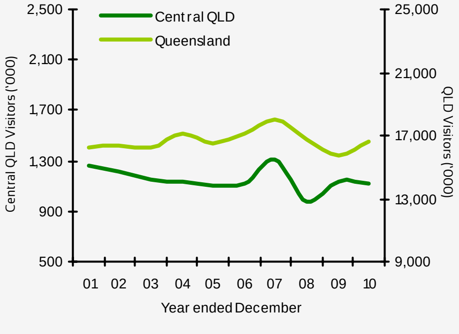
Central Qld Regional Snapshot

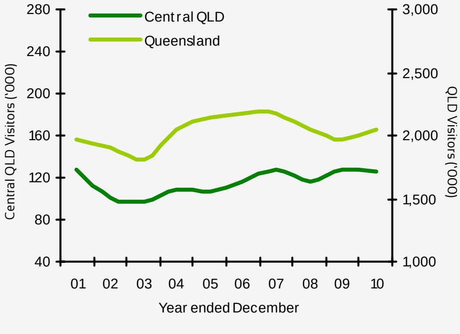
Year ended December 2010

	Visitors	Holiday	VFR	Business
Domestic overnight	1,124,000	382,000	315,000	362,000
Annual change[1]	▼ -1%	▼ -14%	▼ -3%	▲ 41%
Trend change[2]	▼ -6%	▼ -7%	▼ -5%	▼ -2%
International overnight	125,000	108,000	12,000	6,000
Annual change	▼ -2%	▼ -1%	0%	▲ 20%
Trend change	▼ -1%	0%	0%	▲ 7%
TOTAL	1,249,000	490,000	327,000	368,000
Annual change	▼ -1%	▼ -12%	▼ -3%	▲ 41%

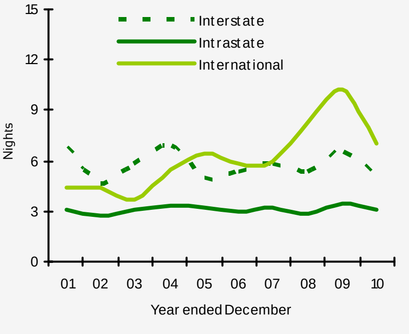
Domestic visitation



International visitation



Average length of stay (Central QLD)



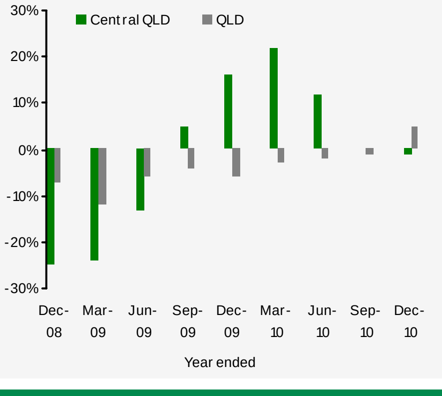
- Central Queensland (CQ) enjoyed considerable growth in intrastate business travel, but a downturn in holiday travel was seen. The significant weather events towards the end of 2010 no doubt hampering travel to the region.
- Much of the decline came from holiday visitors of local and surrounding regions, whilst in contrast, Brisbane residents returned for a holiday.
- The intrastate business market accounted for 35% of all intrastate visitors to the CQ region, compared with 30% for VFR and 29% for holiday. The business market growth continued to be supported by the ongoing strength of Queensland's resources sector.

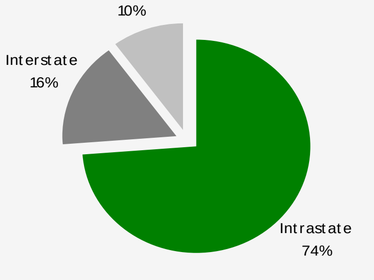
- International visitation to CQ eased slightly over the year. An increased number of holiday visitors from smaller European markets offset the downturn from the UK (United Kingdom) and Germany (the regions largest source of international visitors).
- In 2009, CQ region benefitted from a surge in international youth visitors (under 30 years old) particularly from the UK However, this market weakened considerably for CQ and Queensland over the year.
- 57% of all international visitors to CQ use drive as their mode of transport. This number declined slightly over the year, as did length of stay, perhaps as weather events altered travel itineraries.

