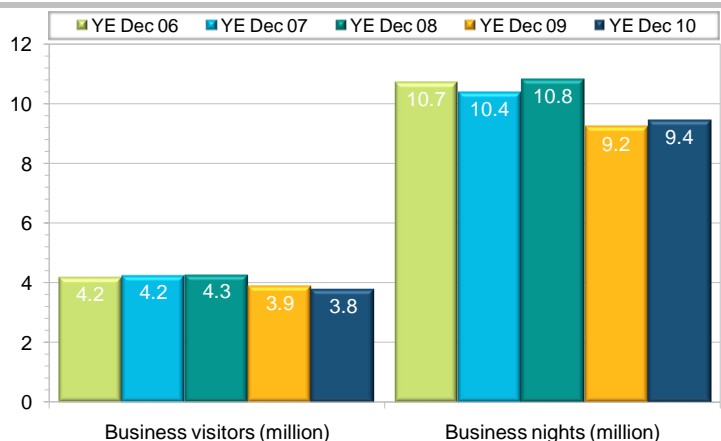


Domestic Overnight Business Travel ⁽¹⁾

Visitors and nights



NSW received 3.8 million domestic overnight visitors who visited the State for the purpose of 'business' - down by 2.7% on YE Dec 09. Business visitors spent 9.4 million nights in the State - up by 2.5% on YE Dec 09.

Market share

Business travel represented 16.5% of visitors and 12.1% of nights in NSW. Compared to YE Dec 09, the share of visitors was down by 0.8% pts and the share of nights was up by 0.1% pt.

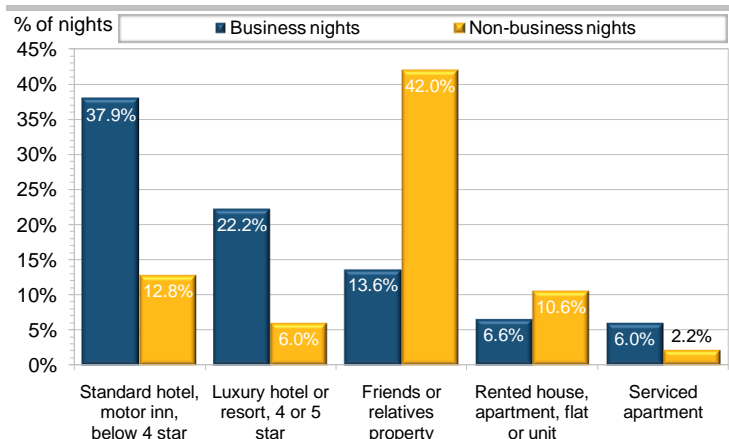
The State received 29.4% of business visitors and 24.4% of business nights in Australia. Compared to YE Dec 09, the share of visitors was down by 2.4% pts and share of nights was down by 1.2% pts.

Month returned from visit to NSW

August (11.5%) was the most popular month for business **visitors** to visit NSW, while January (3.7%) was the least popular.

More business **nights** in NSW were spent in July (11.5%) than any other month, while January (4.7%) had the least nights.

Accommodation

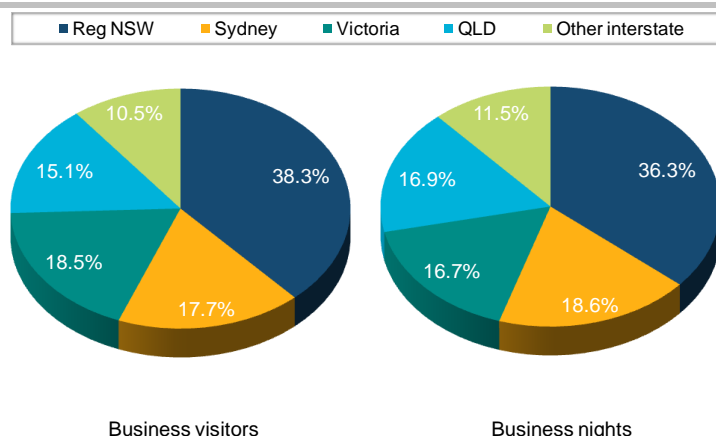


'Standard hotel, motor inn, below 4 star' (37.9%) was the most popular accommodation type used for business nights in NSW, followed by 'luxury hotel or resort' (22.2%).

