

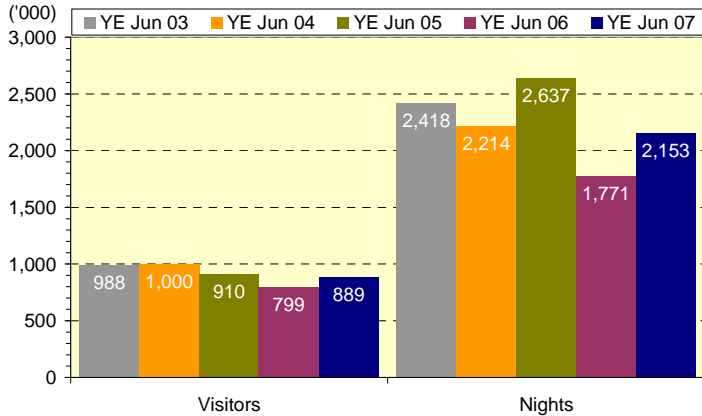


Total visitors ('000)	2,517
Domestic nights ('000)	2,153
Total expenditure (million)	\$388

Domestic Overnight Travel

Note: The number of trips taken domestically by Australians increased by 2.3 percent on last year, but was down by 2.2 percent compared to four years ago.

Visitors and nights

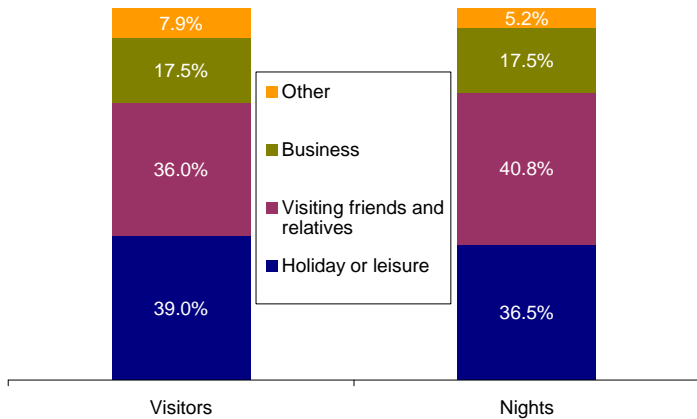


Capital Country received nearly 0.9 million domestic overnight visitors - up by 11.3% on YE Jun 06. Visitors spent nearly 2.2 million nights in the region - up by 21.6% on YE Jun 06.

Market share

The region received 5.0% of visitors to and 3.4% of nights in Regional NSW. Compared to YE Jun 06, the share of visitors was up by 0.3% points and share of nights was up by 0.5% points.

Purpose of visit



'Holiday or leisure' (39.0%) was the largest purpose for **visitors** to the region. 'Visiting friends and relatives' (36.0%) was the 2nd largest, followed by 'Business' (17.5%).

'Visiting friends and relatives' (40.8%) was the largest purpose in terms of **nights** in the region. 'Holiday or leisure' (36.5%) was the 2nd largest, followed by 'Business' (17.5%).

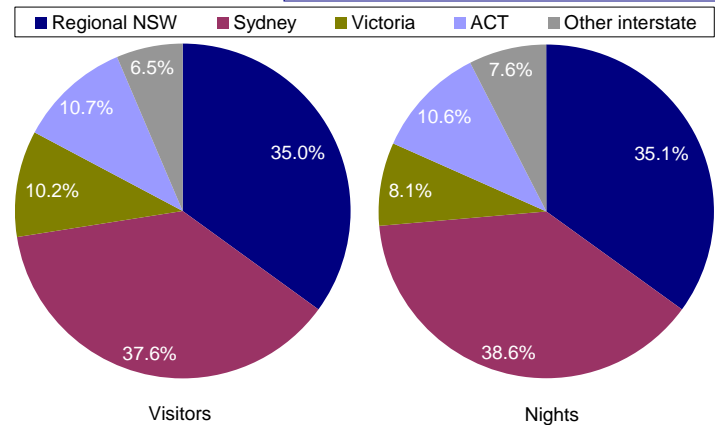
Accommodation

Nearly 1/2 (46.1%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (18.2%) was the 2nd most popular accommodation type, followed by 'Caravan park or commercial camping ground' (9.3%) and 'Rented house, apartment, flat or unit' (5.3%).

