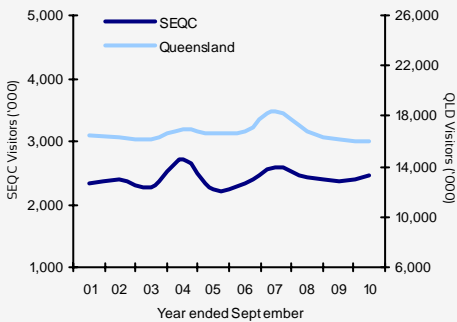


Year ended September 2010



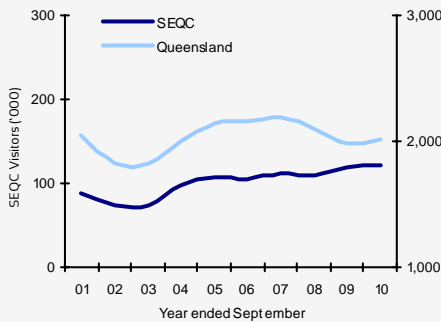
	Visitors	Holiday	VFR	Business
Domestic overnight	2,447,000	924,000	1,113,000	276,000
Annual change ¹	▲ 4%	▲ 1%	▲ 7%	▼ -5%
Trend change ²	▼ -2%	▲ 3%	▼ -3%	▼ -11%
International overnight	121,000	50,000	59,000	8,000
Annual change	▲ 2%	▲ 4%	▼ -2%	▲ 33%
Trend change	▲ 3%	▲ 1%	▲ 3%	▲ 6%
TOTAL	2,568,000	974,000	1,172,000	284,000
Annual change	▲ 4%	▲ 1%	▲ 6%	▼ -5%

Domestic visitation



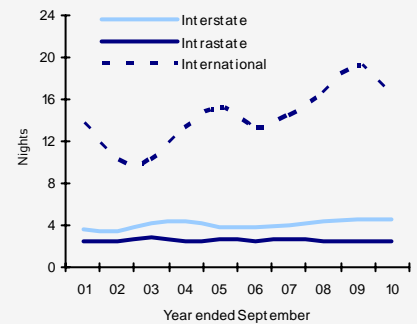
- SEQC continued to see strong domestic visitation over the last year from Brisbane (in contrast to Queensland trend) and Regional NSW.
- Growth in holiday travel from Brisbane was specifically driven by couples travelling to the region, the short break nature of the region resonates well with the Brisbane market.
- Regional Queensland and Regional NSW markets drove the increase in VFR travel to the SEQC region over the year.
- Caravan and camping accommodation, as well as rented houses, apartments, flat or units welcomed additional holiday visitors over the year.

International visitation



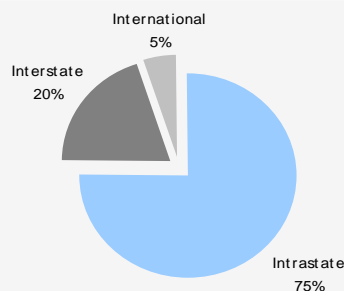
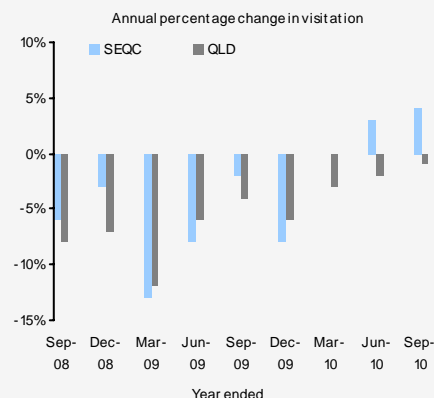
- In contrast to Queensland's result, the growth in international visitation to SEQC continued over the year, particularly visitors travelling to the region for a holiday.
- Visitation from the United Kingdom (UK) and Europe increased, with the youth visitors (under 30 years old) driving the results particularly for holiday travel. Over half of all European visitors were youth visitors on holiday.
- In line with the state trend, international VFR (visiting friends or relatives) visitors to SEQC declined, dominated by the decline from the UK, however VFR visitors from New Zealand continued to increase.

