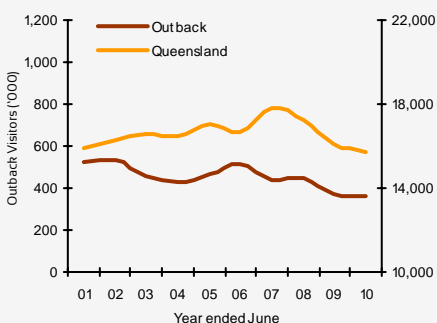


Year ended June 2010



	Visitors	Holiday	VFR	Business
Domestic overnight	364,000	118,000	61,000	155,000
Trend change ¹	▼ -6%	▼ -7%	▼ -25%	▲ 13%
International overnight	25,000	22,000	n/p	n/p
Trend change	▼ -7%	▼ -4%	n/p	n/p
TOTAL	389,000	140,000	n/p	n/p
Trend change	▼ -6%	▼ -7%	n/p	n/p

Domestic visitation



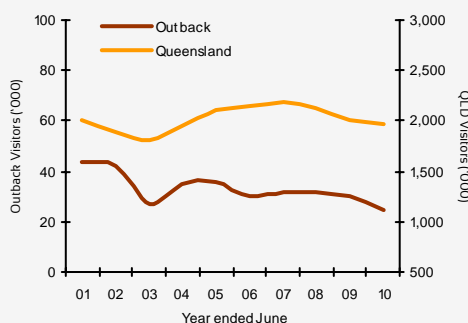
- Domestic travel to the Outback region declined on a trend basis (over the three years to June 2010), driven by both the holiday and VFR markets.

- The intrastate holiday market, while stronger during the GFC, has now weakened for both the Outback and Queensland overall, with an increasing number of Queenslanders now choosing interstate destinations when taking a holiday.

- Improved domestic business results more than countered declines seen from holiday visitors with business confidence now returning.

- Recent data suggests the Outback is also benefitting from the recovery in interstate holiday travel within Australia and more specifically, a stronger touring market.

International visitation



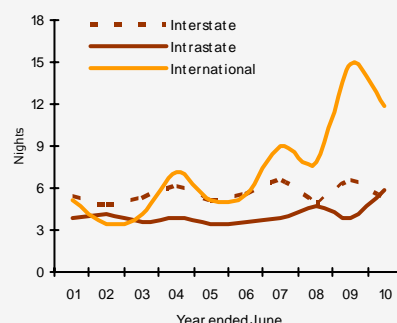
- The Outback saw mixed results from its international source markets over the three years to June 2010.

- Europe remains the regions' largest source of international visitors, however, the growth seen from the European youth market has eased for both the Outback and Queensland over the last year.

- Ongoing high youth unemployment in Europe and the strength of the Australian dollar relative to most currencies is having a dampening effect on travel from the youth market.

- The Outback enjoyed stable results from the USA with this market not dominated by youth travellers to the same degree as Europe.

Average length of stay (Outback)



- The most notable change in the average length of stay for visitors to the Outback has been the downturn in the length of stay of international visitors.

- A weaker youth market has seen fewer long-staying working holiday visitors visiting the Outback and Queensland, with this the primary reason for the decline in average length of stay of international visitors.

- In contrast to the declines from international visitors, the length of stay for intrastate visitors to the Outback increased, with a more buoyant business market contributing to the result.

Tourist Accommodation³

	Hotels/Motels/ Serviced apartments ⁴
Guest arrivals	301,000
Annual change ²	-15%
Room occupancy	51.9%
Percentage point change	1.0%
Average room rate	\$101.83
Annual change	3%
Yield ⁵	\$52.85
Annual change	5%

- The number of guest arrivals in commercial accommodation declined by 15% over the year to June 2010.

- This is due to visitors opting to stay in a caravan or camping ground; friends or relatives property, or other 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 and International visitation Year ended June 2010

Domestic visitors to the Outback

	Visitors	Trend % change	Nights	Trend % change	Length of stay	Nights change
Holiday	118,000	-7%	619,000	-1%	5.2	0.5
VFR	61,000	-25%	573,000	8%	9.3	5.0
Business	155,000	13%	661,000	6%	4.3	0.8
Total⁶	364,000	-6%	2,070,000	0%	5.7	1.1
Intrastate						
Holiday	53,000	-11%	289,000	0%	5.5	1.8
VFR	49,000	-25%	500,000	16%	10.3	6.6
Business	139,000	16%	620,000	8%	4.5	0.9
Total	252,000	-6%	1,487,000	8%	5.9	2.0
Interstate						
Holiday	65,000	-3%	329,000	-2%	5.0	-1.8
Total	113,000	-5%	583,000	-14%	5.2	-1.4

International visitors to the Outback

	Visitors	Trend % change	Nights	Trend % change	Length of stay	Nights change
Holiday	22,000	-4%	155,000	-7%	7.1	-2.8
Total⁷	25,000	-7%	302,000	1%	11.8	-3.1

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	15,726,000	-4%	70,814,000	-3%
NSW	22,896,000	-2%	76,966,000	-3%
Victoria	15,942,000	-2%	50,255,000	-2%
Rest of Aus	14,151,000	-5%	60,694,000	-6%
Australia	66,404,000	-3%	258,729,000	-3%
Holiday visitors				
Queensland	7,017,000	-4%	34,643,000	-4%
NSW	10,465,000	0%	38,523,000	-2%
Victoria	7,500,000	-1%	25,058,000	0%
Rest of Aus	6,332,000	-4%	29,114,000	-6%
Australia	30,252,000	-2%	127,338,000	-3%

State comparison - International

Total visitors	Visitors	Trend % change	Nights	Trend % change
Queensland	1,970,000	-3%	39,011,000	3%
NSW	2,782,000	-1%	63,241,000	3%
Victoria	1,548,000	2%	40,950,000	9%
Rest of Aus	1,348,000	0%	38,937,000	6%
Australia	5,232,000	1%	182,139,000	5%
Holiday visitors				
Queensland	1,415,000	-4%	18,643,000	0%
NSW	1,569,000	-3%	21,311,000	4%
Victoria	752,000	-2%	8,497,000	2%
Rest of Aus	735,000	-4%	12,025,000	1%
Australia	2,826,000	-2%	60,475,000	2%



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

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

3. Tourist accommodation figures refer to the Outback 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.