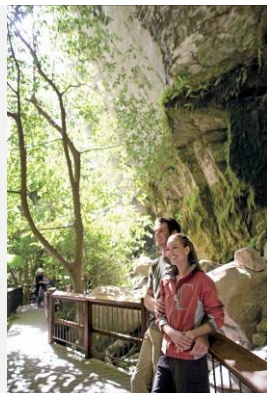
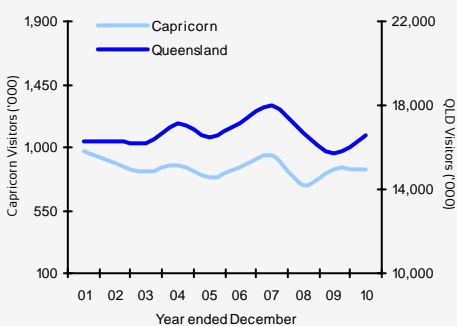


Year ended December 2010



	Visitors	Holiday	VFR	Business
Domestic overnight	842,000	271,000	216,000	292,000
Annual change ¹	0%	▼ -10%	▼ -2%	▲ 28%
Trend change ²	▼ -4%	▼ -5%	▼ -3%	▼ -1%
International overnight	78,000	65,000	8,000	n/p
Annual change	▼ -5%	▼ -7%	▲ 14%	n/p
Trend change	▼ -3%	▼ -3%	0%	n/p
TOTAL	920,000	336,000	224,000	n/p
Annual change	▼ -1%	▼ -9%	▼ -1%	n/p

Domestic visitation

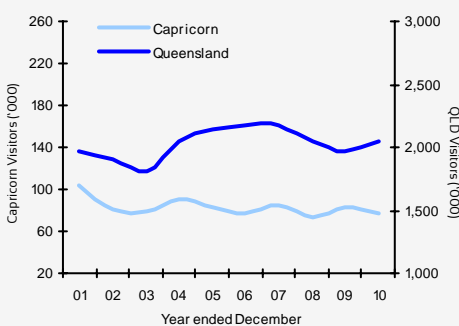


- Domestic visitation to the Capricorn region remained stable in 2010, with the business market (the region's largest source of domestic visitors) enjoying strong growth. This offset the declines in holiday and VFR (visiting friends or relatives) markets.

- The resources sector in Queensland supported business growth to the Capricorn region; led by Brisbane and Central Queensland residents.

- Regional Queenslanders reduced their holiday travel to the Capricorn region in 2010, perhaps deterred by weather conditions in their local and neighbouring regions. However, a boost came from Brisbane residents travelling for a holiday.

International visitation



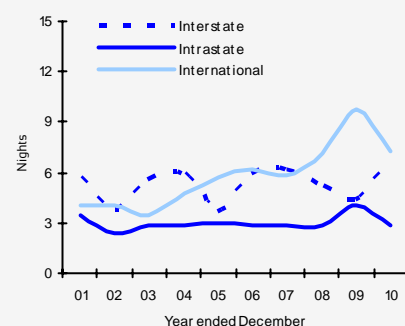
- International visitation declined to the Capricorn region in 2010, due to the declines seen from western markets.

- Visitation from the United Kingdom (the region's largest source of international visitors) declined, in line with that seen at a state and national level. The number of Continental European visitors travelling on a holiday however, remained stable.

- The youth market (under 30 years old) visitors were the more resilient travellers from the European markets, and they increased their trips to the region in 2010.

- New Zealand visitation to the Capricorn region declined, however couples travelling for holiday increased.

Average length of stay (Capricorn)



- International visitors reduced their length of stay in the Capricorn region in 2010, driven by employment and education length of stay declines.

- International visitors on holiday (excluding working holiday) stayed an average 2 nights, and this declined over the year.

- Interstate visitors length of stay increased, driven by holiday visitors staying longer (up 4 nights), to average more than one week in region.

- Intrastate visitor length of stay declined, as short break trips of (1-3 nights) continued to dominate domestic travel in 2010.

Tourist Accommodation³

Hotels/Motels/ Serviced apartments⁴

Guest arrivals	631,000
Annual change	4%
Room occupancy	55.5%
Percentage point change	-1.4%
Average room rate	\$124.37
Annual change	6%
Yield ⁵	\$69.07
Annual change	3%

- Overall visitation to the Capricorn region declined by 1% in the year ending December 2010, the commercial accommodation sector also recorded a 4% increase in guest arrivals compared with the previous year ended December 2009 results.

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 Capricorn

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	271,000	-10%	1,234,000	13%	4.6	1.0
VFR	216,000	-2%	779,000	-11%	3.6	-0.4
Business	292,000	28%	800,000	29%	2.7	0.0
Total⁶	842,000	0%	3,028,000	-11%	3.6	-0.4
Intrastate						
Holiday	182,000	-28%	467,000	-46%	2.6	-0.8
VFR	187,000	8%	681,000	6%	3.6	-0.1
Business	273,000	37%	745,000	46%	2.7	0.1
Total	691,000	-2%	2,012,000	-28%	2.9	-1.1
Interstate						
Total	151,000	6%	1,015,000	n/p	6.7	2.3

Domestic day trip visitors

	Day trip visitors	Annual % change	Expenditure (\$ million)	Annual % change
Capricorn	3,007,000	28%	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 Capricorn

Total visitors	Visitors	Annual % change	Nights	Annual % change
Regional Qld	509,000	-7%	1,385,000	-18%
Brisbane	182,000	17%	627,000	-42%

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%

Holiday visitors				
	Visitors	Annual % change	Nights	Annual % change
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

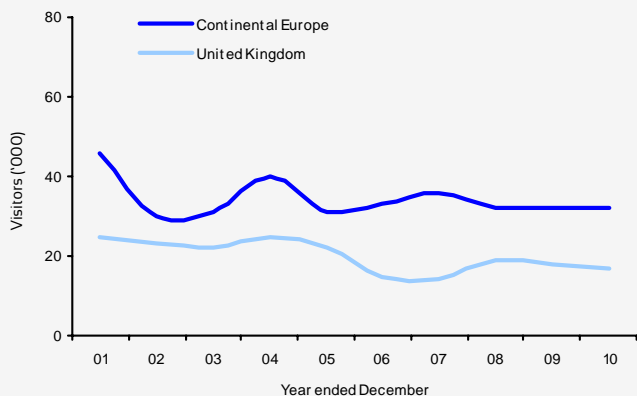
International visitors to Capricorn

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	65,000	-7%	354,000	-12%	5.5	-0.3
VFR	8,000	14%	132,000	-22%	15.7	-7.0
Total⁷	78,000	-5%	573,000	-29%	7.3	-2.5

Key international source markets to Capricorn

Total visitors	Visitors	Annual % change	Nights	Annual % change
Continental Europe	32,000	0%	81,000	-54%
United Kingdom	17,000	-6%	69,000	-14%

European and United Kingdom visitors to Capricorn YE December 01 - 10



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%

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.

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

Capricorn Region includes the city of Rockhampton and former Shires of Bauhinia, Daringa, Emerald, Fitzroy, Jericho, Livingstone, Mount Morgan and Peak Downs.

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.

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 ⁸	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%
Bundaberg	591,000	15%	2,027,000	-5%	3.4	-0.7	30%	28%	28%	4%
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%
Total	16,582,000	5%	71,208,000	2%	4.3	-0.1	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	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 ⁸	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%
Bundaberg	42,000	-16%	690,000	0%	16.5	2.6	79%	17%	0%	2%
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%
Total	2,048,000	4%	39,800,000	2%	19.4	-0.5	70%	24%	9%	-

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 Central Queensland 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.