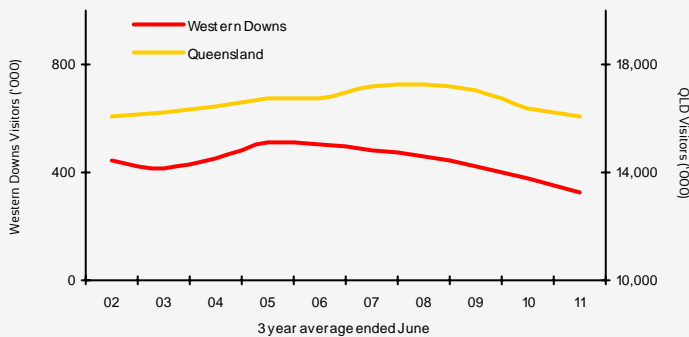


Year ended June 2011

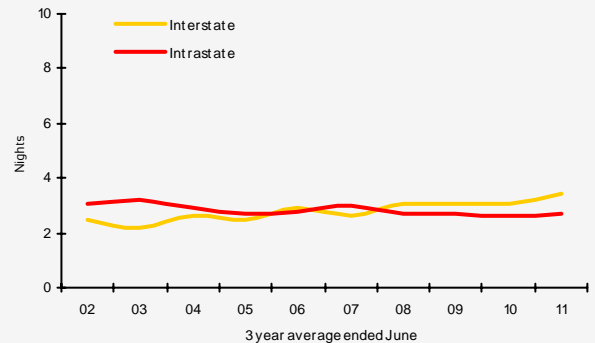


	Visitors	Holiday	VFR	Business
Domestic overnight	365,000	185,000	70,000	88,000
Trend change ¹	▼ -15%	▼ -1%	▼ -21%	▼ -21%
International overnight	14,000	8,000	n/p	n/p
Trend change	▲ 3%	● 0%	n/p	n/p
TOTAL	379,000	193,000	n/p	n/p
Trend change	▼ -14%	● 0%	n/p	n/p

Domestic visitation



Average length of stay (Western Downs)



During the three years ending June 2011, the Western Downs region recorded declines in domestic overnight visitation. Flooding in 2011 had its greatest impact on domestic VFR and business travel to the Western Downs, while holiday travel remained relatively stable.

However, intrastate holiday travel, the regions' largest source of domestic visitors, has remained resilient despite the floods.

The Western Downs enjoyed growth in holiday visitation from neighbouring regions over the three years to June 2011. The short break nature of much of this travel has obvious appeal to budget conscious consumers.

Although declining over the three years to June 2011, the number of interstate touring visitors to the Western Downs recovered over the last year.

In the three years ending June 2011, domestic overnight visitors to the Western Downs maintained their average length of stay in the region at around 2.9 nights.

The Western Downs is predominantly a short break (1-3 nights) destination (approximately 71% of all visitors) with the majority of visitors from intrastate.

The length of stay of interstate visitors has remained relatively stable over the last few years, but saw a small increase in the three years to June 2011, perhaps as a result of the recovering touring market.

Tourist Accommodation³

	Hotels/Motels/ Serviced apartments ⁴
Guest arrivals	120,000
Annual change ²	-10%
Room occupancy	71.0%
Percentage point change	0.7%
Average room rate	\$114
Annual change	7%
Yield⁵	\$81
Annual change	8%

The Western Downs' commercial accommodation sector recorded a decline of 10% in guest arrivals in the year ending June 2011. Some of these declines can be attributed to the 2010/2011 QLD floods.

Despite weaker demand, there was growth in average room rates and yield.

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

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Domestic and International visitation Year ended June 2011

Domestic visitors to Western Downs

	Visitors	Trend % change	Nights	Trend % change	Length of stay	Nights trend change
Holiday	185,000	-1%	512,000	1%	2.8	0.0
VFR	70,000	-21%	208,000	-19%	3.0	0.1
Business	88,000	-21%	200,000	-16%	2.3	0.2
Total²	365,000	-15%	970,000	-11%	2.7	0.1
Intrastate						
Holiday	126,000	10%	301,000	11%	2.4	0.0
VFR	47,000	-27%	115,000	-24%	2.5	0.1
Business	79,000	-22%	164,000	-11%	2.1	0.2
Total	266,000	-14%	603,000	-12%	2.3	0.1
Interstate						
Holiday	59,000	-17%	212,000	-10%	3.6	0.3
Total	99,000	-16%	367,000	-10%	3.7	0.2

International visitors to Western Downs

	Visitors	Trend % Change	Nights	Trend % change	Length of stay	Nights trend change
Holiday	8,000	0%	145,000	50%	17.6	3.6
Total³	14,000	3%	275,000	26%	19.5	1.9

State comparison - Domestic

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

State comparison - International

Total visitors	Visitors	Trend % change	Nights	Trend % change
Queensland	1,989,000	-2%	39,644,000	1%
NSW	2,812,000	0%	67,436,000	6%
Victoria	1,734,000	6%	41,081,000	9%
Rest of Aus	1,415,000	2%	40,990,000	7%
Australia	5,416,000	2%	189,150,000	5%
Holiday visitors				
Queensland	1,345,000	-5%	17,724,000	-1%
NSW	1,565,000	-1%	21,000,000	5%
Victoria	842,000	3%	8,076,000	0%
Rest of Aus	759,000	-1%	11,543,000	2%
Australia	2,861,000	-1%	58,343,000	2%



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 June 2011

Domestic Regional Comparison

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

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

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

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 June 2010 vs. year ended June 2011.

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. Due to the small sample size achieved in the Western Downs region, all data is reported on a three year trend basis.