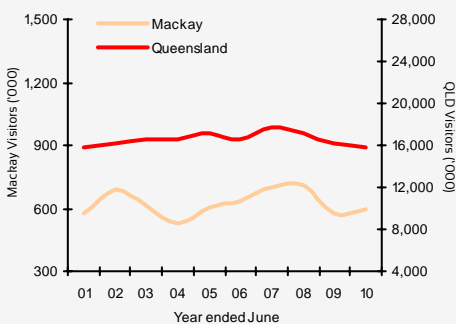


Year ended June 2010



	Visitors	Holiday	VFR	Business
Domestic overnight	597,000	144,000	144,000	274,000
Annual change ¹	▲ 3%	▲ 5%	▼ -29%	▲ 30%
Trend change ²	▼ -5%	▼ -9%	▼ -13%	▲ 4%
International overnight	52,000	40,000	11,000	n/p
Annual change	▼ -5%	0%	▲ 10%	n/p
Trend change	▲ 1%	▲ 1%	▲ 17%	n/p
TOTAL	649,000	184,000	155,000	n/p
Annual change	▲ 3%	▲ 4%	▼ -28%	n/p

Domestic visitation

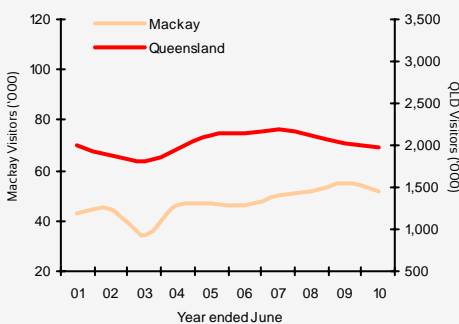


- Mackay recorded an increase in domestic overnight visitors, driven by a stronger intrastate market, in contrast to the trend seen by the state.

- The business market continued to show signs of recovery, with a surge from regional Queensland business visitors. The business market to the region was further strengthened by an increase in business confidence within the mining and resource sectors.

- Residents of regional Queensland and locals from the Mackay region itself boosted Mackay's intrastate holiday results over the last year. An increased number of families contributed to Mackay's stronger intrastate performance.

International visitation

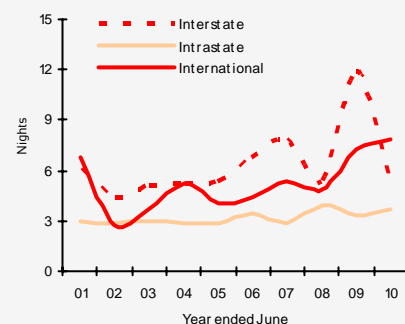


- Mackay followed the state trend and recorded a downturn in international visitation over the last year, though stronger when looking at the ten year trend.

- Visitation from the regions' largest source market, Europe, increased over the year to June 2010. This was driven by an increase in the youth (under 30 years old) market particularly from the United Kingdom, Germany and Scandinavia.

- May saw an increase in the number of International visitors staying in a backpacker hostel over the year. However, a smaller number of international visitors stayed in commercial caravan parks and camping grounds, their most common form of accommodation.

Average length of stay (Mackay)



- Mackay's domestic visitor average length of stay (ALOS) declined to 4.0 nights, driven by the interstate market.

- In contrast, intrastate visitor length of stay increased, driven by holiday, VFR and business visitors.

- International visitor length of stay continued to driven upwards (up 0.6 nights to average 7.9 nights),

- International visitors to Mackay visiting for employment purposes also increased their length of stay in the region. Such visitors account for 12% of all international nights spent in Mackay.

Tourist Accommodation³

	Hotels/Motels/Serviced apartments ⁴
Guest arrivals	393,000
Annual change	-5%
Room occupancy	65.4%
Percentage point change	-8.2%
Average room rate	\$146.82
Annual change	2%
Yield⁵	\$95.99
Annual change	-9%

- Whilst overall visitation to Mackay increased by 3% in the year ending June 2010, the commercial accommodation sector recorded a 5% decline in guest arrivals.

- This suggests that some of the increase in visitation to the region was from visitors staying in a caravan or camping ground; with friends or relatives; or in other forms of 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.

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.

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Domestic visitation Year ended June 2010

Domestic visitors to Mackay

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	144,000	5%	507,000	-37%	3.5	-2.4
VFR	144,000	-29%	764,000	-35%	5.3	-0.5
Business	274,000	30%	1,017,000	n/p	3.7	0.7
Total⁶	597,000	3%	2,367,000	-12%	4.0	-0.7
Intrastate						
Holiday	112,000	11%	340,000	26%	3.0	0.3
VFR	118,000	-33%	639,000	-28%	5.4	0.4
Business	258,000	35%	895,000	n/p	3.5	1.4
Total	513,000	6%	1,922,000	21%	3.7	0.4
Interstate						
Holiday	32,000	-11%	167,000	n/p	5.2	-9.9
Total	84,000	-10%	445,000	n/p	5.3	-6.6

Domestic day trip visitors

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

Total visitors	Visitors	Annual % change	Nights	Annual % change
Regional Qld	432,000	19%	1,432,000	12%
Brisbane	82,000	-32%	490,000	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 Mackay

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	40,000	0%	157,000	15%	3.9	0.5
VFR	11,000	10%	157,000	7%	14.7	-0.3
Total⁷	52,000	-5%	409,000	1%	7.9	0.6

Key international source markets to Mackay

Total visitors	Visitors	Annual % change	Nights	Annual % change
Europe (ex. UK and Germany)	24,000	14%	83,000	26%
United Kingdom	10,000	0%	64,000	n/p
New Zealand	8,000	-20%	121,000	14%
Germany	8,000	0%	19,000	-30%

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

Mackay region includes Mackay and Isaac Regional Council areas.



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 Mackay 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.