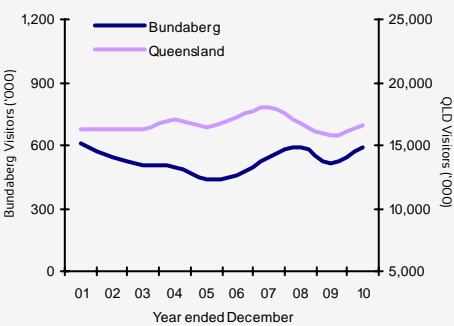


Year ended December 2010

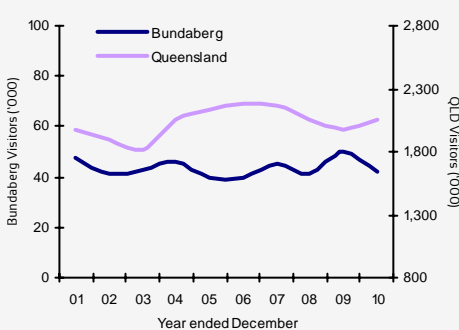


	Visitors	Holiday	VFR	Business
<b>Domestic overnight</b>	591,000	177,000	166,000	164,000
Annual change <sup>1</sup>	▲ 15%	▼ -7%	▼ -25%	n/p
Trend change <sup>2</sup>	▲ 3%	▼ -7%	▼ -4%	▲ 19%
<b>International overnight</b>	42,000	33,000	7,000	n/p
Annual change	▼ -16%	▼ -15%	▼ -22%	n/p
Trend change	▼ -2%	▼ -4%	▲ 17%	n/p
<b>TOTAL</b>	633,000	210,000	173,000	n/p
Annual change	▲ 12%	▼ -9%	▼ -24%	n/p

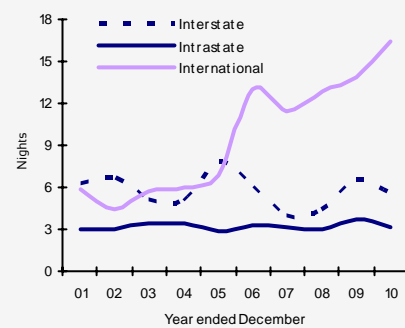
Domestic visitation



International visitation



Average length of stay (Bundaberg)



- Similar to the state trend, domestic visitation to Bundaberg rebounded over the year, with the region benefitting from increased business confidence and the strong resources sector in Queensland.

- Holiday and VFR (visiting friends or relatives) travel softened for Bundaberg, triggered by the downturn in Brisbane residents holidaying in the region (a trend also seen by the state).

- In contrast to the Brisbane market, Sunshine Coast residents increased their trips to Bundaberg for a holiday.

- Interstate visitation recovered, particularly driven by couples returning for a holiday.

- The decline in international visitation to Bundaberg in 2010, was due in part to the regions' greater reliance on the European markets - where we have seen some of the largest visitor declines to Queensland (and nationally).

- The Bundaberg region however, attracted an increased number of German holiday visitors over the year, particularly from the youth market.

- New Zealand (NZ) holiday visitation remained stable, similar to the Queensland result. Bundaberg is perhaps benefitting from increased visitation from NZ seen by the Sunshine and Fraser Coasts over the year.

- International visitor length of stay continued to surge upward over the year, driven by working holiday visitors staying longer (up 4.3 nights) to average 7 - 8 weeks.

- International visitors on holiday also increased their length of stay, to 3.7 nights over the year. This result was boosted by an increase seen in the March quarter 2010, where visitors stayed more than one week in region (as it coincides with the turtle hatching season).

- Domestic visitors reduced their length of stay, with the largest declines coming from holiday visitors. Short break trips continued to dominate domestic travel in 2010.

### Tourist Accommodation<sup>3</sup>

	Hotels/Motels/Serviced apartments <sup>4</sup>
<b>Guest arrivals</b>	157,000
Annual change	-22%
<b>Room occupancy</b>	57.1%
Annual change	-0.4%
<b>Average room rate</b>	\$112.86
Annual change	-7%
<b>Yield<sup>5</sup></b>	\$64.40
Annual change	-7%

- Overall visitation to Bundaberg increased by 12% in the year ending December 2010, driven by the domestic business market recovery. However, the commercial accommodation sector recorded a 22% decline in guest arrivals as the decline in the holiday market offset the increase in business visitation.

Tourist Accommodation<sup>3</sup> data provided by the Australian Bureau of Statistics refers to Hotels, Motels and Serviced Apartments with 15 or more rooms and therefore does not cover all commercial accommodation in the region. For more information on commercial accommodation for the region, please refer to the 'Tourist Accommodation Data Sheet' available on the Tourism Queensland website.

### IMPACT OF WEATHER EVENTS IN QUEENSLAND:

Significant flooding and cyclone events occurred in Queensland in late December 2010 and continued into 2011. The full impact of these events will not be seen in tourism data until year ended March 2011 data (published in June 2011). Many of Queensland's tourism regions were affected either directly or indirectly by these weather events.

