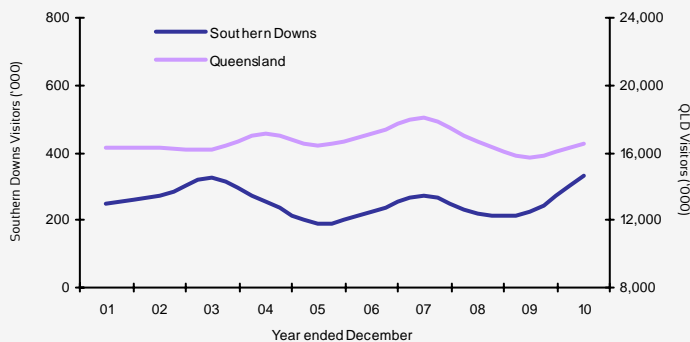


Year ended December 2010

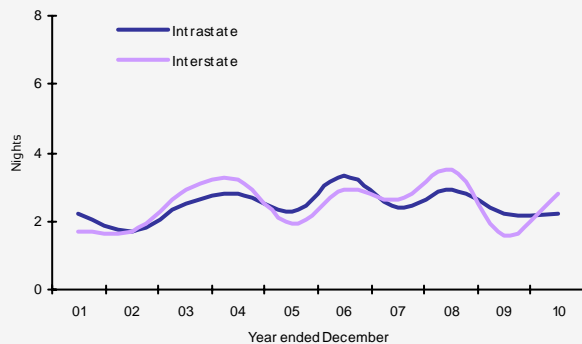


	Visitors	Holiday	VFR	Business
Domestic overnight	334,000	177,000	116,000	n/p
Trend change ¹	▲ 9%	▲ 16%	▲ 9%	n/p
International overnight	10,000	n/p	n/p	n/p
Trend change	▼ -7%	n/p	n/p	n/p
TOTAL	344,000	n/p	n/p	n/p
Trend change	▲ 8%	n/p	n/p	n/p

Domestic visitation



Average length of stay (Southern Downs)



- Domestic visitation to the Southern Downs region continued to increase on a trend basis (over the three years to December 2010), driven by both the holiday and VFR (visiting friends or relatives) markets.
- The Southern Downs' results were boosted by holiday and VFR growth from residents of Brisbane and regional Queensland.
- The short break nature of the Southern Downs destination assisted the regions domestic visitation results over the year, 70% of Queenslanders who holidayed in Queensland in 2010, spent 3 nights or less on their trip.

- Interstate holiday visitors' length of stay recovered over the year, increasing 1.1 nights to average 2.4 nights in 2010.
- Intrastate holidaymakers (which accounted for 78% of all holiday visitors to the region), continued to stay 3 nights or less over the year.

Tourist Accommodation³

	Hotels/Motels/Serviced apartments ⁴
Guest arrivals	83,000
Annual change ²	-13%
Room occupancy	45.4%
Percentage point change	-0.1%
Average room rate	\$99.43
Annual change	-4%
Yield ⁵	\$45.17
Annual change	-5%

Guest arrivals in hotels/motels/serviced apartments in the Southern Downs region declined by 13% in the year ending 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.

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 Southern Downs

	Visitors	Trend % change	Nights	Trend % change	Length of stay	Nights change
Holiday	177,000	16%	432,000	16%	2.4	0.4
VFR	116,000	9%	281,000	14%	2.4	0.0
Total⁶	334,000	9%	779,000	6%	2.3	0.2
Intrastate						
Holiday	138,000	14%	340,000	14%	2.5	0.4
VFR	97,000	15%	199,000	12%	2.1	-0.3
Total	267,000	9%	591,000	5%	2.2	0.0
Interstate						
Total	67,000	6%	188,000	10%	2.8	1.2

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%

International visitors to Southern Downs

	Visitors	Trend % change	Nights	Trend % change	Length of stay	Nights change
Total⁷	10,000	-7%	178,000	-3%	17.1	-3.6

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%

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 Southern Downs region includes Stanthorpe and Warwick.

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.



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 Southern Downs 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 "Business" and "Other" visitors.

7. This figure includes "Holiday", "VFR", "Business" and "Other" visitors.

8. South East Queensland Country.

n/p - not published.