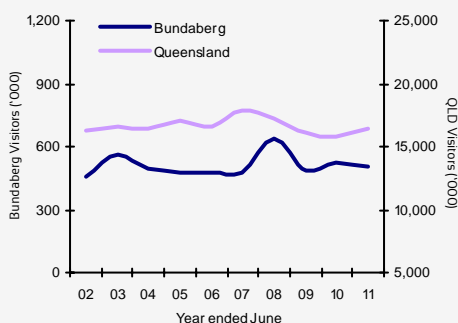


Year ended June 2011



	Visitors	Holiday	VFR	Business
Domestic overnight	502,000	164,000	146,000	153,000
Annual change ¹	▼ -4%	▼ -2%	▼ -28%	n/p
Trend change ²	▼ -8%	▼ -14%	▼ -17%	▲ 21%
International overnight	39,000	29,000	7,000	n/p
Annual change	▼ -7%	▼ -17%	▲ 17%	n/p
Trend change	▼ -2%	▼ -6%	▲ 17%	n/p
TOTAL	541,000	193,000	153,000	n/p
Annual change	▼ -4%	▼ -4%	▼ -26%	n/p

Domestic visitation

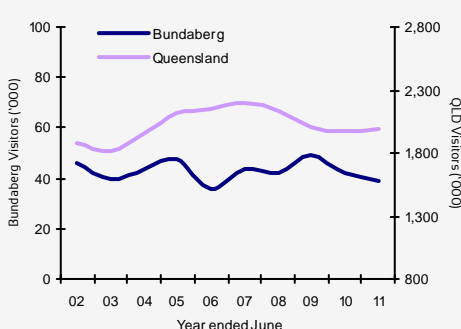


- Bundaberg's domestic market declined, the result of a soft intrastate VFR (visiting friends and relatives) market. Despite this, there was growth in business travel to Bundaberg, driven by visitors from Brisbane.

- The number of Queenslanders visiting Bundaberg for a holiday declined, albeit marginally over the last year. However, the number of intrastate holidaymakers visiting Bundaberg for a short break (1-3 nights) remained stable, reflecting the current budget conscious mindset of the Australian consumer.

- Brisbane residents increased their holiday travel to Bundaberg and also helped to fuel strong growth in business visitation.

International visitation



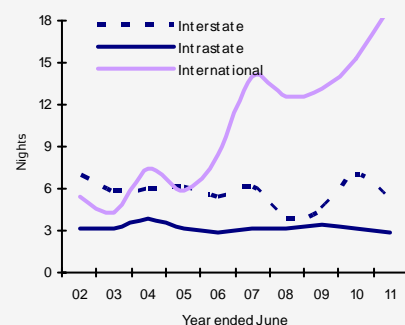
- International visitation to Bundaberg declined, the result of a weak United Kingdom (UK) youth market (under 30 years).

- Although visitation from other European markets (excluding the UK) to Bundaberg recovered over the last year (up 9%), such growth was driven by older travellers (30 years or over).

- Economic instability across Europe combined with high youth unemployment continues to impact youth travel to Australia.

- Despite such conditions, Bundaberg continued to see a similar number of working holiday visitors over the last year.

Average length of stay (Bundaberg)



- International visitors' length of stay surged to 19.0 nights during the year ending June 2011.

- While Bundaberg saw fewer UK youth visitors, those that did visit the region stayed considerably longer, influenced by working holiday-makers. Young (under 30 years) working holiday visitors from other European countries similarly increased their length of stay.

- Domestic visitors reduced their length of stay in Bundaberg by 0.4 nights overall. However, intrastate visitors holidaying in the region maintained their length of stay at 3 nights.

Tourist Accommodation³

	Hotels/Motels/Serviced apartments ⁴
Guest arrivals	156,000
Annual change	-3%
Room occupancy	54.4%
Annual change	-6.2%
Average room rate	\$114
Annual change	2%
Yield⁵	\$62
Annual change	-9%

- Overall visitation to Bundaberg declined by 4% in the year ending June 2011. Similarly, the commercial accommodation sector recorded a 3% decline in guest arrivals.

Tourist Accommodation³ 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.

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Domestic visitation Year ended June 2011

Domestic visitors to Bundaberg

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	164,000	-2%	510,000	-30%	3.1	-1.2
VFR	146,000	-28%	519,000	-36%	3.6	-0.4
Business	153,000	n/p	441,000	n/p	2.9	0.2
Total⁶	502,000	-4%	1,631,000	-17%	3.3	-0.4
Intrastate						
Holiday	132,000	-1%	412,000	6%	3.1	0.2
VFR	120,000	-32%	356,000	-48%	3.0	-0.9
Business	148,000	n/p	432,000	n/p	2.9	0.2
Total	432,000	-4%	1,269,000	-11%	2.9	-0.3
Interstate						
Holiday	32,000	-9%	98,000	n/p	3.1	-6.7
Total	69,000	-8%	363,000	-31%	5.2	-1.8

Domestic day trip visitors

	Day trip visitors	Annual % change	Expenditure (\$ million)	Annual % change
Bundaberg	783,000	-13%	n/p	n/p
Queensland	33,684,000	1%	\$3,408	-5%
Australia	151,915,000	1%	\$14,830	-4%

Nationally, the previous growth in day trips slowed and the amount which they spent on their trips declined. Low consumer confidence and increasing costs of living has seen domestic visitors reduce their spending on travel.

