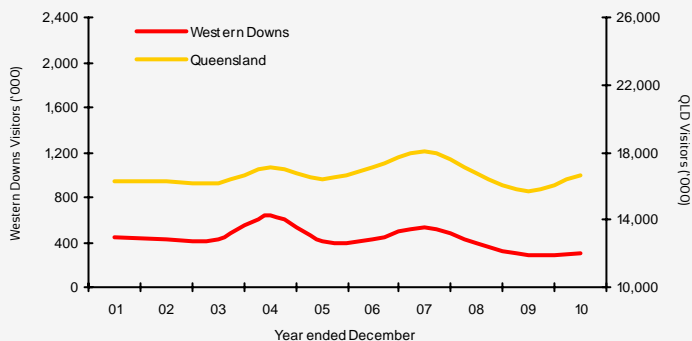


Year ended December 2010

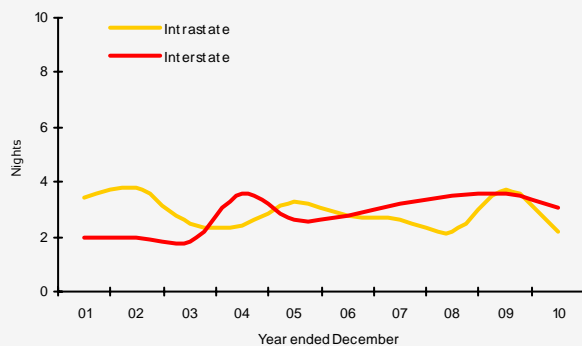


| | Visitors | Holiday | VFR | Business |
|---------------------------|----------------|----------------|------------|------------|
| Domestic overnight | 296,000 | 149,000 | 69,000 | 61,000 |
| Trend change ¹ | ▼ -20% | ▼ -8% | ▼ -24% | ▼ -29% |
| International overnight | 12,000 | 7,000 | n/p | n/p |
| Trend change | ▼ -3% | ▼ -4% | n/p | n/p |
| TOTAL | 308,000 | 156,000 | n/p | n/p |
| Trend change | ▼ -7% | ▼ -7% | n/p | n/p |

Domestic visitation



Average length of stay (Western Downs)



- The Western Downs region has seen an easing in the rate of decline from its domestic markets, supported by regional Queensland residents returning for a holiday (a trend also seen at a state level).
- The declines from Brisbane however, are putting downward pressure on the recovery for the region, a trend also seen at a state level. Brisbane residents increasingly opted for an interstate or outbound trip in 2010.
- Interstate markets are showing signs of recovery, with the number of holiday visitors from regional NSW (the regions largest interstate market) beginning to rebound.

- Following an increase in domestic visitor length of stay in 2009, both interstate and intrastate length of stay have declined in 2010. This is due in part to a large decline in the length of stay of visiting friends or relatives (VFR) visitors.
- Domestic visitors travelling to the Western Downs for a holiday shortened their time in region. The Western Downs region remains firmly within a short break destination (1-3 nights). This is a trend consistent with that seen at a state level, as the more affordable nature of short trip breaks remain popular in our domestic markets.



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 and International visitation Year ended December 2010

Domestic visitors to Western Downs

| | Visitors | Trend % change | Nights | Trend % change | Length of stay | Nights change |
|--------------------------|----------------|----------------|----------------|----------------|----------------|---------------|
| Holiday | 149,000 | -8% | 357,000 | -18% | 2.4 | -0.5 |
| VFR | 69,000 | -24% | 185,000 | -18% | 2.7 | -2.5 |
| Business | 61,000 | -29% | 145,000 | -31% | 2.4 | -0.4 |
| Total² | 296,000 | -20% | 737,000 | -21% | 2.5 | -1.2 |
| Intrastate | | | | | | |
| Holiday | 91,000 | -5% | 183,000 | -21% | 2.0 | -0.3 |
| VFR | 45,000 | -26% | 116,000 | -21% | 2.6 | -3.4 |
| Business | 51,000 | -31% | 110,000 | -32% | 2.1 | -0.2 |
| Total | 197,000 | -21% | 432,000 | -23% | 2.2 | -1.5 |
| Interstate | | | | | | |
| Holiday | 58,000 | -13% | 174,000 | -14% | 3.0 | -1.4 |
| Total | 99,000 | -15% | 306,000 | -15% | 3.1 | -0.5 |

International visitors to Western Downs

| | Visitors | Trend % Change | Nights | Trend % change | Length of stay | Nights change |
|--------------------------|---------------|----------------|----------------|----------------|----------------|---------------|
| Holiday | 7,000 | -4% | 69,000 | 15% | 9.2 | 0.3 |
| Total³ | 12,000 | -3% | 157,000 | -5% | 13.5 | 0.1 |

State comparison - Domestic

| Total visitors | Visitors | Trend % change | Nights | Trend % change |
|-------------------------|------------|----------------|-------------|----------------|
| Queensland | 16,582,000 | -3% | 71,208,000 | -3% |
| NSW | 23,066,000 | -2% | 78,330,000 | -2% |
| Victoria | 15,812,000 | -3% | 49,406,000 | -2% |
| Rest of Aus | 14,156,000 | -5% | 60,597,000 | -7% |
| Australia | 67,402,000 | -3% | 259,541,000 | -4% |
| Holiday visitors | | | | |
| Queensland | 7,046,000 | -3% | 35,189,000 | -5% |
| NSW | 10,300,000 | 0% | 38,454,000 | -2% |
| Victoria | 7,426,000 | -2% | 24,860,000 | -1% |
| Rest of Aus | 6,340,000 | -4% | 28,824,000 | -7% |
| Australia | 30,022,000 | -2% | 127,328,000 | -4% |

State comparison - International

| Total visitors | Visitors | Trend % change | Nights | Trend % change |
|-------------------------|-----------|----------------|-------------|----------------|
| Queensland | 2,048,000 | -2% | 39,800,000 | 3% |
| NSW | 2,839,000 | 0% | 65,225,000 | 5% |
| Victoria | 1,649,000 | 4% | 40,662,000 | 9% |
| Rest of Aus | 1,366,000 | 0% | 41,024,000 | 7% |
| Australia | 5,390,000 | 2% | 186,711,000 | 6% |
| Holiday visitors | | | | |
| Queensland | 1,440,000 | -4% | 18,396,000 | 0% |
| NSW | 1,610,000 | -1% | 21,098,000 | 3% |
| Victoria | 793,000 | 0% | 8,046,000 | 0% |
| Rest of Aus | 735,000 | -3% | 11,708,000 | 0% |
| Australia | 2,911,000 | -1% | 59,247,000 | 1% |



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 Western Downs tourism region includes areas from within the Outback and Darling Downs ABS regions, these include; Goondiwindi, Roma, Balonne, Bendemere, Bungil, Chinchilla, Millmerran, Murilla, Tara, Taroom, Waggamba and Warroo.

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 ¹ | 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 ⁵ | 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 ⁵ | 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. Trend change refers to the percentage change between the 3 years to December 2009 vs. the 3 years to December 2010.

2. This figure includes "Other" visitors.

3. This figure includes "VFR", "Business" and "Other" visitors.

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

5. South East Queensland Country.

n/p - not published.

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.