



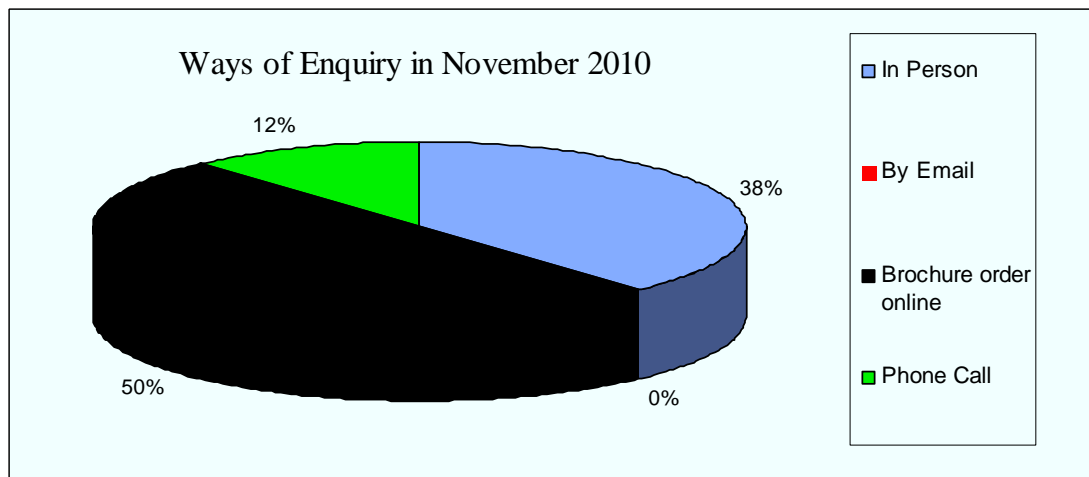
中国驻悉尼旅游办事处

CHINA NATIONAL TOURIST OFFICE (AU & NZ)