Age

'35 to 44 years' (31.6%) was the largest age group of business visitors to the State, followed by '45 to 54 years' (26.6%) and '55 to 64 years' (14.5%).

Origin



NSW received 55.9% of business visitors and 54.9% of business nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 44.1% of business visitors and 45.1% of business nights in the State (Victoria was the biggest interstate market for visitors, while Queensland was the biggest for nights).

Length of stay

Business visitors stayed, on average, 2.5 nights in the State - up by 0.1 night on the YE Dec 09.

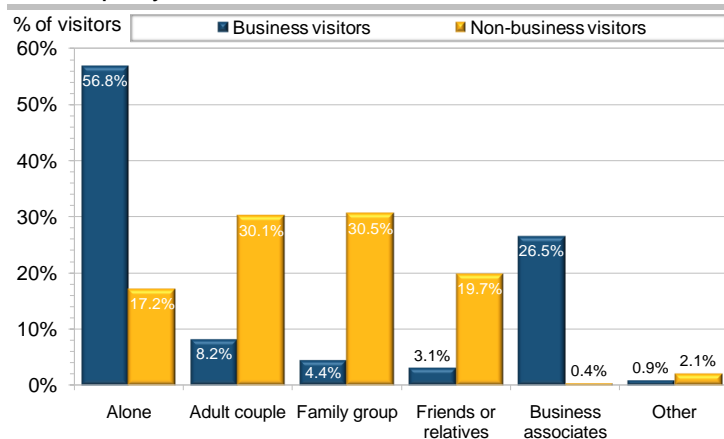
All transport

'Private or company car' (54.8%) was the most popular form of transport used by business visitors to NSW, followed by 'air transport' (41.1%) and 'railway' (2.8%).

Activities

'Eat out at restaurants' (60.7%) was the most popular activity undertaken by business visitors to NSW, followed by 'visit friends and relatives' (17.1%) and 'pubs, clubs, discos etc' (16.9%).

Travel party



'Alone' (56.8%) was the largest travel party of business visitors to the State, followed by 'business associates' (26.5%).

Expenditure (excl motor vehicles purchases etc) ⁽²⁾

Business visitors spent \$1.4 billion in NSW. On average, they spent \$151 per night in NSW.

(2) Source: Modelled domestic overnight visitor expenditure (destination expenditure only) in Australia's regions, YE Dec 10, TRA

Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

(1) Source: National Visitor Survey, YE Dec 10, Tourism Research Australia (TRA) - unless otherwise indicated

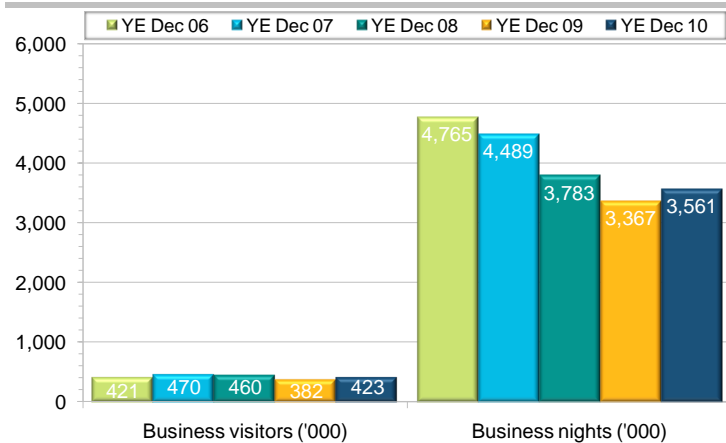
Business travel to New South Wales

Year ended December 2010

Business visitors to NSW (million)	9.2
Business nights in NSW (million)	13.0
Business expenditure in NSW (billion)	\$2.3

International overnight business travel⁽³⁾

Visitors and nights



NSW received 422,900 international overnight business visitors - up by 10.7% on YE Dec 09. Business visitors spent 3.6 million nights in the State - up by 5.8% on YE Dec 09.

Market share

Business travel represented 14.9% of visitors and 5.5% of nights in NSW. Compared to YE Dec 09, the share of visitors was up by 0.8% pts and the share of nights was unchanged.

The State received 46.8% of business visitors and 33.4% of business nights in Australia. Compared to YE Dec 09, the share of visitors was down by 1.5% pts and the share of nights was down by 3.0% pts.

