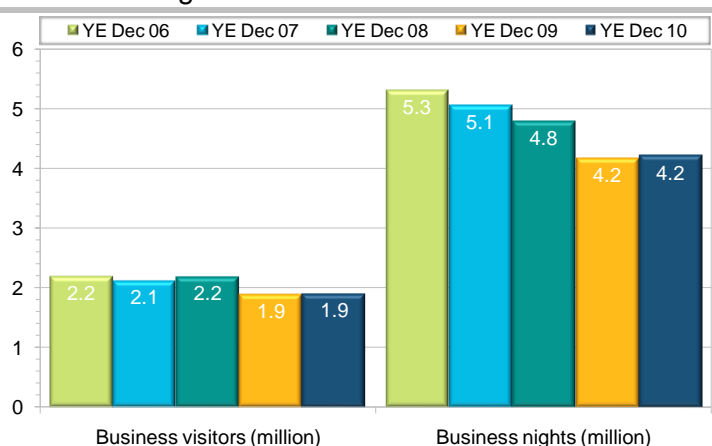


### Domestic Overnight Business Travel <sup>(1)</sup>

#### Visitors and nights



Sydney received 1.9 million domestic overnight visitors who visited the region for the purpose of 'business' - up by 0.2% on YE Dec 09. Business visitors spent 4.2 million nights in the region - up by 0.9% on YE Dec 09.

#### Market share

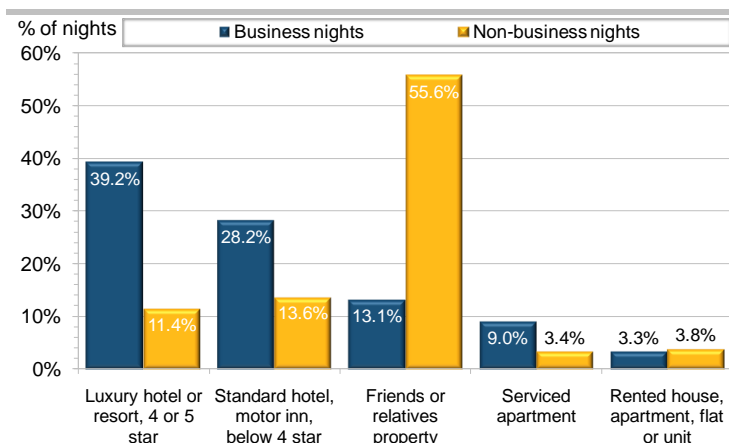
Business travel represented 26.6% of visitors and 20.7% of nights in Sydney. Compared to YE Dec 09, the share of visitors and the share of nights were down by 1.2% pts each.

The region received 50.2% of business visitors and 44.6% of business nights in NSW. Compared to YE Dec 09, the share of visitors was up by 1.5% pts and the share of nights was down by 0.7% pts.

#### Month returned from visit to Sydney

September (11.6%) was the most popular month for business visitors to visit Sydney, while January (2.8%) was the least popular. More business nights in the region were spent in September (12.8%) than any other month, while December (2.6%) had the least nights.

#### Accommodation

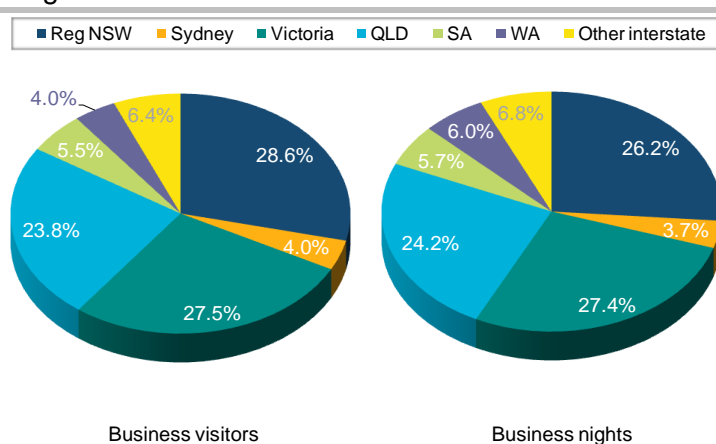


'Luxury hotel or resort, 4 or 5 star' (39.2%) was the most popular accommodation type used for business nights in Sydney, followed by 'standard hotel, motor inn, below 4 star' (28.2%).

#### Age

'35 to 44 years' (32.8%) was the largest age group of business visitors to the region, followed by '45 to 54 years' (31.1%) and '25 to 34 years' (14.1%).

