



Explore
ROCKHAMPTON
Come. See. Stay.

ROCKY HOST PROGRAM

Alkoomi Adventure Farm | Marmor, QLD Australia

Bull statues, steaks on the menu on every corner, farm stay experiences, cattle saleyards and home to the largest National Beef Exhibition, Beef Australia. Rockhampton is a city that has beef running through its veins.

How did we become the Beef Capital? Lakes Creek Meatworks - known now as Teys, in Rockhampton, began production in 1871 and began exporting to Europe in the 1930's, becoming the largest meatworks in the southern hemisphere. By 1970 the Fitzroy Statistical Division had the largest concentration of beef cattle in any division in Australia, earning Rockhampton its title "Beef Capital." Then in 1987, Gracemere Saleyards hosted the world's largest bull sale of pure Brahms which was the "greatest livestock revolution in history."

TOP 5 FACTS

- Rockhampton's livestock production is dominated by beef cattle, currently numbering about 3.2 million head in the Greater Rockhampton Region (source: Advance Rockhampton)
- Rockhampton has two abattoirs for exporting beef
- Rockhampton has been home to the tri-annual [Beef Australia](#) event since it began in 1988
- [COLX](#) ranks as one of the major selling centre's in Australia and is regarded as one of the best stud selling facilities in the country
- Rockhampton is home to six iconic bull statues, representing the local breeds, and a [story](#) behind each

MUST DO EXPERIENCES

- Download the [Bull Statue Tour](#) and take a self guided tour of Rocky's bull statues - grab a token selfie but be cautious of traffic!
- Check out some of our great [farm stays](#) all within a 90 minute drive from Rockhampton CBD to experience the adventures of farm life
- Sink your teeth into an award winning [steak](#)
- Attend one of our iconic [bull sales](#)
- Time your visit with the next [Beef Australia](#) event and take in the full beef experience!

TOURISM OPERATORS & ATTRACTIONS

Alkoomi Farm Stay | alkoomiadventurefarmstay.com.au

Myella Farm Stay | facebook.com/MyellaFarmStay

Henderson Park Farm Retreat | hendersonpark.com.au

4 Mile Farm | facebook.com/4milefarmgracemere

Central Queensland Livestock Exchange | rlx.com.au

Beef Australia | beefaustralia.com.au

The Tastes of Rockhampton | explorerockhampton.com.au

ADDITIONAL RESOURCES

Bull Statue Tour | Discover Rockhampton's wonderful world of bull statues | [Download map](#)

Best of Beef Series | 1-2 minute videos from some of Rockhampton's chefs | [Visit website](#)

Rockhampton Region Destination Guide | A guide on everything there is to do in the Rockhampton region | [Download e-brochure](#)

Advance Rockhampton Tourism Industry Resources | Access image galleries, videos, industry partners and online platforms to promote your business | [Visit website](#)

EXPLOREROCKHAMPTON.COM.AU
[#explorerockhampton](#)

Visitors can access hard copies of these brochures and many more at the [Explore Rockhampton Visitor Information Centre](#)



Explore
ROCKHAMPTON
Come. See. Stay.

ADVANCE
ROCKHAMPTON

The 'Rocky Host' program is an educational series created for frontline service operators in the Rockhampton Region to ensure, as a region, we are providing the best possible service to our visitors. The series is produced by Advance Rockhampton, Rockhampton Regional Council's Economic Development, Tourism, Events and Marketing Unit.