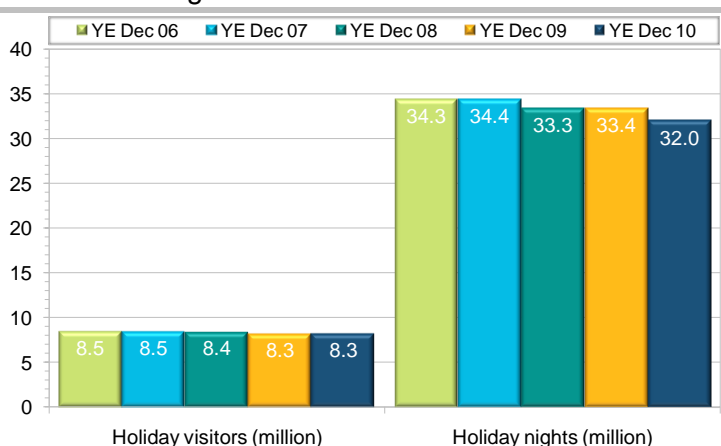


Domestic Overnight Holiday Travel ⁽¹⁾

Visitors and nights



Regional NSW received 8.3 million domestic overnight visitors who visited for the purpose of 'holiday' - up by 0.2% on YE Dec 09. Holiday visitors spent 32.0 million nights in regional NSW - down by 4.3% on YE Dec 09.

Market share

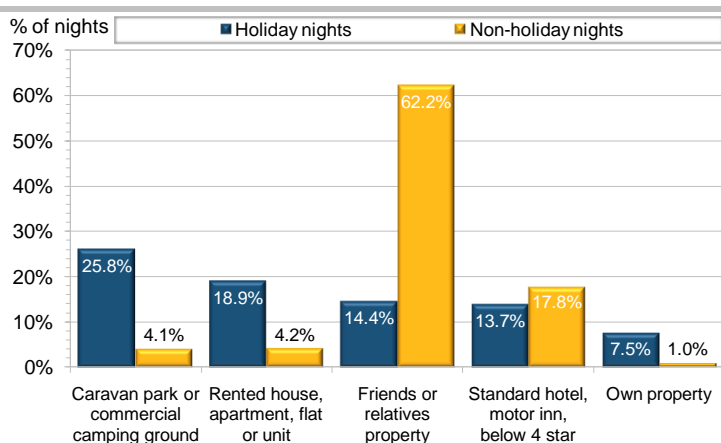
Holiday travel represented 50.0% of visitors and 55.4% of nights in regional NSW. Compared to YE Dec 09, the share of visitors was down by 0.8% pts and the share of nights was down by 2.4% pts.

Regional NSW received 80.2% of holiday visitors and 83.1% of holiday nights in the State. Compared to YE Dec 09, the share of visitors was down by 1.2% pts and the share of nights was down by 2.4% pts.

Month returned from visit to regional NSW

January (16.7%) was the most popular month for holiday **visitors** to visit regional NSW, while December (6.2%) was the least popular. More holiday **nights** in regional NSW were spent in January (23.0%) than any other month, while June (5.1%) had the least nights.

Accommodation

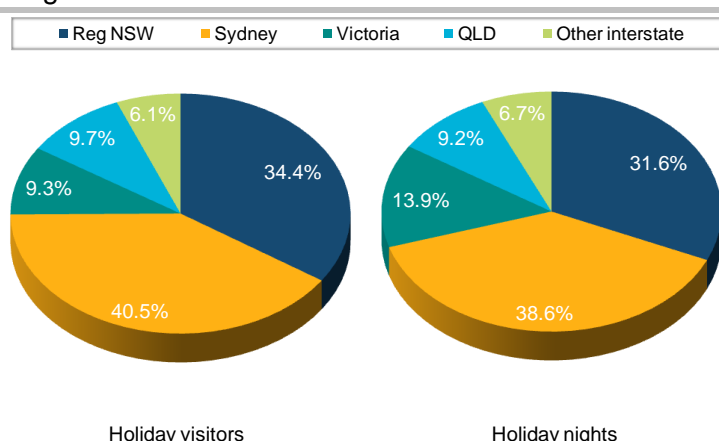


'Caravan park or commercial camping ground' (25.8%) was the most popular accommodation type used for holiday nights in regional NSW, followed by 'rented house, apartment, flat or unit' (18.9%) and 'friends or relatives property' (14.4%).

Age

'35 to 44 years' (22.5%) was the largest age group of holiday visitors to regional NSW, followed by '45 to 54 years' (18.7%) and '55 to 64 years' (17.1%).