#### Origin



Sydney received 32.7% of business visitors and 29.9% of business nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 67.3% of business visitors and 70.1% of business nights in the region (Victoria was the biggest interstate market for both visitors and nights).

#### Length of stay

Business visitors stayed, on average, 2.2 nights in the region.

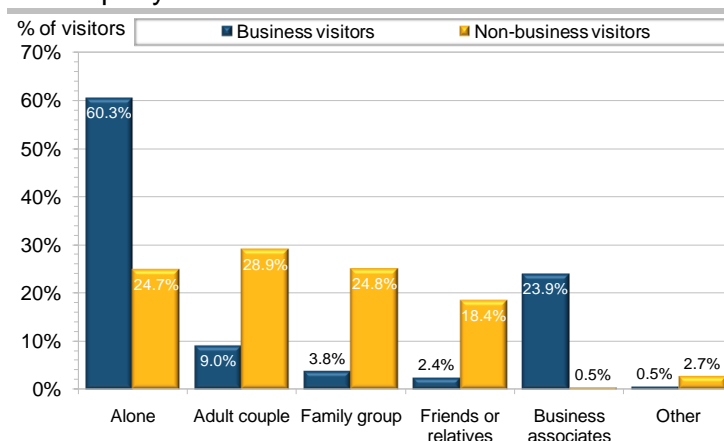
#### All transport

'Air transport' (66.8%) was the most popular form of transport used by business visitors to Sydney, followed by 'private or company car' (27.0%) and 'rented or hire vehicle' (3.5%).

#### Activities

'Eat out at restaurants' (65.7%) was the most popular activity undertaken by business visitors to Sydney, followed by 'visit friends and relatives' (16.2%) and 'shopping for pleasure' (13.1%).

#### Travel party



'Alone' (60.3%) was the largest travel party of business visitors to the region, followed by 'business associates' (23.9%) and 'adult couple' (9.0%).

#### Expenditure (excl motor vehicles purchases etc) <sup>(2)</sup>

Business visitors spent \$821 million in Sydney. On average, they spent \$195 per night in Sydney.

<sup>(2)</sup> Estimated using data from TRA's modelled domestic overnight visitor expenditure in capital cities and regional areas & by purpose of visit in NSW, YE Dec 10. Expenditure prorated based on the number of nights.

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

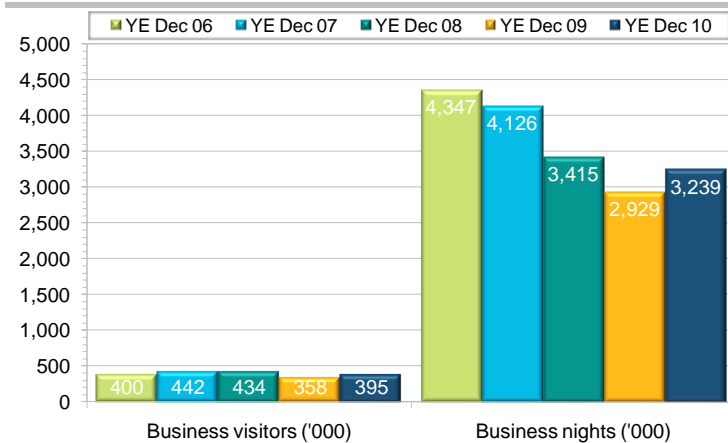
# Business travel to Sydney

Year ended December 2010

Business visitors to Sydney (million)	4.3
Business nights in Sydney (million)	7.4
Business expenditure in Sydney (billion)	\$ 15

## International overnight business travel<sup>(3)</sup>

Visitors and nights



Sydney received 395,400 international overnight business visitors - up by 10.5% on YE Dec 09. Business visitors spent 3.2 million nights in the region - up by 10.6% on YE Dec 09.

### Market share

Business travel represented 14.9% of visitors and 5.9% of nights in Sydney. Compared to YE Dec 09, the share of visitors was up by 0.8% pts and the share of nights was up by 0.3% pts.

The region received 93.5% of business visitors and 90.9% of business nights in NSW. Compared to YE Dec 09, the share of visitors was down by 0.1% pt and the share of nights was up by 3.9% pts.

### Seasonality

The September quarter (25.9%) had the highest proportion of business visitors who had visited Sydney, while the June quarter (24.3%) had the lowest.

### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	21.9%	12	Middle East & Nth Africa	1.5%
2	USA	14.5%	13	Indonesia	1.5%
3	Mainland China & HK	12.4%	14	Germany	1.4%
	Mainland China	9.1%	15	France	1.2%
	Hong Kong	3.3%	16	Taiwan	1.2%
4	Singapore	8.2%	17	Scandinavia	1.0%
5	United Kingdom	6.4%	18	Italy	0.8%
6	Japan	5.2%	19	Netherlands	0.6%
7	India	3.3%	20	Switzerland	0.4%
8	Korea	2.9%	21	Ireland	0.2%
9	Malaysia	2.3%		Other Asia	2.4%
10	Canada	2.0%		Other Europe	1.8%
11	Thailand	1.9%		Other Countries	5.1%

### Accommodation

'Luxury hotel / service apartment / resort, 4 or 5 star' (27.1%) was the most popular accommodation type used for business nights in Sydney, followed by 'standard hotel / motel / motor inn, below 4 star' (22.1%) and 'rented house / apartment / unit / flat' (20.7%).

### Expenditure (excl package expenditure)<sup>(4)</sup>

Business visitors spent \$573 million in Sydney. On average, they spent \$177 per night in Sydney.

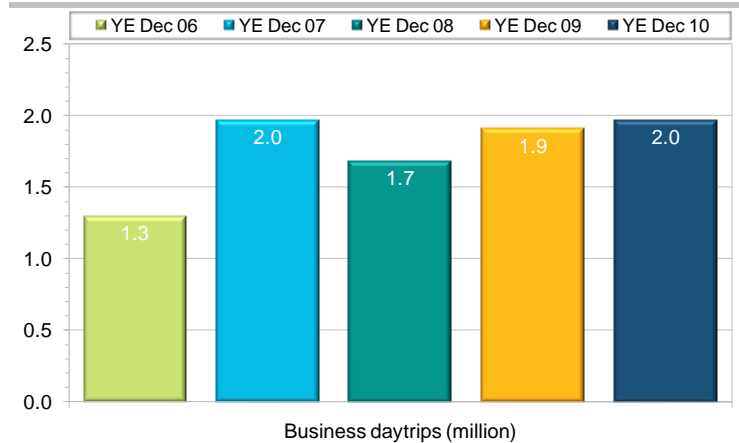
(4) Estimated using data from TRA's modelled international visitor expenditure in capital cities and regional areas & by purpose of visit in NSW, YE Dec 10. Expenditure prorated based on the number of nights.

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<sup>(5)</sup>

Daytrips



Sydney received 2.0 million domestic daytrip business visitors - up by 3.1% on YE Dec 09.

### Market share

Business travel represented 11.3% of daytrips in Sydney. Compared to YE Dec 09, the share was down by 0.5% pts.

Sydney received 39.6% of business daytrips in NSW. Compared to YE Dec 09, the share was up by 0.1% pt.

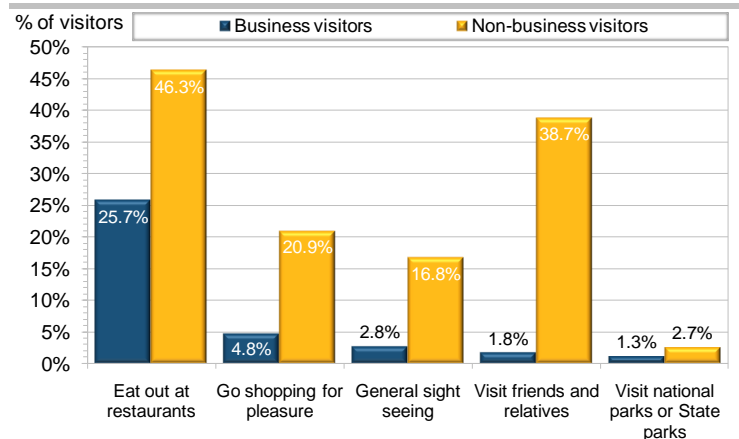
### Month returned from trip to Sydney

May (12.6%) was the most popular month for business visitors to visit Sydney, while January (2.8%) was the least popular.

### Age

'35 to 44 years' (33.2%) was the largest age group of business visitors to Sydney, followed by '45 to 54 years' (27.9%) and '55 to 64 years' (14.5%).

### Activities



'Eat out at restaurants' (25.7%) was the most popular activity undertaken by business visitors to the region, followed by 'go shopping for pleasure' (4.8%). Nearly 2/3 (66.1%) of business visitors to Sydney had not undertaken any of the listed activities.

### Expenditure<sup>(6)</sup>

Business visitors spent \$117 million in Sydney. On average, they spent \$60 per trip to Sydney.

(6) Estimated using data from TRA's modelled domestic day visitor expenditure in capital cities and regional areas & by purpose of visit in NSW, YE Dec 10. Expenditure prorated based on the number of visitors.