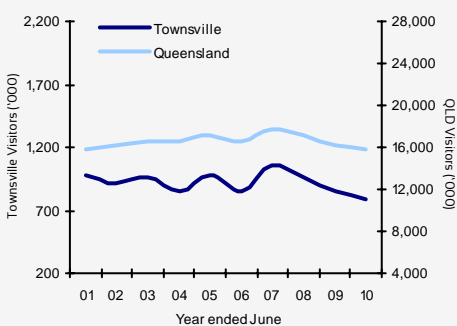


Year ended June 2010

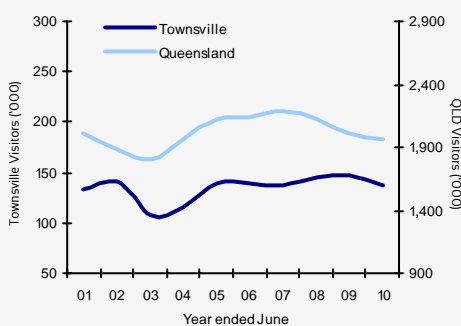


	Visitors	Holiday	VFR	Business	Expenditure (\$m)
Domestic overnight	787,000	244,000	202,000	238,000	n/p
Annual change ¹	▼ -8%	▼ -8%	▼ -13%	▼ -17%	n/p
Trend change ²	▼ -9%	▼ -12%	▼ -14%	▼ -7%	n/p
International overnight	138,000	111,000	18,000	5,000	\$120
Annual change	▼ -6%	▼ -8%	0%	n/p	▲ 35%
Trend change	0%	▼ -1%	▲ 4%	▲ 18%	▲ 15%
TOTAL	925,000	355,000	220,000	243,000	n/p
Annual change	▼ -7%	▼ -8%	▼ -12%	▼ -16%	n/p

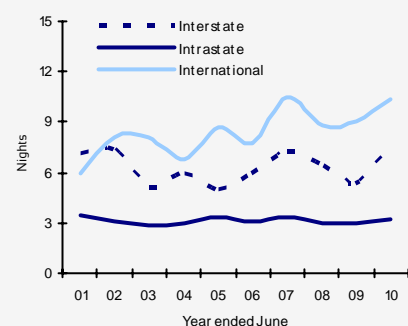
Domestic visitation



International visitation



Average length of stay (Townsville)



As with a number of Queensland destinations, Townsville recorded a decline in domestic visitation over the year, dominated by a decline in the intrastate market.

The 'holiday close to home' trend that assisted Townsville's (and Queensland's) domestic results in 2009, has now eased. There has been a general downturn in intrastate travel by Queenslanders and particularly from Tropical North Queensland, Townsville's largest source of intrastate holiday-makers (other than residents of the Townsville region).

While business confidence has improved since the Global Financial Crisis (GFC), business travel is yet to fully recover for both Queensland and Townsville.

Following the state trend, international visitation to Townsville declined over the year ended June 2010. However, visitors from the regions largest source market, the United Kingdom (UK) increased.

The UK and European youth markets (under 30 years old) were more resilient to the affects of the Global Financial Crisis (GFC) in 2009, resulting in increased travel to Queensland and regions. However, the buoyancy seen from the European and German youth in 2009 has now softened for Townsville, whilst youth visitation from the UK and French markets increased.

Three out of five youth visitors to Townsville stayed in a backpacker/hostel on their trip over the year.

International visitor length of stay continued to trend upward over the year, driven by holiday (ex. working holiday), VFR and education visitors staying longer. However, working holiday visitors length of stay declined over the same period.

As is the case with many Queensland destinations, intrastate visitor length of stay remained relatively stable over the year. Intrastate visitors spent an average of 3.2 night in Townsville (up 0.2 nights).

Interstate visitor length of stay increased across the state, and also to Townsville during the year, recovering from declines seen during the GFC.

