



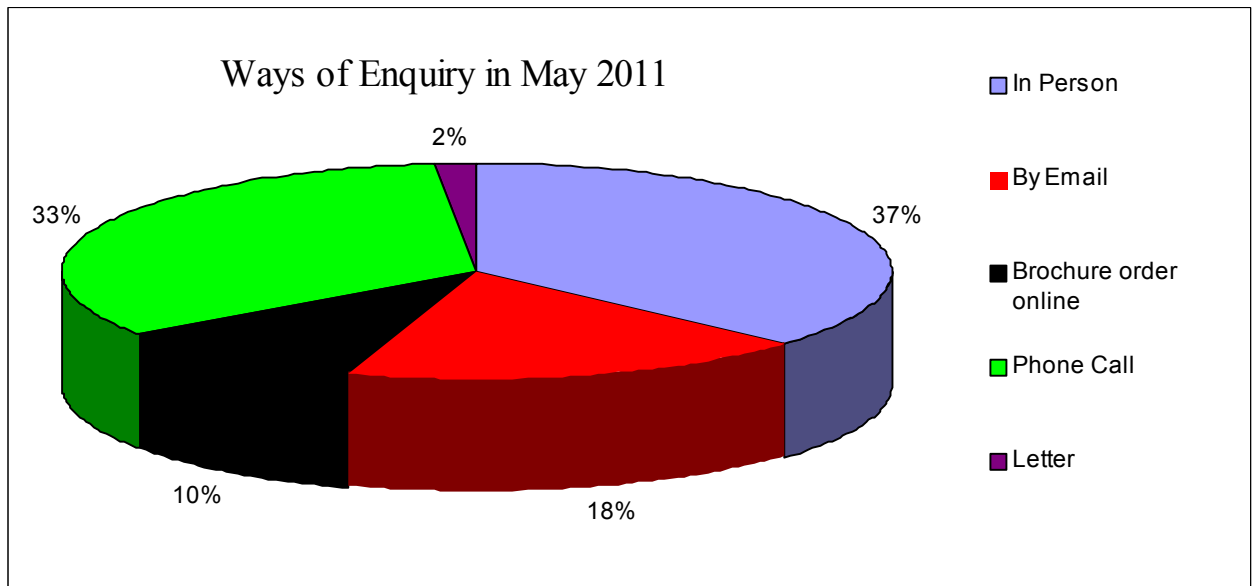
中国驻悉尼旅游办事处

CHINA NATIONAL TOURIST OFFICE (AU & NZ)

