



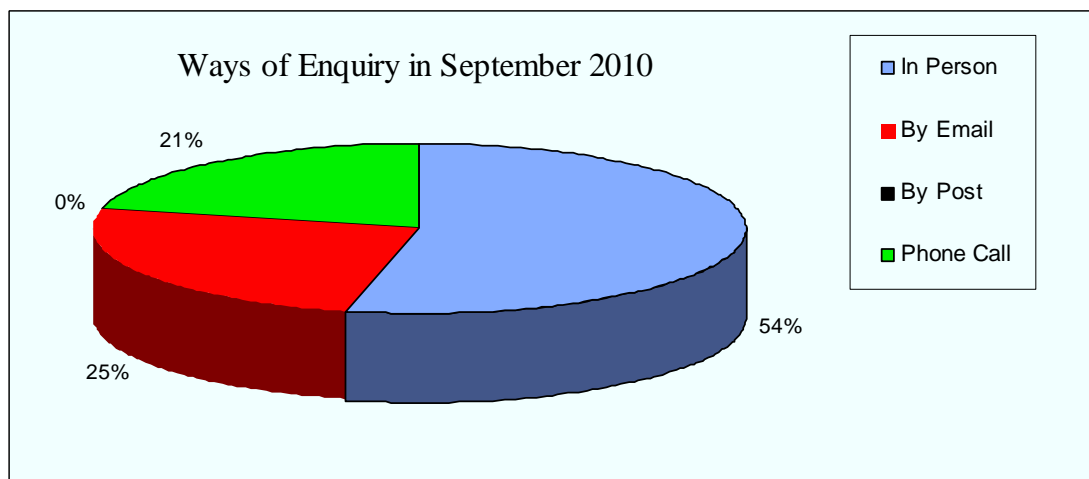
中国驻悉尼旅游办事处

CHINA NATIONAL TOURIST OFFICE (AU & NZ)

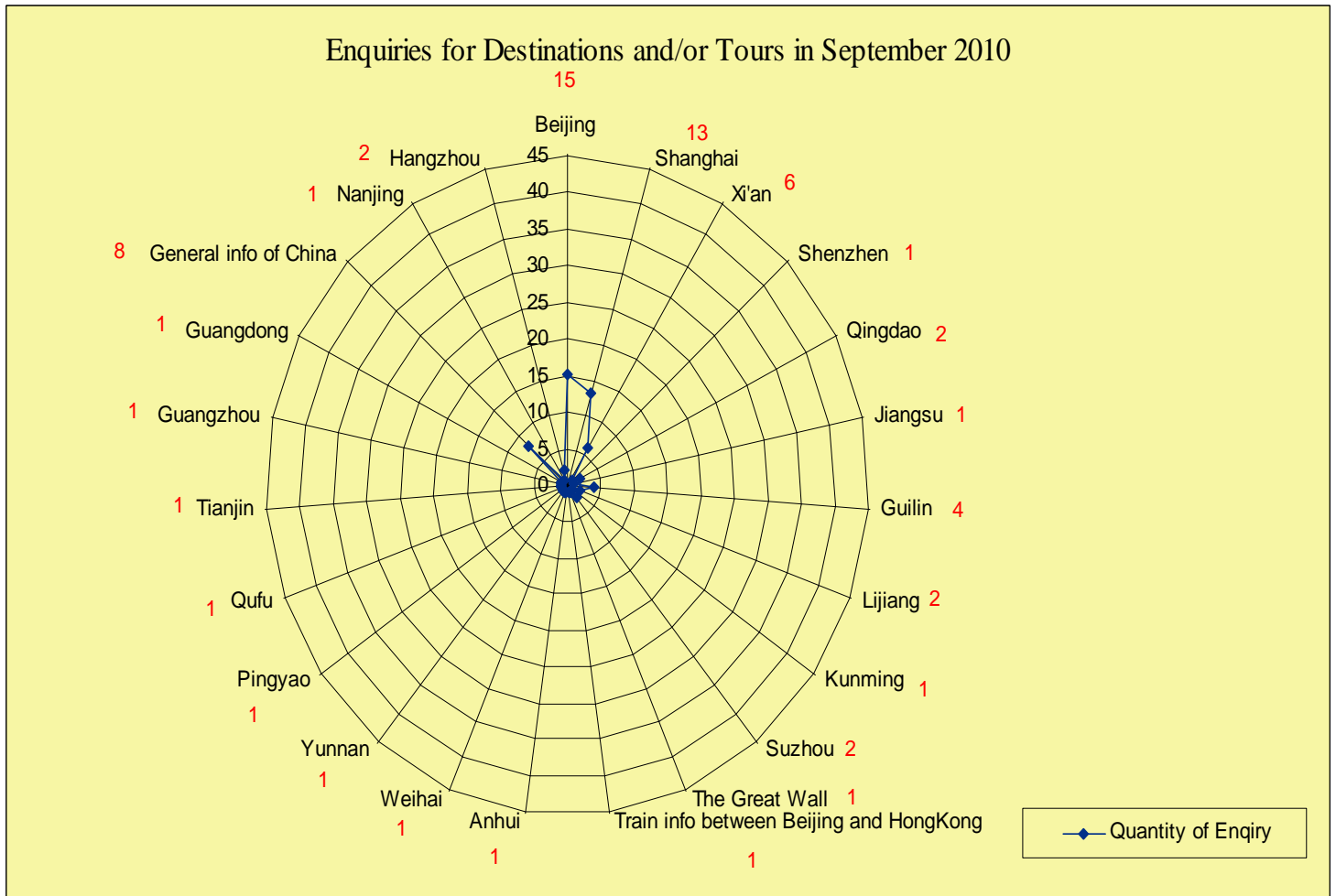
September 2010 Enquiry Analysis Graphics

