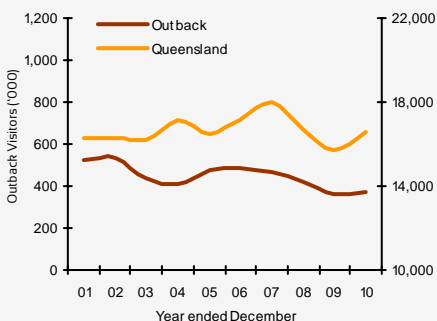


Year ended December 2010



	Visitors	Holiday	VFR	Business
Domestic overnight	370,000	126,000	72,000	154,000
Trend change ¹	▼ -7%	▼ -14%	▼ -17%	▲ 6%
International overnight	24,000	18,000	n/p	n/p
Trend change	▼ -7%	▼ -10%	n/p	n/p
TOTAL	394,000	144,000	n/p	n/p
Trend change	▼ -7%	▼ -13%	n/p	n/p

Domestic visitation



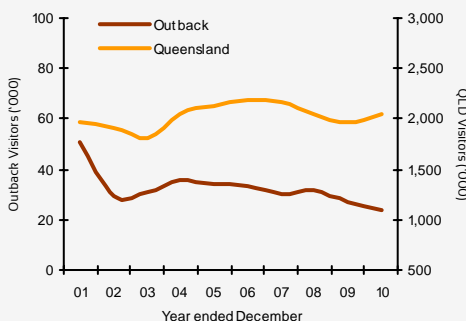
- Domestic visitation to the Outback region declined on a trend basis (over the three years to December 2010), however the rate of decline seems to be easing. Increasing business confidence and the ongoing strength of Queensland's resources sector assisting the recovery to many Queensland regions.

- The business market accounted for 42% of all domestic visitors to the Outback region in 2010, compared with 34% for holiday and 19% for VFR.

- Regional NSW holidaymakers increased their travel to the Outback. Whilst, regional QLD and Brisbane holiday visitors to the were weaker on a trend basis.

- The significant weather events seen in Queensland throughout 2010, impacting domestic travel to the region.

International visitation

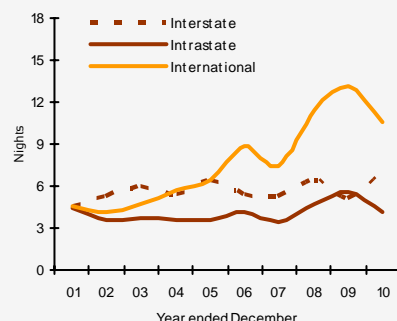


- The Outback continued to see a decline in international visitation, and this was due to declines from the New Zealand and United Kingdom (UK) markets (a trend also seen by the state).

- The lagging economic recovery in the UK continued to hamper outbound travel from this market, resulting in a reduced number of visitors travelling to Australia over the year. Additionally, weather events hampered dispersal of visitors within Queensland, and this downturn was also seen by many Queensland destinations.

- 46% of all international visitors to the Outback were youth market visitors (under 30 years old), however this has declined, particularly from the European markets.

Average length of stay (Outback)



- The average length of stay of international and domestic visitors to the Outback region declined over the year to December 2010.

- A downturn in international visitor length of stay was driven by working holiday and employment visitors.

- In contrast, international holiday (excluding working holiday) visitors increased their time spent in the region.

- Interstate holiday visitors are typically longer staying domestic visitors to the Outback, and averaged 6.9 nights (up 1.9 nights) in region in 2010.

- However, intrastate visitors stayed 4.2 nights (down 1.4 nights) in 2010, as short breaks dominated domestic travel patterns in 2010.

Tourist Accommodation³

	Hotels/Motels/Serviced apartments ⁴
Guest arrivals	187,000
Annual change ²	-37%
Room occupancy	55.2%
Percentage point change	1.1%
Average room rate	\$106.76
Annual change	1%
Yield ⁵	\$58.95
Annual change	3%

- The number of guest arrivals in commercial accommodation declined by 37% over the year to December 2010.

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.

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 and International visitation Year ended December 2010

Domestic visitors to the Outback

	Visitors	Trend % change	Nights	Trend % change	Length of stay	Nights change
Holiday	126,000	-14%	715,000	-6%	5.7	0.4
VFR	72,000	-17%	592,000	20%	8.2	1.6
Business	154,000	6%	355,000	-6%	2.3	-2.7
Total⁶	370,000	-7%	1,849,000	1%	5.0	-0.5
Intrastate						
Holiday	52,000	-22%	187,000	-23%	3.6	-1.7
VFR	59,000	-19%	516,000	31%	8.8	1.4
Business	145,000	10%	316,000	-5%	2.2	-3.0
Total	259,000	-9%	1,084,000	-2%	4.2	-1.4
Interstate						
Holiday	74,000	-1%	529,000	16%	7.2	1.9
Total	111,000	-4%	765,000	6%	6.9	1.8

International visitors to the Outback

	Visitors	Trend % change	Nights	Trend % change	Length of stay	Nights change
Holiday	18,000	-10%	138,000	-2%	7.5	0.1
Total⁷	24,000	-7%	249,000	2%	10.6	-2.6

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

The Outback region includes the ABS Outback region, excluding Burke, Carpentaria, Mornington and Unincorporated islands, as well as Roma, Bungil, Bendemere, Warroo and Balonne.

State comparison - Domestic

Total visitors	Visitors	Trend % change	Nights	Trend % change
Queensland	16,582,000	-3%	71,208,000	-3%
NSW	23,066,000	-2%	78,330,000	-2%
Victoria	15,812,000	-3%	49,406,000	-2%
Rest of Aus	14,156,000	-5%	60,597,000	-7%
Australia	67,402,000	-3%	259,541,000	-4%
Holiday visitors				
Queensland	7,046,000	-3%	35,189,000	-5%
NSW	10,300,000	0%	38,454,000	-2%
Victoria	7,426,000	-2%	24,860,000	-1%
Rest of Aus	6,340,000	-4%	28,824,000	-7%
Australia	30,022,000	-2%	127,328,000	-4%

State comparison - International

Total visitors	Visitors	Trend % change	Nights	Trend % change
Queensland	2,048,000	-2%	39,800,000	3%
NSW	2,839,000	0%	65,225,000	5%
Victoria	1,649,000	4%	40,662,000	9%
Rest of Aus	1,366,000	0%	41,024,000	7%
Australia	5,390,000	2%	186,711,000	6%
Holiday visitors				
Queensland	1,440,000	-4%	18,396,000	0%
NSW	1,610,000	-1%	21,098,000	3%
Victoria	793,000	0%	8,046,000	0%
Rest of Aus	735,000	-3%	11,708,000	0%
Australia	2,911,000	-1%	59,247,000	1%



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. Trend change refers to the percentage change between the 3 years to December 2009 vs. the 3 years to December 2010.

2. Annual change refers to the percentage change between the year ended December 2010 vs. year ended December 2009.

3. Tourist accommodation figures refer to the Outback 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.