Average length of stay (SEQC)



- SEQC remains a short break destination for all domestic visitors holidaying in the region, particularly intrastate visitors.
- Interstate visitors typically have a longer length of stay (4.6 nights), whilst VFR visitors averaged 5.4 nights over the year.
- International holiday visitors to SEQC stayed an average of 14.3 nights, however this declined by 3.1 nights over the year. The holiday working market had boosted the average length of stay in previous periods.
- Education visitors to SEQC stayed an average of two months, and this increased over the year.

Total visitation



- There were **2,568,000** domestic and international overnight visitors to SEQC in the year ended September 2010, this was an increase of 4% on the year ended September 2009.

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

Domestic visitation Year ended September 2010

Domestic visitors to SEQC

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	924,000	1%	2,367,000	0%	2.6	0.0
VFR	1,113,000	7%	3,650,000	15%	3.3	0.3
Business	276,000	-5%	720,000	12%	2.6	0.4
Total³	2,447,000	4%	7,141,000	9%	2.9	0.1
Intrastate						
Holiday	754,000	-1%	1,735,000	-5%	2.3	-0.1
VFR	861,000	3%	2,289,000	18%	2.7	0.4
Business	227,000	-8%	522,000	-5%	2.3	0.1
Total	1,935,000	0%	4,803,000	5%	2.5	0.1
Interstate						
Holiday	170,000	11%	632,000	17%	3.7	0.2
VFR	252,000	19%	1,361,000	11%	5.4	-0.4
Business	49,000	11%	198,000	n/p	4.0	1.8
Total	511,000	18%	2,337,000	20%	4.6	0.1

Domestic day trip visitors

	Day trip visitors	Annual % change	Expenditure (\$ million)	Annual % change
SEQC	7,524,000	6%	n/p	n/p
Queensland	33,815,000	8%	\$3,676	17%
Australia	151,767,000	6%	\$15,520	7%

The increased trend towards day trips continued, with the comparative affordability of this type of travel a key factor.

