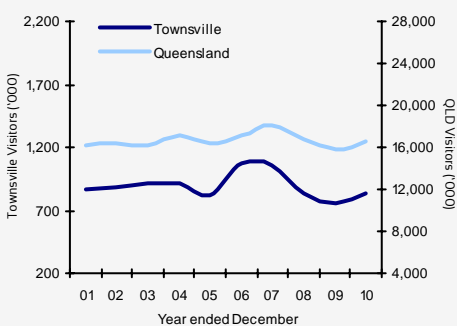


Year ended December 2010

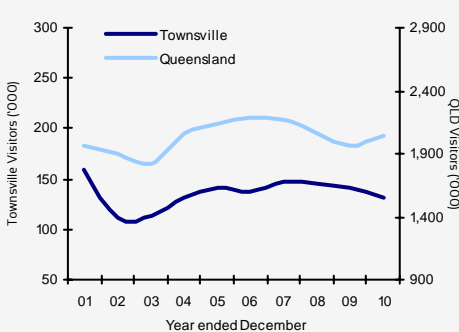


	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic overnight	837,000	237,000	232,000	261,000	n/p
Annual change ¹	▲ 11%	▼ -22%	▲ 21%	▲ 20%	n/p
Trend change ²	▼ -8%	▼ -14%	▼ -15%	▼ -5%	n/p
International overnight	131,000	104,000	15,000	7,000	\$118
Annual change	▼ -8%	▼ -10%	▼ -21%	n/p	▲ 24%
Trend change	▼ -4%	▼ -6%	0%	▲ 25%	▲ 8%
TOTAL	968,000	341,000	247,000	268,000	n/p
Annual change	▲ 8%	▼ -18%	▲ 18%	▲ 21%	n/p

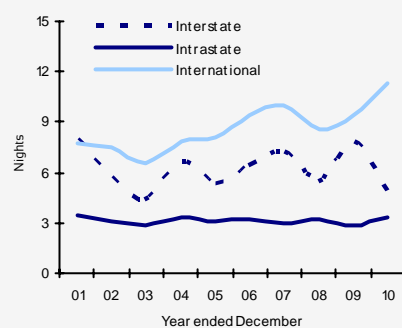
Domestic visitation



International visitation



Average length of stay (Townsville)



- Townsville benefitted from a more resilient domestic market, driven by VFR (visiting friends or relatives) and business travel, a trend also seen at a state level.

- The strengthening resources sector continues to drive business travel to many of Queensland regions including Townsville, as well as Central Queensland and Mackay.

- Holiday travel declined, led by a reduced number of holiday visitors from the regions largest domestic source markets of Townsville and Tropical North Queensland.

- Families travelling for a holiday rebounded strongly to Townsville, particularly from the intrastate market. However, couples travelling to the region for a holiday declined across both interstate and intrastate source markets to the region over the year.

- International visitation to Townsville softened in 2010, driven by the downturn in European markets, a trend also seen by the state.

- European youth visitors (under 30 years old) buoyed results for Queensland and Townsville in 2009, however this market has now eased in 2010. Lagging economic recovery in the United Kingdom and some smaller European countries is now affecting outbound travel from these markets.

- German visitors continued to visit Townsville for a holiday, and in contrast to other European markets an increase from the youth market was seen.

- International visitor length of stay continued to trend upward in 2010, led by growth in the number of working holiday visitors.

- International visitors on holiday (excluding working holiday) stayed an average 3 nights in Townsville in 2010.

- Queenslanders continued to spend 3 nights in Townsville, and this increased over the year.

- Interstate visitor length of stay declined, following a period of strong growth, driven by a contraction in the holiday and VFR markets length of stay.

Tourist Accommodation³

	Hotels/Motels/Serviced apartments ⁴
Guest arrivals	475,000
Annual change	-2%
Room occupancy	62.2%
Percentage point change	2.1%
Average room rate	\$122.10
Annual change	2%
Yield⁵	\$75.97
Annual change	6%

- Overall visitation to Townsville increased by 8% in the year ending December 2010, however the commercial accommodation sector recorded a 2% decline in guest arrivals.

For more information on commercial accommodation for this 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 (figures are released email 'subscribe' to: statsonq@tq.com.au).

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 Townsville

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	237,000	-22%	880,000	-29%	3.7	-0.4
VFR	232,000	21%	950,000	9%	4.1	-0.5
Business	261,000	20%	813,000	8%	3.1	-0.4
Total⁶	837,000	11%	3,066,000	2%	3.7	-0.3
Intrastate						
Holiday	167,000	-24%	449,000	-20%	2.7	0.1
VFR	171,000	20%	665,000	26%	3.9	0.2
Business	211,000	13%	693,000	49%	3.3	0.8
Total	649,000	12%	2,146,000	30%	3.3	0.5
Interstate						
Holiday	70,000	-17%	431,000	-36%	6.2	-1.8
VFR	61,000	24%	285,000	-17%	4.7	-2.3
Total	188,000	7%	920,000	-33%	4.9	-2.9

Domestic day trip visitors

	Day trip visitors	Annual % change	Expenditure (\$ million)	Annual % change
Townsville	1,631,000	44%	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.

Key domestic source markets to Townsville

Total visitors	Visitors	Annual % change	Nights	Annual % change
Regional Qld	517,000	10%	1,540,000	11%
Brisbane	132,000	19%	606,000	n/p
NSW	94,000	4%	402,000	-49%
VIC	54,000	4%	281,000	-18%

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%
Holiday visitors				
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.



International visitation Year ended December 2010

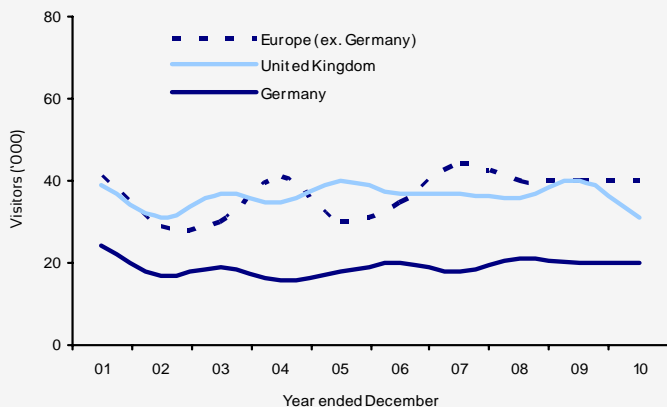
International visitors to Townsville

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	104,000	-10%	547,000	-8%	5.3	0.1
VFR	15,000	-21%	299,000	34%	19.5	7.5
Business	7,000	n/p	46,000	n/p	6.6	-3.1
Total⁷	131,000	-8%	1,486,000	11%	11.3	1.9

Key international source markets to Townsville

Total visitors	Visitors	Annual % change	Nights	Annual % change
Europe (ex. Germany)	40,000	0%	282,000	18%
United Kingdom	31,000	-23%	319,000	39%
Germany	20,000	0%	136,000	20%
New Zealand	10,000	0%	164,000	n/p
United States	8,000	-33%	110,000	n/p

European, United Kingdom and German visitors to Townsville YE December 01 - 10



State comparison - International

Total visitors	Visitors	Annual % change	Nights	Annual % change
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%

Holiday visitors	Visitors	Annual % change	Nights	Annual % change
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

Overview snapshots are also available for both Domestic and International visitors. Any questions or comments, please email research@tq.com.au

The Townsville tourism region aligns with the the ABS region.

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. 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 Northern 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.