

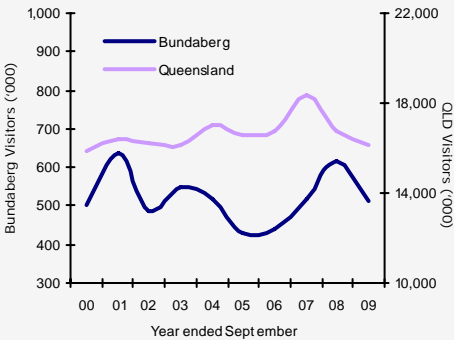
Bundaberg Regional Snapshot

Year ended September 2009

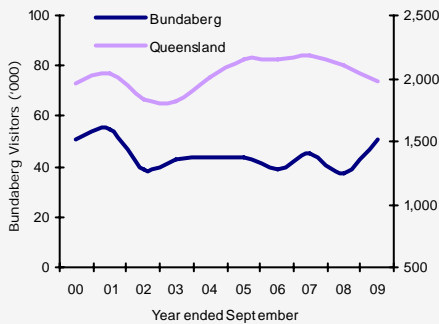


	Visitors	Holiday	VFR	Business
Domestic overnight	511,000	178,000	234,000	65,000
Annual change ¹	▼ -17%	▼ -29%	▲ 5%	▼ -38%
Trend change ²	▲ 5%	▼ -1%	▲ 12%	▲ 2%
International overnight	51,000	39,000	9,000	n/p
Annual change	▲ 38%	▲ 22%	n/p	n/p
Trend change	▲ 10%	▲ 8%	n/p	n/p

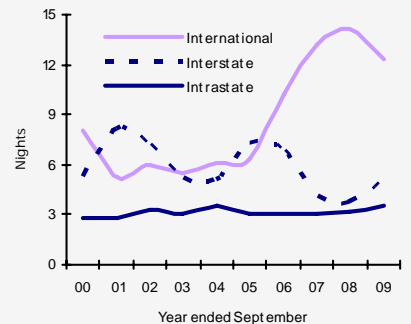
Domestic visitation



International visitation



Average length of stay (Bundaberg)



Domestic travel to Bundaberg followed the state trend and declined in the year ending September 2009.

Bundaberg enjoyed marginal growth in the visiting friends or relatives (VFR) market, which contributed 47% of total intrastate overnight visitors to the region. However, this did not offset the overall decline in domestic overnight visitation.

Holiday visitors to Bundaberg declined (29%), as the effect of Australians reducing their interstate domestic holiday travel continued.

Bundaberg residents opted to travel to Brisbane for holiday and visiting friends or relatives in the year ended September 2009.

Similarly, Brisbane residents have increased their travel to Bundaberg by 15% in the year ended September 2009.

In contrast to the state (which reported a decline in international visitation), Bundaberg saw an increase in international visitors.

The increasing trend can be attributed to growth from the three source markets, the United Kingdom, New Zealand and Continental Europe.

Travellers from Continental Europe and the UK remain dominant with three in five visitors backpacking and under the age of thirty.

The slight increase in New Zealand visitors to Bundaberg was driven by the visiting friends or relatives (VFR) market.

The average length of stay for international visitors declined (down 1.9 nights to 10.4 nights) for the year ended September 2009, whilst for the same period international visitor numbers increased. The shift indicates a decline within the working holiday and employment markets which generally see visitors stay in the region for a greater length of time.

Domestically the interstate average length of stay recorded a slight increase against the holiday, VFR and business markets, although visitor numbers were down.

The intrastate average length of stay remained steady overall, with VFR visitors to Bundaberg increasing their stay by 1.3 nights to an average of 3.5 nights for the period.

Tourist Accommodation³

	Hotels/Motels/Service apartments ⁴
Guest arrivals	272,000
Annual change	-1%
Room occupancy	56.3%
Annual change	-1.2%
Average room rate	\$111.14
Annual change	8%
Yield⁵	\$62.53
Annual change	5%

Whilst overall visitation to Bundaberg declined by 14% in the year ending September 2009, the commercial accommodation sector recorded just a 1% decline in guest arrivals.

This suggests that much of the decline in visitation to the region was from visitors staying in non-commercial accommodation (for example, with friends or family).

