

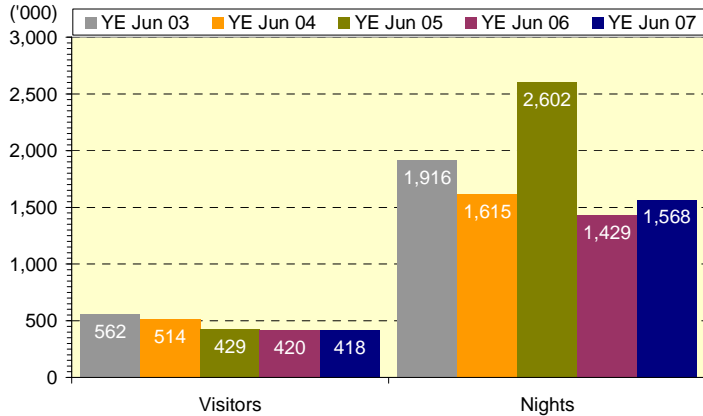


Total visitors ('000)	765
Domestic nights ('000)	1,568
Total expenditure (million)	\$191

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

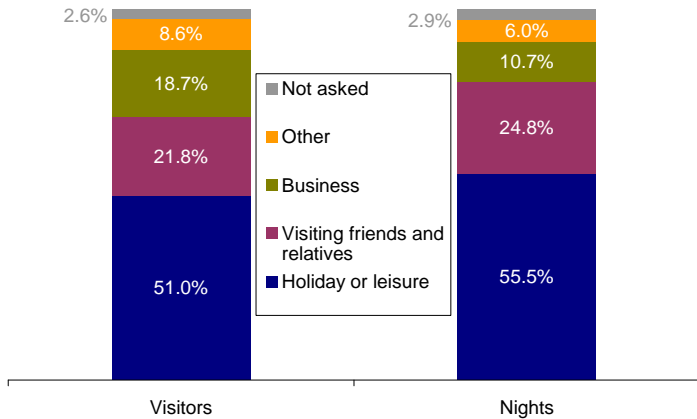


Outback NSW received 418,000 domestic overnight visitors - down by 0.5% on YE Jun 06. Visitors spent nearly 1.6 million nights in the region - up by 9.7% on YE Jun 06.

Market share

The region received 2.4% of visitors to and 2.5% of nights in Regional NSW. Compared to YE Jun 06, the share of visitors was down by 0.1% point and share of nights was up by 0.1% point.

Purpose of visit



'Holiday or leisure' (51.0%) was the largest purpose for **visitors** to the region. 'Visiting friends and relatives' (21.8%) was the 2nd largest, followed by 'Business' (18.7%).

'Holiday or leisure' (55.5%) was the largest purpose in terms of **nights** in the region. 'Visiting friends and relatives' (24.8%) was the 2nd largest, followed by 'Business' (10.7%).

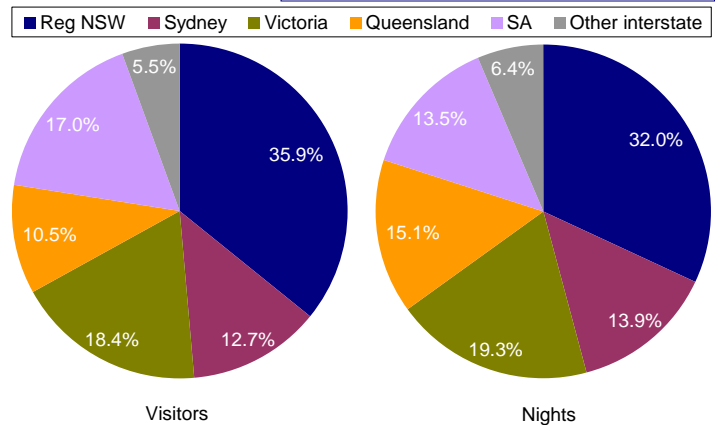
Accommodation

Over 3/10 (30.8%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (21.8%) was the 2nd most popular accommodation type used, followed by 'Caravan park or commercial camping ground' (17.6%).