Activities

Over 2/5 (44.4%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (41.9%) was the 2nd most popular activity, followed by 'General sight seeing' (22.2%) and 'Go shopping for pleasure' (20.4%).

Origin



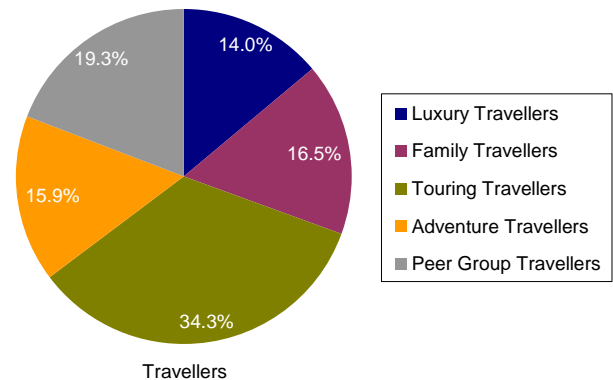
The region received nearly 3/4 (72.6%) of visitors and close to 3/4 (73.8%) of nights from **intrastate** (Sydney contributed more than Regional NSW for both visitors and nights).

Over 1/4 (27.4%) of visitors and more than 1/4 (26.2%) of nights came from **interstate** (ACT was the biggest interstate market for both visitors and nights).

Transport

Over 9/10 (91.8%) of visitors to the region travelled by 'Private or company car'. 'Bus or coach' (2.8%) was the 2nd most popular transport used, followed by 'Railway' (1.7%).

Australian travel segments ⁽²⁾



Over 1/3 (34.3%) of visitors to the region were 'Touring travellers'. 'Peer group travellers' (19.3%) was the 2nd largest travel segment, followed by 'Family travellers' (16.5%).

(2) Source: HTS, YE Jun 06, Roy Morgan Research

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent, on average, \$108 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 07, TRA

Tourism employment ⁽⁴⁾

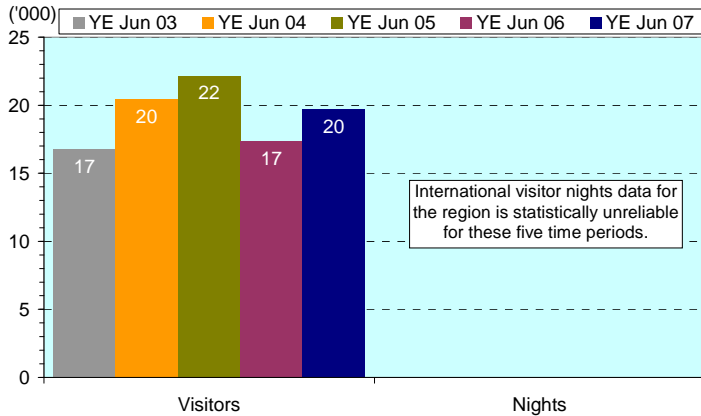
An estimated 4,100 (5.3%) of the region's workforce were employed in the tourism industry.

(4) Source: TTF Australia NSW Tourism Employment Atlas 2006, TTF Australia



International Overnight Travel

Visitors and nights



Capital Country received 19,700 international overnight visitors - up by 13.2% on YE Jun 06. International visitor nights data for the region is statistically unreliable for these five time periods.

Note: The number of overnight trips to Australia by international visitors increased by 3.1 percent on last year and by 21.0 percent compared to four years ago.

Market share

The region received 3.3% of visitors to and 2.8% of nights in Regional NSW. Compared to YE Jun 06, the share of visitors was up by 0.2% points and the share of nights was up by 0.8% points.

