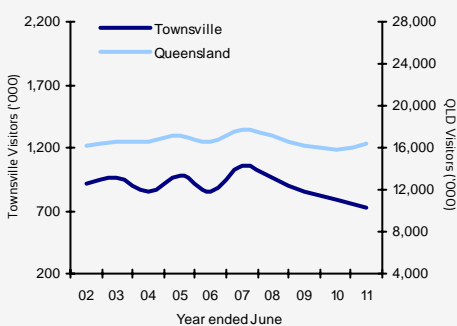


Year ended June 2011

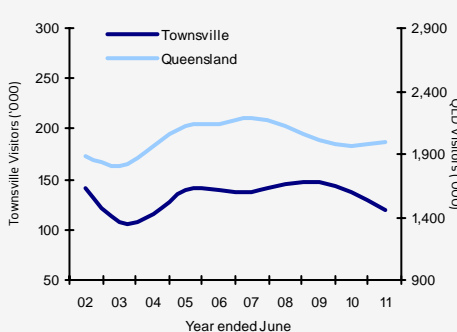


	Visitors	Holiday	VFR	Business	Expenditure (\$m)
<b>Domestic overnight</b>	716,000	245,000	249,000	170,000	n/p
Annual change <sup>1</sup>	▼ -9%	● 0%	▲ 23%	▼ -29%	n/p
Trend change <sup>2</sup>	▼ -9%	▼ -13%	▼ -9%	▼ -9%	n/p
<b>International overnight</b>	120,000	94,000	16,000	6,000	\$81
Annual change	▼ -13%	▼ -15%	▼ -11%	▲ 20%	▼ -33%
Trend change	▼ -6%	▼ -8%	▲ 2%	▲ 8%	▲ 1%
<b>TOTAL</b>	<b>836,000</b>	<b>339,000</b>	<b>265,000</b>	<b>176,000</b>	<b>n/p</b>
Annual change	▼ -10%	▼ -5%	▲ 20%	▼ -28%	n/p

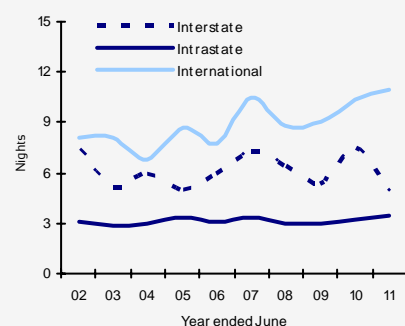
Domestic visitation



International visitation



Average length of stay (Townsville)



Domestic overnight visitation to Townsville declined in the year ending June 2011, the result of a decline in business travel from Regional QLD. This was in contrast to the trend seen at the state level, where business travel increased.

VFR (visiting friends and relatives) saw growth over the year, while holiday was stable. This was a result of Townsville benefiting from increased intrastate travel from these market sectors.

While the region benefited from an increase in visitors from Brisbane, there were declines in visitors from nearby regions, particularly business travellers.

Townsville had an increase in youth (15 to 29 years) visitors, but declines in older travellers (30 years and over).

International visitation to Townsville continued to decline, driven by a downturn from the United Kingdom and European markets, a trend seen by the state.

Continued economic instability in these countries, combined with a strong Australian dollar, has suppressed these markets' desire for holidays in Australia.

Reflecting the declines in the UK and European markets, youth visitors and visitors staying in backpacker and hostel accommodation declined.

Business travel increased, the result of growth from Continental Europe and Asia.

Reflecting these changing market profiles, those flying to the region increased, while those driving declined.

International visitors' average length of stay continued to increase in the year ending June 2011, led by VFR visitors staying longer.

International VFR visitors stay 18.9 nights on average, compared with holiday visitors who stay for around 5.2 nights on average. The average international visitor stays 10.9 nights in Townsville.

Intrastate visitors spend 3.4 nights on average in Townsville, a slight increase on the year ending June 2010. Interstate visitors, however, now stay an average of 4.9 nights, down 2.6 nights from the year ending June 2011. This decline was driven by holiday, but exacerbated by business.

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

	Hotels/Motels/ Serviced apartments <sup>4</sup>
Guest arrivals	478,000
Annual change	2%
Room occupancy	65.8%
Percentage point change	6.2%
Average room rate	\$127
Annual change	5%
Yield <sup>5</sup>	\$83
Annual change	15%

Overall visitation to Townsville decreased by 10% in the year ending June 2011.

However, the commercial accommodation sector recorded increases, with guest arrivals up 2% and yield increasing 15%. This was particularly driven by luxury hotels and resorts.

