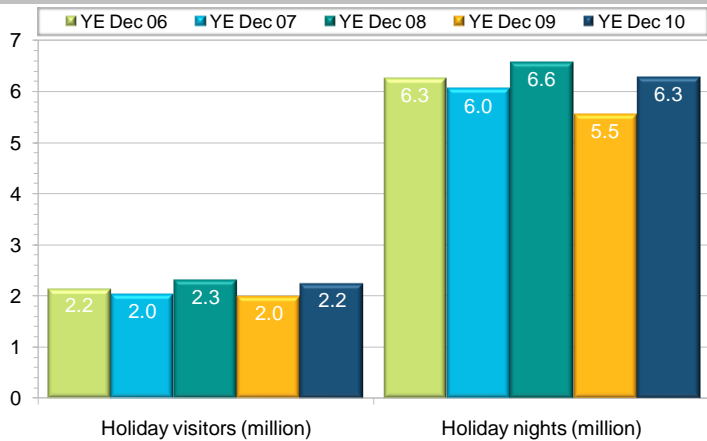




### Domestic Overnight Holiday Travel <sup>(1)</sup>

#### Visitors and nights



Sydney received 2.2 million domestic overnight visitors who visited the region for the purpose of 'holiday' - up by 12.1% on YE Dec 09. Holiday visitors spent 6.3 million nights in the region - up by 13.0% on YE Dec 09.

#### Market share

Holiday travel represented 31.4% of visitors and 30.8% of nights in Sydney. Compared to YE Dec 09, the share of visitors was up by 2.0% pts and the share of nights was up by 1.8% pts.

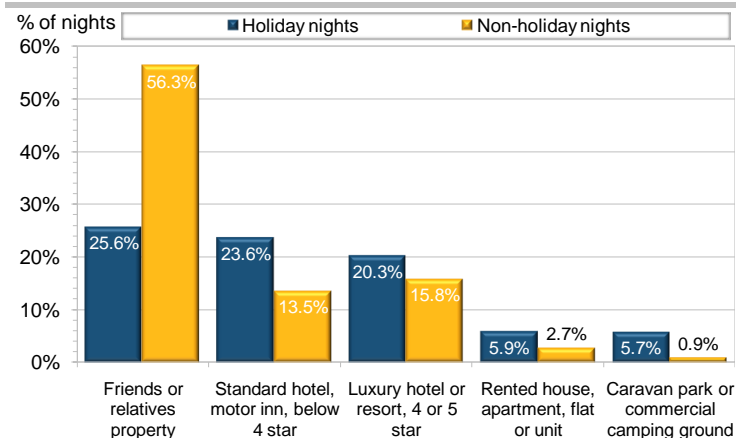
The region received 21.8% of holiday visitors and 16.3% of holiday nights in NSW. Compared to YE Dec 09, the share of visitors was up by 2.0% pts and the share of nights was up by 2.1% pts.

#### Month returned from visit to Sydney

January (11.9%) was the most popular month for holiday **visitors** to visit Sydney, while May (5.2%) was the least popular.

More holiday **nights** in Sydney were spent in January (19.5%) than any other month, while May (3.8%) had the least nights.

#### Accommodation

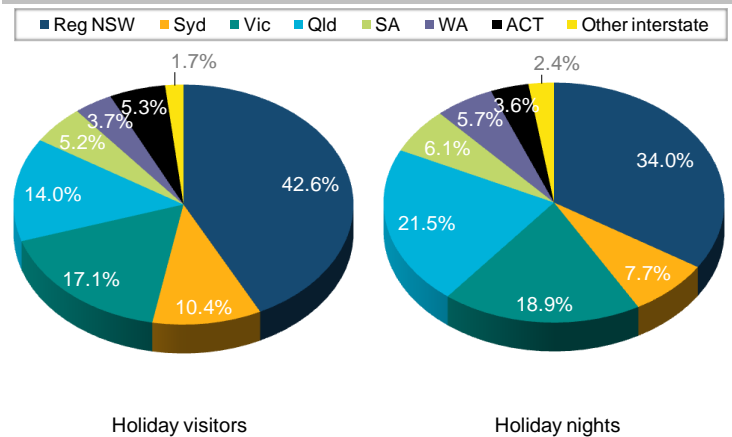


'Friends or relatives property' (25.6%) was the most popular accommodation type used for holiday nights in Sydney, followed by 'standard hotel, motor inn, below 4 star' (23.6%) and 'luxury hotel or resort, 4 or 5 star' (20.3%).

