



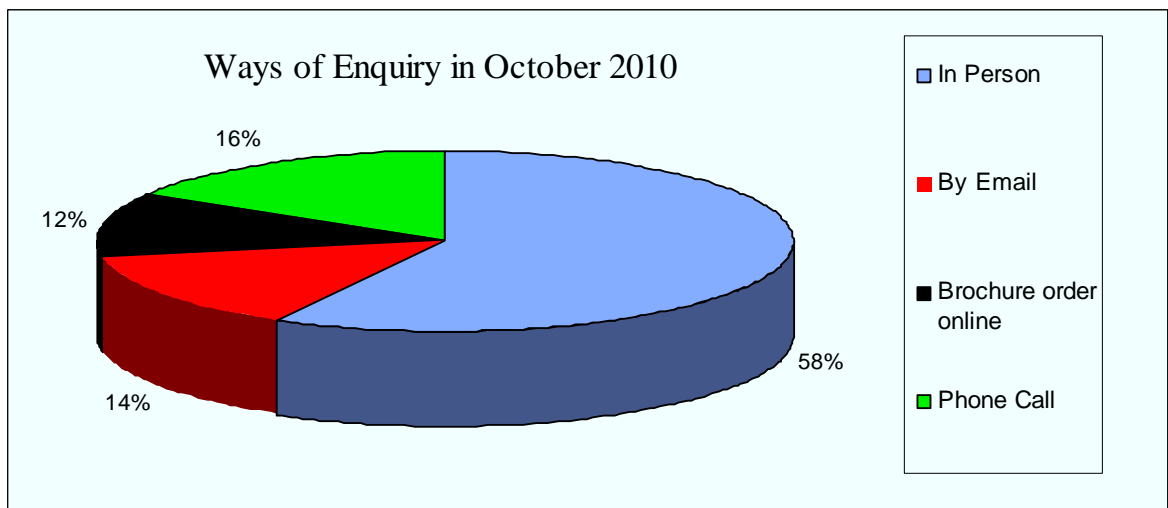
## 中国驻悉尼旅游办事处

CHINA NATIONAL TOURIST OFFICE (AU & NZ)

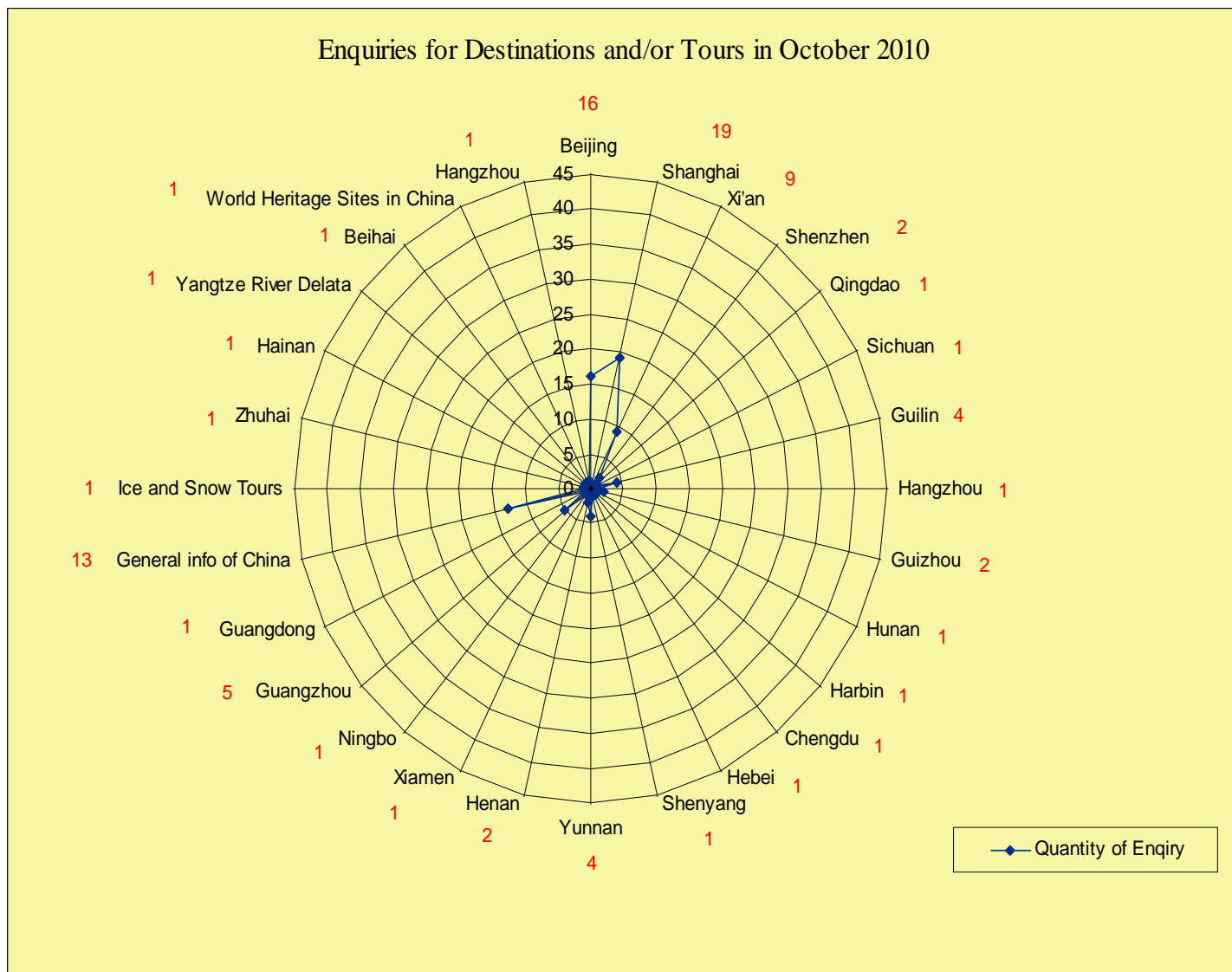
# October 2010 Enquiry Analysis Graphics