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

### Stats on Q are you subscribed?

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statsonq@tq.com.au

## Domestic visitation Year ended June 2011

### Domestic visitors to Townsville

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	245,000	0%	831,000	-27%	3.4	-1.3
VFR	249,000	23%	925,000	-6%	3.7	-1.2
Business	170,000	-29%	680,000	-18%	4.0	0.5
<b>Total<sup>6</sup></b>	<b>716,000</b>	<b>-9%</b>	<b>2,677,000</b>	<b>-20%</b>	<b>3.7</b>	<b>-0.5</b>
<b>Intrastate</b>						
Holiday	182,000	12%	510,000	20%	2.8	0.2
VFR	204,000	n/p	668,000	15%	3.3	-1.1
Business	126,000	-37%	564,000	4%	4.5	1.8
Total	555,000	-7%	1,893,000	0%	3.4	0.2
<b>Interstate</b>						
Holiday	63,000	-22%	321,000	n/p	5.1	-3.7
VFR	45,000	-34%	257,000	-35%	5.8	-0.1
Total	161,000	-16%	784,000	-45%	4.9	-2.6

### Domestic day trip visitors

	Day trip visitors	Annual % change	Expenditure (\$ million)	Annual % change
Townsville	1,571,000	26%	n/p	n/p
Queensland	33,684,000	1%	n/p	n/p
Australia	151,915,000	1%	\$14,830	-4%

Nationally, the previous growth in day trips slowed and the amount which they spent on their trips declined. Low consumer confidence and increasing costs of living has seen domestic visitors reduce their spending on travel.

### Key domestic source markets to Townsville

Total visitors	Visitors	Annual % change	Nights	Annual % change
Regional Qld	419,000	-18%	1,303,000	-15%
Brisbane	136,000	n/p	590,000	n/p
NSW	68,000	-31%	268,000	n/p
VIC	56,000	12%	265,000	-4%

### State comparison - Domestic

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

While domestic visitation has increased, these travellers are tending to stay closer to home, making less stopovers and are spending less. Even the previous rapid growth in outbound travel has slowed, particularly due to recent increases in the cost of airfares.



## International visitation Year ended June 2011

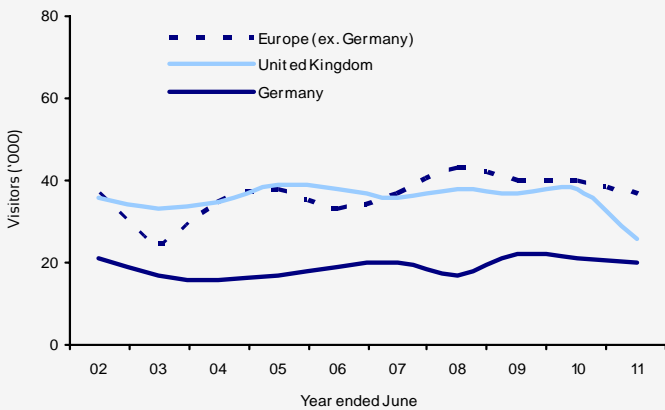
### International visitors to Townsville

	Visitors	Annual % change	Nights	Annual % change	Length of stay	Nights change
Holiday	94,000	-15%	489,000	-15%	5.2	0.0
VFR	16,000	-11%	306,000	9%	18.9	3.4
Business	6,000	20%	46,000	0%	7.2	-2.3
<b>Total<sup>7</sup></b>	<b>120,000</b>	<b>-13%</b>	<b>1,306,000</b>	<b>-8%</b>	<b>10.9</b>	<b>0.6</b>

### Key international source markets to Townsville

Total visitors	Visitors	Annual % change	Nights	Annual % change
Europe (ex. Germany)	37,000	-8%	265,000	9%
United Kingdom	26,000	-32%	257,000	-3%
Germany	20,000	-5%	115,000	-3%
New Zealand	9,000	-18%	117,000	n/p
United States	8,000	-11%	86,000	n/p

European, United Kingdom and German visitors to Townsville YE June 02 - 11



### State comparison - International

Total visitors	Visitors	Annual % change	Nights	Annual % change
Queensland	1,989,000	1%	39,644,000	2%
NSW	2,812,000	1%	67,436,000	7%
Victoria	1,734,000	12%	41,081,000	0%
Rest of Aus	1,415,000	5%	40,990,000	5%
Australia	5,416,000	4%	189,150,000	4%

#### Holiday visitors

Queensland	1,345,000	-5%	17,724,000	-5%
NSW	1,565,000	0%	21,000,000	-1%
Victoria	842,000	12%	8,076,000	-5%
Rest of Aus	759,000	3%	11,543,000	-4%
Australia	2,861,000	1%	58,343,000	-4%

International visitation to Australia continued to grow, boosted by expanding air capacity and travel for VFR and business. Asian markets have remained buoyant, fuelled by increasing standards of living in these countries.



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 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.

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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%
<b>Townsville</b>	<b>716,000</b>	<b>-9%</b>	<b>2,677,000</b>	<b>-20%</b>	<b>3.7</b>	<b>-0.5</b>	<b>34%</b>	<b>35%</b>	<b>24%</b>	<b>4%</b>
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%
<b>Total</b>	<b>16,429,000</b>	<b>4%</b>	<b>68,489,000</b>	<b>-3%</b>	<b>4.2</b>	<b>-0.3</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	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%
<b>Townsville</b>	<b>120,000</b>	<b>-13%</b>	<b>1,306,000</b>	<b>-8%</b>	<b>10.9</b>	<b>0.6</b>	<b>78%</b>	<b>13%</b>	<b>5%</b>	<b>6%</b>
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%
<b>Total</b>	<b>1,989,000</b>	<b>1%</b>	<b>39,644,000</b>	<b>2%</b>	<b>19.9</b>	<b>0.1</b>	<b>68%</b>	<b>25%</b>	<b>10%</b>	<b>-</b>

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 2011.

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

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.  
n/p not published.