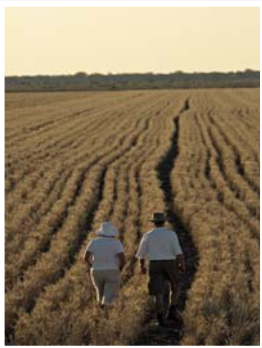


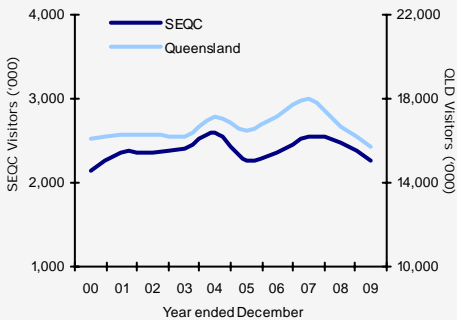
South East Queensland Country Regional Snapshot

Year ended December 2009



	Visitors	Holiday	VFR	Business
Domestic overnight	2,264,000	902,000	929,000	343,000
Annual change ¹	▼ -9%	▲ 10%	▼ -22%	▼ -3%
Trend change ²	▼ -1%	▲ 2%	▼ -3%	▲ 1%
International overnight	117,000	47,000	61,000	6,000
Annual change	▲ 4%	▼ -2%	▲ 5%	▲ 50%
Trend change	▲ 3%	▲ 6%	▲ 3%	▼ -14%
TOTAL	2,381,000	949,000	990,000	349,000
Annual change	▼ -8%	▲ 10%	▼ -21%	▼ -3%

Domestic visitation



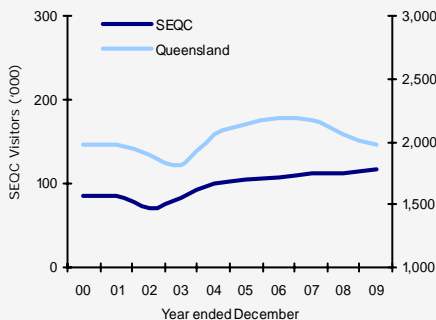
- Domestic visitors to South East Queensland Country (SEQC) followed the state trend and declined in 2009, driven by a decline from the regions largest market, visiting friends or relatives (VFR).

- However, holiday visitors continued to climb, stimulated by an increase in families travelling on holiday; as residents of Brisbane, Sunshine Coast and the Fraser Coast continue to favour SEQC as a holiday destination.

- The more affordable form of caravanning and camping increased as those travelling on holiday remained budget conscious. Similarly rented house, apartment or flat accommodation also increased in popularity.

- The travel close to home trend remained relevant for the region with day trip visitors remaining steady (up 1%) .

International visitation



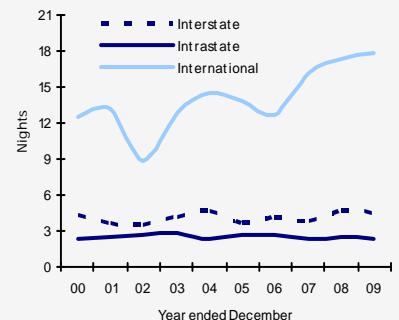
- International visitors increased their travel to SEQC in 2009, driven by growth in the more resilient VFR market.

- Consistent with the state trend New Zealand visitors continued to travel to the region for VFR in 2009, whilst holiday travel declined.

- Visitors from the United Kingdom on holiday in SEQC increased in 2009 (similar to the trend seen by the state), however VFR visitors declined over the same period.

- Solid growth from holiday and VFR visitors from Asia was seen in 2009.

Average length of stay (SEQC)

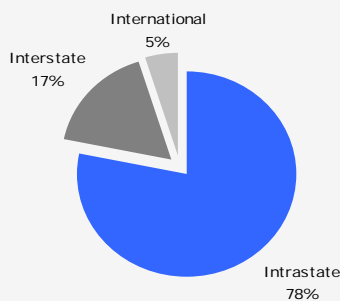
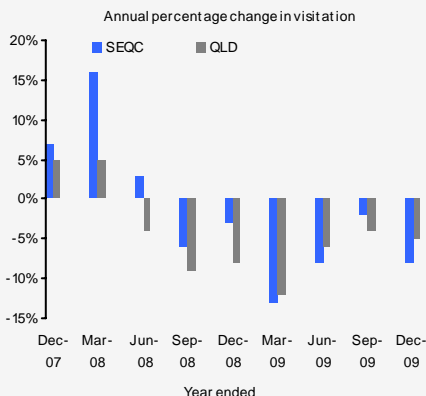


- Domestically, SEQC remains a short break destination with average length of stay remaining steady at 2.8 nights.

- Interstate and intrastate nights in region declined 14% in 2009, driven by the VFR decline. VFR nights represented 47% of the regions 6.3 million domestic visitor nights in 2009.

- International visitors average length of stay continued to increase (up 0.4 nights) to 17.8 nights in 2009. This was driven by working holiday visitors, which represent a small proportion of total visitors, however account for a larger proportion of total visitor nights.

