

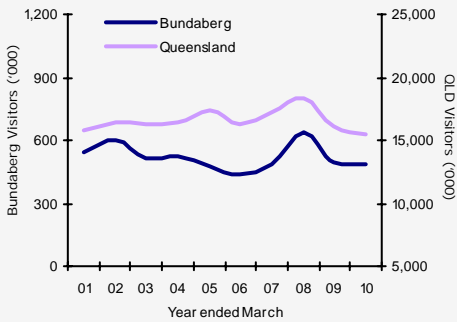
# Bundaberg Regional Snapshot

Year ended March 2010

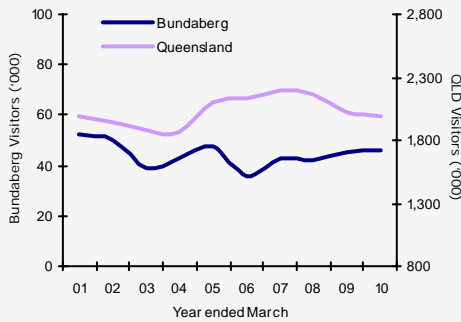


	Visitors	Holiday	VFR	Business
<b>Domestic overnight</b>	489,000	163,000	192,000	73,000
Annual change <sup>1</sup>	▼ -2%	▼ -15%	▼ -8%	▲ 16%
Trend change <sup>2</sup>	0%	▼ -5%	▼ -2%	▲ 1%
<b>International overnight</b>	46,000	37,000	8,000	n/p
Annual change	▲ 2%	▲ 3%	▲ 33%	n/p
Trend change	▲ 2%	▲ 3%	▲ 13%	n/p
<b>TOTAL</b>	535,000	200,000	200,000	n/p
<b>Annual change</b>	▼ -1%	▼ -12%	▼ -7%	n/p

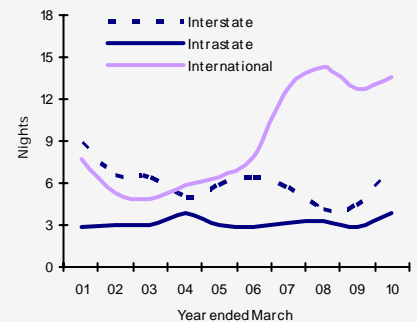
Domestic visitation



International visitation



Average length of stay (Bundaberg)



- Domestic visitors reduced their travel to Bundaberg in the year ending March 2010, a trend seen throughout the state
- Brisbane residents in contrast to the state, continued to visit Bundaberg. Visiting friends or relatives (VFR) and business visitations dominated this increase.
- Caravanning and camping accommodation saw an increase, particularly in the holiday market.
- Family groups (parents and children) visitors in both holiday and VFR markets increased, however the adult couple market declined.

- International visitation for holiday and VFR to Bundaberg increased in the year ending March 2010.
- The increase in visitation was driven by the youth market (under 30 years old) particularly from the United Kingdom (UK) for holidays. However, the Continental European youth market declined.
- Caravan and camping accommodation increased in preference with the UK and Continental European visitors. It was the Continental European visitors staying in a backpacker or hostel that declined over the year.

- The increase seen in interstate, intrastate and international average length of stay (ALOS) were the results of an increase in the length of stay of holiday visitors over the year.
- In contrast to the state trend, (towards short break trips) intrastate holiday visitors stayed longer in Bundaberg (up 1.3 nights) to average 5.6 nights in region over the year.
- International working holiday visitors represented the largest proportion of international nights, with an increase in length of stay by these visitors over the year supporting the nights upswing.

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

	Hotels/Motels/Serviced apartments <sup>4</sup>
<b>Guest arrivals</b>	255,000
Annual change	-5%
<b>Room occupancy</b>	56.4%
Annual change	-0.5%
<b>Average room rate</b>	\$110.68
Annual change	4%
<b>Yield<sup>5</sup></b>	\$62.40
Annual change	3%

- Overall visitation to Bundaberg declined by just 1% in the year ending March 2010, while the commercial accommodation sector also recorded a 5% decline in guest arrivals.
- This suggests that the decline in visitation was driven by a reduction in visitors staying with friends or relatives.

