

MEDIA RELEASE

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Page 1 of 1

TROPICAL NORTH QUEENSLAND SHINES

The National Visitor Survey data released on 16 December shows holiday visitor numbers increased in Tropical North Queensland, while they fell throughout the rest of Australia.

TNQ welcomed 5% more domestic holiday visitors in the year ending September 2009 than the previous year, while the National overview showed a 6% decrease, and Queensland as a whole saw holiday visitors decline 3%.

The number of intra-regional holiday makers jumped 23%, demonstrating the trend for Australians to holiday at home. Intrastate holiday visitors to TNQ increased 2% and interstate 7%.

The major gain in interstate holiday visitors and nights to TNQ was from regional Victoria.

CEO of Tourism Tropical North Queensland, Rob Giason said "Of the major Australian holiday destinations, TNQ was the only destination to record increases in both holiday visitors and holiday visitor nights."

ENDS

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