Seasonality

The March quarter (25.4%) had the highest proportion of business visitors who had visited NSW, while the June quarter (24.4%) had the lowest.

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	22.7%	12	Germany	1.5%
2	USA	14.5%	13	Indonesia	1.5%
3	Mainland China & HK	12.3%	14	Middle East & Nth Africa	1.4%
	Mainland China	9.0%	15	France	1.2%
	Hong Kong	3.2%	16	Taiwan	1.1%
4	Singapore	7.9%	17	Scandinavia	1.0%
5	United Kingdom	6.3%	18	Italy	0.8%
6	Japan	5.0%	19	Netherlands	0.6%
7	India	3.3%	20	Switzerland	0.5%
8	Korea	2.8%	21	Ireland	0.2%
9	Malaysia	2.2%		Other Asia	2.4%
10	Canada	2.0%		Other Europe	1.8%
11	Thailand	1.8%		Other Countries	5.1%

New Zealand (22.7%) was the State's largest source market of business visitors, followed by the USA (14.5%).

Accommodation

'Luxury hotel / service apartment / resort, 4 or 5 star' (25.3%) was the most popular accommodation type used for business nights in NSW, followed by 'standard hotel / motel / motor inn, below 4 star' (22.6%) and 'rented house / apartment / unit / flat' (20.9%).

Expenditure (excl package expenditure)⁽⁴⁾

Business visitors spent \$613 million in NSW. On average, they spent \$172 per night in NSW.

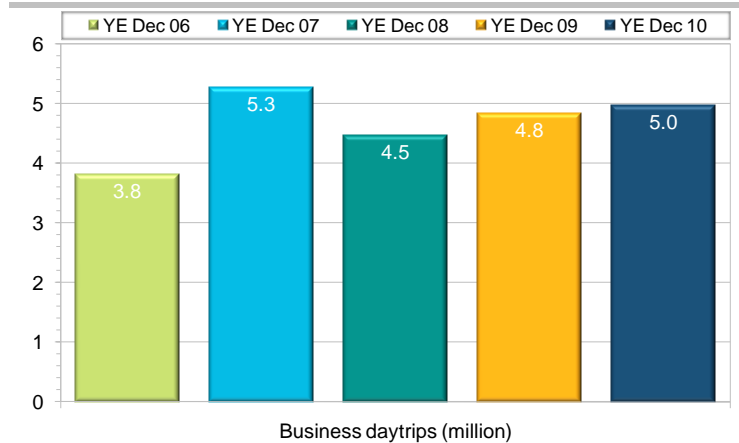
(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 10, TRA.

Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

(3) Source: International Visitor Survey, YE Dec 10, TRA

Domestic daytrip business travel⁽⁵⁾

Daytrips



NSW received 5.0 million domestic daytrip business visitors - up by 2.9% on YE Dec 09.

Market share

Business travel represented 10.1% of daytrips in NSW. Compared to YE Dec 09, the share was down by 0.3% pts.

NSW received 32.0% of business daytrips in Australia. Compared to YE Dec 09, the share was down by 1.8% pts.

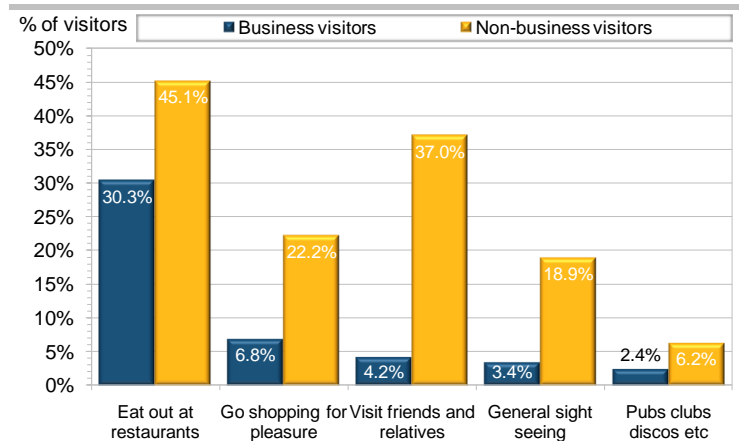
Month returned from trip to NSW

March (13.3%) was the most popular month for business visitors to visit NSW, while January (2.7%) was the least popular.

