

## Year ended March 2011

### IMPORTANT MESSAGE:

Due to severe weather events in Queensland in 2010 and their impact on surveying for the National Visitor Survey (NVS), **domestic tourism region** data will not be published in Tourism Queensland's Regional Snapshots for the year ended March 2011. Instead, **domestic** data for **tourism regions** will be presented as a 3 year average, with change over time shown as a 3 year trend change, not year on year change as in previous regional snapshots. Please note that the trend variances provided incorporate changes that occurred in tourism during the onset of the Global Financial Crisis and look at longer term trends rather than recent changes over the last year.

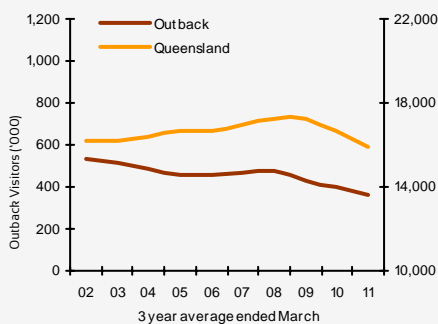
National and state level NVS data will be published as normal on a year ended basis.

Surveying was not impacted for the International Visitor Survey so year end data and year on year variances are provided as normal.

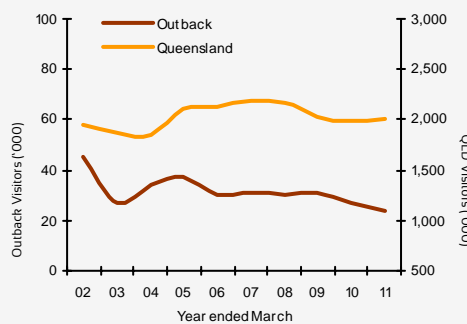


	Visitors	Holiday	VFR	Business
Domestic overnight 3 year average	361,000	132,000	67,000	133,000
Trend change <sup>1</sup>	▼ -10%	▼ -18%	▼ -17%	▲ 2%
International overnight	24,000	18,000	3,000	2,000
Trend change	▼ -7%	▼ -8%	n/p	n/p

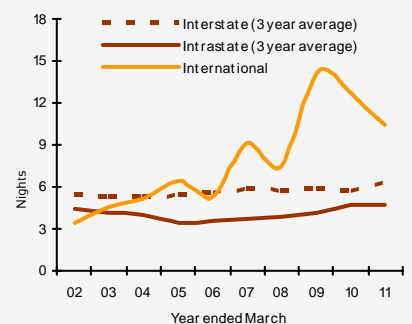
### Domestic visitation



### International visitation



### Average length of stay (Outback)



- Domestic visitation to the Outback region has declined over the three years to March 2011, the result of declines in leisure visitors.

- The decline in the number of domestic visitors, particularly those driving to the Outback, was partly attributable to the reduced levels of access due to the 2010/2011 floods with drive visitors declining.

- Despite such access issues domestic business visitation to the Outback increased.

- Similarly, the long-stay domestic touring market remained resilient, unlike their point-to-point short-break counterparts, with an increased number of touring visitors travelling in the Outback in the 3 years to March 2011. This is in contrast to the state level where the touring market has been flat.

- In particular, the number of touring visitors from NSW and Victoria have increased.

- There has been a decline in international visitors to the Outback, the result of a weak holiday market.

- Flooding in the 2010/2011 summer hampered the dispersal of visitors to the Outback. This downturn was also seen by many other Queensland destinations.

- The number of international visitors flying to the Outback has increased over the three years to March 2011, while fewer are driving or using buses. Despite this, 68% of visitors still drive to reach their Outback destination.

- Around 42% of international visitors to the Outback are youth (under 30 years), however this market has been in decline.

- While first time visitors to Australia have decreased their travel to the Outback, repeat travellers have increased their visitation.

- Domestic average length of stay increased in the three years to March 2011, the result of interstate visitors staying longer.

- Domestic VFR (visiting friends and relatives) visitors increased their average length of stay in the Outback, despite a downturn in visitation.

- In contrast, business travellers were the only major domestic purpose of visit category to shorten their average stay in the Outback.

- International visitors' average stay in the Outback has declined in the year ended March 2011, due to leisure visitors shortening their stay.

- The international youth market (under 30 years) decreased their average stay, while older visitors (30 years and over) increased their average length of stay in the Outback.