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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# Bundaberg Regional Snapshot

Domestic visitation Year ended March 2010

www.tq.com.au/research

## Domestic visitors to Bundaberg

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	163,000	-15%	923,000	45%	5.6	2.3
VFR	192,000	-8%	832,000	17%	4.3	0.9
Business	73,000	16%	204,000	n/p	2.8	1.0
<b>Total<sup>6</sup></b>	<b>489,000</b>	<b>-2%</b>	<b>2,148,000</b>	<b>36%</b>	<b>4.4</b>	<b>1.2</b>
<b>Intrastate</b>						
Holiday	134,000	-6%	598,000	30%	4.5	1.3
VFR	170,000	-9%	726,000	26%	4.3	1.2
Business	69,000	21%	193,000	n/p	2.8	1.0
Total	416,000	0%	1,641,000	34%	3.9	1.0
<b>Interstate</b>						
Holiday	30,000	-39%	325,000	n/p	10.9	7.3
Total	73,000	-9%	507,000	40%	7.0	2.5

## Domestic day trip visitors

	Day trip visitors	Annual % change	Expenditure (\$ million)	Annual % change
Bundaberg	n/p	n/p	n/p	n/p
Queensland	32,040,000	8%	\$3,380	9%
Australia	147,501,000	9%	\$15,095	7%

The growing trend towards day trips continues to gain momentum, with the comparative affordability of this form of travel a key influence.

## Key domestic source markets to Bundaberg

<b>Total visitors</b>	Visitors	Annual % change	Nights	Annual % change
Regional Qld	261,000	-3%	1,203,000	56%
Brisbane	155,000	4%	438,000	-2%

## State comparison - Domestic

<b>Total visitors</b>	Visitors	Annual % change	Nights	Annual % change
Queensland	15,531,000	-3%	69,857,000	2%
NSW	22,692,000	-2%	76,685,000	-3%
Victoria	15,856,000	-1%	50,044,000	2%
Rest of Aus	14,123,000	-5%	60,010,000	-6%
Australia	65,997,000	-3%	256,596,000	-1%
<b>Holiday visitors</b>				
Queensland	6,974,000	-4%	34,955,000	1%
NSW	10,262,000	0%	38,183,000	-3%
Victoria	7,478,000	1%	25,338,000	5%
Rest of Aus	6,297,000	0%	29,074,000	0%
Australia	29,912,000	-1%	127,550,000	0%

Holiday travel declined nationally, although an increase in interstate holiday visitors was recorded in Australia for the first time since 2007. QLD's holiday decline was offset by an increase in holiday nights and holiday expenditure over the year.



### International visitors to Bundaberg

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	37,000	3%	452,000	9%	12.2	0.7
VFR	8,000	33%	100,000	23%	13.1	0.5
<b>Total<sup>7</sup></b>	<b>46,000</b>	<b>2%</b>	<b>633,000</b>	<b>10%</b>	<b>13.6</b>	<b>0.9</b>

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)

### State comparison - International

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	1,986,000	-2%	40,038,000	3%
NSW	2,754,000	1%	62,057,000	3%
Victoria	1,539,000	4%	39,677,000	11%
Rest of Aus	1,356,000	2%	39,021,000	6%
Australia	5,211,000	3%	180,793,000	5%

#### Holiday visitors

Queensland	1,426,000	-3%	19,416,000	2%
NSW	1,569,000	2%	20,961,000	12%
Victoria	754,000	0%	8,069,000	1%
Rest of Aus	747,000	0%	12,314,000	6%
Australia	2,824,000	1%	60,759,000	6%

Queensland's more modest recovery in international visitation than the nation was driven by a subdued VFR result, and the ongoing declines from Japan. Positively however, an increase in international visitation in the March quarter 2010 (compared with the March quarter 2009) was recorded.



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# Bundaberg Regional Snapshot