The data included in this report is sourced from the National and International Visitor surveys conducted by Tourism Research Australia. These are large and comprehensive surveys that provide valuable data on a national, state, and regional level. The variable nature of travel, combined with sampling variability (which all surveys are subject to) means that regional results need to be viewed as indicative only. It is likely that not all segments of the region will experience the changes noted on a regional level.

Domestic visitors to Bundaberg

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	178,000	-29%	810,000	-31%	4.5	-0.2
VFR	234,000	5%	892,000	62%	3.8	1.3
Business	65,000	-38%	113,000	-33%	1.7	0.1
Total	511,000	-17%	1,904,000	-5%	3.7	0.4
Intrastate						
Holiday	152,000	-22%	679,000	-31%	4.5	-0.5
VFR	204,000	1%	720,000	62%	3.5	1.3
Business	58,000	-40%	93,000	-42%	1.6	-0.1
Total	435,000	-17%	1,522,000	-9%	3.5	0.3
Interstate						
Holiday	26,000	n/p	132,000	n/p	5.1	1.5
Total	76,000	-14%	382,000	15%	5.0	1.2

Domestic day trip visitors

	Day trip visitors	Annual % change	Expenditure (\$ million)	Annual % change
Bundaberg	n/p	n/p	n/p	n/p
Queensland	31,239,000	10%	\$3,136	0%
Australia	142,714,000	5%	\$14,450	1%

Key domestic source markets to Bundaberg

	Visitors	Annual % change	Nights	Annual % change
Regional Qld	243,000	-33%	991,000	-17%
Brisbane	192,000	15%	531,000	9%

State comparison - Domestic

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	16,098,000	-4%	69,937,000	-4%
NSW	22,221,000	-9%	76,541,000	-7%
Victoria	15,911,000	-7%	49,415,000	-6%
Rest of Aus	14,468,000	-8%	60,780,000	-12%
Australia	66,446,000	-7%	256,673,000	-7%
Holiday visitors				
Queensland	7,385,000	-3%	35,946,000	-5%
NSW	10,076,000	-4%	39,354,000	-1%
Victoria	7,484,000	-8%	24,976,000	-6%
Rest of Aus	6,270,000	-8%	28,602,000	-13%
Australia	30,096,000	-6%	128,878,000	-6%

Queensland recorded a more marginal decline in total visitors, and holiday visitors than the nation. Queensland's improved holiday and VFR results were a key contributor.



International visitors to Bundaberg

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	39,000	22%	450,000	6%	11.4	-2.0
Total	51,000	38%	624,000	18%	12.3	-1.9



State comparison - International

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	1,982,000	-6%	40,032,000	1%
NSW	2,659,000	-6%	59,502,000	4%
Victoria	1,502,000	1%	37,693,000	14%
Rest of Aus	1,343,000	0%	37,534,000	10%
Australia	5,051,000	-2%	174,761,000	7%
Holiday visitors				
Queensland	1,432,000	-7%	19,795,000	6%
NSW	1,519,000	-5%	19,523,000	10%
Victoria	752,000	-3%	7,967,000	3%
Rest of Aus	751,000	-3%	11,974,000	5%
Australia	2,773,000	-5%	59,259,000	7%

Queensland saw an increase in the often more affordable form of travel, VFR. However, due to its' greater reliance on the holiday market, a 3% decline in the market saw the state see a larger drop in visitation overall than the nation.

Regional Snapshots for all Queensland regions are available on the TQ Research website, www.tq.com.au/research

Overview snapshots are also available for both Domestic and International visitors. Any questions or comments, please email research@tq.com.au

Bundaberg region includes the city of Bundaberg and the former shires of Biggenden, Burnett, Eidsvold, Gayndah, Isis, Kolan, Mundubbera and Perry.