### Tourist Accommodation<sup>2</sup>

	Hotels/Motels/Serviced apartments <sup>3</sup>
Guest arrivals	184,000
Annual change <sup>4</sup>	-10%
Room occupancy	54.8%
Percentage point change	1.2%
Average room rate	\$107.79
Annual change	4%
Yield <sup>5</sup>	\$59.02
Annual change	7%

- The number of guest arrivals in commercial accommodation declined -10% over the year ended March 2011.

- Despite this, room occupancy increased to 54.8%, reflecting a decline in rooms available in the Outback.

- The increase in room occupancy, resulted in steady growth in average room rates (up 4%) and yield (up 7%).

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 large and comprehensive surveys 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](mailto:statsonq@tq.com.au)

## Domestic and International visitation

### Domestic visitors to the Outback 3 year average to March 2011

	Visitors	Trend % change	Nights	Trend % change	Length of stay	Nights change
Holiday	132,000	-18%	685,000	-10%	5.2	0.4
VFR	67,000	-17%	430,000	10%	6.4	1.6
Business	133,000	2%	520,000	-14%	3.9	-0.8
<b>Total<sup>6</sup></b>	<b>361,000</b>	<b>-10%</b>	<b>1,867,000</b>	<b>-6%</b>	<b>5.2</b>	<b>0.2</b>
<b>Intrastate</b>						
Holiday	72,000	-25%	303,000	-28%	4.2	-0.2
VFR	53,000	-20%	351,000	18%	6.6	2.1
Business	123,000	6%	484,000	-13%	3.9	-0.9
Total	260,000	-11%	1,232,000	-10%	4.7	0.1
<b>Interstate</b>						
Holiday	60,000	-6%	382,000	11%	6.4	1.0
Total	101,000	-8%	635,000	2%	6.3	0.6

### International visitors to the Outback

	Visitors	Trend % change	Nights	Trend % change	Length of stay	Nights change
Holiday	18,000	-8%	99,000	-10%	5.6	-2.9
<b>Total<sup>7</sup></b>	<b>24,000</b>	<b>-7%</b>	<b>253,000</b>	<b>3%</b>	<b>10.5</b>	<b>-2.2</b>

Regional Snapshots for all Queensland regions are available on the TQ Research website, [www.tq.com.au/research](http://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](mailto: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 year ended March 2011

Total visitors	Visitors	Trend % change	Nights	Trend % change
Queensland	16,037,000	-5%	67,025,000	-5%
NSW	23,505,000	-2%	79,124,000	-2%
Victoria	16,084,000	-3%	49,663,000	-2%
Rest of Aus	14,251,000	-5%	61,230,000	-6%
Australia	67,605,000	-3%	257,042,000	-4%
<b>Holiday visitors</b>				
Queensland	6,914,000	-5%	33,885,000	-6%
NSW	10,203,000	-1%	38,833,000	-2%
Victoria	7,504,000	-3%	25,048,000	-2%
Rest of Aus	6,168,000	-5%	28,744,000	-6%
Australia	29,676,000	-3%	126,510,000	-4%

### State comparison - International year ended March 2011

Total visitors	Visitors	Trend % change	Nights	Trend % change
Queensland	2,002,000	-3%	39,474,000	1%
NSW	2,829,000	0%	66,266,000	5%
Victoria	1,693,000	5%	40,628,000	9%
Rest of Aus	1,394,000	1%	40,232,000	7%
Australia <sup>8</sup>	5,396,000	1%	186,600,000	5%
<b>Holiday visitors</b>				
Queensland	1,379,000	-5%	17,804,000	-1%
NSW	1,573,000	-2%	20,642,000	3%
Victoria	810,000	1%	7,910,000	-1%
Rest of Aus	755,000	-1%	11,414,000	1%
Australia <sup>8</sup>	2,866,000	-1%	57,770,000	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.

