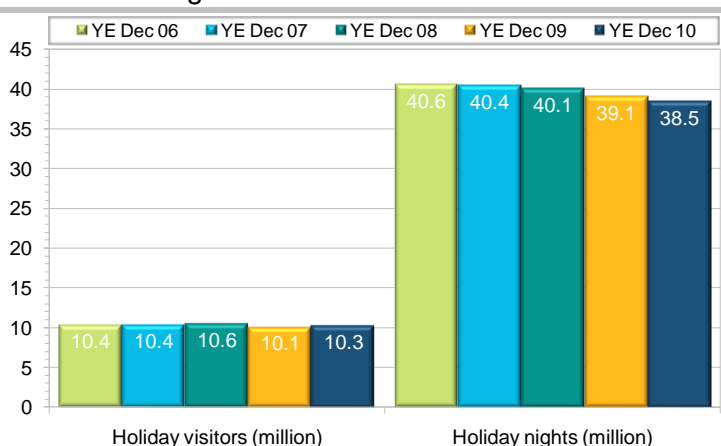


Domestic Overnight Holiday Travel ⁽¹⁾

Visitors and nights



NSW received 10.3 million domestic overnight visitors who visited the State for the purpose of 'holiday or leisure' (holiday) - up by 1.8% on YE Dec 09. Holiday visitors spent 38.5 million nights in the State - down by 1.5% on YE Dec 09.

Market share

Holiday travel represented 44.7% of visitors and 49.1% of nights in NSW. Compared to YE Dec 09, the share of visitors was down by 0.1% pt and the share of nights was down by 1.6% pts.

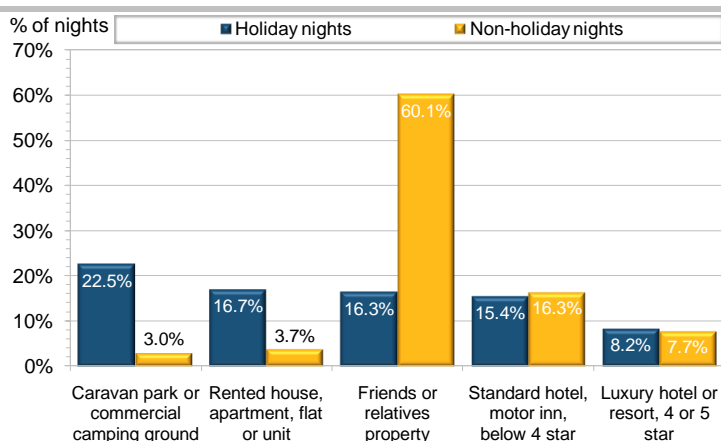
The State received 34.3% of holiday visitors and 30.2% of holiday nights in Australia. Compared to YE Dec 09, the share of visitors was up by 0.5% pts and the share of nights was down by 0.1% pt.

Month returned from visit to NSW

January (15.7%) was the most popular month for holiday visitors to visit NSW, while December (6.4%) was the least popular.

More holiday nights in NSW were spent in January (22.3%) than any other month, while May (5.2%) had the least nights.

Accommodation

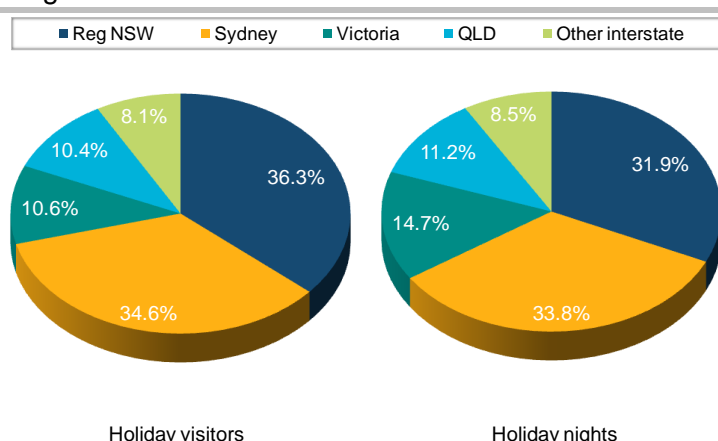


'Caravan park or commercial camping ground' (22.5%) was the most popular accommodation type used for holiday nights in NSW, followed by 'rented house, apartment, flat or unit' (16.7%) and 'friends or relatives property' (16.3%).