Total visitation



- There were **2,381,000** total overnight visitors to SEQC in the year ended December 2009, this was a 8% decline on the year ended December 2008.

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.

Stats on Q are you subscribed?

To receive an email alert whenever new tourism figures are released email 'subscribe' to:

statsonq@tq.com.au

South East Queensland Country Regional Snapshot

Domestic visitation Year ended December 2009

www.tq.com.au/research

Domestic visitors to SEQC

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	902,000	10%	2,265,000	-4%	2.5	-0.4
VFR	929,000	-22%	2,964,000	-18%	3.2	0.2
Business	343,000	-3%	732,000	-24%	2.1	-0.6
Total	2,264,000	-9%	6,258,000	-14%	2.8	-0.1
Intrastate						
Holiday	769,000	18%	1,812,000	10%	2.4	-0.1
VFR	726,000	-23%	1,769,000	-24%	2.4	-0.1
Business	298,000	5%	643,000	-11%	2.2	-0.3
Total	1,860,000	-6%	4,423,000	-11%	2.4	-0.1
Interstate						
Holiday	134,000	-18%	452,000	-37%	3.4	-1.0
VFR	203,000	-17%	1,195,000	-8%	5.9	0.6
Business	45,000	-37%	89,000	-63%	2.0	-1.4
Total	404,000	-19%	1,834,000	-21%	4.5	-0.1

Key domestic source markets to SEQC

Total visitors	Visitors	Annual % change	Nights	Annual % change
Regional Qld	1,016,000	-6%	2,532,000	-14%
Brisbane	844,000	-6%	1,892,000	-8%
Regional NSW	185,000	3%	551,000	-21%
Sydney	90,000	-26%	368,000	-34%
VIC	50,000	-63%	261,000	-61%

State comparison - Domestic

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	15,729,000	-6%	69,779,000	-3%
NSW	22,623,000	-6%	76,991,000	-6%
Victoria	15,741,000	-6%	49,451,000	-5%
Rest of Aus	14,256,000	-8%	60,459,000	-8%
Australia	66,077,000	-6%	256,680,000	-6%
Holiday visitors				
Queensland	7,369,000	-3%	36,490,000	1%
NSW	10,126,000	-4%	39,052,000	-3%
Victoria	7,368,000	-8%	24,641,000	-8%
Rest of Aus	6,202,000	-7%	28,879,000	-7%
Australia	29,945,000	-6%	129,062,000	-4%

QLD's overall change in visitation was on par with that seen nationally, however QLD's stability in intrastate holiday visitors, and growth in intrastate holiday nights was not seen in other states.

Domestic day trip visitors

	Day trip visitors	Annual % change	Expenditure (\$ million)	Annual % change
SEQC	6,478,000	1%	n/p	n/p
Queensland	31,575,000	11%	\$3,216	2%
Australia	144,393,000	6%	\$14,683	2%

Nationally, and in QLD the popularity of day trips continued to grow in 2009, with the comparative affordability of this form of travel a key influence.



South East Queensland Country Regional Snapshot

International visitation Year ended December 2009

www.tq.com.au/research

International visitors to SEQC

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	47,000	-2%	744,000	23%	15.9	3.2
VFR	61,000	5%	902,000	16%	14.7	1.3
Business	6,000	50%	55,000	34%	9.2	-0.4
Total	117,000	4%	2,082,000	6%	17.8	0.4

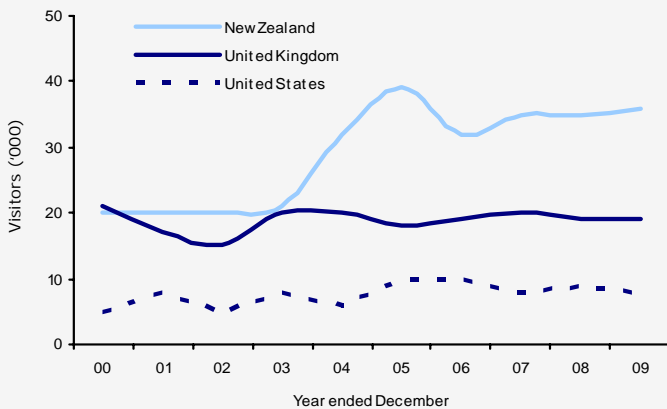
Key international source markets to SEQC

Total visitors	Visitors	Annual % change	Nights	Annual % change
New Zealand	36,000	3%	301,000	-18%
United Kingdom	19,000	0%	259,000	-17%
United States	8,000	-11%	92,000	1%

Holiday visitors

United Kingdom	9,000	13%	66,000	5%
New Zealand	8,000	-11%	n/p	n/p

New Zealand, United Kingdom and American visitors to SEQC YE December 00 - 09



State comparison - International

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	1,968,000	-4%	39,075,000	-4%
NSW	2,711,000	-2%	61,293,000	6%
Victoria	1,531,000	4%	38,368,000	14%
Rest of Aus	1,354,000	1%	37,860,000	8%
Australia	5,131,000	0%	176,596,000	6%

Holiday visitors

Queensland	1,418,000	-5%	19,605,000	5%
NSW	1,546,000	-1%	20,140,000	13%
Victoria	772,000	1%	8,141,000	4%
Rest of Aus	758,000	-1%	11,970,000	5%
Australia	2,799,000	-2%	59,856,000	7%

As occurred nationally, QLD recorded an increase in VFR visitors, and a decline in holiday visitors. Unlike the nation however, the increase in VFR visitors was not sufficient to offset the declines in holiday visitors. QLD's decline in holiday visitors was driven by a decrease in Japanese visitors.