1. During September 2010, CNTO Sydney office received enquiries by different ways. 54% in person, 25% by email, 0% by post, 21% by phone.

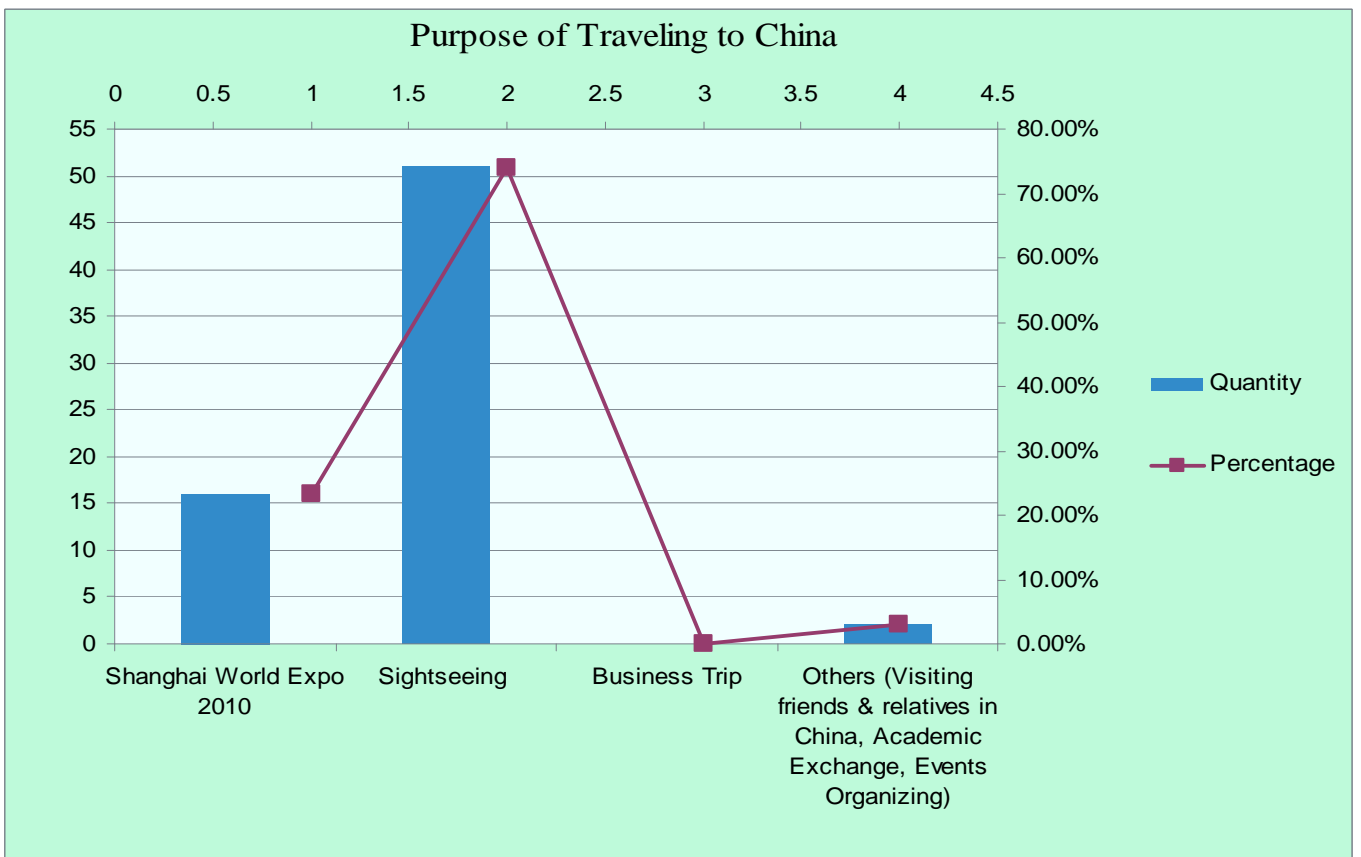
The Ways of Enquiry analysis graphic is as following:



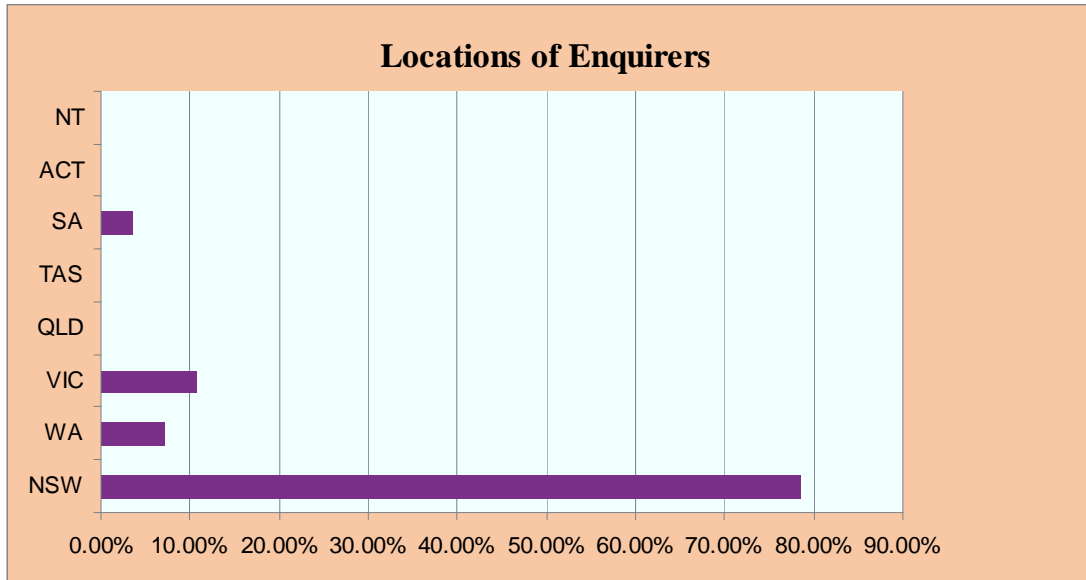
2. The following figure indicates the amount of enquiries regarding different travel destinations and tours in China.



3. The following graphic indicates the percentage of purposes of traveling to China. In September 2010, attending World Expo 2010 stands 22.22%, sightseeing 63.89%, business trip 5.56% and others 8.33%. (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 September 2010, the percentage of enquirers from general public stands 71%, enquirers from tourism industry stands 29%.