Purpose of visit

'Holiday/pleasure' (56.1%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (23.4%) was the 2nd largest, followed by 'Education' (5.7%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	26.6%	13.	France	1.4%
2.	New Zealand	17.5%	14.	Singapore	1.1%
3.	USA	9.2%	15.	Indonesia	0.9%
4.	Scandinavia	4.5%	16.	China	0.8%
5.	Netherlands	4.5%	17.	Switzerland	0.8%
6.	Canada	4.4%	18.	Hong Kong	0.4%
7.	Germany	3.4%	19.	Japan	0.1%
8.	Korea	2.6%	20.	Italy	0.0%
9.	India	2.1%		Other Europe	9.1%
10.	Thailand	1.7%		Other Asia	0.5%
11.	Malaysia	1.7%		Middle East & Nth Africa	0.0%
12.	Taiwan	1.4%		Other Countries	5.1%

'UK' (26.6%) was the region's largest source market of visitors, followed by 'New Zealand' (17.5%) and 'USA' (9.2%).

Accommodation

Over 1/3 (35.5%) of nights in the region were spent in 'Home of friend or relative'. 'Guest house / Bed and Breakfast' (19.2%) was the 2nd most popular accommodation type used, followed by 'Rented house / apartment / unit / flat' (14.4%).

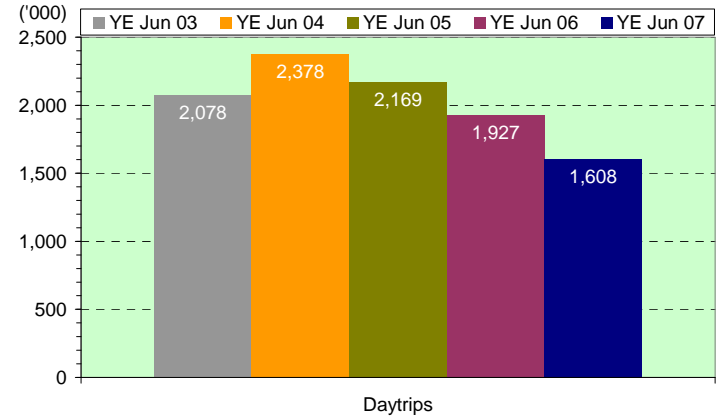
Expenditure (excl package expenditure) ⁽⁶⁾

International overnight visitors spent, on average, \$54 per night in the region.

(6) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 07, TRA. Note: previous regional snapshots reported international expenditure including package expenditure.

Domestic Daytrip Travel

Trips



Capital Country received over 1.6 million domestic daytrip visitors - down by 16.6% on YE Jun 06.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 5.5 percent on last year, but was down by 3.1 percent compared to four years ago.

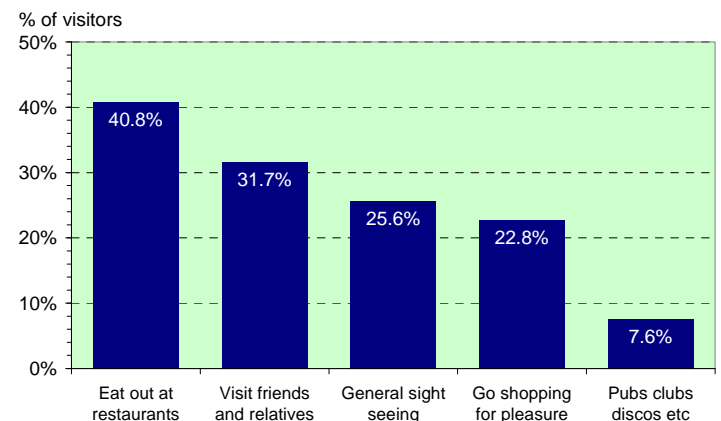
Market share

The region received 5.5% of daytrips to Regional NSW. Compared to YE Jun 06, the share was down by 1.3% points.

Purpose of visit

'Holiday or leisure' (47.5%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (28.5%) was the 2nd largest, followed by 'Business' (13.8%).

Activities



Over 2/5 (40.8%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (31.7%) was the 2nd most popular activity, followed by 'General sight seeing' (25.6%). Almost 1/5 (19.5%) undertook none of the listed activities.

Age

Almost 1/4 (24.2%) of visitors to the region were aged '45-54 years'. The 2nd largest age group was '55-64 years' (20.3%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent, on average, \$89 per trip to the region.

(7) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Jun 07, TRA