Age

'35 to 44 years' (32.1%) was the largest age group of business visitors to NSW, followed by '45 to 54 years' (24.3%) and '55 to 64 years' (17.8%).

Activities



'Eat out at restaurants' (30.3%) was the most popular activity undertaken by business visitors to the State, followed by 'go shopping for pleasure' (6.8%). Nearly 3/5 (58.7%) of business visitors to NSW had not undertaken any of the listed activities.

Expenditure⁽⁶⁾

Business visitors spent \$303 million in NSW. On average, they spent \$61 per trip to NSW.

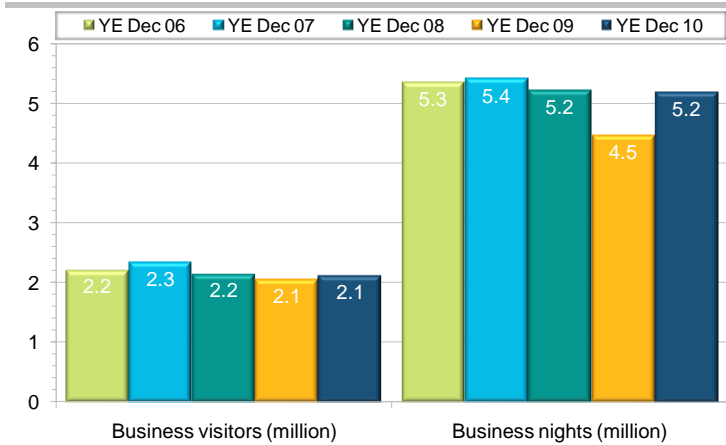
(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Dec 10, TRA

Business travel to New South Wales

Year ended December 2010

Intrastate Overnight Business Travel ⁽⁷⁾

Visitors and nights



NSW received 2.1 million intrastate overnight business visitors - up by 3.1% on YE Dec 09. Intrastate business visitors spent 5.2 million nights in the State - up by 16.2% on YE Dec 09.

Market share

Of total domestic business travel by NSW residents, 52.1% of visitors and 46.5% of nights were to the State. Compared to YE Dec 09, the share of visitors was up by 1.4% pts and the share of nights was up by 2.8% pts.

Length of stay

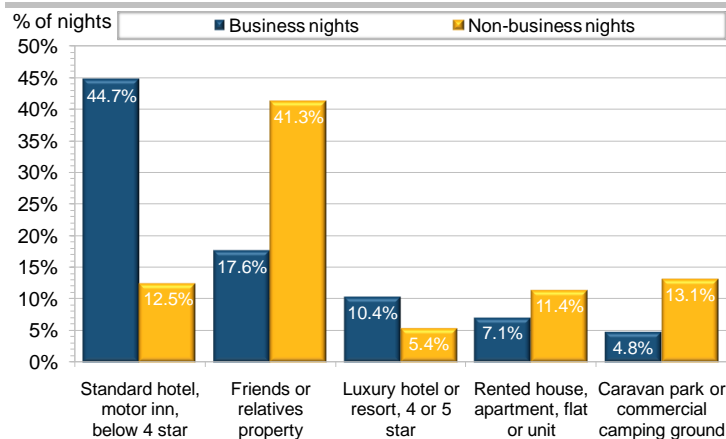
Intrastate business visitors stayed, on average, 2.4 nights in the State - up by 0.3 nights on YE Dec 09.

Month returned from visit to NSW

August (11.4%) was the most popular month for intrastate business **visitors** to visit NSW, while January (4.1%) was the least popular.

Most intrastate business **nights** in NSW were spent in July (10.8%), while February (5.4%) had the least nights.

