



## Tourists just love Central Queensland!

The latest national and international visitor statistics have just been released, and Central Queensland is high on the “must visit” list!

**More than 1.3 million Australians spent over 4.8 million nights in the Central Queensland region in 2007.**

“Today’s travellers and holiday makers are searching for new, different & exciting experiences - away from the hustle and bustle of metropolitan destinations” said Capricorn Tourism General Manager, Alan Chamberlain. “The real people and real Australian experiences of Central Queensland, with our diverse scenery and uncrowded national parks and beaches are just what many travellers are craving”.

Central Queensland also recorded excellent numbers for business travel with 29% of Australians travelling to the region in 2007 (this is up by 49% on 2006).

Chairman of Capricorn Tourism, Grant Cassidy welcomed the news, explaining that **“Central Queensland had the strongest growth in visitor numbers of all Queensland’s regions.** The Central Queensland region experienced solid growth of 17% in domestic visitors and 10% internationally, despite national visitor numbers growing by just 0.3% domestically and 1.8% internationally”.

Capricorn Tourism is currently working closely with Tourism Australia and Tourism Queensland on a number of new domestic and international campaigns which will expand on the success of the regions’ “Real Holiday” experiences.

Key domestic markets include neighbouring Queensland areas, Brisbane and South East Queensland plus Sydney and Melbourne who enjoy direct air services into Rockhampton. On the international stage, Central Queensland is favoured mostly by visitors from Europe, UK, Germany and New Zealand.

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