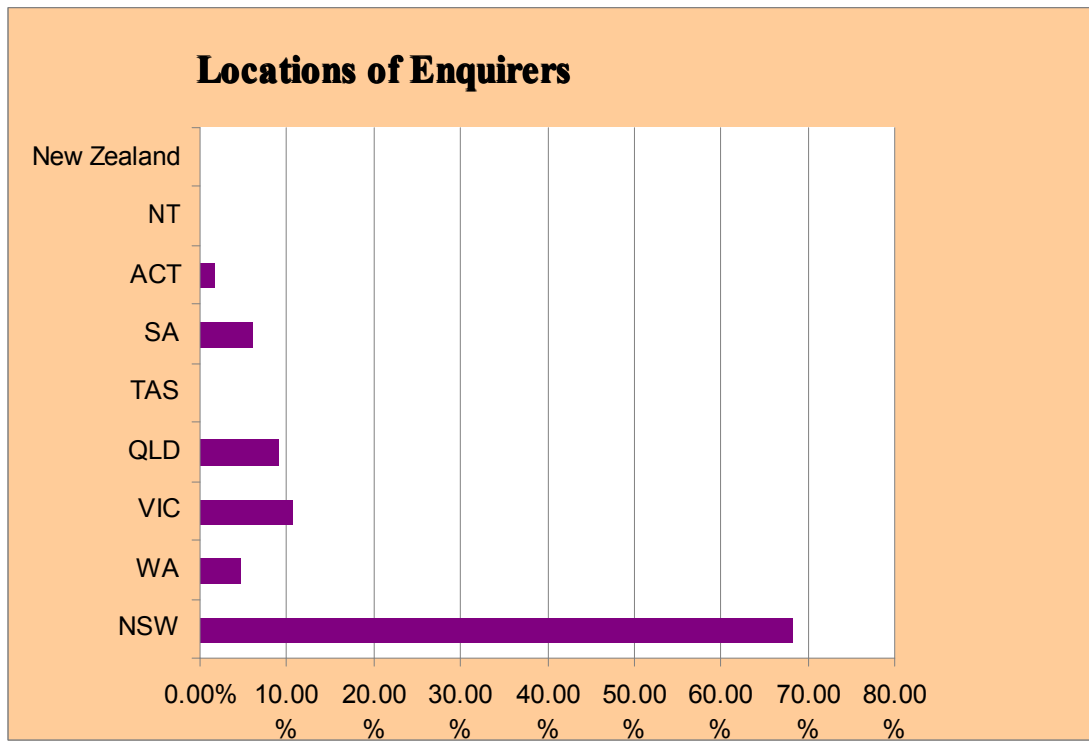
Enquiries for Destinations and/or Tours in March 2011



3. The following graphic indicates the percentage of purposes of traveling to China. In March 2011, sightseeing 75.76%, business trip 7.58% and others 16.67%. (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 March 2011, the percentage of enquirers from general public stands 85%, enquirers from tourism industry stands 15%.