Accommodation

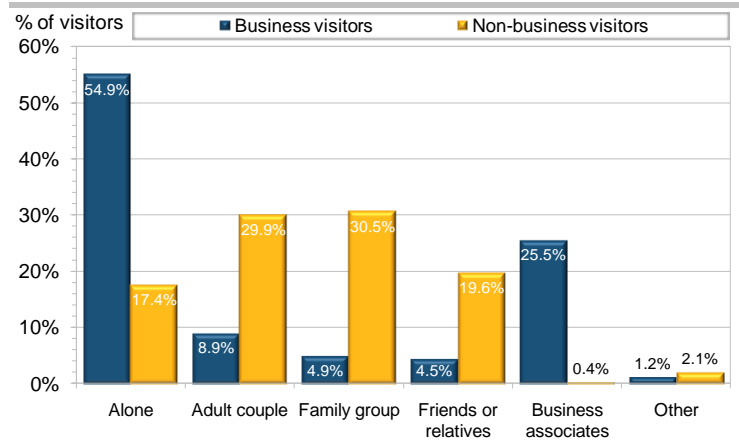


'Standard hotel, motor inn, below 4 star' (44.7%) was the most popular accommodation used for intrastate business nights in NSW, followed by 'friends or relatives property' (17.6%) and 'luxury hotel or resort, 4 or 5 star' (10.4%).

All transport

'Private or company car' (81.8%) was the most popular form of transport used by intrastate business visitors to the State, followed by 'air transport' (11.6%) and 'railway' (4.0%).

Travel party



'Alone' (54.9%) was the largest travel party of intrastate business visitors to NSW, followed by 'business associates' (25.5%) and 'adult couple' (8.9%).

Age

'35 to 44 years' (28.2%) was the largest age group of intrastate business visitors to the State, followed by '45 to 54 years' (24.6%) and '55 to 64 years' (15.9%).

Lifecycle

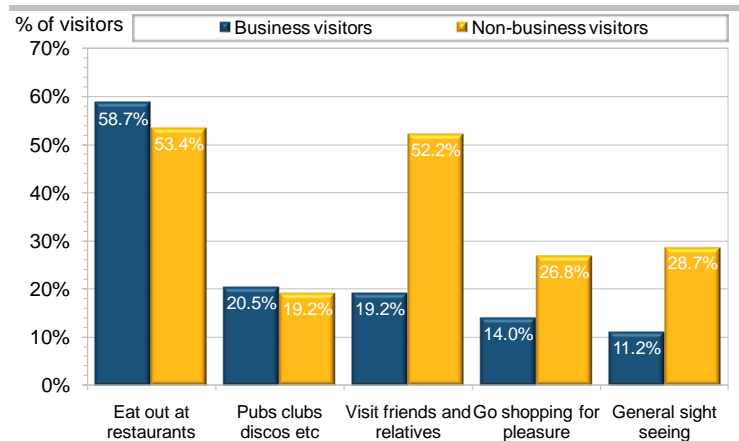
'Parents with youngest child aged 14 or less' (33.6%) was the largest lifecycle grouping of intrastate business visitors to NSW, followed by 'older working' (20.7%) and 'young / midlife single' (15.8%).

Origin

'Sydney' (31.6%) was the largest source region of intrastate business **visitors** to the State. 'The Hunter' (12.9%) was the 2nd largest source region, followed by 'Mid North Coast' (9.4%) and 'South Coast' (8.9%).

'Sydney' contributed 33.9% of intrastate business **nights** in NSW. 'The Hunter' (11.7%) was the 2nd largest source region, followed by 'South Coast' (9.8%) and 'Mid North Coast' (9.7%).

Activities



'Eat out at restaurants' (58.7%) was the most popular activity undertaken by intrastate business visitors to NSW. 'Pubs, clubs, discos etc' (20.5%) was the 2nd most popular, followed by 'visit friends and relatives' (19.2%).

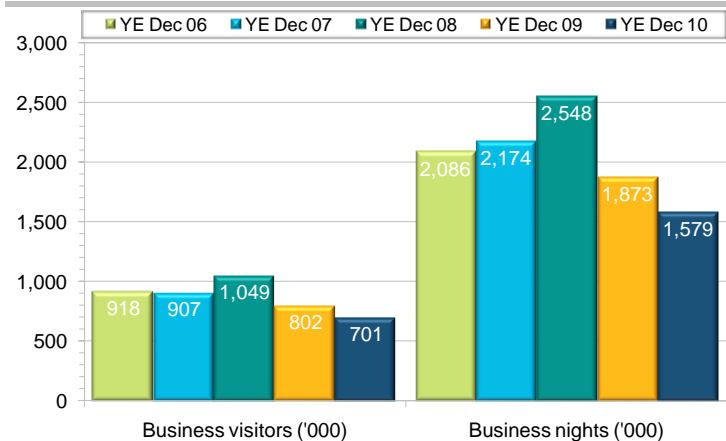
Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

Business travel to New South Wales

Year ended December 2010

Overnight Business Travel from Victoria ⁽⁸⁾

Visitors and nights



NSW received 701,000 Victorian overnight business visitors - down by 12.6% on YE Dec 09. Victorian business visitors spent 1.6 million nights in the State - down by 15.7% on YE Dec 09.

