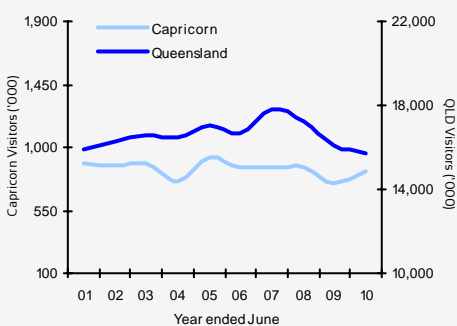


Year ended June 2010



	Visitors	Holiday	VFR	Business
Domestic overnight	832,000	308,000	206,000	239,000
Annual change ¹	▲ 12%	▲ 29%	▲ 4%	▼ -8%
Trend change ²	▼ -1%	▲ 2%	▼ -6%	▼ -3%
International overnight	77,000	66,000	8,000	n/p
Annual change	▼ -8%	▼ -7%	▲ 14%	n/p
Trend change	0%	0%	▲ 5%	n/p
TOTAL	909,000	374,000	214,000	n/p
Annual change	▲ 10%	▲ 21%	▲ 4%	n/p

Domestic visitation

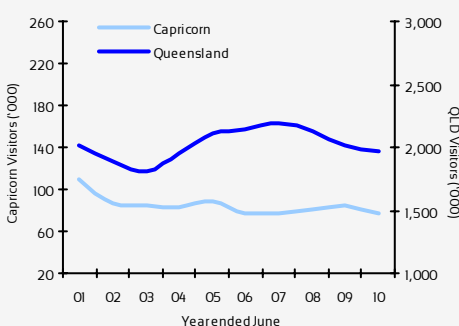


- In contrast to the state trend, the Capricorn region welcomed a return of holiday visitors from Brisbane and regional Queensland. The 'travel close to home' trend that influenced a steep decline in visitation from Brisbane residents in 2009, now showing signs of recovery.

- In line with Queensland's results, the Capricorn region also benefitted from an increase in the interstate holiday market.

- The business market remained subdued for the Capricorn region over the year, however Central Queensland saw a marginal recovery over the same period. A positive sign perhaps signalling a return in business confidence for the region.

International visitation



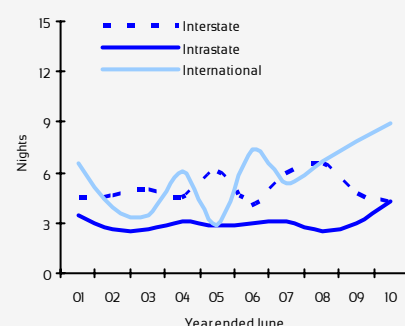
- The decline in international visitors was driven by a downturn in holiday visitors travelling from the United Kingdom (UK) and Germany.

- UK visitors reduced their travel to the region overall, however the decline was dominated by the over 30 year old market. In contrast, the youth (under 30 years old) visitors from Germany increased travel for a holiday.

- New Zealand visitation increased to the region, with the over 30 years old market dominating the growth.

- The majority (53%) of international visitors who make a stopover in the region are independent travellers.

Average length of stay (Capricorn)



- International visitor length of stay continued to increase over the year, driven by working holiday and education visitors staying longer.

- Both interstate and intrastate holiday visitors increased their length of stay in the Capricorn region, with an increase in both visitor and visitor nights seen from these markets.

- Although business visitation remained subdued, business visitors increased their length of stay in the region, averaging 3.6 nights over the year. This was a similar length of stay recorded by domestic holiday visitors, highlighting the importance of the business market the Capricorn region.

Tourist Accommodation³

	Hotels/Motels/Serviced apartments ⁴
Guest arrivals	678,000
Annual change	1%
Room occupancy	53.1%
Percentage point change	-7.7%
Average room rate	\$120.03
Annual change	2%
Yield⁵	\$63.76
Annual change	-11%

- Overall visitation to the Capricorn region increased by 10% in the year ending June 2010, the commercial accommodation sector also recorded a 1% increase in guest arrivals.

- The growth in visitation to the Capricorn region was from visitors staying in commercial accommodation, or with friends and relatives.

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.

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 June 2010

Domestic visitors to Capricorn

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	308,000	29%	1,117,000	42%	3.6	0.3
VFR	206,000	4%	803,000	-19%	3.9	-1.1
Business	239,000	-8%	858,000	n/p	3.6	1.6
Total⁶	832,000	12%	3,582,000	48%	4.3	1.0
Intrastate						
Holiday	245,000	26%	845,000	46%	3.5	0.5
VFR	156,000	-11%	590,000	-28%	3.8	-0.9
Business	216,000	-8%	748,000	n/p	3.5	1.6
Total	681,000	7%	2,935,000	n/p	4.3	1.3
Interstate						
Total	152,000	45%	647,000	29%	4.3	-0.5

Domestic day trip visitors

	Day trip visitors	Annual % change	Expenditure (\$ million)	Annual % change
Capricorn	1,461,000	51%	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.

