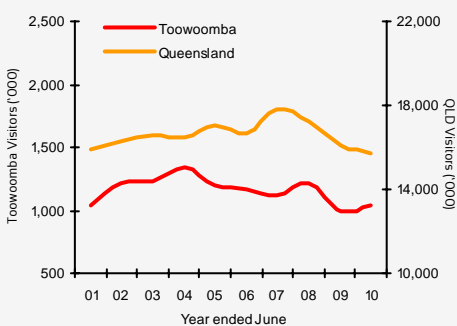


Year ended June 2010



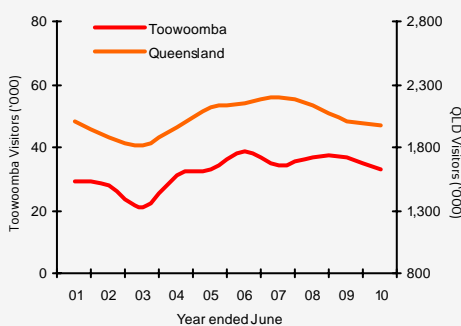
	Visitors	Holiday	VFR	Business
Domestic overnight	1,047,000	339,000	428,000	210,000
Annual change ¹	▲ 6%	▲ 20%	▲ 11%	▼ -17%
Trend change ²	▼ -2%	▲ 4%	0%	▼ -8%
International overnight	33,000	16,000	11,000	n/p
Annual change	▼ -11%	▼ -11%	▼ -8%	n/p
Trend change	▼ -1%	▲ 2%	▼ -8%	n/p
TOTAL	1,080,000	355,000	439,000	n/p
Annual change	▲ 5%	▲ 18%	▲ 11%	n/p

Domestic visitation



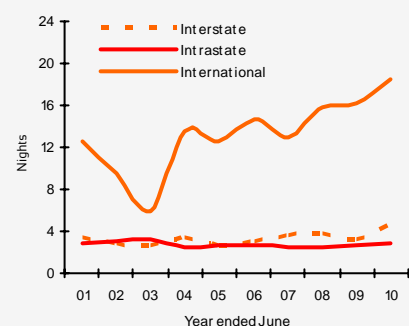
- Toowoomba & Golden West (TGW) continued to record growth from the domestic market over the year, boosted by holiday and VFR (visiting friends or relatives) visitors.
- TGW continued to benefit from the travel close to home and short break trip trend prominent in the intrastate travel market over the last year.
- Brisbane residents opting for short break trips to the region supported the holiday upswing. TGW's significant VFR market was similarly boosted by the return of Brisbane residents.

International visitation



- International visitation eased over the year, driven by a softening in the holiday market and a weaker VFR market.
- Visitors from the United Kingdom (UK) and Europe increased their travel to the region, with the youth (under 30 year old) market driving the increase.
- Visitation from the USA to TGW remained stable, while the state recorded a decline overall.
- Similar to the domestic trend, international visitors increased preference for caravan and camping accommodation over the year.

Average length of stay (Toowoomba)



- International visitors length of stay continued to increase over the year, driven by education visitors staying longer.
- Intrastate holiday visitors stayed an average of 2.3 nights due to the short break nature of trips to the region.
- Interstate holidaymakers enjoyed a slightly longer stay of 3.7 nights, however this is about half the time spent by interstate visitors in Queensland overall, reiterating the short break trip nature of the region.
- Business visitors stayed longer from both the interstate and intrastate markets. Interestingly, business visitors average length of stay is higher than holiday and VFR visitors, averaging 4.6 nights in region.

Tourist Accommodation³

	Hotels/Motels/Serviced apartments ⁴
Guest arrivals	576,000
Annual change	7%
Room occupancy	58.6%
Percentage point change	0.1%
Average room rate	\$105.09
Annual change	3%
Yield⁵	\$61.61
Annual change	3%

- Overall visitation to Toowoomba increased by 5% in the year ending June 2010. Similarly, the commercial accommodation sector recorded a 7% 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.

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.