Market share

Of total domestic business travel by Victorians, 27.0% of visitors and 23.5% of nights were to NSW. Compared to YE Dec 09, the share of visitors was down by 4.0 pts and the share of nights was down by 3.6% pts.

Length of stay

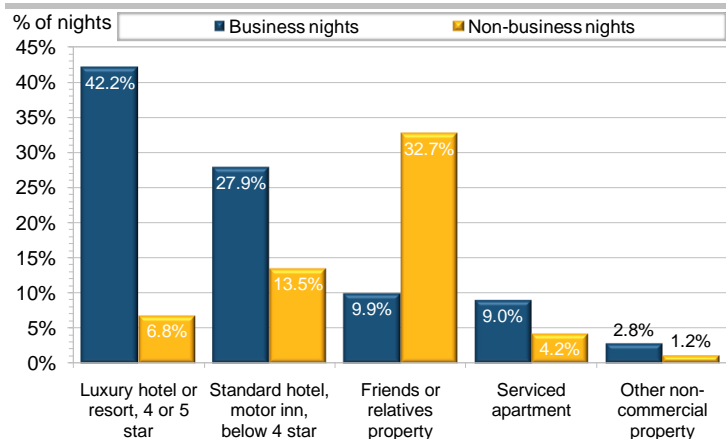
Victorian business visitors stayed, on average, 2.3 nights in the State - down by 0.1 night on YE Dec 09.

Month returned from visit to NSW

June (13.0%) was the most popular month for Victorian business visitors to visit NSW, while January (3.9%) was the least popular.

Most Victorian business nights in NSW were spent in June (13.5%), while January and December (3.7% each) had the least nights.

Accommodation

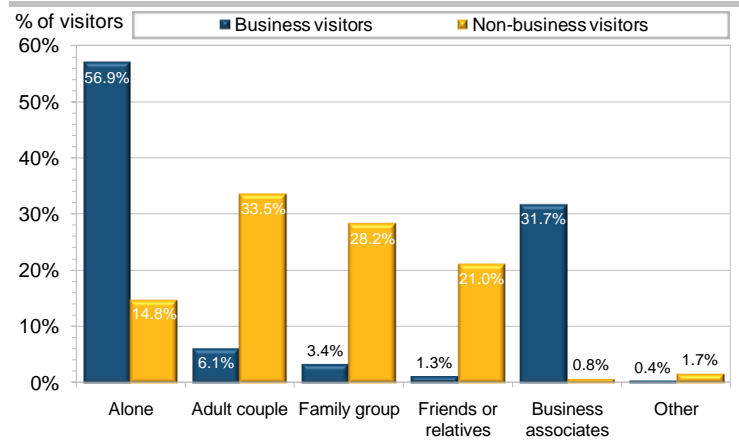


'Luxury hotel or resort, 4 or 5 star' (42.2%) was the most popular accommodation used for Victorian business nights in NSW, followed by 'standard hotel, motor inn, below 4 star' (27.9%).

All transport

'Air transport' (82.5%) was the most popular form of transport used by Victorian business visitors to NSW, followed by 'private or company car' (21.0%) and 'rented or hire vehicle' (1.1%).

Travel party



'Alone' (56.9%) was the largest travel party of Victorian business visitors to NSW, followed by 'business associates' (31.7%) and 'adult couple' (6.1%).

Age

'35 to 44 years' (34.7%) was the largest age group of Victorian business visitors to the State, followed by '45 to 54 years' (29.1%) and '25 to 34 years' (18.4%).