May 2011 Enquiry Analysis Graphics

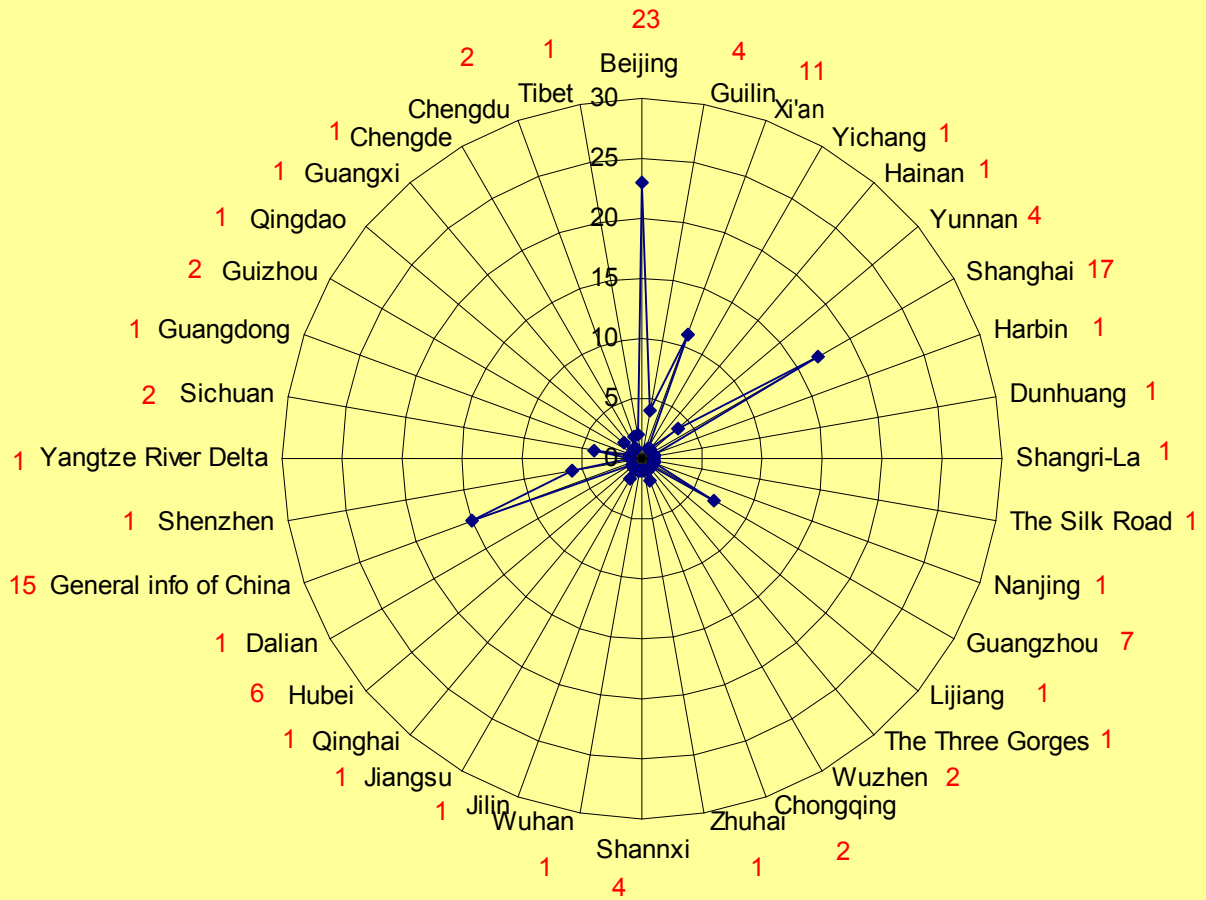
1. During May 2011, CNTO Sydney office received enquiries by different ways. 37% in person, 18% by email, 10% ordering brochures online (www.cnto.org.au), 33% by phone and 2% by post.

The Ways of Enquiry analysis graphic is as following:

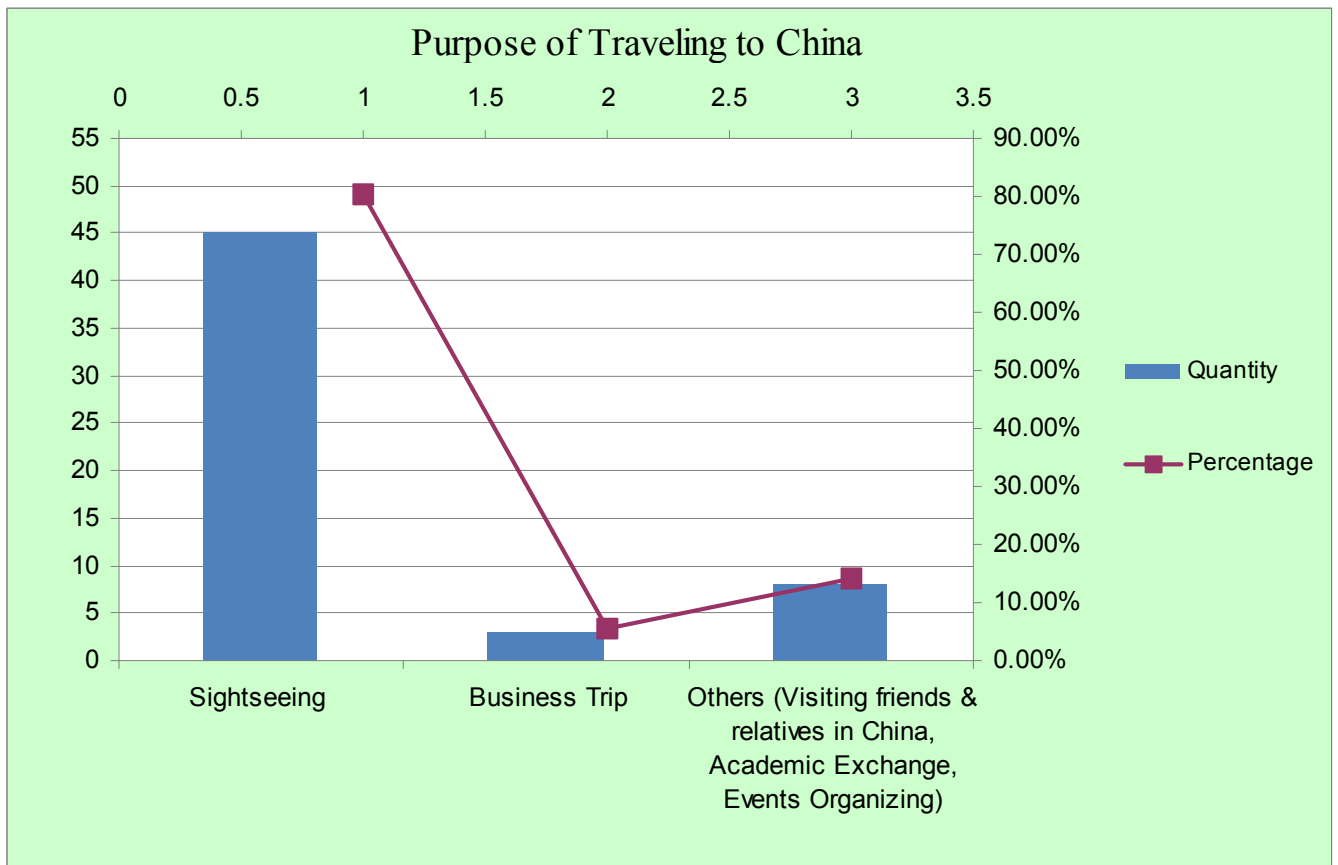


2. The following figure indicates the amount of enquiries regarding different travel destinations and tours in China.

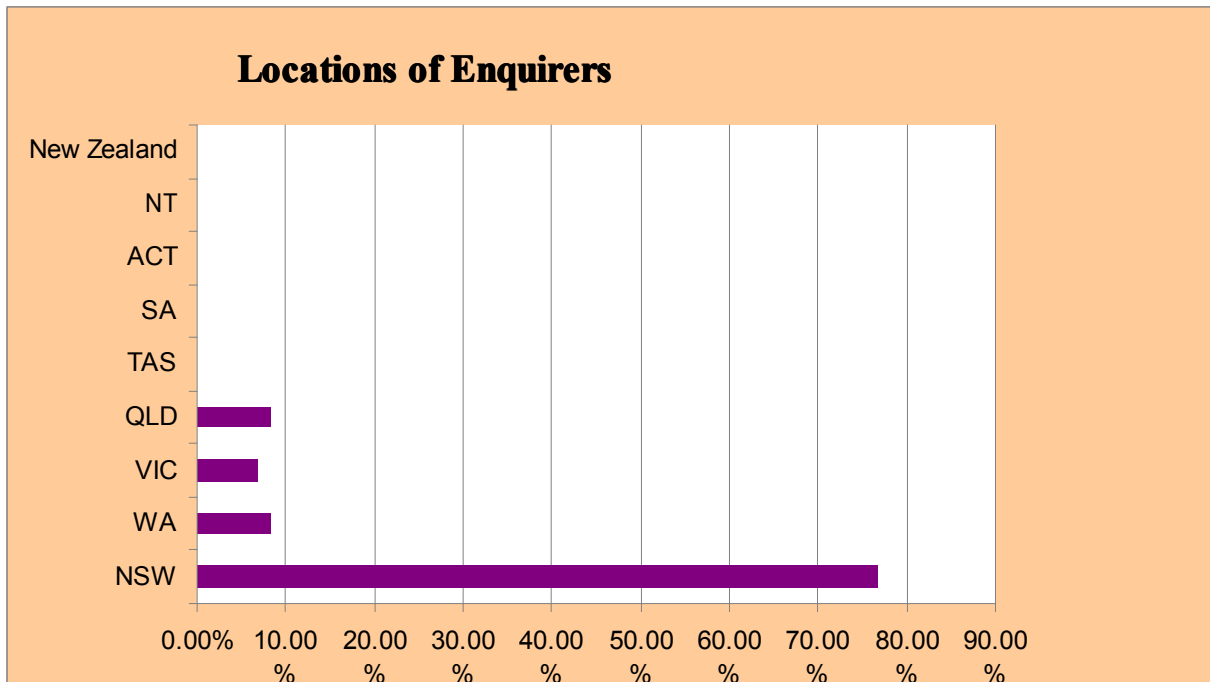
Enquiries for Destinations and/or Tours in May 2011



3. The following graphic indicates the percentage of purposes of traveling to China. In May 2011, sightseeing 80.36%, business trip 5.36% and others 14.29%. (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 May 2011, the percentage of enquirers from general public stands 88%, enquirers from tourism industry stands 12%.