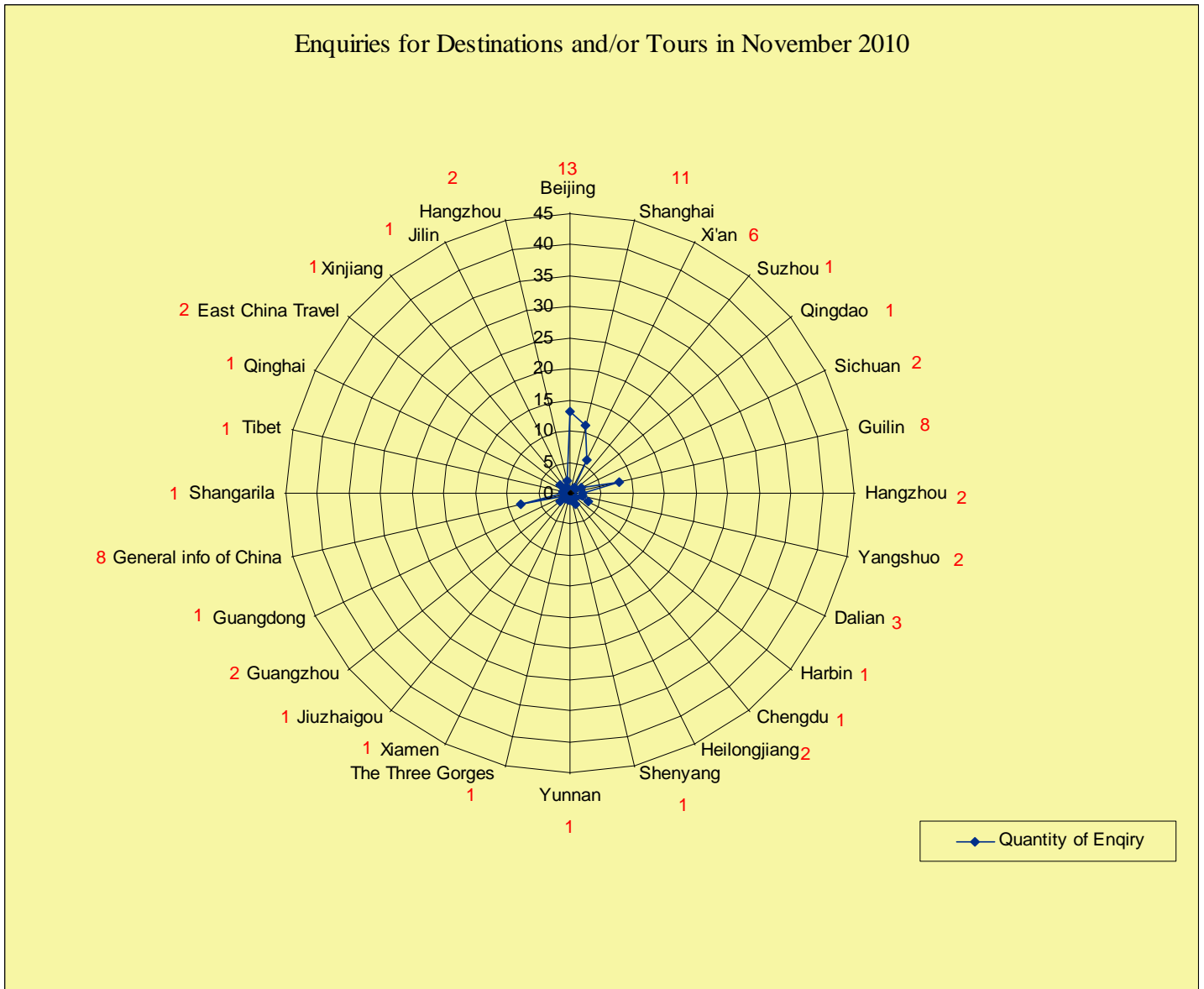
November 2010 Enquiry Analysis Graphics

1. During November 2010, CNTO Sydney office received enquiries by different ways. 38% in person, 0% by email, 50% ordering brochures online (www.cnto.org.au), 12% by phone.

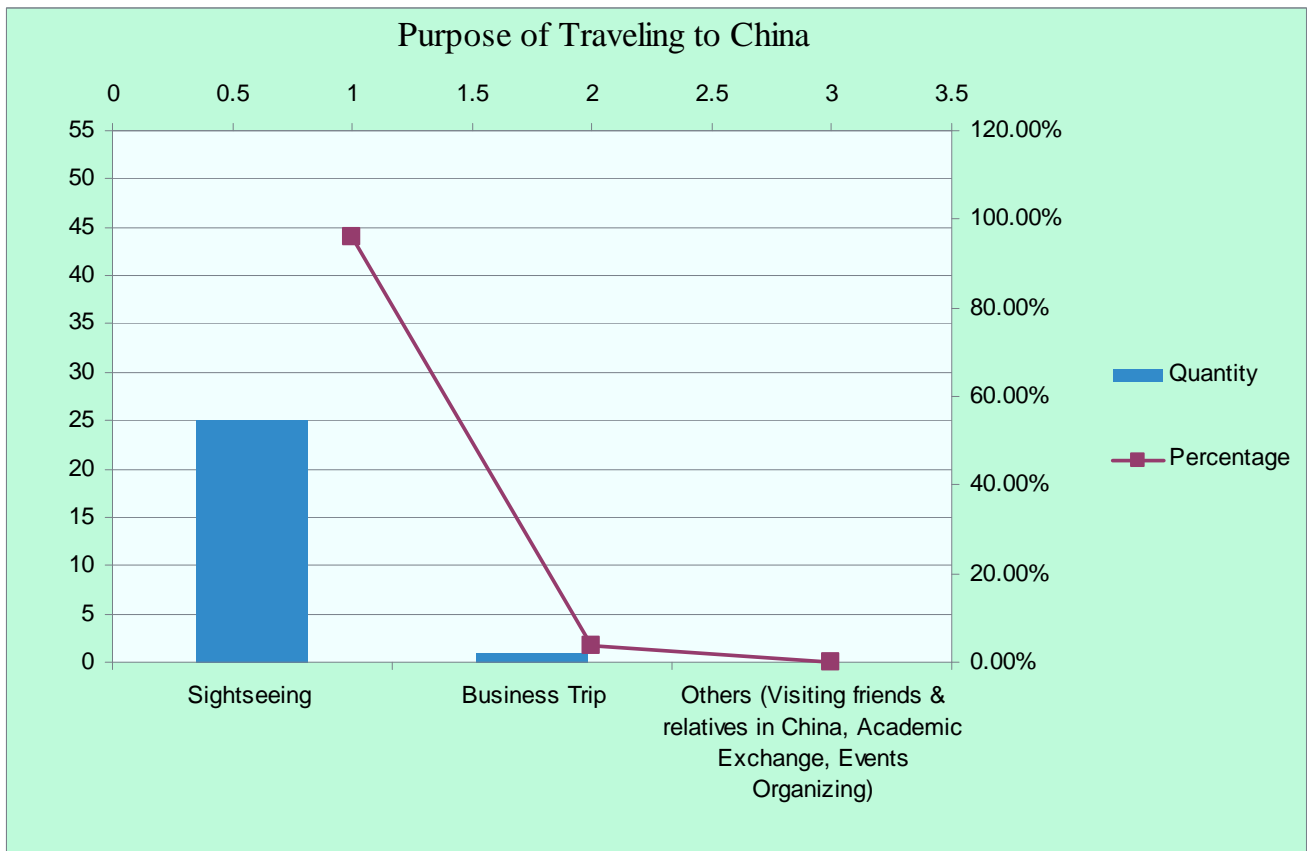
The Ways of Enquiry analysis graphic is as following:



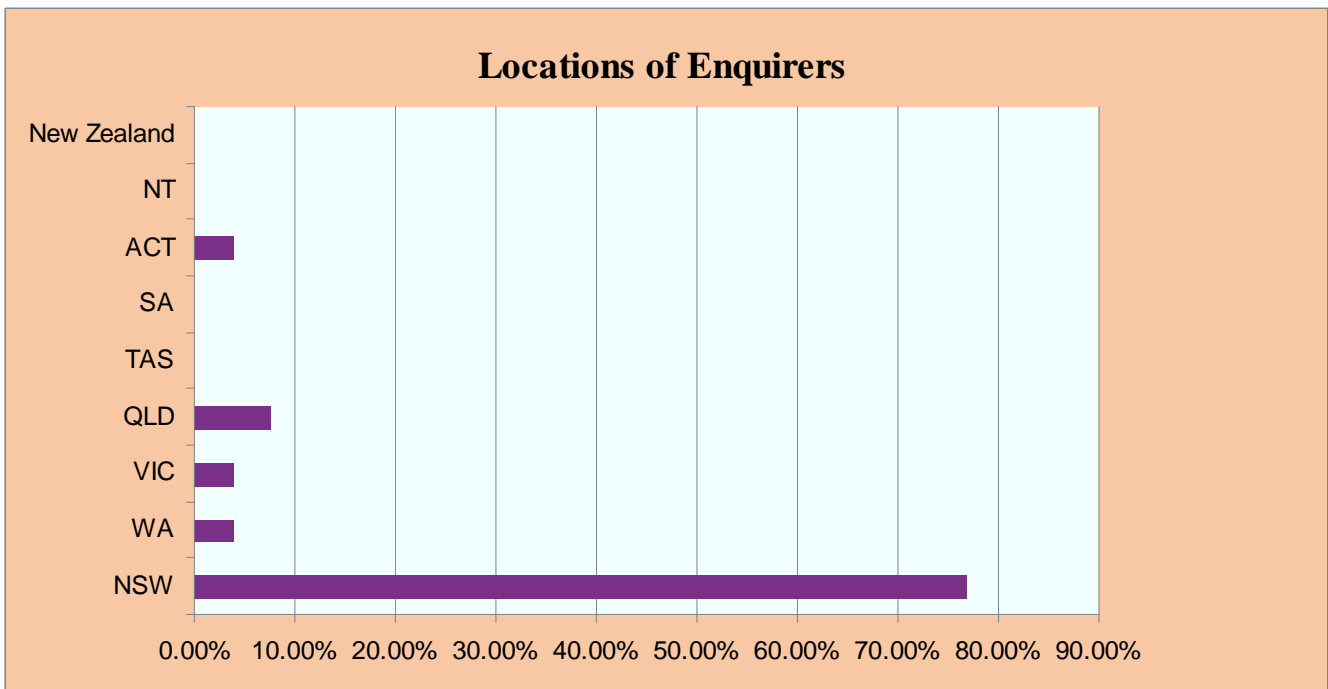
2. The following figure indicates the amount of enquiries regarding different travel destinations and tours in China.



3. The following graphic indicates the percentage of purposes of traveling to China. In November 2010, sightseeing 96.15%, business trip 3.85% 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 November 2010, the percentage of enquirers from general public stands 96%, enquirers from tourism industry stands 4%.