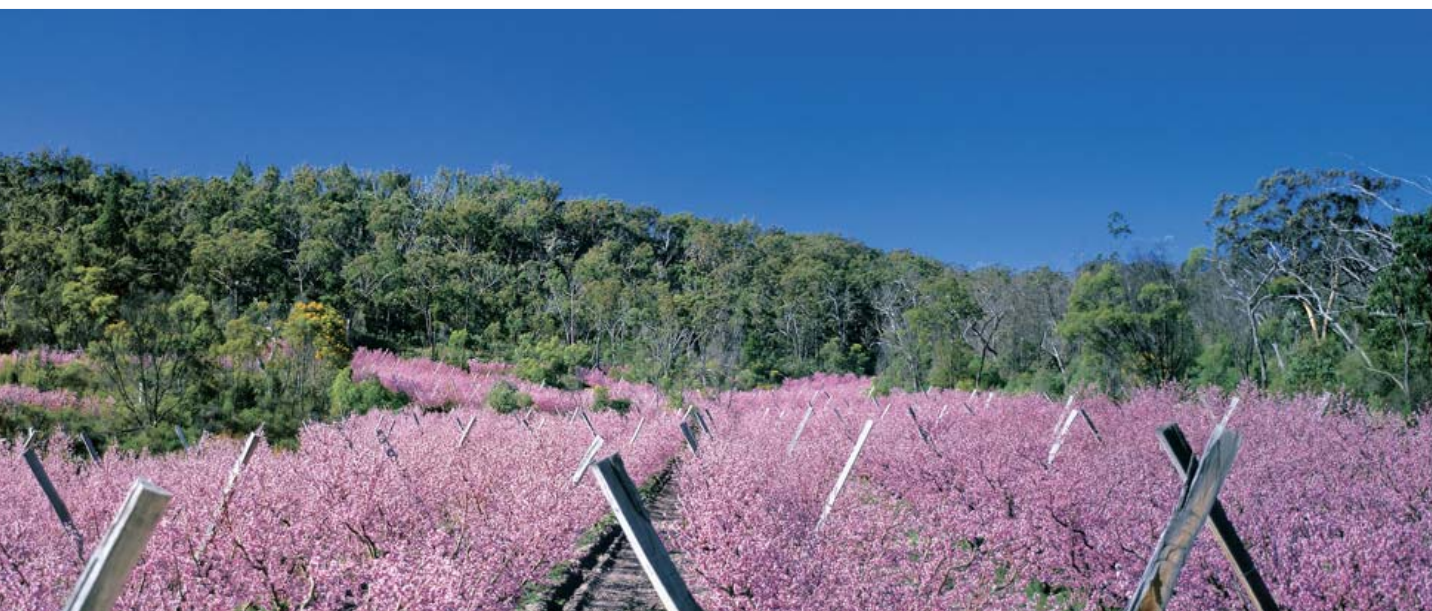
Key domestic source markets to SEQC

Total visitors	Visitors	Annual % change	Nights	Annual % change
Regional Qld	964,000	-8%	2,556,000	-1%
Brisbane	971,000	11%	2,247,000	12%
Regional NSW	249,000	36%	857,000	46%
Sydney	107,000	2%	477,000	8%
Other	155,000	7%	1,003,000	9%

State comparison - Domestic

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	15,960,000	-1%	70,526,000	1%
NSW	23,404,000	5%	79,719,000	4%
Victoria	15,693,000	-1%	49,976,000	1%
Rest of Aus	14,046,000	-3%	60,725,000	0%
Australia	66,834,000	1%	260,946,000	2%
Holiday visitors				
Queensland	6,969,000	-6%	34,469,000	-4%
NSW	10,420,000	3%	38,862,000	-1%
Victoria	7,341,000	-2%	24,998,000	0%
Rest of Aus	6,260,000	0%	28,635,000	0%
Australia	29,939,000	-1%	126,964,000	-1%

The business sector was the main driver for a small increase in domestic travel overall in Australia, with holiday travel easing slightly over the last year. Queensland and WA, both saw solid recovery in domestic business travel.



International visitation Year ended September 2010

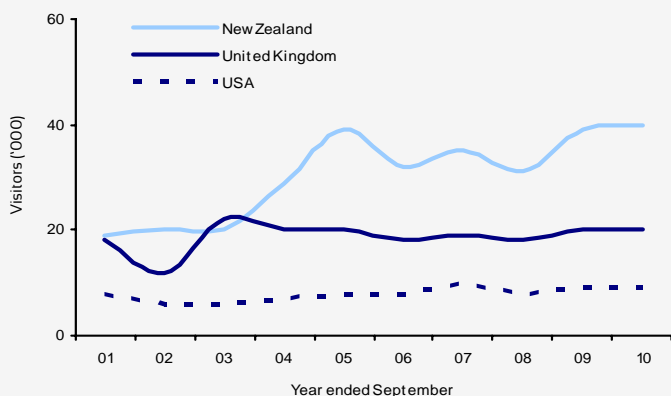
International visitors to SEQC

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	50,000	4%	715,000	-14%	14.3	-3.1
VFR	59,000	-2%	789,000	-12%	13.4	-1.5
Business	8,000	33%	104,000	n/p	12.5	4.9
Total³	121,000	2%	1,976,000	-13%	16.4	-2.8

Key international source markets to SEQC

Total visitors	Visitors	Annual % change	Nights	Annual % change
New Zealand	40,000	3%	328,000	-8%
United Kingdom	20,000	0%	296,000	-13%
United States	9,000	0%	115,000	47%
Holiday visitors				
United Kingdom	10,000	25%	79,000	25%
New Zealand	10,000	0%	54,000	-32%

New Zealand, United Kingdom and American visitors to SEQC YE September 01 - 10



State comparison - International

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	2,013,000	2%	39,008,000	-3%
NSW	2,835,000	7%	64,797,000	9%
Victoria	1,597,000	6%	40,403,000	7%
Rest of Aus	1,357,000	1%	40,186,000	7%
Australia	5,334,000	6%	184,395,000	6%
Holiday visitors				
Queensland	1,437,000	0%	18,079,000	-9%
NSW	1,604,000	6%	21,387,000	10%
Victoria	784,000	4%	8,656,000	9%
Rest of Aus	736,000	-2%	11,514,000	-4%
Australia	2,888,000	4%	59,636,000	1%

The return in international business travel was more prominent for NSW and VIC due to their large international business markets, subsequently fuelling the growth in international visitation seen to these states and Australia overall. While Queensland saw a more modest business recovery, the international holiday market continued to pick up.