Key domestic source markets to Bundaberg

Total visitors	Visitors	Annual % change	Nights	Annual % change
Brisbane	228,000	59%	674,000	n/p
Regional Qld	204,000	-33%	595,000	-44%

State comparison - Domestic

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	16,429,000	4%	68,489,000	-3%
NSW	24,106,000	5%	81,126,000	5%
Victoria	16,360,000	3%	50,005,000	0%
Rest of Aus	14,321,000	1%	60,310,000	-1%
Australia	68,944,000	4%	259,931,000	0%
Holiday visitors				
Queensland	6,960,000	-1%	34,008,000	-2%
NSW	10,234,000	-2%	39,375,000	2%
Victoria	7,724,000	3%	25,652,000	2%
Rest of Aus	6,130,000	-3%	28,313,000	-3%
Australia	29,904,000	-1%	127,349,000	0%

While domestic visitation has increased, these travellers are tending to stay closer to home, making less stopovers and are spending less. Even the previous rapid growth in outbound travel has slowed, particularly due to recent increases in the cost of airfares.



International visitation Year ended June 2011

International visitors to Bundaberg

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	29,000	-17%	512,000	9%	17.6	4.1
VFR	7,000	17%	98,000	-5%	14.3	-3.1
Total⁷	39,000	-7%	735,000	14%	19.0	3.7

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

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.

State comparison - International

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	1,989,000	1%	39,644,000	2%
NSW	2,812,000	1%	67,436,000	7%
Victoria	1,734,000	12%	41,081,000	0%
Rest of Aus	1,415,000	5%	40,990,000	5%
Australia	5,416,000	4%	189,150,000	4%

Holiday visitors

Queensland	1,345,000	-5%	17,724,000	-5%
NSW	1,565,000	0%	21,000,000	-1%
Victoria	842,000	12%	8,076,000	-5%
Rest of Aus	759,000	3%	11,543,000	-4%
Australia	2,861,000	1%	58,343,000	-4%

International visitation to Australia continued to grow, boosted by expanding air capacity and travel for VFR and business. Asian markets have remained buoyant, fuelled by increasing standards of living in these countries.



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Year ended June 2011

Domestic Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	5,045,000	18%	15,348,000	13%	3.0	-0.2	29%	36%	27%	31%
Gold Coast	3,300,000	1%	13,034,000	-6%	3.9	-0.3	56%	29%	10%	20%
Sunshine Coast	2,783,000	14%	10,652,000	0%	3.8	-0.5	58%	28%	10%	17%
TNQ	1,266,000	-10%	7,270,000	-6%	5.7	0.2	55%	19%	21%	8%
Toowoomba	1,250,000	0%	3,490,000	-11%	2.8	-0.4	32%	36%	23%	8%
Capricorn	837,000	1%	2,506,000	-21%	3.0	-0.8	33%	31%	26%	5%
Townsville	716,000	-9%	2,677,000	-20%	3.7	-0.5	34%	35%	24%	4%
Mackay	575,000	-4%	1,982,000	-16%	3.4	-0.6	25%	28%	37%	3%
Bundaberg	502,000	-4%	1,631,000	-17%	3.3	-0.4	33%	29%	30%	3%
Fraser Coast	495,000	-10%	1,775,000	-18%	3.6	-0.3	48%	30%	15%	3%
Whitsundays	490,000	6%	2,080,000	-2%	4.2	-0.4	65%	25%	9%	3%
Gladstone	408,000	22%	1,576,000	19%	3.9	-0.1	48%	28%	21%	2%
Western Downs	365,000	n/p	970,000	n/p	2.7	-0.2	51%	19%	24%	2%
Outback	310,000	n/p	1,565,000	n/p	5.0	-0.7	45%	15%	34%	2%
Southern Downs	298,000	n/p	751,000	n/p	2.5	0.4	50%	35%	12%	2%
Total	16,429,000	4%	68,489,000	-3%	4.2	-0.3	42%	32%	21%	-

International Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	928,000	3%	17,116,000	8%	18.5	1.0	49%	30%	14%	47%
Gold Coast	753,000	-9%	7,723,000	-4%	10.3	0.5	77%	16%	5%	38%
TNQ	649,000	-1%	5,663,000	-7%	8.7	-0.6	91%	5%	3%	33%
Sunshine Coast	260,000	-7%	2,678,000	7%	10.3	1.4	76%	20%	3%	13%
Whitsundays	187,000	-12%	1,086,000	-6%	5.8	0.4	96%	2%	1%	9%
Fraser Coast	148,000	-17%	543,000	-28%	3.7	-0.5	95%	5%	0%	7%
Townsville	120,000	-13%	1,306,000	-8%	10.9	0.6	78%	13%	5%	6%
Capricorn	68,000	-12%	530,000	-23%	7.8	-1.1	82%	10%	4%	3%
Gladstone	55,000	-14%	251,000	-40%	4.6	-2.0	85%	9%	5%	3%
Mackay	46,000	-12%	420,000	3%	9.1	1.2	74%	20%	7%	2%
Toowoomba	39,000	5%	872,000	34%	22.4	4.6	44%	33%	13%	2%
Bundaberg	39,000	-7%	735,000	14%	19.0	3.7	74%	18%	3%	2%
Outback	24,000	n/p	255,000	n/p	10.6	-1.2	71%	13%	13%	1%
Western Downs	14,000	n/p	275,000	n/p	19.5	4.3	57%	14%	7%	1%
Southern Downs	11,000	n/p	296,000	n/p	27.3	15.8	64%	18%	9%	1%
Total	1,989,000	1%	39,644,000	2%	19.9	0.1	68%	25%	10%	-

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 2011.

2. Trend change refers to the percentage change between the 3 years to June 2010 vs. the 3 years to June 2011.

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.
n/p not published.