Age

'35 to 44 years' (22.1%) was the largest age group of holiday visitors to the State, followed by '45 to 54 years' (19.1%) and '55 to 64 years' (16.5%).

Origin



NSW received 70.9% of holiday visitors and 65.6% of holiday nights from **intrastate** (regional NSW contributed more visitors than Sydney, while Sydney contributed more nights).

Interstate contributed 29.1% of holiday visitors and 34.4% of holiday nights in the State (Victoria was the biggest interstate market for both visitors and nights).

Length of stay

Holiday visitors stayed, on average, 3.7 nights in the State - down by 0.1 night on YE Dec 09.

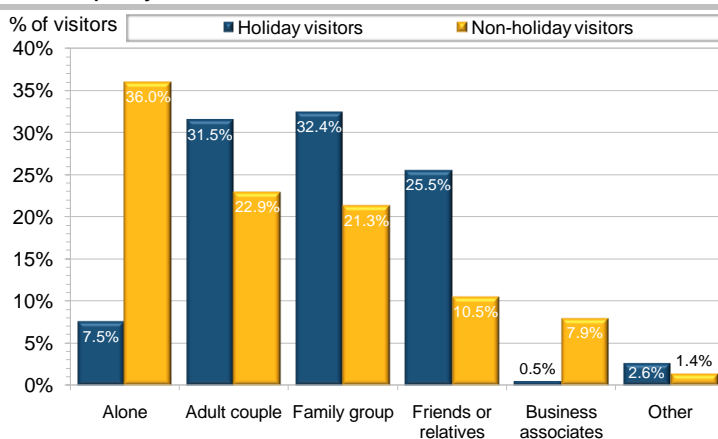
All transport

'Private or company car' (83.7%) was the most popular form of transport used by holiday visitors to NSW, followed by 'air transport' (9.7%) and 'bus or coach' (2.7%).

Activities

'Eat out at restaurants' (61.2%) was the most popular activity undertaken by holiday visitors to NSW, followed by 'general sight seeing' (38.6%) and 'go to the beach' (31.9%).

Travel party



'Family group' (32.4%) was the largest travel party of holiday visitors to the State, followed by 'adult couple' (31.5%).

Expenditure (excl motor vehicles purchases etc) ⁽²⁾

Holiday visitors spent \$6.3 billion in NSW. On average, they spent \$163 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

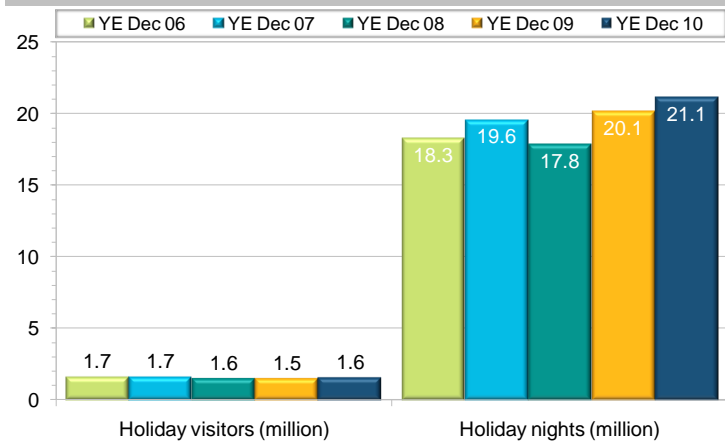
Holiday travel to New South Wales

Year ended December 2010

Holiday visitors to NSW (million)	36.1
Holiday nights in NSW (million)	59.6
Holiday expenditure in NSW (billion)	\$10.9

International Overnight Holiday Travel ⁽³⁾

Visitors and nights



NSW received 1.6 million international overnight holiday visitors - up by 4.2% on YE Dec 09. Holiday visitors spent 21.1 million nights in the State - up by 4.8% on YE Dec 09.

Market share

Holiday travel represented 56.7% of visitors and 32.3% of nights in NSW. Compared to YE Dec 09, the share of visitors was down by 0.3% pts and the share of nights was down by 0.5% pts.

The State received 55.3% of holiday visitors and 35.6% of holiday nights in Australia. Compared to YE Dec 09, the share of visitors was up by 0.1% pt and share of nights was up by 2.0% pts.