## Regional visitation

### Domestic Regional Comparison (3 year average to March 2011)

	Visitors	Trend % change	Nights	Trend % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	4,538,000	-1%	14,155,000	-1%	3.1	0.0	29%	38%	26%	28%
Gold Coast	3,243,000	-3%	13,437,000	-7%	4.1	-0.2	61%	27%	9%	20%
Sunshine Coast	2,615,000	-5%	10,560,000	-6%	4.0	-0.1	61%	29%	7%	16%
TNQ	1,384,000	-7%	7,393,000	-4%	5.3	0.2	55%	24%	17%	9%
Toowoomba	1,186,000	-5%	3,526,000	-1%	3.0	0.1	31%	41%	21%	7%
Townsville	783,000	-12%	3,011,000	-9%	3.8	0.1	33%	28%	29%	5%
Capricorn	776,000	-9%	2,847,000	-4%	3.7	0.2	33%	28%	31%	5%
Mackay	588,000	-10%	2,388,000	-9%	4.1	0.1	27%	28%	40%	4%
Fraser Coast	572,000	1%	2,326,000	-5%	4.1	-0.3	49%	33%	14%	4%
Bundaberg	513,000	-5%	1,819,000	-7%	3.5	-0.1	35%	37%	19%	3%
Whitsundays	458,000	-3%	1,973,000	1%	4.3	0.2	69%	16%	12%	3%
<b>Outback</b>	<b>361,000</b>	<b>-10%</b>	<b>1,867,000</b>	<b>-6%</b>	<b>5.2</b>	<b>0.2</b>	<b>37%</b>	<b>19%</b>	<b>37%</b>	<b>2%</b>
Gladstone	312,000	-4%	1,323,000	10%	4.2	0.6	46%	30%	20%	2%
Western Downs	301,000	-22%	878,000	-19%	2.9	0.1	43%	26%	24%	2%
Southern Downs	247,000	0%	586,000	-4%	2.4	-0.1	52%	31%	13%	2%
<b>Total</b>	<b>15,876,000</b>	<b>-5%</b>	<b>68,430,000</b>	<b>-5%</b>	<b>4.3</b>	<b>0.0</b>	<b>44%</b>	<b>32%</b>	<b>20%</b>	<b>-</b>

Please note the total for all regions uses 3 year average visitation data and trend % change to provide a meaningful point of comparison with the regional data presented. The total figures above will differ to those in the State Comparison on page 2 of this snapshot, which use year end March 2011 visitation data and year on year % change.

### International Regional Comparison (Year ended March 2011)

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	926,000	1%	17,018,000	6%	18.4	0.9	49%	30%	13%	46%
Gold Coast	783,000	-6%	7,799,000	-5%	10.0	0.1	77%	16%	5%	39%
TNQ	661,000	0%	5,830,000	-7%	8.8	-0.7	91%	5%	3%	33%
Sunshine Coast	271,000	-3%	2,646,000	4%	9.8	0.7	78%	18%	3%	14%
Whitsundays	191,000	-14%	1,086,000	-15%	5.7	-0.1	96%	3%	1%	10%
Fraser Coast	151,000	-19%	565,000	-26%	3.7	-0.4	97%	4%	0%	8%
Townsville	124,000	-14%	1,361,000	-2%	11.0	1.4	78%	13%	5%	6%
Capricorn	72,000	-11%	499,000	-42%	7.0	-3.6	81%	11%	4%	4%
Gladstone	57,000	-11%	243,000	-47%	4.3	-2.9	88%	7%	5%	3%
Mackay	46,000	-16%	350,000	-20%	7.6	-0.4	76%	17%	7%	2%
Bundaberg	40,000	-13%	746,000	18%	18.6	5.0	78%	15%	0%	2%
Toowoomba	36,000	-8%	703,000	3%	19.6	2.1	44%	33%	14%	2%
<b>Outback</b>	<b>24,000</b>	<b>-11%</b>	<b>253,000</b>	<b>-26%</b>	<b>10.5</b>	<b>-2.2</b>	<b>75%</b>	<b>13%</b>	<b>8%</b>	<b>1%</b>
Western Downs	12,000	0%	167,000	8%	14.1	1.3	58%	17%	8%	1%
Southern Dns	10,000	25%	205,000	24%	20.0	0.6	70%	30%	0%	0%
<b>Total</b>	<b>2,002,000</b>	<b>1%</b>	<b>39,474,000</b>	<b>-1%</b>	<b>19.7</b>	<b>-0.5</b>	<b>69%</b>	<b>25%</b>	<b>9%</b>	<b>-</b>

Data sources: National & International Visitor Surveys, Tourism Research Australia.

1. Trend change refers to the percentage change between the 3 years average ended March 2010 vs. the 3 years average ended March 2011.

2. Tourist accommodation figures refer to the Outback tourism region as defined by the Australian Bureau of Statistics, Survey of Tourist Accommodation March 2011.

3. Figures provided refer to hotels/motels/serviced apartments with fifteen or more rooms.

4. Annual change refers to the percentage change between the year ended March 2010 vs. year ended March 2011.

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. Excludes Transit visitors who did not have a stopover place.  
n/p - not published.