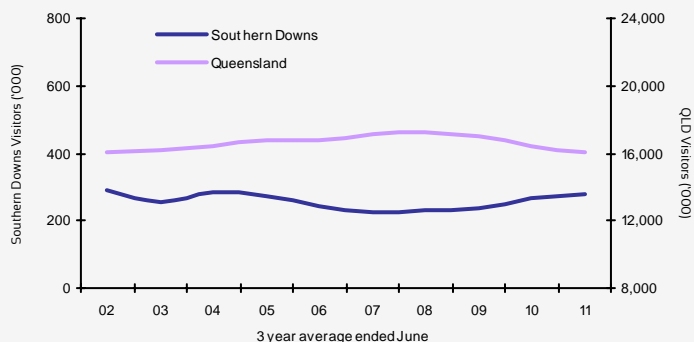


Year ended June 2011

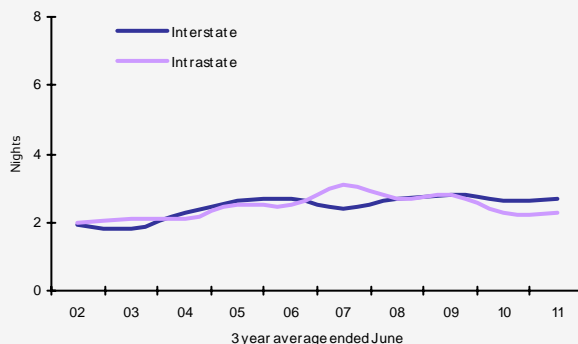


	Visitors	Holiday	VFR	Business
Domestic overnight	298,000	150,000	103,000	n/p
Trend change ¹	▲ 3%	▲ 9%	▼ -2%	n/p
International overnight	11,000	n/p	n/p	n/p
Trend change	▼ 4%	n/p	n/p	n/p
TOTAL	309,000	n/p	n/p	n/p
Trend change	▲ 3%	n/p	n/p	n/p

Domestic visitation



Average length of stay (Southern Downs)



■ During the three years to June 2011, domestic visitation to the Southern Downs and Granite Belt (SDGB) region continued to increase, with growth driven by the holiday market.

■ The SDGB region had increased visitation from residents of Brisbane and regional NSW. Overall, interstate travel recorded strong increases of 16% during the three years to June 2011, while intrastate visitation increased by only 1% during the same period. This indicates that the regional QLD source market was weak.

■ Short breaks to the SDGB region continued to increase (up 5%) over the three years to June 2011. This trend was consistent with that seen in other regions with consumers preferring affordable travel options. Around 83% of all domestic visitors to the Southern Downs stay in the region for 1 to 3 nights.

■ In the three years ending June 2011, interstate visitors' average length of stay increased marginally to 2.7 nights (up 0.1 nights), while intrastate visitors average stay was stable at 2.3 nights. The growth in interstate visitors average stay was boosted by VFR.

■ More recently, there has been growth in average stay from both interstate and intrastate markets. However, on a trend basis, the gains made are masked by the declines recorded following the Global Financial Crisis (GFC).

■ Holiday visitors' average length of stay reached 2.9 nights in the three years to June 2011. Intrastate holiday accounts for 44% of all visitor nights to the SDGB in the year ending June 2011.

Tourist Accommodation³

	Hotels/Motels/Serviced apartments ⁴
Guest arrivals	72,000
Annual change ²	-5%
Room occupancy	46.4%
Percentage point change	1.3%
Average room rate	\$95
Annual change	0%
Yield⁵	\$44
Annual change	3%

■ The Southern Downs and Granite Belt's (SDGB) commercial accommodation sector recorded a decline of 5% in guest arrivals in the year ending June 2011.

■ Despite weaker demand, there was growth in room occupancy and yield for the SDGB region.

For more information on commercial accommodation for the region, please refer to the 'Tourist Accommodation Data Sheet' available on the Tourism Queensland website.

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Domestic and international visitation Year ended June 2011

Domestic visitors to Southern Downs

	Visitors	Trend % change	Nights	Trend % change	Length of stay	Nights trend change
Holiday	150,000	9%	430,000	19%	2.9	0.2
VFR	103,000	-2%	241,000	-7%	2.3	-0.1
Total⁶	298,000	3%	751,000	5%	2.5	0.0
Intrastate						
Holiday	110,000	3%	327,000	12%	3.0	0.2
VFR	82,000	2%	159,000	-5%	1.9	-0.1
Total	224,000	1%	530,000	2%	2.4	0.0
Interstate						
Total	74,000	16%	221,000	19%	3.0	0.1

International visitors to Southern Downs

	Visitors	Trend % change	Nights	Trend % change	Length of stay	Nights trend change
Total⁷	11,000	22%	296,000	n/p	27.3	n/p

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. Due to the small sample size achieved in the Southern Downs and Granite Belt region, all data is reported on a three year trend basis.