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 SEQC tourism region covers the hinterland and regional areas of the Gold Coast, Brisbane, Darling Downs, Sunshine Coast and Hervey Bay regions.

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.

South East Queensland Country Regional Snapshot

Year ended December 2009

www.tq.com.au/research

Domestic Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	4,176,000	-11%	13,136,000	-12%	3.1	-0.1	29%	40%	24%	27%
Gold Coast	3,206,000	-3%	13,552,000	-4%	4.2	-0.1	62%	27%	8%	20%
Sunshine Coast	2,680,000	-4%	11,593,000	7%	4.3	0.4	64%	28%	6%	17%
SEQC³	2,264,000	-9%	6,258,000	-14%	2.8	-0.1	40%	41%	15%	14%
TNQ	1,521,000	1%	7,868,000	6%	5.2	0.3	54%	23%	18%	10%
CQ	1,130,000	17%	4,456,000	42%	3.9	0.7	39%	29%	23%	7%
Toowoomba	1,016,000	-5%	3,427,000	19%	3.4	0.7	32%	38%	24%	6%
Fraser Coast	785,000	-2%	3,105,000	1%	4.0	0.2	51%	35%	11%	5%
Townsville	757,000	-10%	3,018,000	0%	4.0	0.4	40%	25%	29%	5%
Capricorn	568,000	-22%	2,338,000	2%	4.1	0.9	38%	29%	20%	4%
Mackay	550,000	-12%	1,984,000	-38%	3.6	-1.5	26%	27%	40%	3%
Bundaberg	516,000	-13%	2,129,000	12%	4.1	0.9	37%	43%	13%	3%
Whitsundays	404,000	-26%	1,710,000	-28%	4.2	-0.2	67%	19%	8%	3%
Outback	362,000	-13%	1,982,000	-8%	5.5	0.3	42%	12%	37%	2%
Gladstone	322,000	13%	1,464,000	n/p	4.5	1.5	51%	34%	9%	2%
Western Downs	278,000	-30%	1,019,000	2%	3.7	1.2	34%	32%	28%	2%
Southern Downs	223,000	1%	473,000	-28%	2.1	-0.9	57%	21%	19%	1%
QLD	15,729,000	-6%	69,779,000	-3%	4.4	0.1	47%	32%	18%	-

International Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	913,000	2%	15,558,000	-7%	17.0	-1.6	56%	28%	11%	46%
Gold Coast	813,000	2%	7,715,000	-6%	9.5	-0.8	80%	15%	4%	41%
TNQ	651,000	-14%	6,236,000	-3%	9.6	1.1	91%	5%	2%	33%
Sunshine Coast	277,000	-1%	2,550,000	9%	9.2	0.8	79%	18%	2%	14%
Whitsundays	223,000	1%	1,308,000	5%	5.9	0.2	96%	3%	1%	11%
Fraser Coast	191,000	-5%	753,000	-15%	4.0	-0.4	95%	4%	0%	10%
Townsville	142,000	-2%	1,336,000	7%	9.4	0.8	82%	13%	2%	7%
CQ	128,000	9%	1,304,000	35%	10.2	1.9	85%	9%	4%	7%
SEQC³	117,000	4%	2,082,000	6%	17.8	0.4	40%	52%	5%	6%
Capricorn	74,000	0%	609,000	14%	8.2	1.0	86%	7%	3%	4%
Gladstone	61,000	11%	502,000	16%	8.2	0.3	85%	8%	3%	3%
Mackay	54,000	6%	491,000	n/p	9.1	3.6	76%	19%	6%	3%
Bundaberg	50,000	22%	687,000	29%	13.9	1.0	78%	18%	2%	3%
Toowoomba	36,000	-3%	593,000	1%	16.5	0.4	47%	33%	11%	2%
Outback	27,000	-16%	354,000	-4%	13.2	1.7	85%	4%	4%	1%
Western Downs	12,000	0%	162,000	42%	13.4	4.0	75%	17%	8%	1%
Southern Downs	9,000	50%	190,000	52%	20.7	-1.2	78%	11%	0%	0%
QLD	1,968,000	-4%	39,075,000	-4%	19.9	0.1	72%	24%	8%	-

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

1. Annual change refers to the percentage change between the year ended December 2009 vs. year ended December 2008.

2. Trend change refers to the percentage change between the 3 years to December 2008 vs. the 3 years to December 2009.

3. South East Queensland Country.

n/p – not published.