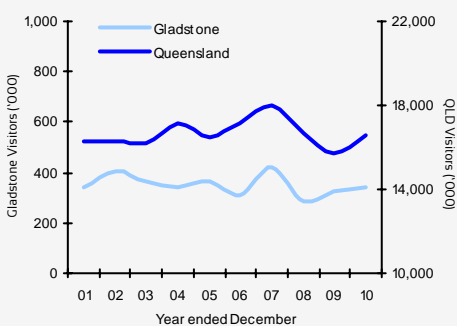


Year ended December 2010

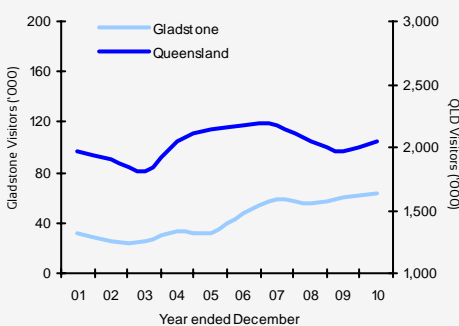


	Visitors	Holiday	VFR	Business
Domestic overnight	343,000	159,000	107,000	70,000
Annual change ¹	▲ 7%	▼ -2%	▼ -2%	n/p
Trend change ²	▼ -8%	▼ -4%	▼ -8%	▼ -15%
International overnight	63,000	57,000	n/p	n/p
Annual change	▲ 3%	▲ 10%	n/p	n/p
Trend change	▲ 3%	▲ 4%	n/p	n/p
TOTAL	406,000	216,000	n/p	n/p
Annual change	▲ 6%	0%	n/p	n/p

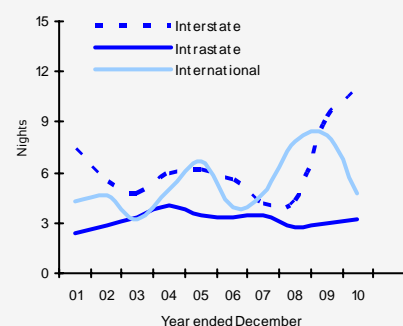
Domestic visitation



International visitation



Average length of stay (Gladstone)



- The recovery in domestic visitation to Gladstone continued over the year, similar to Queensland's result. This was driven by growth in business travel, whilst holiday travel remained weaker.

- The business market accounted for 20% of all intrastate visitors to Gladstone, and growth from this market continued to be supported by the strength of Queensland's resources sector.

- The significant weather events towards the end of 2010 possibly hampered holiday travel to the region. However, Brisbane residents increased their holiday trips to Gladstone, and also to Central Queensland over the year.

- Gladstone recorded an increase in international visitation, driven by a strong Continental Europe holiday market.

- Gladstone's largest source market however, the United Kingdom (UK) reduced their holiday travel to the region (and Queensland) in 2010. Weaker economic conditions in the UK continues to impact outbound travel from this source market.

- 51% of all international visitors to Gladstone use drive as their mode of transport. This market increased over the year, while most of other Queensland regions showed declines.

- Gladstone saw an increase in the average length of stay of intrastate and interstate holiday visitors. These results contributed to the domestic average length of stay increase to 4.6 nights.

- International visitors' length of stay declined driven by employment and working holiday visitors.

- Both the UK and Continental European visitors on holiday (excluding working holiday) reduced their length of stay in the Gladstone region (similar to what was seen at the state level). These visitors averaged 2.3 nights in Gladstone over the year.

Tourist Accommodation³

	Hotels/Motels/Service apartments ⁴
Guest arrivals	93,000
Annual change	-4%
Room occupancy	53.6%
Percentage point change	2.9%
Average room rate	\$118.19
Annual change	5%
Yield⁵	\$63.31
Annual change	11%

- Whilst overall visitation to Gladstone increased by 6% in the year ending December 2010, the number of visitors staying in hotels, motels or serviced apartments declined by 4%.

- The increase in visitation indicates that there was an increase in the number of visitors staying in non-commercial accommodation.

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 Gladstone

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	159,000	-2%	1,010,000	31%	6.4	1.7
VFR	107,000	-2%	309,000	-19%	2.9	-0.6
Business	70,000	n/p	238,000	n/p	3.4	n/p
Total⁶	343,000	7%	1,584,000	8%	4.6	0.1
Intrastate						
Holiday	121,000	-2%	446,000	14%	3.7	0.5
VFR	97,000	0%	264,000	-10%	2.7	-0.3
Business	56,000	n/p	157,000	n/p	2.8	n/p
Total	279,000	15%	883,000	24%	3.2	0.2
Interstate						
Total	65,000	-19%	701,000	-7%	10.8	1.5

Domestic day trip visitors

	Day trip visitors	Annual % Change	Expenditure (\$ million)	Annual % change
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 Gladstone

Total visitors	Visitors	Annual % change	Nights	Annual % change
Regional Qld	195,000	27%	573,000	32%
Brisbane	84,000	-5%	310,000	11%

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.

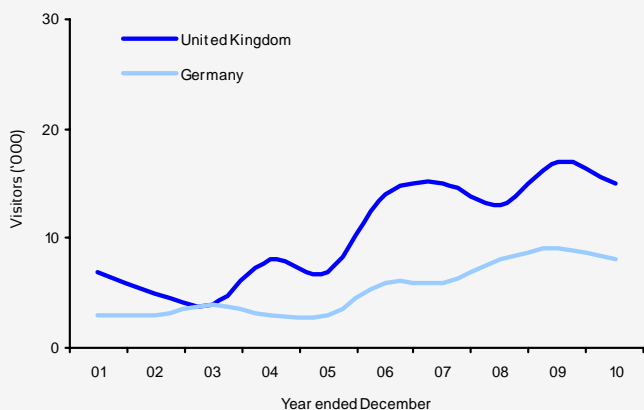


International visitation Year ended December 2010

International visitors to Gladstone

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	57,000	10%	181,000	-7%	3.2	-0.6
Total⁷	63,000	3%	302,000	-40%	4.8	-3.4

United Kingdom and German visitors to Gladstone
YE December 01 - 10



Key international source markets to Gladstone

Total visitors	Visitors	Annual % change	Nights	Annual % change
United Kingdom	15,000	-12%	65,000	-4%
Germany	8,000	-11%	22,000	n/p

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

Gladstone region includes the city of Gladstone and former shires of Banana, Calliope, Miriam Vale and Monto.

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 6 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 Gladstone 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 "VFR", "Business" and "Other" visitors.

8. South East Queensland Country.

n/p not published.