Seasonality

The December quarter (29.9%) had the highest proportion of holiday visitors who had visited NSW, while the June quarter (18.7%) had the lowest.

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	14.9%	12	Singapore	2.3%
2	Mainland China & HK	12.6%	13	Italy	1.6%
	Mainland China	10.3%	14	Indonesia	1.6%
	Hong Kong	2.3%	15	Ireland	1.5%
3	USA	10.9%	16	Netherlands	1.5%
4	New Zealand	8.9%	17	Switzerland	1.3%
5	Korea	7.2%	18	Malaysia	1.2%
6	Japan	6.0%	19	India	1.1%
7	Germany	5.2%	20	Thailand	1.0%
8	Canada	3.3%	21	Middle East & Nth Africa	0.8%
9	France	2.7%		Other Asia	1.2%
10	Scandinavia	2.6%		Other Europe	3.4%
11	Taiwan	2.3%		Other Countries	4.9%

The UK (14.9%) was the State's largest source market of holiday visitors, followed by Mainland China & HK (12.6%).

Accommodation

'Rented house / apartment / unit / flat' (32.8%) was the most popular accommodation type used for holiday nights in NSW, followed by 'home of a friend or relative' (19.5%) and 'backpacker / hostel' (18.8%).

Expenditure (excl package expenditure) ⁽⁴⁾

Holiday visitors spent \$2.0 billion in NSW. On average, they spent \$93 per night in NSW.

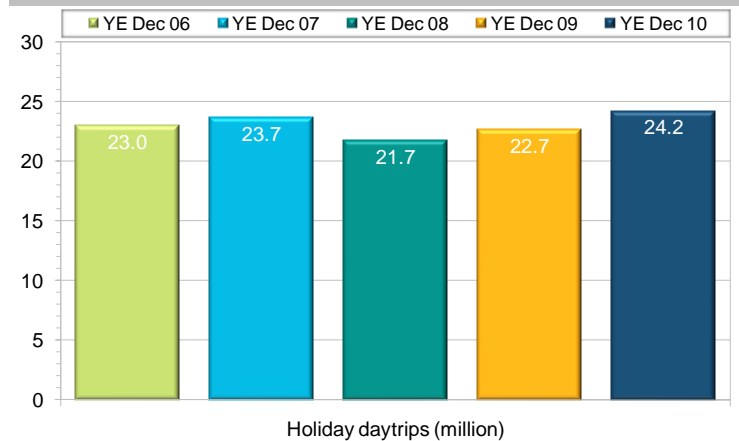
⁽⁴⁾ Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 10, TRA.

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 Holiday Travel ⁽⁵⁾

Daytrips



NSW received 24.2 million domestic daytrip holiday visitors - up by 6.7% on YE Dec 09.

Market share

Holiday travel represented 49.3% of daytrips in NSW. Compared to YE Dec 09, the share was up by 0.6% pts.

NSW received 32.9% of holiday daytrips in Australia. Compared to YE Dec 09, the share was up by 2.0% pts.

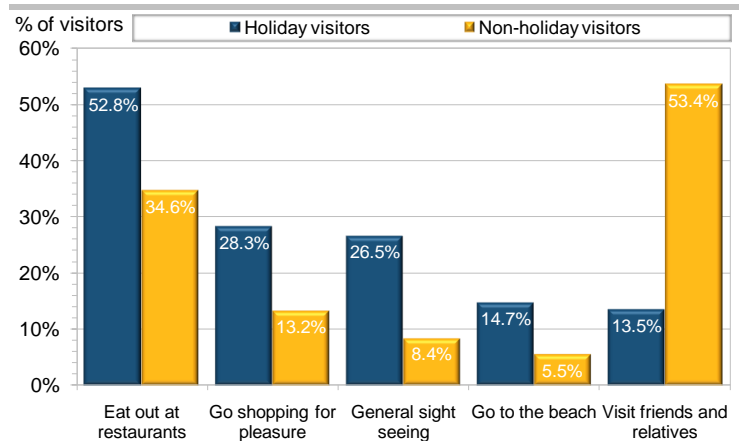
Month returned from trip to NSW

January (10.3%) was the most popular month for holiday visitors to visit NSW, while November (6.6%) was the least popular.

