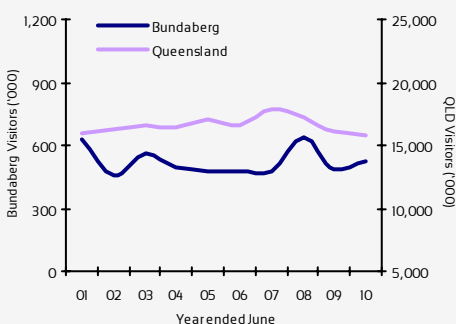


Year ended June 2010

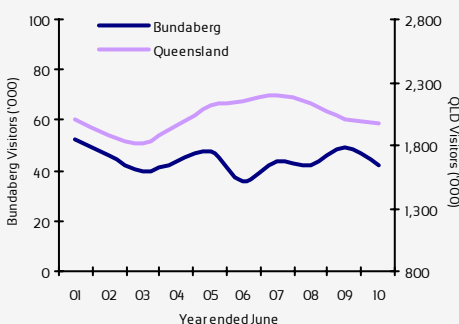


	Visitors	Holiday	VFR	Business
Domestic overnight	524,000	167,000	202,000	79,000
Annual change ¹	▲ 8%	▼ -14%	▲ 7%	▲ 34%
Trend change ²	▲ 3%	▼ -6%	▲ 4%	▼ -2%
International overnight	42,000	35,000	6,000	n/p
Annual change	▼ -14%	▼ -8%	▼ -25%	n/p
Trend change	▼ -1%	▲ 1%	▲ 6%	n/p
TOTAL	566,000	202,000	208,000	n/p
Annual change	▲ 6%	▼ -13%	▲ 6%	n/p

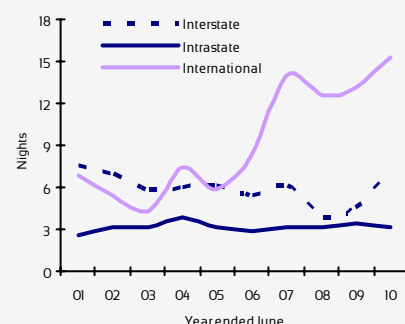
Domestic visitation



International visitation



Average length of stay (Bundaberg)



- In contrast to the state, domestic visitation to Bundaberg increased, driven by intrastate VFR (visiting friends or relatives) and business visitors.

- Compared with the previous period in which the VFR market declined for the Bundaberg region, over the year ended June 2010 this market has recovered, driven by Brisbane residents.

- Intrastate visitors travelling for holiday purposes declined, a trend also seen by the state, with Brisbane residents reducing their holiday travel within Queensland.

- Visitors from regional Queensland drove the recovery in Bundaberg's intrastate business market.

- International visitors to Bundaberg followed the state trend and declined.

- The more resilient European youth (under 30 years old) market that increased travel to the region throughout 2009, has now softened. The youth market from the United Kingdom (UK) increased their travel to the Bundaberg region despite a slightly smaller number of these visitors making a stopover in Queensland.

- Similarly, the number of New Zealand (NZ) visitors to Bundaberg remained stable over the year, while Queensland saw a decline from this market.

- Intrastate length of stay declined to 3.2 nights, driven by the downturn in intrastate holidaymakers.

- Interstate visitors increased their length of stay in Bundaberg by 2.4 nights, to average 7 nights over the year. This upturn a welcome sign following the depleted length of stay seen during 2009.

- The surge recorded in international visitor length of stay continued to climb over the year, influenced by working holiday visitors staying longer. Holiday visitors, excluding those on a working holiday, stayed in the region an average of 4 nights over the year.

Tourist Accommodation³

	Hotels/Motels/ Serviced apartments ⁴
Guest arrivals	245,000
Annual change	-8%
Room occupancy	58.2%
Annual change	-1.0%
Average room rate	\$105.24
Annual change	5%
Yield⁵	\$61.29
Annual change	4%

- Overall visitation to Bundaberg increased by 6% in the year ending June 2010, however the commercial accommodation sector recorded a 8% decline in guest arrivals.