Origin



Regional NSW received 74.9% of holiday visitors and 70.2% of holiday nights from **intrastate** (Sydney contributed more than regional NSW for both visitors and nights).

Interstate contributed 25.1% of holiday visitors and 29.8% of holiday nights in regional NSW (Queensland was the biggest interstate market for visitors, while Victoria was the biggest for nights).

Length of stay

Holiday visitors stayed, on average, 3.9 nights in regional NSW.

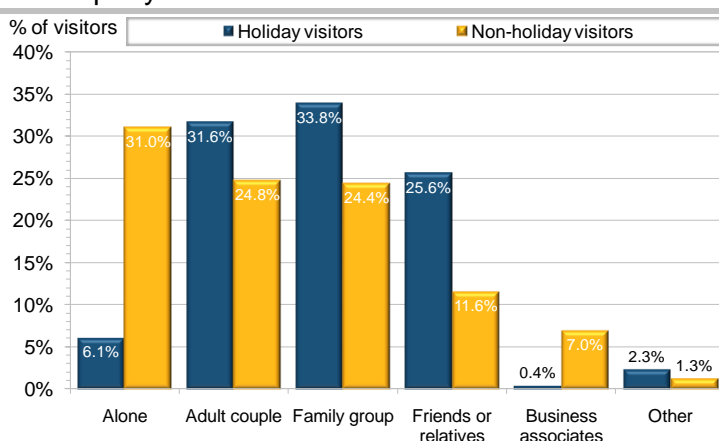
All transport

'Private or company car' (90.7%) was the most popular form of transport used by holiday visitors to regional NSW, followed by 'air transport' (3.2%) and 'bus or coach' (2.4%).

Activities

'Eat out at restaurants' (58.4%) was the most popular activity undertaken by holiday visitors to regional NSW, followed by 'general sight seeing' (38.2%) and 'go to the beach' (35.5%).

Travel party



'Family group' (33.8%) was the largest travel party of holiday visitors to regional NSW, followed by 'adult couple' (31.6%).

Expenditure (excl motor vehicles purchases etc) ⁽²⁾

Holiday visitors spent \$4.7 billion in regional NSW. On average, they spent \$148 per night in regional NSW.

(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

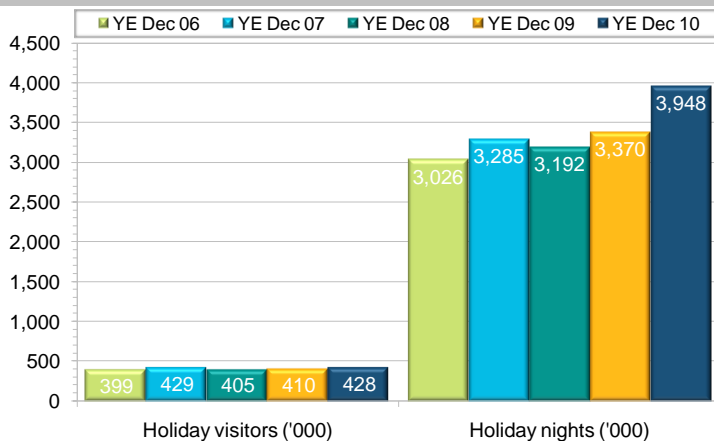
Holiday travel to Regional NSW

Year ended December 2010

Holiday visitors to regional NSW (million)	25.2
Holiday nights in regional NSW (million)	35.9
Holiday expenditure in regional NSW (billion)	\$6.9

International Overnight Holiday Travel ⁽³⁾

Visitors and nights



Regional NSW received 427,500 international overnight holiday visitors - up by 4.3% on YE Dec 09. Holiday visitors spent 3.9 million nights in regional NSW - up by 17.2% on YE Dec 09.

Market share

Holiday travel represented 68.4% of visitors and 36.7% of nights in regional NSW. Compared to YE Dec 09, the share of visitors was down by 1.3% pts and the share of nights was down by 0.5% pts.

Regional NSW received 26.5% of holiday visitors and 18.7% of holiday nights in the State. Compared to YE Dec 09, the share of visitors was unchanged and the share of nights was up by 2.0% pts.

Seasonality

The March quarter (31.3%) had the highest proportion of holiday visitors who had visited regional NSW, while the June quarter (17.9%) had the lowest.