Age

'35 to 44 years' (20.9%) was the largest age group of holiday visitors to NSW, followed by '65 years and over' (17.4%) and '45 to 54 years' (16.3%).

Activities



'Eat out at restaurants' (52.8%) was the most popular activity undertaken by holiday visitors to the State. 'Go shopping for pleasure' (28.3%) was the 2nd most popular, followed by 'general sight seeing' (26.5%).

Expenditure ⁽⁶⁾

Holiday visitors spent \$2.7 billion in NSW. On average, they spent \$111 per trip to NSW.

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

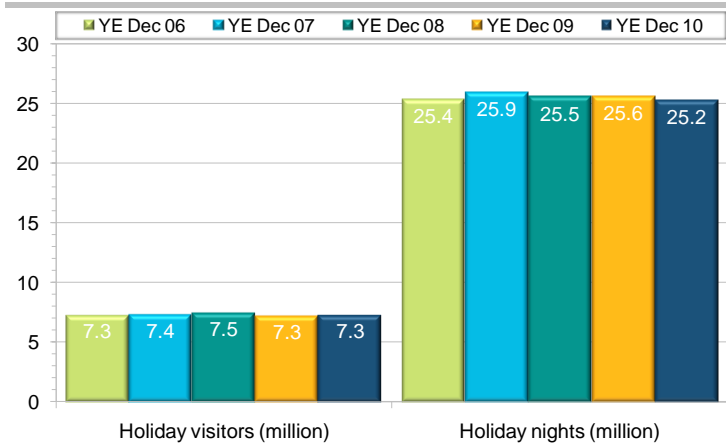
⁽⁵⁾ Source: National Visitor Survey, YE Dec 10, TRA

Holiday travel to New South Wales

Year ended December 2010

Intrastate Overnight Holiday Travel ⁽⁷⁾

Visitors and nights



NSW received 7.3 million intrastate overnight holiday visitors - up by 0.4% on YE Dec 09. Intrastate holiday visitors spent 25.2 million nights in the State - down by 1.2% on YE Dec 09.

Market share

Of total domestic holiday travel by NSW residents, 73.7% of visitors and 59.7% of nights were to the State. Compared to YE Dec 09, the share of visitors was down by 2.0% pts and the share of nights was down by 2.6% pts.

Length of stay

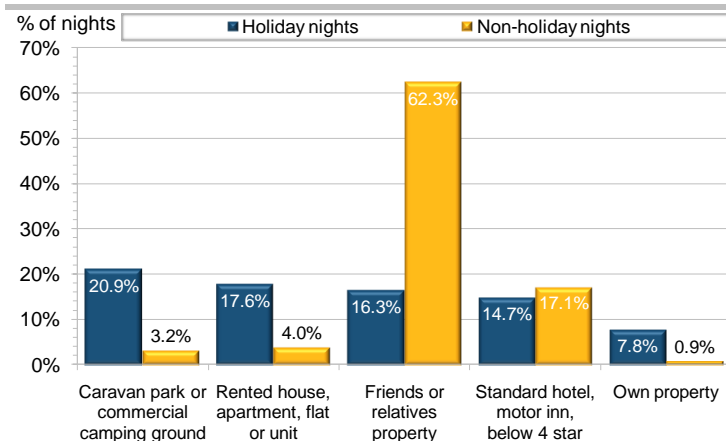
Intrastate holiday visitors stayed, on average, 3.5 nights in the State - down by 0.1 night on YE Dec 09.

Month returned from visit to NSW

January (16.5%) was the most popular month for intrastate holiday **visitors** to visit NSW, while December (6.1%) was the least popular.

Most intrastate holiday **nights** in NSW were spent in January (23.1%), while May (5.4%) had the least nights.

Accommodation



'Caravan park or commercial camping ground' (20.9%) was the most popular accommodation used for intrastate holiday nights in NSW, followed by 'rented house, apartment, flat or unit' (17.6%).