Tourist Accommodation³

	Hotels/Motels/Serviced apartments ⁴
Guest arrivals	499,000
Annual change	-4%
Room occupancy	59.0%
Percentage point change	-4.0%
Average room rate	\$119.16
Annual change	2%
Yield⁵	\$70.31
Annual change	-5%

Whilst overall visitation to Townsville declined by 7% in the year ending June 2010, the commercial accommodation sector also recorded a 4% decline in guest arrivals.

This suggests that visitors opted to stay in non-commercial accommodation (such as staying with friends or relatives).

For more information on commercial accommodation for this 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.

Stats on Q are you subscribed?

To receive an email alert whenever new tourism figures are released email 'subscribe' to:

stateonq@tq.com.au

Domestic visitation Year ended June 2010

Domestic visitors to Townsville

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	244,000	-8%	1,138,000	42%	4.7	1.7
VFR	202,000	-13%	979,000	-13%	4.9	0.1
Business	238,000	-17%	830,000	16%	3.5	1.0
Total⁶	787,000	-8%	3,332,000	13%	4.2	0.8
Intrastate						
Holiday	163,000	-25%	426,000	-20%	2.6	0.1
VFR	134,000	-26%	583,000	-26%	4.4	0.0
Business	199,000	-22%	542,000	-9%	2.7	0.4
Total	595,000	-15%	1,895,000	-11%	3.2	0.2
Interstate						
Holiday	81,000	n/p	712,000	n/p	8.8	3.1
VFR	68,000	31%	396,000	21%	5.9	-0.4
Total	192,000	30%	1,437,000	n/p	7.5	2.1

Domestic day trip visitors

	Day trip visitors	Annual % change	Expenditure (\$ million)	Annual % change
Townsville	1,234,000	22%	n/p	n/p
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.

Key domestic source markets to Townsville

Total visitors	Visitors	Annual % change	Nights	Annual % change
Regional Qld	514,000	-11%	1,531,000	-10%
NSW	98,000	38%	890,000	n/p
Brisbane	81,000	-35%	364,000	-16%
VIC	50,000	-6%	277,000	-22%

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.



International visitation Year ended June 2010

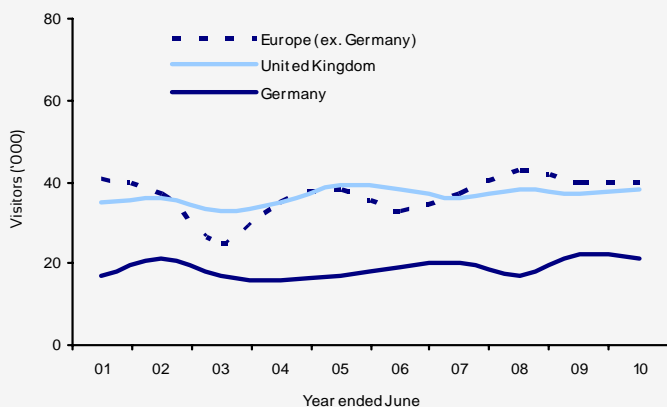
International visitors to Townsville

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	111,000	-8%	578,000	-4%	5.2	0.2
VFR	18,000	0%	280,000	34%	15.5	3.9
Business	5,000	n/p	46,000	-13%	9.5	-5.8
Total⁷	138,000	-6%	1,421,000	7%	10.3	1.3

Key international source markets to Townsville

Total visitors	Visitors	Annual % change	Nights	Annual % change
Europe (ex. Germany)	40,000	0%	243,000	-15%
United Kingdom	38,000	3%	266,000	32%
Germany	21,000	-5%	118,000	-5%
New Zealand	11,000	-15%	162,000	40%
United States	9,000	-25%	194,000	9%

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



State comparison - International

Total visitors	Visitors	Annual % change	Nights	Annual % change
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 Townsville tourism region aligns with the the ABS region.

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 Mackay 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.