- This suggests that the increase in visitation was driven by an increase in visitors staying in a caravan or camping, with friends or relatives or other non-commercial accommodation.

For more information on commercial accommodation for the region, please refer to the 'Tourist Accommodation Data Sheet' available on the Tourism Queensland website.

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.

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Domestic visitation Year ended June 2010

Domestic visitors to Bundaberg

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	167,000	-14%	728,000	-12%	4.3	0.1
VFR	202,000	7%	817,000	18%	4.0	0.3
Business	79,000	34%	211,000	n/p	2.7	0.9
Total⁶	524,000	8%	1,959,000	11%	3.7	0.1
Intrastate						
Holiday	133,000	-16%	389,000	-43%	2.9	-1.4
VFR	176,000	7%	691,000	25%	3.9	0.5
Business	76,000	n/p	205,000	n/p	2.7	1.0
Total	448,000	9%	1,431,000	1%	3.2	-0.2
Interstate						
Holiday	35,000	-3%	340,000	n/p	9.8	5.8
Total	75,000	-1%	528,000	n/p	7.0	2.4

Domestic day trip visitors

	Day trip visitors	Annual % change	Expenditure (\$ million)	Annual % change
Bundaberg	n/p	n/p	n/p	n/p
Queensland	33,512,000	7%	\$3,604	14%
Australia	150,963,000	7%	\$15,518	7%

The growing trend towards day trips continued, with the comparative affordability of this form of travel a key influence.

Key domestic source markets to Bundaberg

Total visitors	Visitors	Annual % change	Nights	Annual % change
Regional Qld	306,000	29%	1,061,000	16%
Brisbane	143,000	-17%	370,000	-26%

State comparison - Domestic

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	15,726,000	-2%	70,814,000	5%
NSW	22,896,000	2%	76,966,000	-1%
Victoria	15,942,000	0%	50,255,000	2%
Rest of Aus	14,151,000	-4%	60,694,000	-4%
Australia	66,404,000	-1%	258,729,000	0%
Holiday visitors				
Queensland	7,017,000	-4%	34,643,000	0%
NSW	10,465,000	4%	38,523,000	-2%
Victoria	7,500,000	1%	25,058,000	2%
Rest of Aus	6,332,000	-1%	29,114,000	-1%
Australia	30,252,000	1%	127,338,000	-1%

The 'travel close to home' trend that buoyed Queensland's domestic results from mid 2009 has eased, with the number of Queenslanders taking an interstate trip gaining momentum. This increase in interstate travel has resulted in weaker domestic results for Queensland over the year.



International visitation Year ended June 2010

International visitors to Bundaberg

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	35,000	-8%	468,000	2%	13.5	1.6
VFR	6,000	-25%	103,000	-1%	17.4	4.6
Total⁷	42,000	-14%	646,000	0%	15.3	2.2

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

Any questions or comments, please email research@tq.com.au

State comparison - International

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	1,970,000	-2%	39,011,000	-2%
NSW	2,782,000	3%	63,241,000	4%
Victoria	1,548,000	5%	40,950,000	14%
Rest of Aus	1,348,000	0%	38,937,000	4%
Australia	5,232,000	3%	182,139,000	5%

Holiday visitors				
Queensland	1,415,000	-3%	18,643,000	-4%
NSW	1,569,000	3%	21,311,000	10%
Victoria	752,000	1%	8,497,000	9%
Rest of Aus	735,000	-3%	12,025,000	0%
Australia	2,826,000	1%	60,475,000	3%

Economic recovery is continuing across the globe although the effects of the GFC linger for many countries. Competitive airfares from most of Australia's major source markets, offset much of the hangover from the GFC in stimulating travel to Australia. Combined with an expansion in air capacity on some routes has further supported international visitation to Australia.