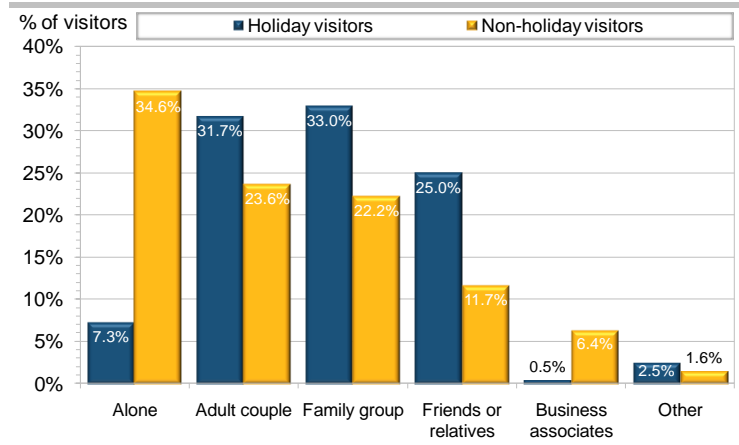
All transport

'Private or company car' (91.4%) was the most popular form of transport used by intrastate holiday visitors to the State, followed by 'railway' (2.9%) and 'bus or coach' (2.5%).

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

(7) Source: National Visitor Survey, YE Dec 10, TRA

Travel party



'Family group' (33.0%) was the largest travel party of intrastate holiday visitors to NSW, followed by 'adult couple' (31.7%) and 'friends or relatives' (25.0%).

Age

'35 to 44 years' (22.1%) was the largest age group of intrastate holiday visitors to the State, followed by '45 to 54 years' (18.7%) and '55 to 64 years' (17.1%).

Lifecycle

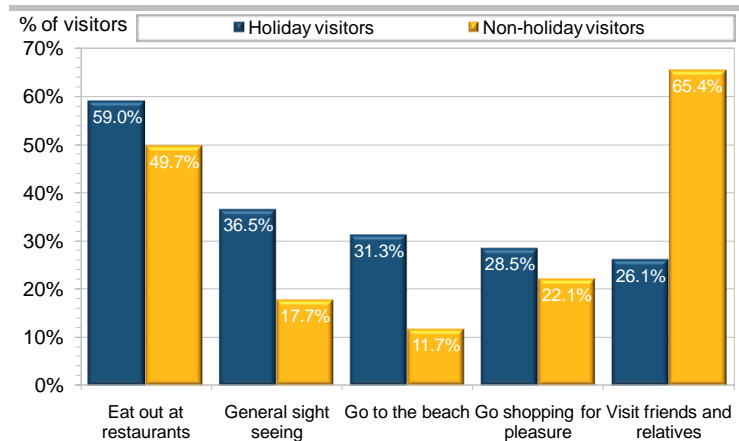
'Parents with youngest child aged 14 or less' (30.7%) was the largest lifecycle grouping of intrastate holiday visitors to NSW, followed by 'older non-working' (18.8%) and 'young / midlife single' (17.0%).

Origin

'Sydney' (48.8%) was the largest source region of intrastate holiday **visitors** to the State. 'The Hunter' (10.0%) was the 2nd largest source region, followed by 'South Coast region' (6.9%) and 'Mid North Coast' (5.9%).

'Sydney' contributed 51.5% of intrastate holiday **nights** in NSW. 'The Hunter' (10.0%) was the 2nd largest source region, followed by 'South Coast region' (6.7%) and 'Central Coast' (5.4%).

Activities



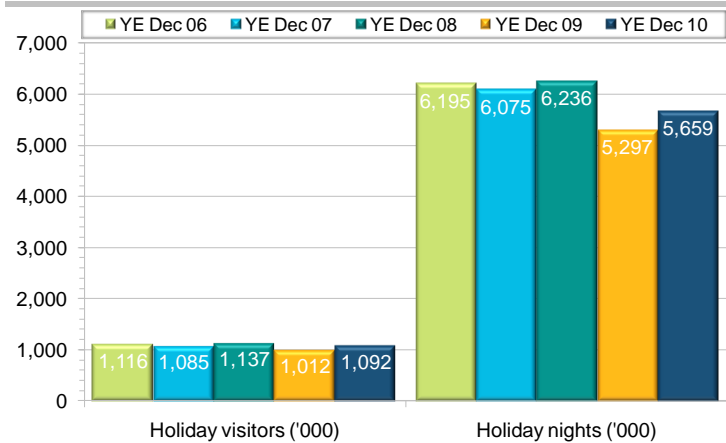
'Eat out at restaurants' (59.0%) was the most popular activity undertaken by intrastate holiday visitors to NSW. 'General sight seeing' (36.5%) was the 2nd most popular, followed by 'go to the beach' (31.3%).