### Stats on Q are you subscribed?

To receive an email alert whenever new tourism figures are released email 'subscribe' to:

statsonq@tq.com.au

## Domestic visitation Year ended December 2010

### Domestic visitors to Bundaberg

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	177,000	-7%	617,000	-38%	3.5	-1.7
VFR	166,000	-25%	610,000	-31%	3.7	-0.3
Business	164,000	n/p	528,000	n/p	3.2	1.0
<b>Total<sup>6</sup></b>	<b>591,000</b>	<b>15%</b>	<b>2,027,000</b>	<b>-5%</b>	<b>3.4</b>	<b>-0.7</b>
<b>Intrastate</b>						
Holiday	134,000	-18%	398,000	-46%	3.0	-1.5
VFR	141,000	-25%	479,000	-34%	3.4	-0.5
Business	159,000	n/p	520,000	n/p	3.3	1.2
Total	512,000	16%	1,589,000	-3%	3.1	-0.6
<b>Interstate</b>						
Holiday	43,000	<b>59%</b>	219,000	-17%	5.1	-4.6
Total	79,000	4%	438,000	-12%	5.5	-1.1

### Domestic day trip visitors

	Day trip visitors	Annual % change	Expenditure (\$ million)	Annual % change
Bundaberg	963,000	44%	n/p	n/p
Queensland	34,705,000	10%	\$3,717	16%
Australia	151,288,000	5%	\$14,969	2%

Nationally, and in QLD the popularity of day trips continued to build momentum, with the comparative affordability of this form of travel a key factor.

### Key domestic source markets to Bundaberg

Total visitors	Visitors	Annual % change	Nights	Annual % change
Regional Qld	296,000	12%	948,000	-16%
Brisbane	216,000	22%	641,000	27%

### State comparison - Domestic

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	16,582,000	5%	71,208,000	2%
NSW	23,066,000	2%	78,330,000	2%
Victoria	15,812,000	0%	49,406,000	0%
Rest of Aus	14,156,000	-1%	60,597,000	0%
Australia	67,402,000	2%	259,541,000	1%
<b>Holiday visitors</b>				
Queensland	7,046,000	-4%	35,189,000	-4%
NSW	10,300,000	2%	38,454,000	-2%
Victoria	7,426,000	1%	24,860,000	1%
Rest of Aus	6,340,000	2%	28,824,000	0%
Australia	30,022,000	0%	127,328,000	-1%

The appeal of outbound travel has not waned in 2010, with this further adding to the woes of domestic tourism in Australia. Clearly, consumers are seeing value for money in outbound travel, driven by low airfares and the appreciation of the \$AUD against many currencies.



## International visitation Year ended December 2010

### International visitors to Bundaberg

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	33,000	-15%	450,000	-11%	13.8	0.7
VFR	7,000	-22%	132,000	18%	20.0	7.0
<b>Total<sup>7</sup></b>	<b>42,000</b>	<b>-16%</b>	<b>690,000</b>	<b>0%</b>	<b>16.5</b>	<b>2.6</b>

### State comparison - International

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	2,048,000	4%	39,800,000	2%
NSW	2,839,000	5%	65,225,000	6%
Victoria	1,649,000	8%	40,662,000	6%
Rest of Aus	1,366,000	1%	41,024,000	8%
Australia	5,390,000	5%	186,711,000	6%

Holiday visitors				
Queensland	1,440,000	2%	18,396,000	-6%
NSW	1,610,000	4%	21,098,000	5%
Victoria	793,000	3%	8,046,000	-1%
Rest of Aus	735,000	-3%	11,708,000	-2%
Australia	2,911,000	4%	59,247,000	-1%

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

Regional Snapshots for all Queensland regions are available on the TQ Research website, [www.tq.com.au/research](http://www.tq.com.au/research)

Any questions or comments, please email [research@tq.com.au](mailto:research@tq.com.au)

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.

Recovery in international visitation to Australia was led by a strong rebound in business long-haul travel, and boosted by an increase in air capacity on key source markets routes, particularly out of Asia.



**Disclaimer:** By using this information you acknowledge that this information is provided by Tourism Queensland (TQ) to you without any responsibility on behalf of TQ. You agree to release and indemnify TQ for any loss or damage that you may suffer as a result of your reliance on this information. TQ does not represent or warrant that this information is correct, complete or suitable for the purpose for which you wish to use it. The information is provided to you on the basis that you will use your own skill and judgement and make your own enquiries to independently evaluate, assess and verify the information's correctness, completeness and usefulness to you before you rely on the information.