Lifecycle

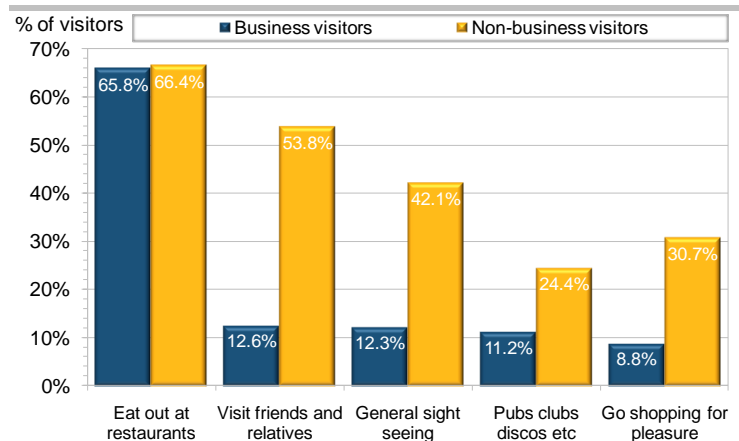
'Parents with youngest child aged 14 or less' (42.7%) was the largest lifecycle grouping of Victorian business visitors to NSW, followed by 'older working' (16.7%) and 'young / midlife couple, no kids' (14.7%).

Origin

'Melbourne' (73.6%) was the largest source region of Victorian business visitors to the State. 'Melbourne East' (6.6%) was the 2nd largest source region (no other tourism region contributed more than 5%). Regional Victoria contributed 26.4%.

'Melbourne' contributed 69.5% of Victorian business nights in NSW. The 'Peninsula' (5.3%) was the 2nd largest source region (no other tourism region contributed more than 5%). Regional Victoria contributed 30.5%.

Activities



'Eat out at restaurants' (65.8%) was the most popular activity undertaken by Victorian business visitors to NSW. 'Visit friends and relatives' (12.6%) was the 2nd most popular.

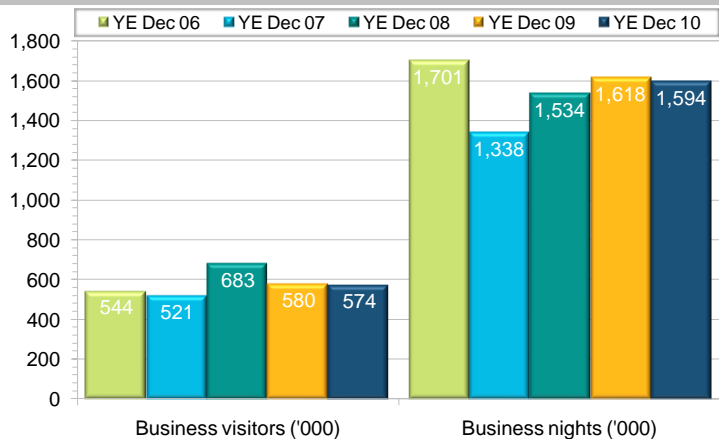
Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

Business travel to New South Wales

Year ended December 2010

Overnight Business Travel from Queensland (9)

Visitors and nights



NSW received 574,000 overnight business visitors from Queensland - down by 1.0% on YE Dec 09. Queensland business visitors spent 1.6 million nights in the State - down by 1.5% on YE Dec 09.

Market share

Of total domestic business travel by Queenslanders, 16.5% of visitors and 14.6% of nights were to NSW. Compared to YE Dec 09, the share of visitors was down by 3.7 pts and the share of nights was down by 2.7% pts.

Length of stay

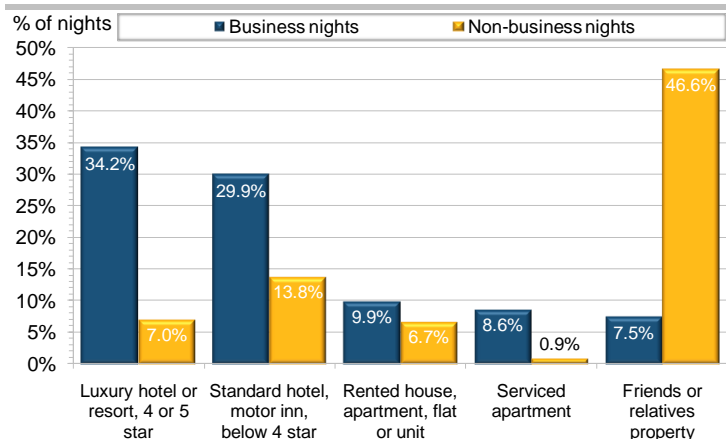
Queensland business visitors stayed on average 2.8 nights in the State - unchanged on YE Dec 09.