Holiday travel to New South Wales

Year ended December 2010

Overnight Holiday Travel from Victoria ⁽⁸⁾

Visitors and nights



NSW received 1.1 million Victorian overnight holiday visitors - up by 7.9% on YE Dec 09. Victorian holiday visitors spent 5.7 million nights in the State - up by 6.8% on YE Dec 09.

Market share

Of total domestic holiday travel by Victorians, 14.0% of visitors and 17.0% of nights were to NSW. Compared to YE Dec 09, the share of visitors was up by 1.0% pt and the share of nights was up by 1.5% pts.

Length of stay

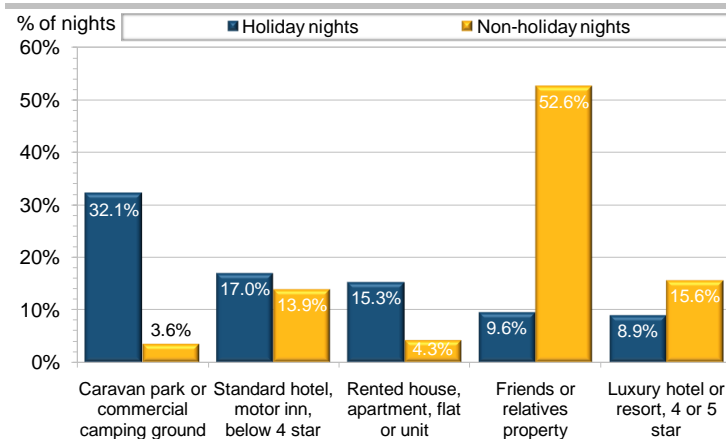
Victorian holiday visitors stayed, on average, 5.2 nights in the State - down by 0.1 night on YE Dec 09.

Month returned from visit to NSW

January (14.6%) was the most popular month for Victorian holiday visitors to visit NSW, while March (5.2%) was the least popular.

Most Victorian holiday nights in NSW were spent in January (20.9%), while May (4.1%) had the least nights.

Accommodation

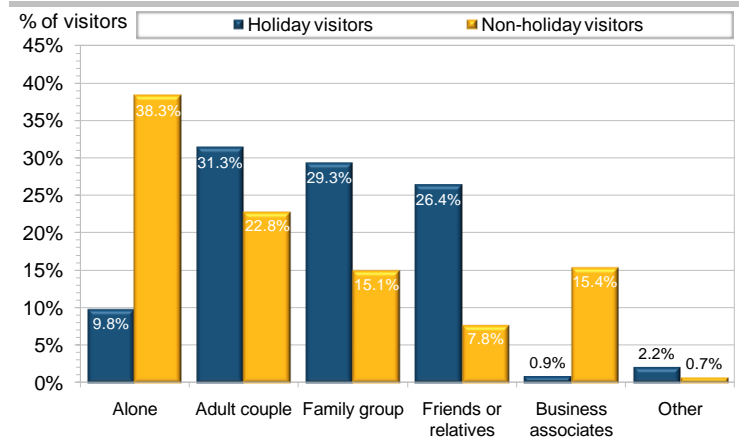


'Caravan park or commercial camping ground' (32.1%) was the most popular accommodation used for Victorian holiday nights in NSW, followed by 'standard hotel, motor inn, below 4 star' (17.0%).

All transport

'Private or company car' (61.9%) was the most popular form of transport used by Victorian holiday visitors to the State, followed by 'air transport' (31.2%) and 'bus or coach' (4.2%).

Travel party



'Adult couple' (31.3%) was the largest travel party of Victorian holiday visitors to NSW, followed by 'family group' (29.3%) and 'friends or relatives' (26.4%).

Age

'35 to 44 years' (20.3%) was the largest age group of Victorian holiday visitors to the State, followed by '45 to 54 years' (19.2%) and '65 years and over' (18.4%).