1. During October 2010, CNTO Sydney office received enquiries by different ways. 58% in person, 14% by email, 12% ordering brochures online (www.cnto.org.au), 16% by phone.

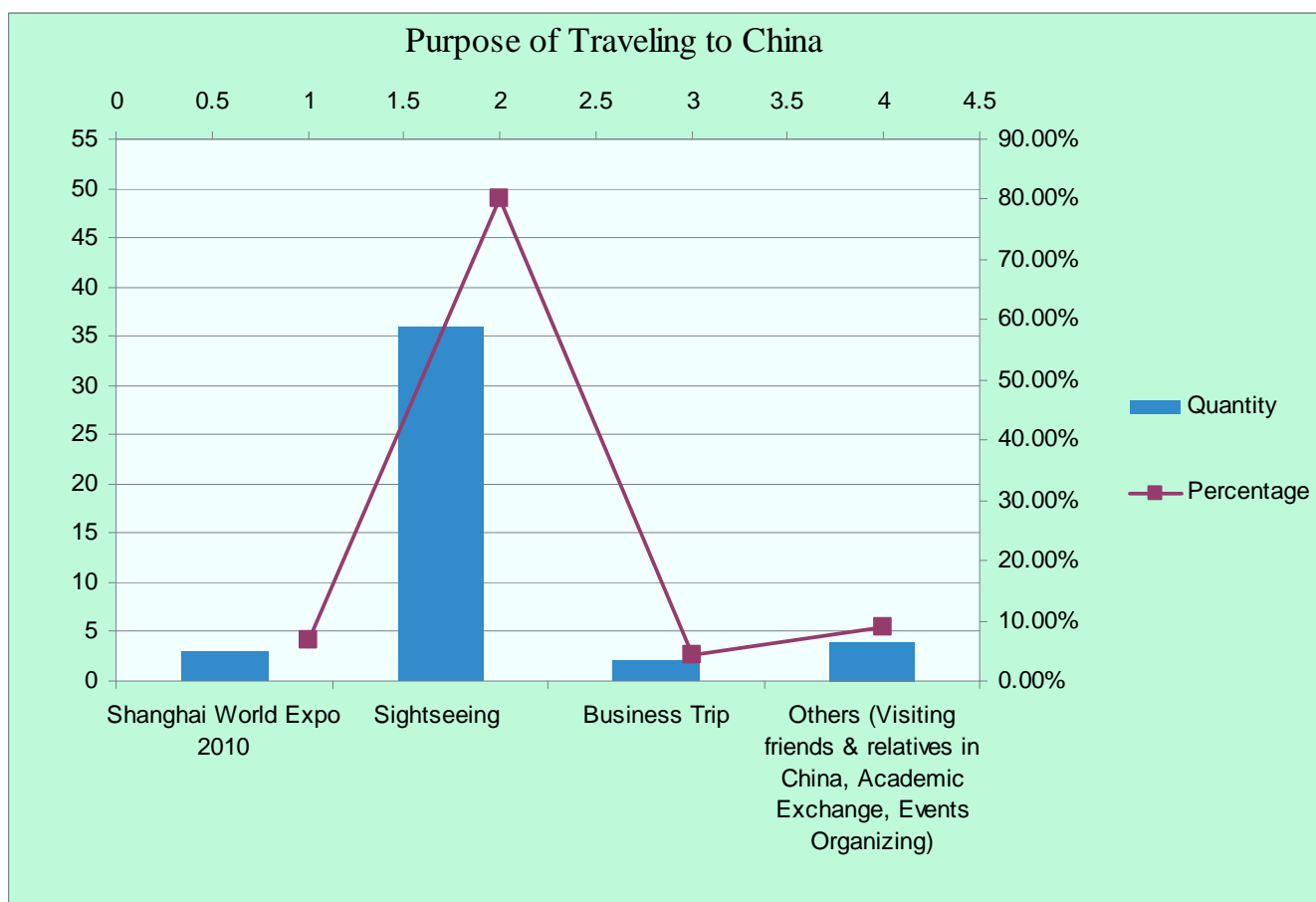
The Ways of Enquiry analysis graphic is as following:



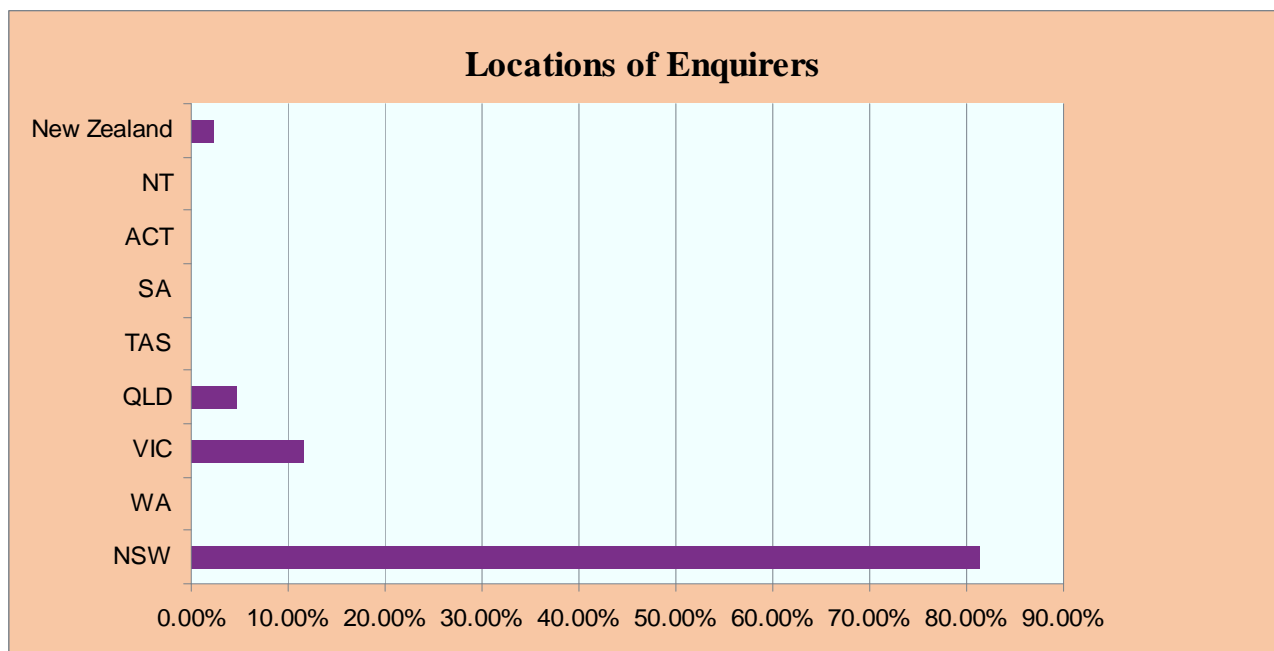
2. The following figure indicates the amount of enquiries regarding different travel destinations and tours in China.



3. The following graphic indicates the percentage of purposes of traveling to China. In October 2010, attending World Expo 2010 stands 6.67%, sightseeing 80%, business trip 4.44% and others 8.89%. (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 October 2010, the percentage of enquirers from general public stands 79%, enquirers from tourism industry stands 21%.