State comparison - Domestic

Total visitors	Visitors	Trend % change	Nights	Trend % change
Queensland	16,429,000	-2%	68,489,000	-3%
NSW	24,106,000	0%	81,126,000	0%
Victoria	16,360,000	-2%	50,005,000	-2%
Rest of Aus	14,321,000	-4%	60,310,000	-5%
Australia	68,944,000	-2%	259,931,000	-3%
Holiday visitors				
Queensland	6,960,000	-3%	34,008,000	-5%
NSW	10,234,000	-1%	39,375,000	0%
Victoria	7,724,000	-2%	25,652,000	-1%
Rest of Aus	6,130,000	-4%	28,313,000	-5%
Australia	29,904,000	-2%	127,349,000	-3%

State comparison - International

Total visitors	Visitors	Trend % change	Nights	Trend % change
Queensland	1,989,000	-2%	39,644,000	1%
NSW	2,812,000	0%	67,436,000	6%
Victoria	1,734,000	6%	41,081,000	9%
Rest of Aus	1,415,000	2%	40,990,000	7%
Australia	5,416,000	2%	189,150,000	5%
Holiday visitors				
Queensland	1,345,000	-5%	17,724,000	-1%
NSW	1,565,000	-1%	21,000,000	5%
Victoria	842,000	3%	8,076,000	0%
Rest of Aus	759,000	-1%	11,543,000	2%
Australia	2,861,000	-1%	58,343,000	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 2011

Domestic Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	5,045,000	18%	15,348,000	13%	3.0	-0.2	29%	36%	27%	31%
Gold Coast	3,300,000	1%	13,034,000	-6%	3.9	-0.3	56%	29%	10%	20%
Sunshine Coast	2,783,000	14%	10,652,000	0%	3.8	-0.5	58%	28%	10%	17%
TNQ	1,266,000	-10%	7,270,000	-6%	5.7	0.2	55%	19%	21%	8%
Toowoomba	1,250,000	0%	3,490,000	-11%	2.8	-0.4	32%	36%	23%	8%
Capricorn	837,000	1%	2,506,000	-21%	3.0	-0.8	33%	31%	26%	5%
Townsville	716,000	-9%	2,677,000	-20%	3.7	-0.5	34%	35%	24%	4%
Mackay	575,000	-4%	1,982,000	-16%	3.4	-0.6	25%	28%	37%	3%
Bundaberg	502,000	-4%	1,631,000	-17%	3.3	-0.4	33%	29%	30%	3%
Fraser Coast	495,000	-10%	1,775,000	-18%	3.6	-0.3	48%	30%	15%	3%
Whitsundays	490,000	6%	2,080,000	-2%	4.2	-0.4	65%	25%	9%	3%
Gladstone	408,000	22%	1,576,000	19%	3.9	-0.1	48%	28%	21%	2%
Western Downs	365,000	n/p	970,000	n/p	2.7	-0.2	51%	19%	24%	2%
Outback	310,000	n/p	1,565,000	n/p	5.0	-0.7	45%	15%	34%	2%
Southern Downs	298,000	n/p	751,000	n/p	2.5	0.4	50%	35%	12%	2%
Total	16,429,000	4%	68,489,000	-3%	4.2	-0.3	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	928,000	3%	17,116,000	8%	18.5	1.0	49%	30%	14%	47%
Gold Coast	753,000	-9%	7,723,000	-4%	10.3	0.5	77%	16%	5%	38%
TNQ	649,000	-1%	5,663,000	-7%	8.7	-0.6	91%	5%	3%	33%
Sunshine Coast	260,000	-7%	2,678,000	7%	10.3	1.4	76%	20%	3%	13%
Whitsundays	187,000	-12%	1,086,000	-6%	5.8	0.4	96%	2%	1%	9%
Fraser Coast	148,000	-17%	543,000	-28%	3.7	-0.5	95%	5%	0%	7%
Townsville	120,000	-13%	1,306,000	-8%	10.9	0.6	78%	13%	5%	6%
Capricorn	68,000	-12%	530,000	-23%	7.8	-1.1	82%	10%	4%	3%
Gladstone	55,000	-14%	251,000	-40%	4.6	-2.0	85%	9%	5%	3%
Mackay	46,000	-12%	420,000	3%	9.1	1.2	74%	20%	7%	2%
Toowoomba	39,000	5%	872,000	34%	22.4	4.6	44%	33%	13%	2%
Bundaberg	39,000	-7%	735,000	14%	19.0	3.7	74%	18%	3%	2%
Outback	24,000	n/p	255,000	n/p	10.6	-1.2	71%	13%	13%	1%
Western Downs	14,000	n/p	275,000	n/p	19.5	4.3	57%	14%	7%	1%
Southern Downs	11,000	n/p	296,000	n/p	27.3	15.8	64%	18%	9%	1%
Total	1,989,000	1%	39,644,000	2%	19.9	0.1	68%	25%	10%	-

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

1. Trend change refers to the percentage change between the 3 years to June 2010 vs. the 3 years to June 2011.

2. Annual change refers to the percentage change between the year ended June 2010 vs. year ended June 2011.

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.

n/p - not published.