Lifecycle

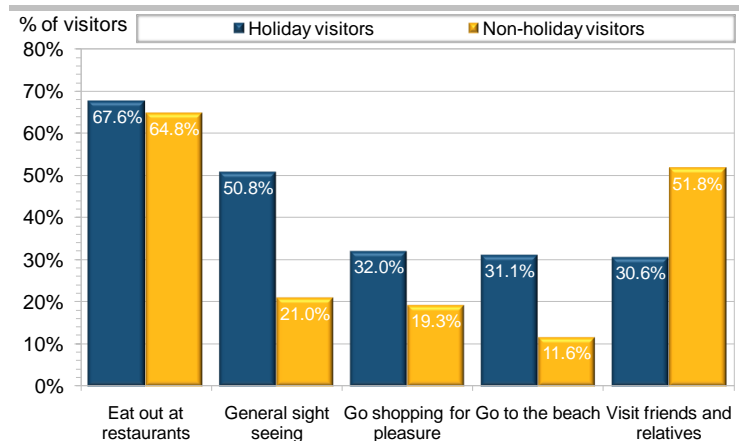
'Parents with youngest child aged 14 or less' (26.4%) was the largest lifecycle grouping of Victorian holiday visitors to NSW, followed by 'older non-working' (22.8%) and 'young / midlife single' (17.3%).

Origin

'Melbourne' (62.0%) was the largest source region of Victorian holiday visitors to the State. 'Gippsland' (6.0%) was the 2nd largest source region, followed by 'Melbourne East' (6.0%). Regional Victoria contributed 38.0%.

'Melbourne' contributed 59.8% of Victorian holiday nights in NSW. 'Gippsland' (7.7%) was the 2nd largest source region, followed by the 'Melbourne East' (6.3%). Regional Victoria contributed 40.2%.

Activities



'Eat out at restaurants' (67.6%) was the most popular activity undertaken by Victorian holiday visitors to NSW. 'General sight seeing' (50.8%) was the 2nd most popular.

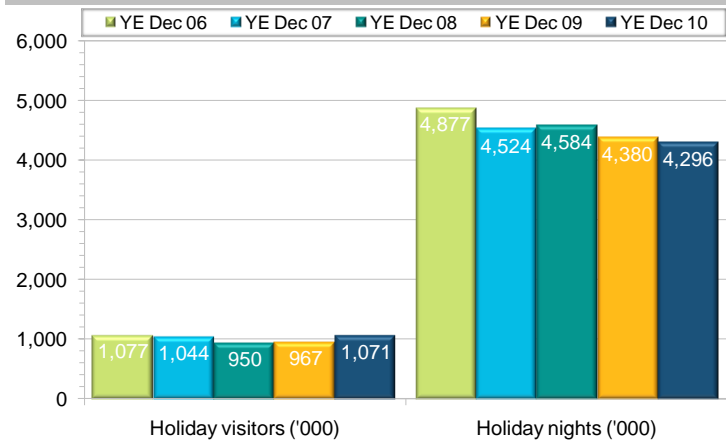
Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

Holiday travel to New South Wales

Year ended December 2010

Overnight Holiday Travel from Queensland (9)

Visitors and nights



NSW received 1.1 million overnight holiday visitors from Queensland - up by 10.8% on YE Dec 09. Queensland holiday visitors spent 4.3 million nights in the State - down by 1.9% on YE Dec 09.

Market share

Of total domestic holiday travel by Queenslanders, 17.3% of visitors and 17.4% of nights were to NSW. Compared to YE Dec 09, the share of visitors was up by 1.9 pts and the share of nights was up by 0.1% pt.

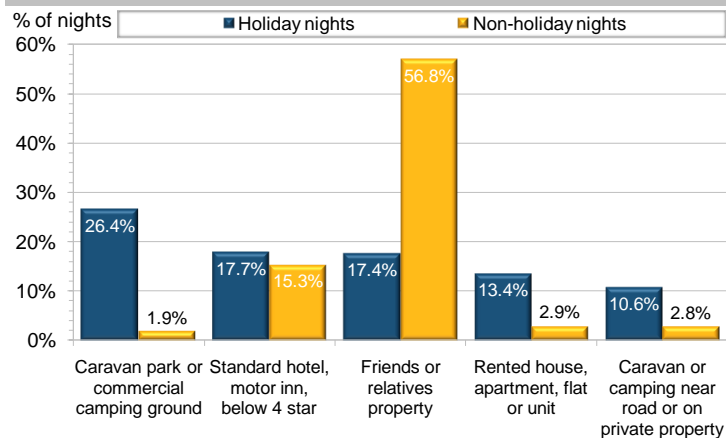
Length of stay

Queensland holiday visitors stayed, on average, 4.0 nights in the State - down by 0.5 nights on YE Dec 09.