#### Age

'35 to 44 years' (21.1%) was the largest age group of holiday visitors to the region, followed by '45 to 54 years' (20.6%) and '15 to 24 years' (19.1%).

#### Origin



Sydney received 53.0% of holiday visitors and 41.8% of holiday nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 47.1% of holiday visitors and 58.2% of holiday nights in the region (Victoria was the biggest interstate market for visitors, while Queensland was the biggest for nights).

#### Length of stay

Holiday visitors stayed, on average, 2.8 nights in the region.

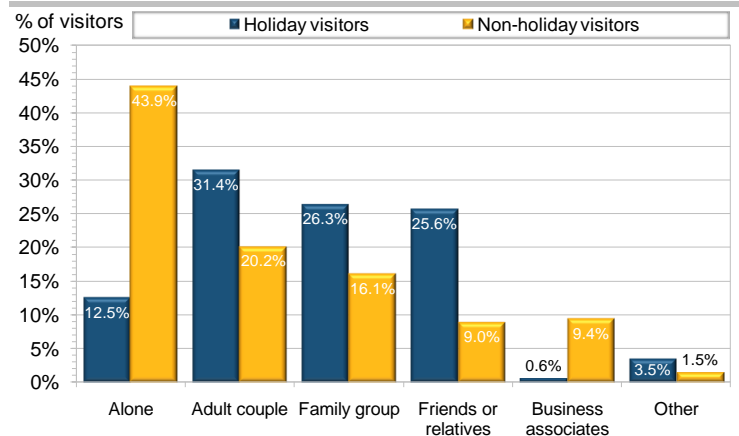
#### All transport

'Private or company car' (56.2%) was the most popular form of transport used by holiday visitors to Sydney, followed by 'air transport' (33.2%) and 'railway' (5.5%).

#### Activities

'Eat out at restaurants' (69.4%) was the most popular activity undertaken by holiday visitors to Sydney, followed by 'general sight seeing' (38.4%) and 'go shopping for pleasure' (38.0%).

#### Travel party



'Adult couple' (31.4%) was the largest travel party of holiday visitors to the region, followed by 'family group' (26.3%) and 'friends or relatives' (25.6%).

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

Holiday visitors spent \$1.6 billion in Sydney. On average, they spent \$248 per night in Sydney.

*(2) 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

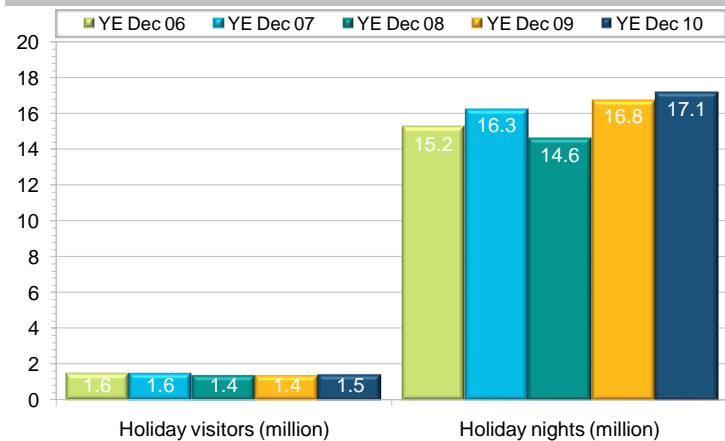
# Holiday travel to Sydney

Year ended December 2010

Holiday visitors to Sydney (million)	11.4
Holiday nights in Sydney (million)	23.4
Holiday expenditure in Sydney (billion)	\$4.1

## International Overnight Holiday Travel <sup>(3)</sup>

Visitors and nights



Sydney received 1.5 million international overnight holiday visitors - up by 3.2% on YE Dec 09. Holiday visitors spent 17.1 million nights in the region - up by 2.3% on YE Dec 09.

### Market share

Holiday travel represented 55.6% of visitors and 31.5% of nights in Sydney. Compared to YE Dec 09, the share of visitors and the share of nights were down by 0.6% pts each.

The region received 91.8% of holiday visitors and 81.3% of holiday nights in NSW. Compared to YE Dec 09, the share of visitors was down by 0.9% pts and the share of nights was down by 2.0% pts.

### Seasonality

The December quarter (29.7%) had the highest proportion of holiday visitors who had visited Sydney, while the June quarter (18.6%) had the lowest.

### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	14.3%	12	Singapore	2.3%
2	Mainland China & HK	13.3%	13	Italy	1.7%
	Mainland China	11.0%	14	Indonesia	1.6%
	Hong Kong	2.3%	15	Netherlands	1.4%
3	USA	11.0%	16	Switzerland	1.4%
4	New Zealand	8.0%	17	Ireland	1.3%
5	Korea	7.6%	18	Malaysia	1.2%
6	Japan	6.2%	19	India	1.1%
7	Germany	5.3%	20	Thailand	0.9%
8	Canada	3.2%	21	Middle East & Nth Africa	0.8%
9	France	2.8%		Other Asia	1.1%
10	Scandinavia	2.6%		Other Europe	3.2%
11	Taiwan	2.5%		Other Countries	4.9%

### Accommodation

'Rented house / apartment / unit / flat' (36.3%) was the most popular accommodation type used for holiday nights in Sydney, followed by 'home of friend or relative' (19.0%) and 'backpacker / hostel' (18.0%).

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

Holiday visitors spent \$1.7 billion in Sydney. On average, they spent \$98 per night in Sydney.

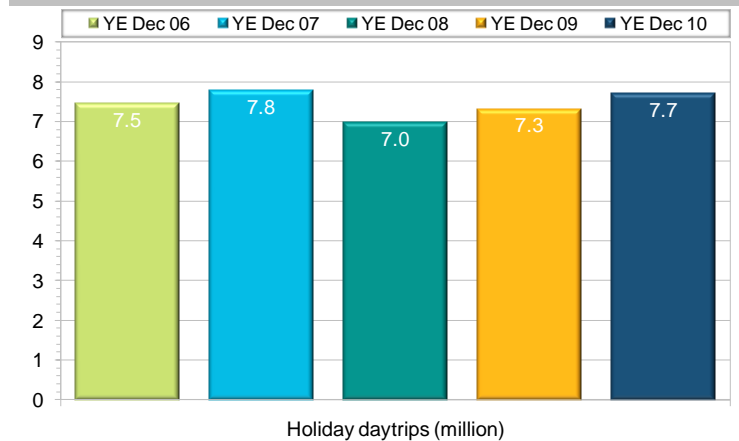
*(4) Estimated using data from TRA's modelled international visitor expenditure in capital cities and regional areas & by purpose of visit in NSW, YE Dec 10. Expenditure prorated based on the number of nights.*

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 Holiday Travel <sup>(5)</sup>

Daytrips



Sydney received 7.7 million domestic daytrip holiday visitors - up by 5.3% on YE Dec 09.

### Market share

Holiday travel represented 44.2% of daytrips in Sydney. Compared to YE Dec 09, the share was down by 1.0% pt.

Sydney received 31.8% of holiday daytrips in NSW. Compared to YE Dec 09, the share was down by 0.4% pts.

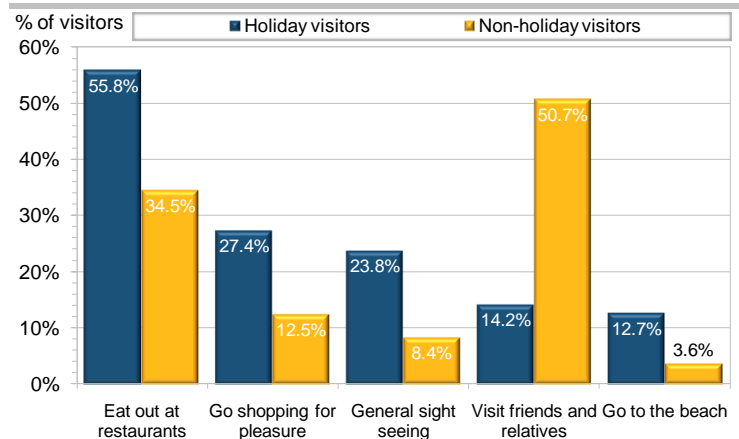
### Month returned from trip to Sydney

January (11.9%) was the most popular month for holiday visitors to visit Sydney, while November (6.3%) was the least popular.

### Age

'15 to 24 years' (21.5%) was the largest age group of holiday visitors to Sydney, followed by '35 to 44 years' (20.6%) and '65 years and over' (15.8%).

### Activities



'Eat out at restaurants' (55.8%) was the most popular activity undertaken by holiday visitors to the region. 'Go shopping for pleasure' (27.4%) was the 2<sup>nd</sup> most popular, followed by 'general sight seeing' (23.8%) and 'visit friends and relatives' (14.2%).

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

Holiday visitors spent \$835 million in Sydney. On average, they spent \$108 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.*