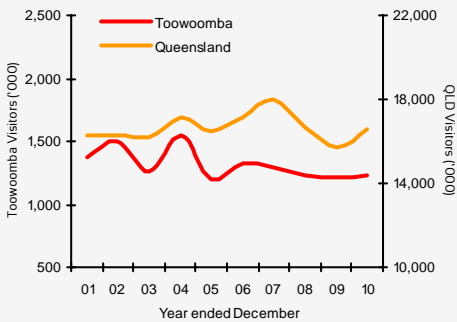


## Year ended December 2010

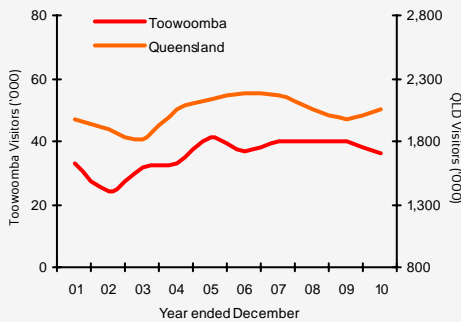


	Visitors	Holiday	VFR	Business
<b>Domestic overnight</b>	1,238,000	414,000	499,000	250,000
Annual change <sup>1</sup>	▲ 1%	▲ 3%	▲ 3%	▼ -5%
Trend change <sup>2</sup>	▼ -2%	▲ 1%	0%	▼ -7%
<b>International overnight</b>	36,000	17,000	11,000	n/p
Annual change	▼ -10%	▼ -15%	▼ -21%	n/p
Trend change	▼ -3%	▼ -5%	▼ -2%	n/p
<b>TOTAL</b>	1,274,000	431,000	510,000	n/p
Annual change	▲ 1%	▲ 3%	▲ 2%	n/p

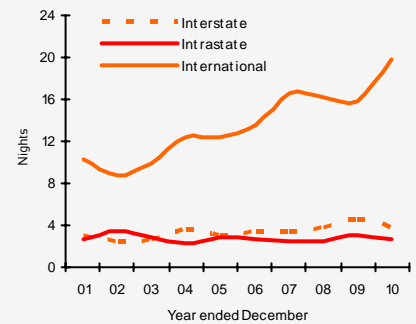
### Domestic visitation



### International visitation



### Average length of stay (Toowoomba)



- Toowoomba recorded an increase in domestic holiday and VFR (visiting friends or relatives) visitation in 2010, whilst the business market was weaker for the region (in contrast to the state trend).
- Toowoomba continued to see an increased number of visitors taking a short break trip of 1-3 nights in the region, particularly Brisbane and Darling Downs residents seeking affordability.
- Similarly, interstate visitors from regional NSW increased their trips for a holiday.
- Couples travelling for a holiday drove the holiday market increase over the year. The family market also saw an upswing, but this was more subdued than for couples.

- International visitation to Toowoomba declined over the year, driven by holiday and VFR markets, particularly from New Zealand (the region's largest source of international visitors).
- In contrast to the state trend, visitation from the United Kingdom (UK) increased. Whilst visitation from Continental Europe declined.
- The declines from Continental Europe were seen particularly from the youth market (under 30 years old).
- Some European source markets are yet to fully recover from the impacts of the GFC, with concerns around job security and personal finances continuing.

- International visitors' average length of stay in Toowoomba continued to climb in 2010, driven by working holiday visitors.
- International visitors on a working holiday contribute a significant proportion of the region's international nights (20%).
- International visitors on holiday (excluding working holiday) stayed in the Toowoomba region for approximately one week in 2010.
- Domestic travel was dominated by short break trips (1-3 nights) in 2010, and this trend continued to support Toowoomba's holiday results over the year, as the region sits firmly as a short break destination for residents of South East Queensland Country.

### Tourist Accommodation<sup>3</sup>

	Hotels/Motels/Serviced apartments <sup>4</sup>
<b>Guest arrivals</b>	535,000
Annual change	11%
<b>Room occupancy</b>	58.1%
Percentage point change	-1.5%
<b>Average room rate</b>	\$106.30
Annual change	3%
<b>Yield<sup>5</sup></b>	\$61.71
Annual change	0%

- Overall visitation to Toowoomba increased by just 1% in the year ending December 2010. Similarly, the commercial accommodation sector recorded a 11% increase in guest arrivals.

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 visitation Year ended December 2010

### Domestic visitors to Toowoomba

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	414,000	3%	1,074,000	-1%	2.6	-0.1
VFR	499,000	3%	1,373,000	-21%	2.8	-0.8
Business	250,000	-5%	929,000	-6%	3.7	0.0
<b>Total<sup>6</sup></b>	<b>1,238,000</b>	<b>1%</b>	<b>3,548,000</b>	<b>-12%</b>	<b>2.9</b>	<b>-0.4</b>
<b>Intrastate</b>						
Holiday	306,000	-10%	684,000	-18%	2.2	-0.3
VFR	411,000	-1%	1,105,000	-18%	2.7	-0.5
Business	217,000	-9%	703,000	-22%	3.2	-0.6
Total	990,000	-5%	2,589,000	-20%	2.6	-0.5
<b>Interstate</b>						
Holiday	107,000	n/p	390,000	n/p	3.6	-0.5
VFR	87,000	26%	268,000	-32%	3.1	-2.6
Total	248,000	37%	959,000	16%	3.9	-0.7