Year ended March 2010

## Domestic Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	4,128,000	-11%	13,301,000	-9%	3.2	0.0	27%	42%	25%	27%
Gold Coast	3,148,000	-2%	13,512,000	-1%	4.3	0.0	62%	27%	8%	20%
Sunshine Coast	2,468,000	-8%	11,039,000	5%	4.5	0.6	63%	30%	5%	16%
SEQC <sup>8</sup>	2,309,000	0%	6,379,000	-7%	2.8	-0.2	39%	42%	15%	15%
TNQ	1,499,000	4%	8,030,000	17%	5.4	0.6	54%	24%	19%	10%
CQ	1,172,000	24%	4,490,000	33%	3.8	0.2	35%	30%	27%	8%
Toowoomba	1,039,000	8%	3,389,000	30%	3.3	0.6	30%	40%	24%	7%
Townsville	766,000	-9%	3,079,000	0%	4.0	0.3	41%	24%	26%	5%
Fraser Coast	734,000	-12%	2,649,000	-24%	3.6	-0.5	47%	34%	14%	5%
Mackay	590,000	-6%	2,079,000	-28%	3.5	-1.1	24%	20%	49%	4%
Capricorn	927,000	31%	3,704,000	n/p	4.0	0.7	33%	26%	31%	6%
<b>Bundaberg</b>	<b>489,000</b>	<b>-2%</b>	<b>2,148,000</b>	<b>36%</b>	<b>4.4</b>	<b>1.2</b>	<b>33%</b>	<b>39%</b>	<b>15%</b>	<b>3%</b>
Whitsundays	449,000	-3%	1,961,000	4%	4.4	0.4	69%	18%	8%	3%
Outback	378,000	-2%	2,163,000	16%	5.7	0.9	41%	13%	38%	2%
Gladstone	284,000	-1%	1,198,000	19%	4.2	0.7	44%	40%	9%	2%
Western Downs	281,000	-16%	926,000	-10%	3.3	0.2	33%	37%	22%	2%
Southern Downs	261,000	n/p	558,000	19%	2.1	-0.7	60%	21%	17%	2%
<b>Total</b>	<b>15,531,000</b>	<b>-3%</b>	<b>69,857,000</b>	<b>2%</b>	<b>4.5</b>	<b>0.2</b>	<b>45%</b>	<b>32%</b>	<b>19%</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	918,000	2%	16,043,000	2%	17.5	0.1	55%	28%	11%	46%
Gold Coast	829,000	5%	8,184,000	7%	9.9	0.2	80%	15%	4%	42%
TNQ	659,000	-9%	6,250,000	-4%	9.5	0.5	91%	5%	3%	33%
Sunshine Coast	280,000	0%	2,549,000	11%	9.1	0.9	79%	19%	2%	14%
Whitsundays	222,000	2%	1,284,000	-1%	5.8	-0.1	96%	3%	1%	11%
Fraser Coast	190,000	-4%	790,000	-11%	4.2	-0.3	95%	5%	1%	10%
Townsville	144,000	-1%	1,383,000	9%	9.6	0.9	82%	13%	3%	7%
CQ	130,000	7%	1,327,000	33%	10.2	2.0	85%	10%	5%	7%
SEQC	118,000	-1%	2,181,000	1%	18.5	0.4	42%	50%	5%	6%
Capricorn	81,000	4%	866,000	n/p	10.6	4.5	85%	10%	4%	4%
Gladstone	64,000	14%	461,000	-12%	7.2	-2.2	86%	8%	5%	3%
Mackay	55,000	4%	437,000	21%	8.0	1.2	76%	18%	4%	3%
<b>Bundaberg</b>	<b>46,000</b>	<b>2%</b>	<b>633,000</b>	<b>10%</b>	<b>13.6</b>	<b>0.9</b>	<b>80%</b>	<b>17%</b>	<b>2%</b>	<b>2%</b>
Toowoomba	36,000	-3%	651,000	9%	18.2	1.9	50%	33%	6%	2%
Outback	27,000	-13%	343,000	-23%	12.7	-1.4	89%	4%	4%	1%
Western Downs	12,000	0%	155,000	19%	12.8	2.4	75%	17%	0%	1%
Southern Downs	8,000	33%	165,000	2%	19.4	-5.7	75%	13%	0%	0%
<b>Total</b>	<b>1,986,000</b>	<b>-2%</b>	<b>40,038,000</b>	<b>3%</b>	<b>20.2</b>	<b>0.9</b>	<b>72%</b>	<b>24%</b>	<b>8%</b>	<b>-</b>

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

1. Annual change refers to the percentage change between the year ended March 2010 vs. year ended March 2009.
2. Trend change refers to the percentage change between the 3 years to March 2009 vs. the 3 years to March 2010.
3. Tourist accommodation figures refer to the Bundaberg region as defined by the Australian Bureau of Statistics, Survey of Tourist Accommodation March 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.