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.

Year ended September 2010

Domestic Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	4,306,000	-8%	14,127,000	-3%	3.3	0.2	27%	39%	27%	27%
Gold Coast	3,330,000	4%	13,372,000	-3%	4.0	-0.3	61%	27%	9%	21%
Sunshine Coast	2,539,000	-1%	10,366,000	-4%	4.1	-0.1	61%	30%	5%	16%
SEQC	2,447,000	4%	7,141,000	9%	2.9	0.1	38%	45%	11%	15%
TNQ	1,366,000	-13%	7,727,000	0%	5.7	0.8	57%	23%	17%	9%
Toowoomba	1,280,000	7%	4,069,000	15%	3.2	0.2	32%	43%	19%	8%
CQ	1,092,000	0%	3,964,000	-1%	3.6	-0.1	33%	32%	29%	7%
Capricorn	833,000	3%	3,264,000	6%	3.9	0.1	34%	28%	30%	5%
Townsville	815,000	1%	2,858,000	-17%	3.5	-0.7	28%	26%	33%	5%
Mackay	676,000	22%	2,700,000	28%	4.0	0.2	21%	25%	48%	4%
Bundaberg	554,000	8%	2,182,000	15%	3.9	0.2	35%	29%	21%	3%
Fraser Coast	546,000	-13%	2,119,000	-24%	3.9	-0.5	52%	29%	13%	3%
Whitsundays	498,000	20%	2,270,000	23%	4.6	0.1	71%	14%	11%	3%
Southern Downs	357,000	n/p	761,000	n/p	2.1	n/p	50%	33%	15%	2%
Outback	345,000	n/p	1,956,000	n/p	5.7	n/p	36%	21%	34%	2%
Gladstone	319,000	8%	1,046,000	-17%	3.3	-1.0	38%	38%	20%	2%
Western Downs	314,000	n/p	862,000	n/p	2.7	n/p	43%	29%	20%	2%
Total	15,960,000	-1%	70,526,000	1%	4.4	0.1	44%	32%	20%	-

International Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	914,000	0%	16,012,000	-1%	17.5	-0.2	53%	29%	12%	45%
Gold Coast	842,000	6%	8,057,000	3%	9.6	-0.3	79%	15%	5%	42%
TNQ	672,000	1%	6,001,000	-8%	8.9	-0.9	91%	4%	3%	33%
Sunshine Coast	282,000	0%	2,479,000	-4%	8.8	-0.3	79%	18%	2%	14%
Whitsundays	208,000	-7%	1,215,000	-6%	5.8	0.0	96%	2%	1%	10%
Fraser Coast	178,000	-4%	738,000	2%	4.2	0.3	94%	5%	1%	9%
Townsville	132,000	-10%	1,451,000	9%	11.0	1.9	81%	11%	5%	7%
CQ	122,000	-5%	929,000	-19%	7.6	-1.3	87%	9%	3%	6%
SEQC	121,000	2%	1,976,000	-13%	16.4	-2.8	41%	49%	7%	6%
Capricorn	75,000	-11%	528,000	-30%	7.0	-2.0	85%	11%	4%	4%
Gladstone	62,000	2%	401,000	3%	6.5	0.1	90%	6%	3%	3%
Mackay	51,000	-6%	403,000	-11%	7.9	-0.5	76%	20%	4%	3%
Bundaberg	41,000	-20%	653,000	5%	15.9	3.6	80%	17%	0%	2%
Toowoomba	37,000	-8%	642,000	-10%	17.2	-0.5	49%	32%	11%	2%
Outback	26,000	n/p	282,000	n/p	10.7	n/p	85%	8%	4%	1%
Southern Downs	11,000	n/p	147,000	n/p	13.4	n/p	73%	18%	0%	1%
Western Downs	11,000	n/p	133,000	n/p	11.9	n/p	64%	9%	9%	1%
Total	2,013,000	2%	39,008,000	-3%	19.4	-0.8	71%	24%	8%	-

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

1. Annual change refers to the percentage change between the year ended September 2010 vs. year ended September 2009.

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

3. This figure includes "Other" visitors.

4. South East Queensland Country.

n/p not published.