Month returned from visit to NSW

March (15.2%) was the most popular month for Queensland business **visitors** to visit NSW, while January (2.1%) was the least popular.

Most Queensland business **nights** in NSW were spent in July (16.6%), while January (2.0%) had the least nights.

Accommodation

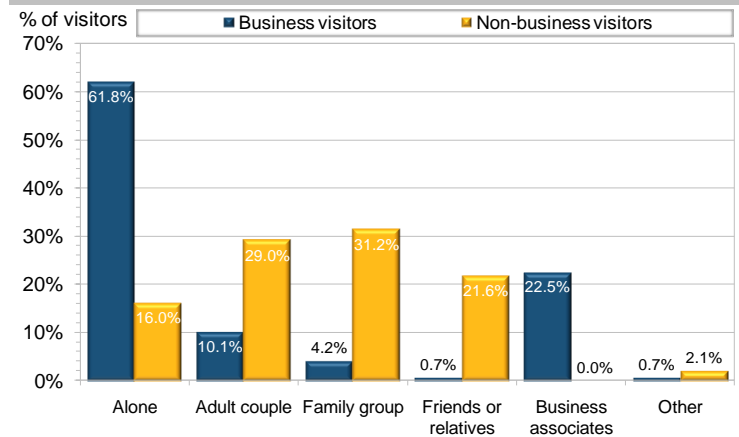


'Luxury hotel or resort, 4 or 5 star' (34.2%) was the most popular accommodation type used for Queensland business nights in NSW, followed by 'standard hotel, motor inn, below 4 star' (29.9%).

All transport

'Air transport' (81.7%) was the most popular form of transport used by Queensland business visitors to NSW, followed by 'private or company car' (15.9%) and 'rented or hire vehicle' (5.6%).

Travel party



'Alone' (61.8%) was the largest travel party of Queensland business visitors to NSW, followed by 'business associates' (22.5%) and 'adult couple' (10.1%).

Age

'35 to 44 years' (36.6%) was the largest age group of Queensland business visitors to the State, followed by '45 to 54 years' (28.6%) and '55 to 64 years' (16.2%).

Lifecycle

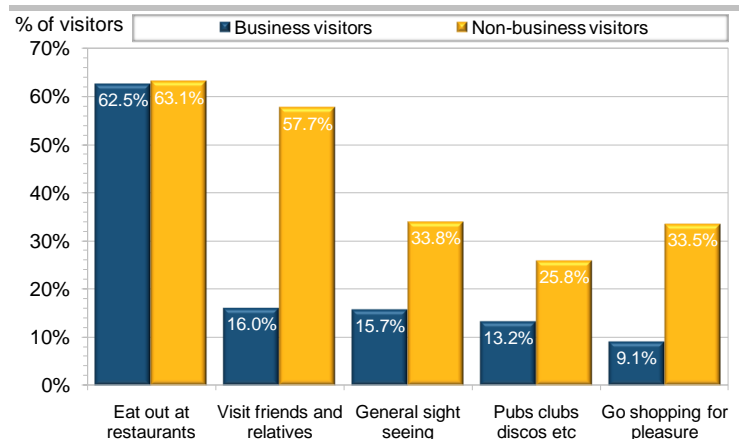
'Parents with youngest child aged 14 or less' (33.6%) was the largest lifecycle grouping of Queensland business visitors to NSW, followed by 'young / midlife couple, no kids' (18.8%) and 'older working' (17.2%).

Origin

'Brisbane' (53.1%) was the largest source region of Queensland business **visitors** to the State. 'Gold Coast' (18.3%) was the 2nd largest, followed by 'Sunshine Coast' (7.5%) - no other tourism region contributed more than 5%.

'Brisbane' contributed 44.2% of Queensland business **nights** in NSW. 'Gold Coast' (20.7%) was the 2nd largest source region, followed by 'Northern' (11.1%) and 'Sunshine Coast' (6.3%).

Activities



'Eat out at restaurants' (62.5%) was the most popular activity undertaken by Queensland business visitors to NSW. 'Visit friends and relatives' (16.0%) was the 2nd most popular, followed by 'general sightseeing' (15.7%).

Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.