

DOMESTIC - How many visitors travelled to Queensland on business?

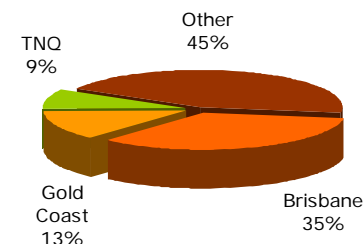
- In 2006, there were 3.2 million domestic visitors and 11.0 million domestic visitor nights spent on business trips in Queensland.
- Since 2005, there was a 5.1% and 2.2% increase in business visitors and visitor nights to Queensland, respectively.
- New South Wales received the largest proportion of visitors (31%), followed by Queensland (24%) and Victoria (20%).
- Over the last year, there was a slight decrease in the average length of stay in Queensland by visitors (from 3.5 nights in 2005 to 3.4 nights in 2006).
- The average length of stay of visitors to Queensland was 3.4 nights, exceeding the average length of stay of business visitors in Australia (3.0 nights).

Profile of domestic business visitors to QLD

- Queensland's largest domestic business markets are regional Queensland (excluding Brisbane, 42%), Brisbane (19%), Sydney (15%), and Melbourne (8%).
- 49% of all visitors to Queensland were aged 25 to 44 years, while 38% were aged 45 to 64 years.
- Unaccompanied travellers and business associates travelling together made up 55% and 24% of the total visitors to Queensland.
- Visitors to Queensland mainly travelled by private/rented vehicle (51%), while 48% travelled by air.
- 48% of the visitor nights spent in Australia were spent in a hotel, resort, motel, or motor inn, with a further 20% of nights spent at the home of a friend or relative.
- The most popular activity participated in by visitors during their business trip was to eat out at restaurants (47%). Other popular activities included going to pubs, clubs, discos and visiting friends and relatives (23% and 19% respectively).

Where did they go in QLD?

- Brisbane attracted the highest number of visitors (1,130,000 visitors). The Gold Coast and Tropical North Queensland received 430,000 and 304,000 business visitors respectively.



| State | Visitors ('000) | % Market share | Growth rate % (YE Dec 06 on YE Dec 05) | Visitor Nights ('000) | Growth rate % (YE Dec 06 on YE Dec 05) | Average Length of Stay (nights) |
|-----------------|-----------------|----------------|--|-----------------------|--|---------------------------------|
| QLD | 3,236 | 24% | 5.1% | 11,045 | 2.2% | 3.4 |
| NSW | 4,202 | 31% | -0.9% | 10,734 | -6.1% | 2.6 |
| VIC | 2,756 | 20% | -1.0% | 6,794 | 3.0% | 2.5 |
| TOTAL AUSTRALIA | 13,522 | 100% | 1.9% | 40,949 | 0.4% | 3.0 |

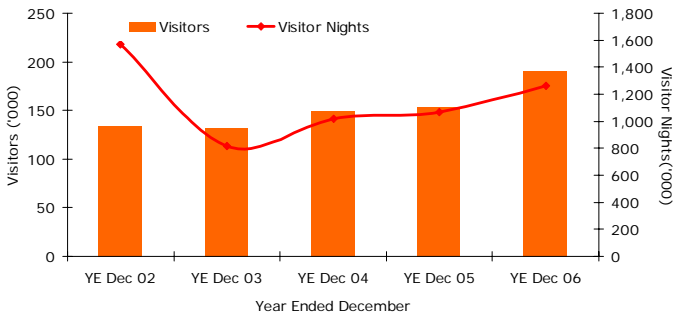
- Between 2005 and 2006, Tropical North Queensland, the Gold Coast and Brisbane experienced increases in visitation (up 31.6%, 16.2% and 7.1% respectively).
- The Gold Coast and Tropical North Queensland (4.4 and 4.1 nights respectively) were the only regions of the three to exceed the average length of stay by visitors in Queensland (3.4 nights).

Business Market Snapshot

Year ended December 2006

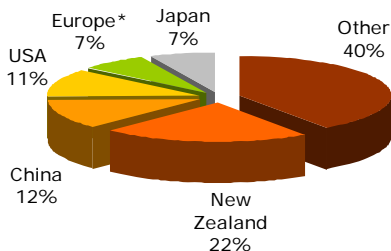
INTERNATIONAL - How many visitors travelled to Queensland on business?

- In 2006, there were 190,700 international business visitors and 1,263,000 visitor nights spent in Queensland.
- From 2005 to 2006, there was a 24.4% increase in visitors to Queensland, and a 18.6% increase in visitor nights.



- The proportion of business visitors to Australia that visited Queensland increased from 20.3% in 2002 to 22.4% in 2006 (up 2.1 percentage points)

Where are they coming from?



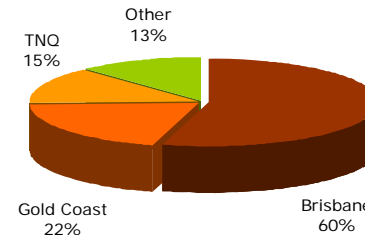
- American visitors showed the largest growth in business visitation to Queensland between the 2005 and 2006 (up 35.2%). Business visitors from America and Europe* had the longest average length of stay in Queensland in 2006 (6.5 nights each).

* Europe excludes the United Kingdom and Germany.

Profile of international business visitors to QLD

- 53% of all visitors to Queensland were aged 25 to 44 years, while 39% were aged 45 to 64 years.
- Unaccompanied travellers and business associates travelling together made up 66% and 21% of all international business visitors to Queensland.
- 57% of visitor nights spent in Australia were in a hotel, resort, motel, or motor inn, with a further 12% of nights spent in a serviced apartment.
- The most popular activity participated in by visitors during their trip to Australia was to eat out at restaurants (92%). Other popular activities included going shopping for pleasure, going to the beach and going to pubs, clubs and discos (70%, 42% and 42% respectively).

Where did they go in Queensland?



- Of all international business visitors to Queensland, 60% visited Brisbane in 2006. A further 22% visited the Gold Coast and 15% visited Tropical North Queensland.

- Tropical North Queensland experienced the largest increase in the number of visitors between 2005 and 2006 (up 44.7%). Tropical North Queensland also experienced the largest increase in the number of visitor nights over this period (up 44.1%).

Data Sources:

The **National Visitor Survey (NVS)** is conducted by Newton Wayman Chong Research on behalf of TRA. Approximately 80,000 Australian residents aged 14 and over comprise the annual national sample.

The **International Visitor Survey (IVS)** is also conducted by Newton Wayman Chong Research on behalf of TRA. IVS information is collected by personal interviews with short-term international visitors to Australia in the departure lounges at eight Australian airports prior to departure. The IVS is weighted to total figures supplied by the Australian Bureau of Statistics' Overseas Arrivals and Departures data and does not include persons aged under 15 years.

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