- Average length of stay of international and domestic visitors to the CQ region declined over the year.
- International visitors' length of stay decline was driven by employment visitors reducing their time in region (however this decline is from a small number of visitors which account for a large proportion of nights).
- International holiday visitors (excluding working holiday) spent 2.4 nights in region, a decline of 0.6 nights over the year.
- Interstate holiday visitors stayed on average 5.4 nights (down 1.7 nights) in 2010.

Total visitation

Annual percentage change in visitation





- There were **1,249,000** domestic and international visitors to Central Queensland in the year ended December 2010, this was a 1% decline on the year ended December 2009.

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

Central Qld Regional Snapshot

Domestic visitation Year ended December 2010

Domestic visitors to Central Queensland

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	382,000	-14%	1,496,000	-20%	3.9	-0.3
VFR	315,000	-3%	1,088,000	-14%	3.5	-0.4
Business	362,000	41%	1,038,000	17%	2.9	-0.6
Total[3]	1,124,000	-1%	3,863,000	-13%	3.4	-0.5
Intrastate						
Holiday	274,000	-24%	913,000	-28%	3.3	-0.2
VFR	276,000	3%	945,000	1%	3.4	-0.1
Business	329,000	n/p	901,000	n/p	2.7	0.2
Total	930,000	1%	2,895,000	-6%	3.1	-0.3
Interstate						
Holiday	108,000	29%	583,000	-3%	5.4	-1.7
Total	194,000	-8%	968,000	-30%	5.0	-1.5

Domestic day trip visitors

	Day trip visitors	Annual % change	Expenditure ($) million	Annual % change
Central QLD	1,844,000	3%	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 Central Queensland

Total visitors	Visitors	Annual % change	Nights	Annual % change
Regional Qld	688,000	1%	1,958,000	-8%
Brisbane	242,000	3%	937,000	-2%
NSW	110,000	-21%	531,000	-28%

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				
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.

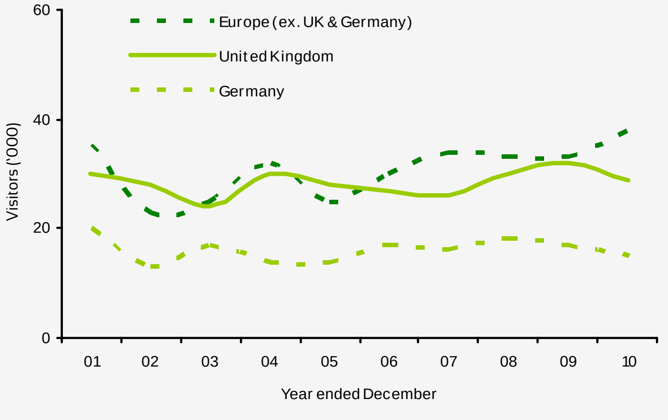
Central Qld Regional Snapshot

International visitation Year ended December 2010

International visitors to Central Queensland

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	108,000	-1%	536,000	-11%	5.0	-0.5
VFR	12,000	0%	203,000	-25%	17.1	-5.2
Business	6,000	20%	68,000	19%	12.1	1.0
Total[4]	125,000	-2%	875,000	-33%	7.0	-3.2

European, United Kingdom and German visitors to Central Queensland YE December 01 - 10



Key international source markets to Central Queensland

Total visitors	Visitors	Annual % change	Nights	Annual % change
Europe (ex. UK & Germany)	38,000	15%	124,000	-30%
United Kingdom	29,000	-9%	135,000	-8%
Germany	15,000	-12%	38,000	n/p
New Zealand	12,000	-8%	73,000	-39%

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

Central Queensland region incorporates the Gladstone and Capricorn regions, and is based upon the ABS Fitzroy region. Central Queensland region also includes Miriam Vale and Monto Shires from the ABS Bundaberg region, as these are part of the Gladstone region.

Central Qld Regional Snapshot

Tourism Queensland

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[5]	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[5]	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. This figure includes "Other" visitors.
4. This figure includes "Business" and "Other" visitors.
5. South East Queensland Country.

n/p not published.

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.