Year ended December 2010

## Domestic Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	4,860,000	16%	15,233,000	16%	3.1	0.0	29%	35%	29%	29%
Gold Coast	3,396,000	6%	13,755,000	1%	4.1	-0.1	59%	29%	9%	20%
SEQC <sup>8</sup>	3,018,000	8%	9,379,000	7%	3.1	0.0	43%	40%	10%	18%
Sunshine Coast	2,604,000	-3%	10,186,000	-12%	3.9	-0.4	59%	31%	6%	16%
TNQ	1,282,000	-16%	7,418,000	-6%	5.8	0.6	55%	23%	19%	8%
Toowoomba	1,238,000	1%	3,548,000	-12%	2.9	-0.4	33%	40%	20%	7%
CQ	1,124,000	-1%	3,863,000	-13%	3.4	-0.5	34%	28%	32%	7%
Capricorn	842,000	0%	3,028,000	-11%	3.6	-0.4	32%	26%	35%	5%
Townsville	837,000	11%	3,066,000	2%	3.7	-0.3	28%	28%	31%	5%
Mackay	685,000	25%	2,741,000	38%	4.0	0.4	22%	28%	45%	4%
<b>Bundaberg</b>	<b>591,000</b>	<b>15%</b>	<b>2,027,000</b>	<b>-5%</b>	<b>3.4</b>	<b>-0.7</b>	<b>30%</b>	<b>28%</b>	<b>28%</b>	<b>4%</b>
Fraser Coast	514,000	-10%	2,104,000	-16%	4.1	-0.2	53%	31%	11%	3%
Whitsundays	501,000	24%	2,172,000	27%	4.3	0.1	70%	17%	11%	3%
Outback	370,000	n/p	1,849,000	n/p	5.0	n/p	34%	19%	42%	2%
Gladstone	343,000	7%	1,584,000	8%	4.6	0.1	46%	31%	20%	2%
Southern Downs	334,000	n/p	779,000	n/p	2.3	n/p	53%	35%	10%	2%
Western Downs	296,000	n/p	737,000	n/p	2.5	n/p	50%	23%	21%	2%
<b>Total</b>	<b>16,582,000</b>	<b>5%</b>	<b>71,208,000</b>	<b>2%</b>	<b>4.3</b>	<b>-0.1</b>	<b>42%</b>	<b>32%</b>	<b>21%</b>	<b>-</b>

## International Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	948,000	4%	16,422,000	6%	17.3	0.3	51%	30%	12%	46%
Gold Coast	817,000	0%	8,076,000	5%	9.9	0.4	78%	15%	5%	40%
TNQ	686,000	5%	6,109,000	-2%	8.9	-0.7	91%	5%	3%	33%
Sunshine Coast	283,000	2%	2,618,000	3%	9.2	0.0	80%	18%	2%	14%
Whitsundays	204,000	-9%	1,167,000	-11%	5.7	-0.2	97%	2%	1%	10%
Fraser Coast	169,000	-10%	671,000	-6%	4.0	0.2	96%	4%	1%	8%
Townsville	131,000	-8%	1,486,000	11%	11.3	1.9	79%	11%	5%	6%
CQ	125,000	-2%	875,000	-33%	7.0	-3.2	86%	10%	5%	6%
SEQC <sup>8</sup>	118,000	1%	2,120,000	2%	18.0	0.2	42%	47%	7%	6%
Capricorn	78,000	-5%	573,000	-29%	7.3	-2.5	83%	10%	4%	4%
Gladstone	63,000	3%	302,000	-40%	4.8	-3.4	90%	6%	3%	3%
Mackay	49,000	-9%	379,000	-23%	7.7	-1.4	78%	18%	4%	2%
<b>Bundaberg</b>	<b>42,000</b>	<b>-16%</b>	<b>690,000</b>	<b>0%</b>	<b>16.5</b>	<b>2.6</b>	<b>79%</b>	<b>17%</b>	<b>0%</b>	<b>2%</b>
Toowoomba	36,000	-10%	710,000	13%	19.8	3.9	47%	31%	11%	2%
Outback	24,000	n/p	249,000	n/p	10.6	n/p	75%	13%	8%	1%
Western Downs	12,000	n/p	157,000	n/p	13.5	n/p	58%	8%	8%	1%
Southern Downs	10,000	n/p	178,000	n/p	17.1	n/p	80%	20%	0%	0%
<b>Total</b>	<b>2,048,000</b>	<b>4%</b>	<b>39,800,000</b>	<b>2%</b>	<b>19.4</b>	<b>-0.5</b>	<b>70%</b>	<b>24%</b>	<b>9%</b>	<b>-</b>

Data sources: National & International Visitor Surveys, Tourism Research Australia.

1. Annual change refers to the percentage change between the year ended December 2010 vs. year ended December 2009.

2. Trend change refers to the percentage change between the 3 years to December 2009 vs. the 3 years to December 2010.

3. Tourist accommodation figures refer to the Bundaberg region as defined by the Australian Bureau of Statistics, Survey of Tourist Accommodation December 2010.

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

5. Yield refers to average takings per room night available.

6. This figure includes "Other" visitors.

7. This figure includes "Business" and "Other" visitors.

8. South East Queensland Country.

n/p not published.