




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, bull-riding and home of 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 'Tey's' 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 triennial [Beef Australia](#) event since it began in 1988.
- [COLX](#) ranks as one of the major selling centres in Australia and is regarded as one of the best stud selling facilities in the country.
- Rockhampton is home to six iconic life-sized bull statues, representing the local breeds, and a [story](#) behind each.

### TOURISM OPERATORS & ATTRACTIONS

Alkoomi Farm Stay | [alkoomiadventurefarmstay.com.au](http://alkoomiadventurefarmstay.com.au)

Hedlow Retreat | [hedlowretreat.com.au](http://hedlowretreat.com.au)

4 Mile Farm | [facebook.com/4milefarmgracemere](https://facebook.com/4milefarmgracemere)

Central Queensland Livestock Exchange | [rlx.com.au](http://rlx.com.au)

Beef Australia | [beefaustralia.com.au](http://beefaustralia.com.au)

The Tastes of Rockhampton | [explorerockhampton.com.au](http://explorerockhampton.com.au)

### MUST DO EXPERIENCES

- Download the [Where's the Beef?- 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!

### 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](#)

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