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Bundaberg Regional Snapshot

Year ended September 2009

Domestic Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	4,668,000	5%	14,574,000	4%	3.1	-0.1	28%	38%	26%	29%
Gold Coast	3,204,000	-3%	13,725,000	-6%	4.3	-0.1	62%	26%	10%	20%
Sunshine Coast	2,573,000	-10%	10,777,000	-6%	4.2	0.2	64%	29%	5%	16%
SEQC ³	2,360,000	-2%	6,531,000	-5%	2.8	0.0	39%	44%	12%	15%
Tropical North Qld	1,578,000	6%	7,755,000	0%	4.9	-0.3	54%	26%	16%	10%
Central Queensland	1,087,000	5%	3,991,000	19%	3.7	0.5	41%	26%	25%	7%
Toowoomba	984,000	-18%	2,909,000	-8%	3.0	0.4	32%	37%	25%	6%
Fraser Coast	858,000	14%	3,420,000	14%	4.0	0.0	49%	36%	12%	5%
Townsville	807,000	-9%	3,425,000	17%	4.2	0.9	39%	25%	29%	5%
Capricorn	576,000	-27%	2,295,000	-6%	4.0	0.9	38%	29%	24%	4%
Mackay	556,000	-9%	2,102,000	-31%	3.8	-1.2	29%	32%	31%	3%
Bundaberg	511,000	-17%	1,904,000	-5%	3.7	0.4	35%	46%	13%	3%
Whitsundays	416,000	-16%	1,852,000	-15%	4.5	0.1	69%	18%	7%	3%
Outback	378,000	-17%	1,946,000	-14%	5.2	0.2	41%	12%	38%	2%
Gladstone	321,000	16%	1,331,000	48%	4.1	0.9	56%	22%	16%	2%
Western Downs	294,000	n/p	943,000	n/p	3.2	0.7	36%	25%	34%	2%
Southern Downs	194,000	n/p	470,000	n/p	2.4	-0.2	57%	30%	8%	1%
Total	16,098,000	-4%	69,937,000	-4%	4.3	-0.1	46%	32%	19%	-

International Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	913,000	1%	16,137,000	2%	17.7	0.2	56%	28%	11%	46%
Gold Coast	794,000	-3%	7,860,000	-2%	9.9	0.1	79%	16%	4%	40%
Tropical North Qld	667,000	-17%	6,504,000	-1%	9.8	1.7	91%	5%	3%	34%
Sunshine Coast	283,000	4%	2,587,000	16%	9.1	0.9	80%	18%	2%	14%
Whitsundays	223,000	0%	1,288,000	0%	5.8	0.0	97%	2%	0%	11%
Fraser Coast	189,000	-7%	765,000	-11%	4.1	-0.1	96%	4%	0%	10%
Townsville	147,000	-1%	1,335,000	6%	9.1	0.6	80%	14%	3%	7%
Central Queensland	129,000	7%	1,140,000	8%	8.9	0.2	86%	9%	4%	7%
SEQC ³	119,000	9%	2,278,000	27%	19.2	2.7	40%	50%	5%	6%
Capricorn	78,000	3%	575,000	-4%	7.4	-0.5	86%	8%	4%	4%
Gladstone	61,000	3%	390,000	-14%	6.4	-1.2	87%	7%	3%	3%
Mackay	54,000	2%	453,000	79%	8.4	3.6	78%	17%	7%	3%
Bundaberg	51,000	38%	624,000	18%	12.3	-1.9	76%	18%	2%	3%
Toowoomba	37,000	6%	674,000	18%	18.0	1.5	51%	32%	11%	2%
Outback	27,000	-21%	340,000	-9%	12.8	2.0	89%	4%	4%	1%
Western Downs	15,000	n/p	198,000	n/p	13.2	3.7	73%	13%	7%	1%
Southern Downs	7,000	n/p	185,000	n/p	26.8	10.2	71%	14%	0%	0%
Total	1,982,000	-6%	40,032,000	1%	20.2	1.4	72%	25%	8%	-

Data sources: National & International Visitor Surveys, Tourism Research Australia. Visitor expenditure data is courtesy of Tourism Research Australia.

1. Annual change refers to the percentage change between the year ended September 2009 vs. year ended September 2008

2. Trend change refers to the percentage change between the 3 years to September 2008 vs. the 3 years to September 2009

3. Tourist accommodation figures refer to the Bundaberg region as defined by the Australian Bureau of Statistics 2009, Survey of Tourist Accommodation September 2009.

4. Figures provided refer to hotels/motels/serviced apartments with five or more rooms.

5. Yield refers to average takings per room night available

6. South East Queensland Country

n/p – this information is either not available or not published due to low sample size