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	25.1%	12	Korea	2.3%
2	New Zealand	9.1%	13	Singapore	2.0%
3	USA	8.9%	14	Japan	1.8%
4	Germany	8.4%	15	Italy	1.4%
5	Canada	5.6%	16	Taiwan	1.2%
6	Scandinavia	5.1%	17	India	0.7%
7	France	3.7%	18	Malaysia	0.7%
8	Netherlands	3.4%	19	Middle East & Nth Africa	0.6%
9	Mainland China & HK	3.2%	20	Thailand	0.5%
	Mainland China	1.8%	21	Indonesia	0.3%
	Hong Kong	1.4%		Other Asia	0.8%
10	Ireland	2.8%		Other Europe	5.0%
11	Switzerland	2.5%		Other Countries	4.7%

UK (25.1%) was regional NSW's largest source of holiday visitors.

Accommodation

'Backpacker / hostel' (22.1%) was the most popular accommodation type used for holiday nights in regional NSW, followed by 'home of a friend or relative' (22.1%) and 'rented house / apartment / unit / flat' (17.9%).

Expenditure (excl package expenditure) ⁽⁴⁾

Holiday visitors spent \$274 million in regional NSW. On average, they spent \$69 per night in regional NSW.

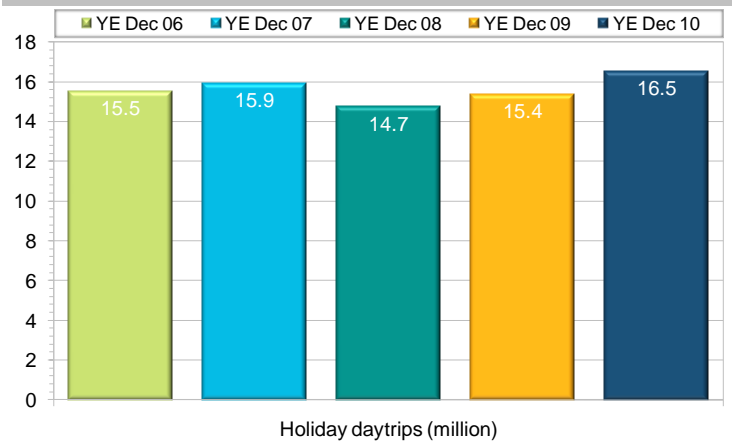
(4) Estimated using data from TRA's modelled international visitor expenditure in capital cities and regional areas & by purpose of visit in NSW, YE Dec 10. Expenditure prorated based on the number of nights.

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 ⁽⁵⁾

Daytrips



Regional NSW received 16.5 million domestic daytrip holiday visitors - up by 7.5% on YE Dec 09.

Market share

Holiday travel represented 52.2% of daytrips in regional NSW. Compared to YE Dec 09, the share was up by 1.6% pts.

Regional NSW received 68.2% of holiday daytrips in NSW. Compared to YE Dec 09, the share was up by 0.5% pts.

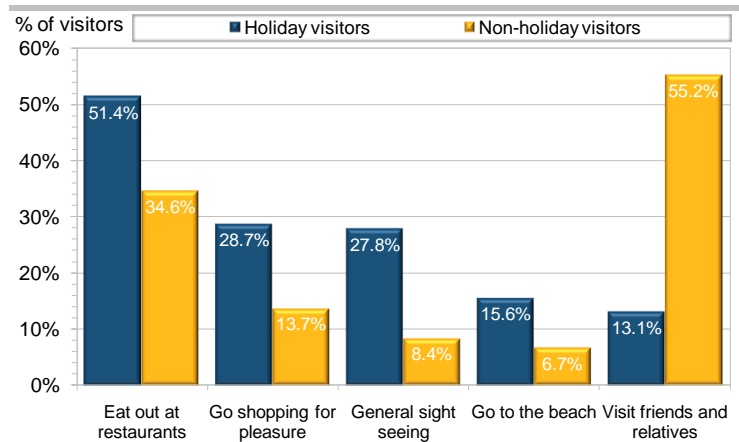
Month returned from trip to regional NSW

May (9.7%) was the most popular month for holiday visitors to visit regional NSW, while February (6.7%) was the least popular.

Age

'35 to 44 years' (21.1%) was the largest age group of holiday visitors to regional NSW, followed by '65 years and over' (18.1%) and '45 to 54 years' (16.7%).

Activities



'Eat out at restaurants' (51.4%) was the most popular activity undertaken by holiday visitors to regional NSW, followed by 'go shopping for pleasure' (28.7%) and 'general sight seeing' (27.8%).

Expenditure ⁽⁶⁾

Holiday visitors spent \$1.9 billion in regional NSW. On average, they spent \$112 per trip to regional NSW.

(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.