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statsonq@tq.com.au

Domestic visitation Year ended June 2010

Domestic visitors to Toowoomba

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	339,000	20%	880,000	18%	2.6	0.0
VFR	428,000	11%	1,333,000	9%	3.1	-0.1
Business	210,000	-17%	959,000	n/p	4.6	2.1
Total⁶	1,047,000	6%	3,373,000	22%	3.2	0.4
Intrastate						
Holiday	274,000	30%	634,000	30%	2.3	0.0
VFR	348,000	10%	949,000	-2%	2.7	-0.4
Business	179,000	-23%	734,000	26%	4.1	1.6
Total	840,000	5%	2,428,000	11%	2.9	0.2
Interstate						
Holiday	66,000	-7%	246,000	-5%	3.7	0.1
VFR	80,000	16%	384,000	n/p	4.8	1.2
Total	208,000	12%	945,000	n/p	4.5	1.3

Key domestic source markets to Toowoomba

Total visitors	Visitors	Annual % change	Nights	Annual % change
Regional Qld	499,000	-4%	1,458,000	3%
Brisbane	340,000	20%	970,000	28%
NSW	118,000	-2%	360,000	-3%

State comparison - Domestic

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	15,726,000	-2%	70,814,000	5%
NSW	22,896,000	2%	76,966,000	-1%
Victoria	15,942,000	0%	50,255,000	2%
Rest of Aus	14,151,000	-4%	60,694,000	-4%
Australia	66,404,000	-1%	258,729,000	0%
Holiday visitors				
Queensland	7,017,000	-4%	34,643,000	0%
NSW	10,465,000	4%	38,523,000	-2%
Victoria	7,500,000	1%	25,058,000	2%
Rest of Aus	6,332,000	-1%	29,114,000	-1%
Australia	30,252,000	1%	127,338,000	-1%

The 'travel close to home' trend that buoyed Queensland's domestic results from mid 2009 has eased, with the number of Queenslanders taking an interstate trip gaining momentum. This increase in interstate travel has resulted in weaker domestic results for Queensland over the year.

Domestic day trip visitors

	Day trip visitors	Annual % change	Expenditure (\$ million)	Annual % change
Toowoomba	2,306,000	5%	\$312	10%
Queensland	33,512,000	7%	\$3,604	14%
Australia	150,963,000	7%	\$15,518	7%

The growing trend towards day trips continued, with the comparative affordability of this form of travel a key influence.



International visitation Year ended June 2010

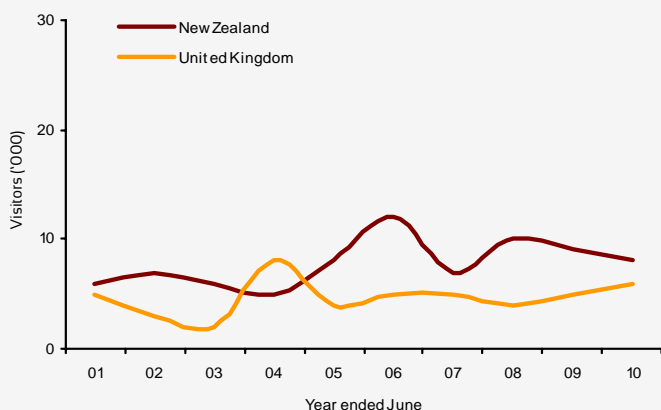
International visitors to Toowoomba

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	16,000	-11%	207,000	44%	13.0	5.0
VFR	11,000	-8%	141,000	-27%	13.1	-2.7
Total⁷	33,000	-11%	613,000	4%	18.4	2.3

Key international source markets to Toowoomba

	Visitors	Annual % change	Nights	Annual % change
Total visitors				
New Zealand	8,000	-11%	36,000	-31%
United Kingdom	6,000	20%	110,000	-13%

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



State comparison - International

	Visitors	Annual % change	Nights	Annual % change
Total visitors				
Queensland	1,970,000	-2%	39,011,000	-2%
NSW	2,782,000	3%	63,241,000	4%
Victoria	1,548,000	5%	40,950,000	14%
Rest of Aus	1,348,000	0%	38,937,000	4%
Australia	5,232,000	3%	182,139,000	5%

Holiday visitors

Queensland	1,415,000	-3%	18,643,000	-4%
NSW	1,569,000	3%	21,311,000	10%
Victoria	752,000	1%	8,497,000	9%
Rest of Aus	735,000	-3%	12,025,000	0%
Australia	2,826,000	1%	60,475,000	3%

Economic recovery is continuing across the globe although the effects of the GFC linger for many countries. Competitive airfares from most of Australia's major source markets, offset much of the hangover from the GFC in stimulating travel to Australia. Combined with an expansion in air capacity on some routes has further supported international visitation to Australia.