Activities

Nearly 2/5 (36.1%) of visitors to the region 'Ate out at restaurants'. 'General sight seeing' (30.5%) was the 2nd most popular activity, followed by 'Pubs clubs discos etc' (29.2%) and 'Visit friends and relatives' (27.5%).

Origin



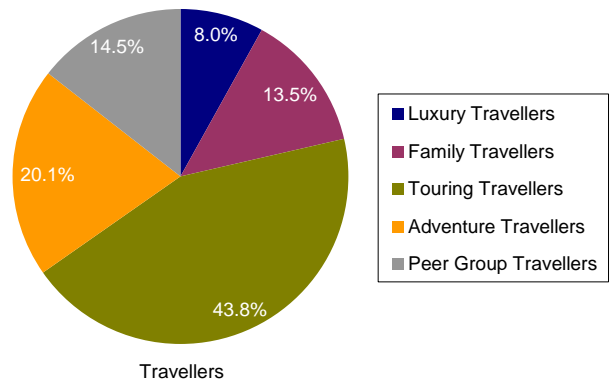
The region received over 1/2 (51.4%) of visitors and more than 1/2 (54.1%) of nights from **interstate** (Victoria was the biggest interstate market for both visitors and nights).

Nearly 1/2 (48.6%) of visitors and close to 1/2 (45.9%) of nights came from **intrastate** (Regional NSW contributed more than Sydney for both visitor and nights).

Transport

Over 4/5 (83.8%) of visitors to the region travelled by 'Private or company car'. 'Bus or coach' (4.7%) was the 2nd most popular transport used, followed by 'Air transport' (4.4%).

Australian travel segments ⁽²⁾



Over 2/5 (43.8%) of visitors to the region were 'Touring travellers'. 'Adventure travellers' (20.1%) was the 2nd largest travel segment, followed by 'Peer group travellers' (14.5%).

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

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent, on average, \$96 per night in the region.

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

Tourism employment ⁽⁴⁾

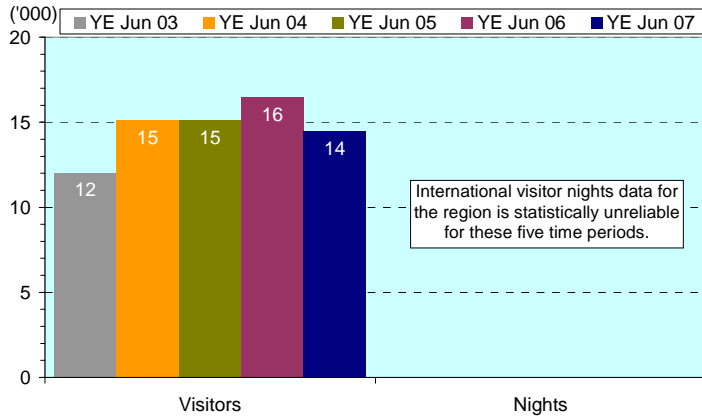
An estimated 1,300 (5.3%) of the region's workforce were employed in the tourism industry.

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



International Overnight Travel

Visitors and nights



Outback NSW received 14,500 international overnight visitors - down by 12.1% 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 2.4% of visitors to and 1.6% of nights in Regional NSW. Compared to YE Jun 06, the share of visitors was down by 0.5 pts and the share of nights was down by 2.3% pts.