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Year ended June 2010

Domestic Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	4,260,000	-8%	13,639,000	-7%	3.2	0.0	27%	40%	26%	27%
Gold Coast	3,270,000	3%	13,898,000	4%	4.2	0.0	64%	26%	8%	21%
Sunshine Coast	2,439,000	-6%	10,602,000	3%	4.3	0.3	61%	32%	5%	16%
SEQC ⁸	2,408,000	3%	6,789,000	1%	2.8	-0.1	38%	44%	13%	15%
TNQ	1,412,000	-7%	7,751,000	7%	5.5	0.7	55%	27%	16%	9%
Central Queensland	1,128,000	13%	4,496,000	28%	4.0	0.5	37%	30%	26%	7%
Toowoomba	1,047,000	6%	3,373,000	22%	3.2	0.4	32%	41%	20%	7%
Capricorn	832,000	12%	3,582,000	48%	4.3	1.0	37%	25%	29%	5%
Townsville	787,000	-8%	3,332,000	13%	4.2	0.8	31%	26%	30%	5%
Fraser Coast	752,000	-11%	2,673,000	-26%	3.6	-0.6	47%	33%	14%	5%
Mackay	597,000	3%	2,367,000	-12%	4.0	-0.7	24%	24%	46%	4%
Bundaberg	524,000	8%	1,959,000	11%	3.7	0.1	32%	39%	15%	3%
Whitsundays	463,000	14%	2,131,000	25%	4.6	0.4	68%	15%	12%	3%
Outback	364,000	n/p	2,070,000	n/p	5.7	1.1	32%	17%	43%	2%
Southern Downs	338,000	n/p	715,000	n/p	2.1	-0.5	50%	33%	16%	2%
Gladstone	334,000	27%	1,326,000	37%	4.0	0.3	39%	40%	16%	2%
Western Downs	293,000	n/p	844,000	n/p	2.9	-0.2	33%	31%	28%	2%
Total	15,726,000	-2%	70,814,000	5%	4.5	0.3	45%	33%	19%	-

International Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	901,000	-2%	15,814,000	-2%	17.5	0.0	54%	29%	12%	46%
Gold Coast	826,000	5%	8,054,000	4%	9.8	0.0	79%	15%	4%	42%
TNQ	654,000	-7%	6,091,000	-7%	9.3	-0.1	91%	4%	2%	33%
Sunshine Coast	280,000	1%	2,496,000	7%	8.9	0.5	80%	18%	2%	14%
Whitsundays	213,000	-2%	1,153,000	-15%	5.4	-0.8	97%	2%	1%	11%
Fraser Coast	181,000	-8%	797,000	-7%	4.4	0.1	94%	6%	1%	9%
Townsville	138,000	-6%	1,421,000	7%	10.3	1.3	80%	13%	4%	7%
Central Queensland	125,000	-1%	1,111,000	4%	8.9	0.5	86%	10%	4%	6%
SEQC ⁸	118,000	0%	1,975,000	-15%	16.8	-2.8	42%	50%	6%	6%
Capricorn	77,000	-8%	690,000	4%	8.9	1.0	86%	10%	4%	4%
Gladstone	64,000	14%	421,000	4%	6.6	-0.6	89%	6%	3%	3%
Mackay	52,000	-5%	409,000	1%	7.9	0.6	77%	21%	4%	3%
Bundaberg	42,000	-14%	646,000	0%	15.3	2.2	83%	14%	0%	2%
Toowoomba	33,000	-11%	613,000	4%	18.4	2.3	48%	33%	9%	2%
Outback	25,000	n/p	302,000	n/p	11.8	-3.1	88%	8%	4%	1%
Western Downs	10,000	n/p	151,000	n/p	15.2	n/p	70%	20%	10%	1%
Southern Downs	9,000	n/p	104,000	n/p	11.5	n/p	78%	22%	0%	0%
Total	1,970,000	-2%	39,011,000	-2%	19.8	0.0	72%	24%	8%	-

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

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

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

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

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. This figure includes "Other" visitors.

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

8. South East Queensland Country.

n/p not published.