### Key domestic source markets to Toowoomba

Total visitors	Visitors	Annual % change	Nights	Annual % change
Regional Qld	590,000	-9%	1,654,000	-15%
Brisbane	400,000	3%	934,000	-27%
NSW	170,000	49%	611,000	n/p

### State comparison - Domestic

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	16,582,000	5%	71,208,000	2%
NSW	23,066,000	2%	78,330,000	2%
Victoria	15,812,000	0%	49,406,000	0%
Rest of Aus	14,156,000	-1%	60,597,000	0%
Australia	67,402,000	2%	259,541,000	1%
<b>Holiday visitors</b>				
Queensland	7,046,000	-4%	35,189,000	-4%
NSW	10,300,000	2%	38,454,000	-2%
Victoria	7,426,000	1%	24,860,000	1%
Rest of Aus	6,340,000	2%	28,824,000	0%
Australia	30,022,000	0%	127,328,000	-1%

The appeal of outbound travel has not waned in 2010, with this further adding to the woes of domestic tourism in Australia. Clearly, consumers are seeing value for money in outbound travel, driven by low airfares and the appreciation of the \$AUD against many currencies.

### Domestic day trip visitors

	Day trip visitors	Annual % change	Expenditure (\$ million)	Annual % change
Toowoomba	2,982,000	19%	n/p	n/p
Queensland	34,705,000	10%	\$3,717	16%
Australia	151,288,000	5%	\$14,969	2%

Nationally, and in QLD the popularity of day trips continued to build momentum, with the comparative affordability of this form of travel a key factor.



## International visitation Year ended December 2010

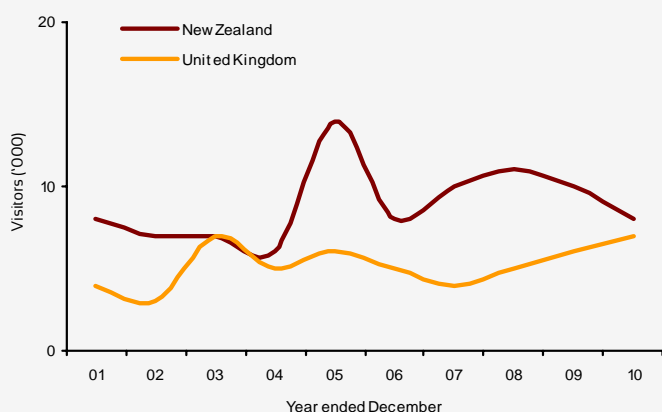
### International visitors to Toowoomba

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	17,000	-15%	254,000	14%	15.3	4.0
VFR	11,000	-21%	166,000	-2%	14.8	2.7
<b>Total<sup>7</sup></b>	<b>36,000</b>	<b>-10%</b>	<b>710,000</b>	<b>13%</b>	<b>19.8</b>	<b>3.9</b>

### Key international source markets to Toowoomba

	Visitors	Annual % change	Nights	Annual % change
<b>Total visitors</b>				
New Zealand	8,000	-20%	88,000	n/p
United Kingdom	7,000	17%	134,000	n/p

New Zealand and United Kingdom visitors to Toowoomba YE December 01 - 10



### State comparison - International

	Visitors	Annual % change	Nights	Annual % change
<b>Total visitors</b>				
Queensland	2,048,000	4%	39,800,000	2%
NSW	2,839,000	5%	65,225,000	6%
Victoria	1,649,000	8%	40,662,000	6%
Rest of Aus	1,366,000	1%	41,024,000	8%
Australia	5,390,000	5%	186,711,000	6%
<b>Holiday visitors</b>				
Queensland	1,440,000	2%	18,396,000	-6%
NSW	1,610,000	4%	21,098,000	5%
Victoria	793,000	3%	8,046,000	-1%
Rest of Aus	735,000	-3%	11,708,000	-2%
Australia	2,911,000	4%	59,247,000	-1%

Recovery in international visitation to Australia was led by a strong rebound in business long-haul travel, and boosted by an increase in air capacity on key source markets routes, particularly out of Asia.

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 Toowoomba region covers the ABS Darling Downs region, however it excludes the Southern Downs area (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 <sup>8</sup>	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%
<b>Toowoomba</b>	<b>1,238,000</b>	<b>1%</b>	<b>3,548,000</b>	<b>-12%</b>	<b>2.9</b>	<b>-0.4</b>	<b>33%</b>	<b>40%</b>	<b>20%</b>	<b>7%</b>
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%
<b>Total</b>	<b>16,582,000</b>	<b>5%</b>	<b>71,208,000</b>	<b>2%</b>	<b>4.3</b>	<b>-0.1</b>	<b>42%</b>	<b>32%</b>	<b>21%</b>	<b>-</b>

## 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 <sup>8</sup>	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%
<b>Toowoomba</b>	<b>36,000</b>	<b>-10%</b>	<b>710,000</b>	<b>13%</b>	<b>19.8</b>	<b>3.9</b>	<b>47%</b>	<b>31%</b>	<b>11%</b>	<b>2%</b>
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%
<b>Total</b>	<b>2,048,000</b>	<b>4%</b>	<b>39,800,000</b>	<b>2%</b>	<b>19.4</b>	<b>-0.5</b>	<b>70%</b>	<b>24%</b>	<b>9%</b>	<b>-</b>

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

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

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

3. Tourist accommodation figures refer to the Darling 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 "Other" visitors.

7. This figure includes "Business" and "Other" visitors.

8. South East Queensland Country.

n/p not published.