Purpose of visit

'Holiday/pleasure' (76.5%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (13.9%) was the 2nd largest, followed by 'Business' (3.5%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	23.2%	13.	China	0.6%
2.	New Zealand	14.3%	14.	Korea	0.5%
3.	USA	10.3%	15.	Japan	0.4%
4.	Germany	8.2%	16.	Thailand	0.4%
5.	Canada	7.0%	17.	Singapore	0.0%
6.	France	6.8%	18.	Indonesia	0.0%
7.	Netherlands	5.9%	19.	Taiwan	0.0%
8.	Italy	4.4%	20.	India	0.0%
9.	Switzerland	1.6%		Other Europe	8.1%
10.	Scandinavia	1.5%		Other Asia	0.8%
11.	Hong Kong	0.8%		Middle East & Nth Africa	0.0%
12.	Malaysia	0.7%		Other Countries	4.8%

'UK' (23.2%) was the region's largest source market of visitors, followed by 'New Zealand (14.3%) and 'USA' (10.3%).

Accommodation

Nearly 1/2 (48.8%) of nights in the region were spent in 'Home of friend or relative'. 'Rented house / apartment / unit / flat' (17.9%) was the 2nd most popular accommodation type used, followed by 'Caravan park or commercial camping ground' (11.7%).

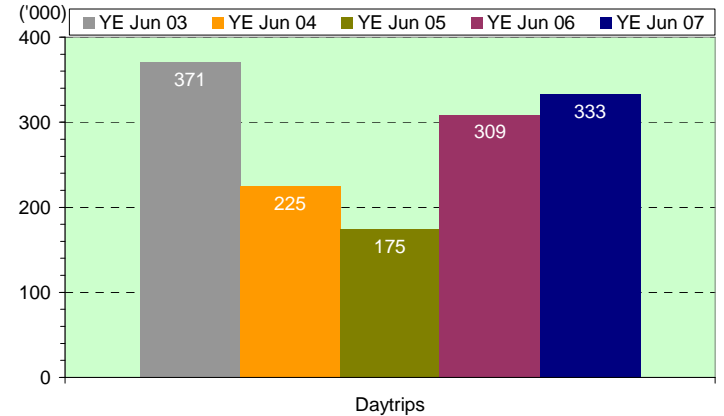
Expenditure (excl package expenditure) ⁽⁶⁾

International overnight visitors spent, on average, \$32 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



Outback NSW received 333,000 domestic daytrip visitors - up by 7.8% on YE Jun 06.

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

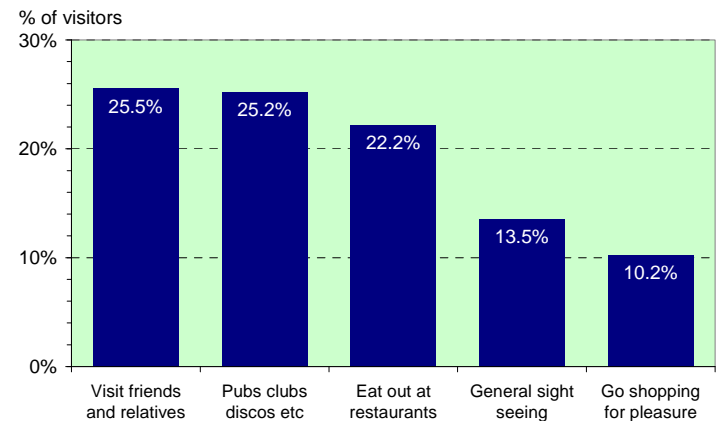
Market share

The region received 1.1% of daytrips to Regional NSW. Compared to YE Jun 06, the share was unchanged.

Purpose of visit

'Holiday or leisure' (61.9%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (21.6%) was the 2nd largest, followed by 'Business' (12.6%).

Activities



Over 1/4 (25.5%) of visitors to the region 'Visited friends and relatives'. 'Pubs clubs discos etc' (25.2%) was the 2nd most popular activity, followed by 'Eat out at restaurants' (22.2%). Nearly 1/4 (23.4%) undertook none of the listed activities.

Age

Nearly 3/10 (28.2%) of visitors to the region were aged '15-24 years'. The 2nd largest age group was '35-44 years' (27.3%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent, on average, \$109 per trip to the region.

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