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 Toowoomba region covers the ABS Darling Downs region, however it excludes the Southern Downs area (Stanthorpe and Warwick).

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 2010

Domestic Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	4,260,000	-8%	13,639,000	-7%	3.2	0.0	27%	40%	26%	27%
Gold Coast	3,270,000	3%	13,898,000	4%	4.2	0.0	64%	26%	8%	21%
Sunshine Coast	2,439,000	-6%	10,602,000	3%	4.3	0.3	61%	32%	5%	16%
SEQC ⁸	2,408,000	3%	6,789,000	1%	2.8	-0.1	38%	44%	13%	15%
TNQ	1,412,000	-7%	7,751,000	7%	5.5	0.7	55%	27%	16%	9%
Central Queensland	1,128,000	13%	4,496,000	28%	4.0	0.5	37%	30%	26%	7%
Toowoomba	1,047,000	6%	3,373,000	22%	3.2	0.4	32%	41%	20%	7%
Capricorn	832,000	12%	3,582,000	48%	4.3	1.0	37%	25%	29%	5%
Townsville	787,000	-8%	3,332,000	13%	4.2	0.8	31%	26%	30%	5%
Fraser Coast	752,000	-11%	2,673,000	-26%	3.6	-0.6	47%	33%	14%	5%
Mackay	597,000	3%	2,367,000	-12%	4.0	-0.7	24%	24%	46%	4%
Bundaberg	524,000	8%	1,959,000	11%	3.7	0.1	32%	39%	15%	3%
Whitsundays	463,000	14%	2,131,000	25%	4.6	0.4	68%	15%	12%	3%
Outback	364,000	n/p	2,070,000	n/p	5.7	1.1	32%	17%	43%	2%
Southern Downs	338,000	n/p	715,000	n/p	2.1	-0.5	50%	33%	16%	2%
Gladstone	334,000	27%	1,326,000	37%	4.0	0.3	39%	40%	16%	2%
Western Downs	293,000	n/p	844,000	n/p	2.9	-0.2	33%	31%	28%	2%
Total	15,726,000	-2%	70,814,000	5%	4.5	0.3	45%	33%	19%	-

International Regional Comparison

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change	Holiday %	VFR %	Business %	% Share of visitors to QLD
Brisbane	901,000	-2%	15,814,000	-2%	17.5	0.0	54%	29%	12%	46%
Gold Coast	826,000	5%	8,054,000	4%	9.8	0.0	79%	15%	4%	42%
TNQ	654,000	-7%	6,091,000	-7%	9.3	-0.1	91%	4%	2%	33%
Sunshine Coast	280,000	1%	2,496,000	7%	8.9	0.5	80%	18%	2%	14%
Whitsundays	213,000	-2%	1,153,000	-15%	5.4	-0.8	97%	2%	1%	11%
Fraser Coast	181,000	-8%	797,000	-7%	4.4	0.1	94%	6%	1%	9%
Townsville	138,000	-6%	1,421,000	7%	10.3	1.3	80%	13%	4%	7%
Central Queensland	125,000	-1%	1,111,000	4%	8.9	0.5	86%	10%	4%	6%
SEQC ⁸	118,000	0%	1,975,000	-15%	16.8	-2.8	42%	50%	6%	6%
Capricorn	77,000	-8%	690,000	4%	8.9	1.0	86%	10%	4%	4%
Gladstone	64,000	14%	421,000	4%	6.6	-0.6	89%	6%	3%	3%
Mackay	52,000	-5%	409,000	1%	7.9	0.6	77%	21%	4%	3%
Bundaberg	42,000	-14%	646,000	0%	15.3	2.2	83%	14%	0%	2%
Toowoomba	33,000	-11%	613,000	4%	18.4	2.3	48%	33%	9%	2%
Outback	25,000	n/p	302,000	n/p	11.8	-3.1	88%	8%	4%	1%
Western Downs	10,000	n/p	151,000	n/p	15.2	n/p	70%	20%	10%	1%
Southern Downs	9,000	n/p	104,000	n/p	11.5	n/p	78%	22%	0%	0%
Total	1,970,000	-2%	39,011,000	-2%	19.8	0.0	72%	24%	8%	-

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

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

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

3. Tourist accommodation figures refer to the Darling Downs region as defined by the Australian Bureau of Statistics, Survey of Tourist Accommodation June 2010.

4. Figures provided refer to hotels/motels/serviced apartments with five 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.