Month returned from visit to NSW

April (11.4%) was the most popular month for Queensland holiday **visitors** to visit NSW, while December (5.7%) was the least popular. Most Queensland holiday **nights** in NSW were spent in January (20.4%), while March (4.2%) had the least nights.

Accommodation

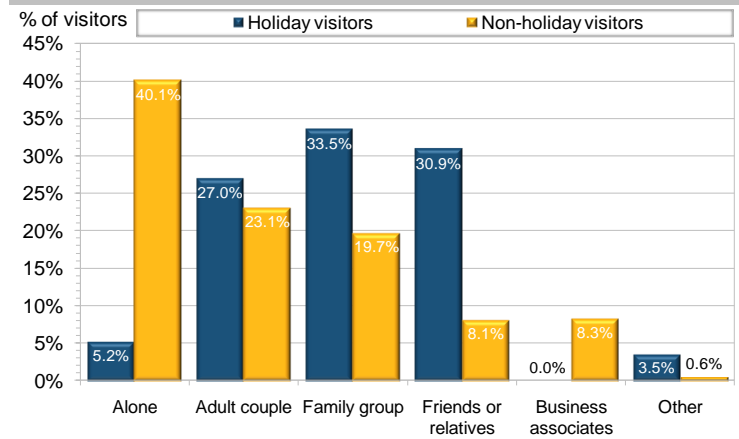


'Caravan park or commercial camping ground' (26.4%) was the most popular accommodation type used for Queensland holiday nights in NSW, followed by 'standard hotel, motor inn, below 4 star' (17.7%).

All transport

'Private or company car' (70.1%) was the most popular form of transport used by Queensland holiday visitors to the State, followed by 'air transport' (24.0%) and 'bus or coach' (2.3%).

Travel party



'Family group' (33.5%) was the largest travel party of Queensland holiday visitors to NSW, followed by 'friends or relatives' (30.9%) and 'adult couple' (27.0%).

Age

'35 to 44 years' (25.2%) was the largest age group of Queensland holiday visitors to the State, followed by '45 to 54 years' (19.4%) and '15 to 24 years' (19.3%).

Lifecycle

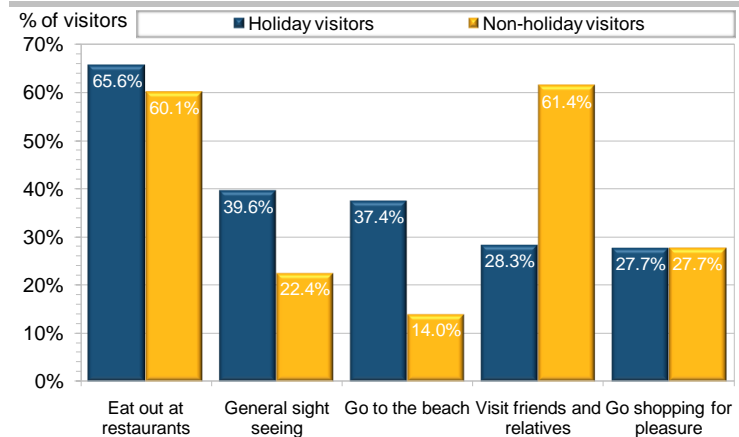
'Parents with youngest child aged 14 or less' (33.5%) was the largest lifecycle grouping of Queensland holiday visitors to NSW, followed by 'young / midlife single' (22.1%) and 'older non-working' (12.7%).

Origin

'Brisbane' (55.7%) was the largest source region of Queensland holiday **visitors** to the State. 'Gold Coast' (19.7%) was the 2nd largest source region, followed by 'Sunshine Coast' (7.5%) and 'Darling Downs' (5.6%).

'Brisbane' contributed 52.7% of Queensland holiday **nights** in NSW. 'Gold Coast' (14.4%) was the 2nd largest source region, followed by 'Sunshine Coast' (9.4%) and 'Darling Downs' (8.8%).

Activities



'Eat out at restaurants' (65.6%) was the most popular activity undertaken by Queensland holiday visitors to NSW. 'General sightseeing' (39.6%) was the 2nd most popular, followed by 'go to the beach' (37.4%).

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