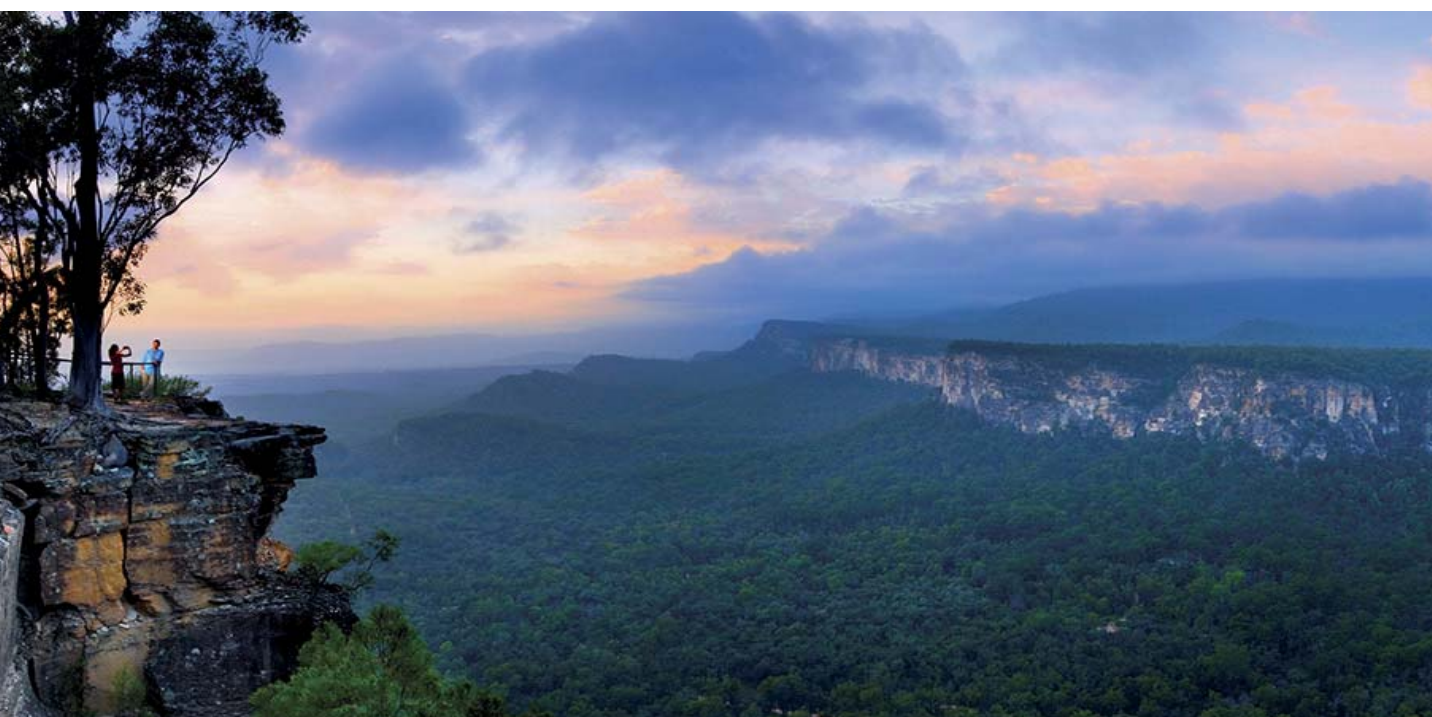
Key domestic source markets to Capricorn

Total visitors	Visitors	Annual % change	Nights	Annual % change
Regional Qld	504,000	-4%	1,694,000	19%
Brisbane	176,000	n/p	1,241,000	n/p

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

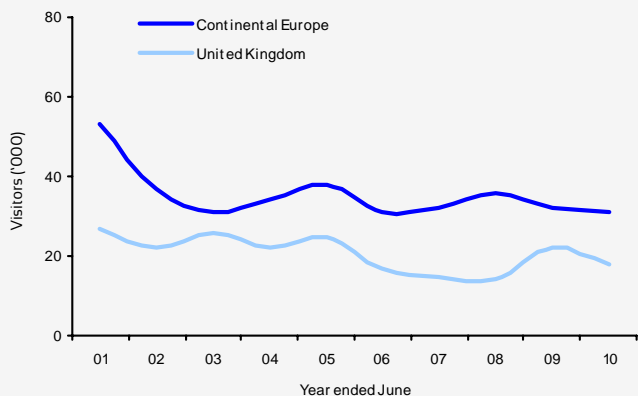
International visitors to Capricorn

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	66,000	-7%	382,000	29%	5.8	1.6
VFR	8,000	14%	165,000	11%	20.2	-1.5
Total⁷	77,000	-8%	690,000	4%	8.9	1.0

Key international source markets to Capricorn

Total visitors	Visitors	Annual % change	Nights	Annual % change
Continental Europe	31,000	-3%	119,000	-22%
United Kingdom	18,000	-18%	85,000	27%

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



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.



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, Duaringa, Emerald, Fitzroy, Jericho, Livingstone, Mount Morgan and Peak Downs.

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 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 Fitzroy 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.