

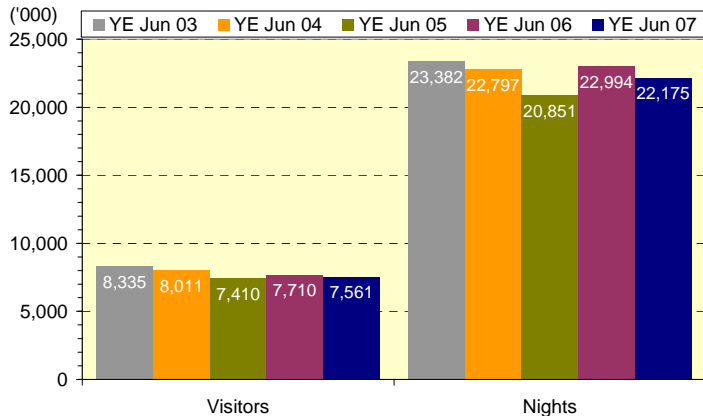


Total visitors ('000)	26,314
Total nights ('000)	72,501
- domestic nights	30.6%
- international nights	69.4%
Total expenditure (million)	\$10,812

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

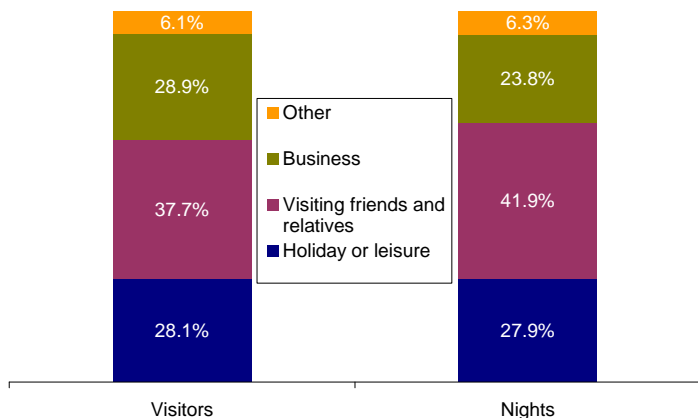


Sydney received nearly 7.6 million domestic overnight visitors - down by 1.9% on YE Jun 06. Visitors spent nearly 22.2 million nights in the region - down by 3.6% on YE Jun 06.

Market share

The region received 30.6% of visitors to and 26.1% of nights in NSW. Compared to YE Jun 06, the share of visitors was down by 1.2% points and share of nights was down by 1.3% points.

Purpose of visit



'Visiting friends and relatives' (37.7%) was the largest purpose for **visitors** to the region. 'Business' (28.9%) was the 2nd largest, followed by 'Holiday or leisure' (28.1%).

'Visiting friends and relatives' (41.9%) was the largest purpose in terms of **nights** in the region. 'Holiday or leisure' (27.9%) was the 2nd largest, followed by 'Business' (23.8%).

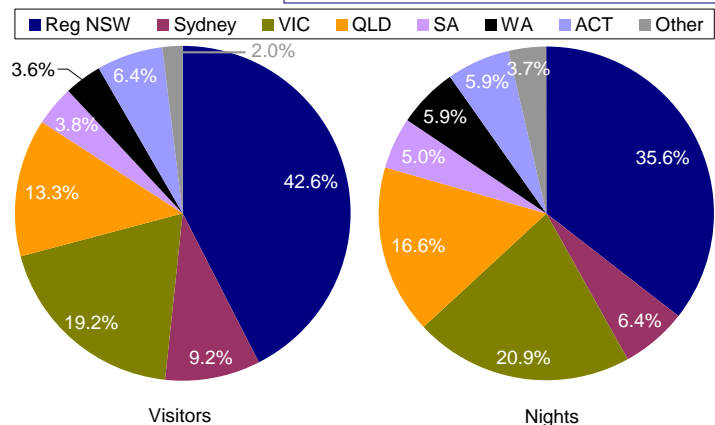
Accommodation

Over ½ (51.8%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (15.9%) was the 2nd most popular accommodation type used, followed by 'Luxury hotel or luxury resort, 4 or 5 star' (15.6%) and 'Rented house, apartment, flat or unit' (3.5%).

Activities

Over ½ (54.4%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (48.4%) was the 2nd most popular activity, followed by 'Go shopping for pleasure' (27.2%) and 'General sight seeing' (22.6%).

Origin



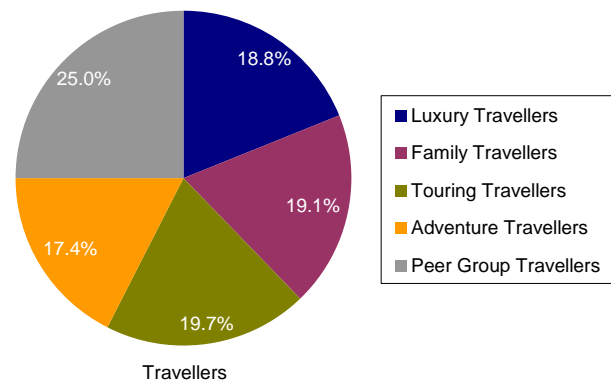
The region received nearly ½ (48.2%) of visitors and close to 3/5 (58.0%) of nights from **interstate** (Victoria was the biggest interstate market for both visitors and nights, followed by Queensland).

Over ½ (51.8%) of visitors and more than 2/5 (42.0%) of nights came from **intrastate** (Regional NSW contributed over 4/5 of intrastate travel, 82.3% of visitors and 84.7% of nights).

Transport

Over ½ (53.3%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (37.8%) was the 2nd most popular transport used, followed by 'Railway' (6.2%).

Australian travel segments ⁽²⁾



One quarter (25.0%) of visitors to the region were 'Peer group travellers'. 'Touring travellers' (19.7%) was the 2nd largest travel segment, followed by 'Family travellers' (19.1%).

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

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent, on average, \$206 per night in the region.

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

Tourism employment ⁽⁴⁾

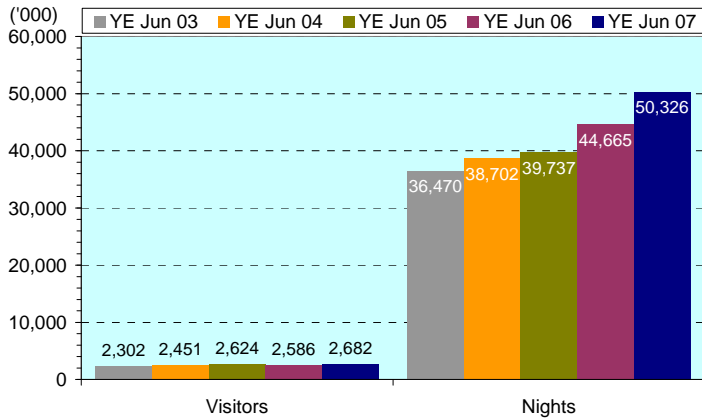
An estimated 112,300 (5.7%) of the region's workforce were employed in the tourism industry.

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



International Overnight Travel

Visitors and nights



Sydney received nearly 2.7 million international overnight visitors - up by 3.7% on YE Jun 06. Visitors spent over 50.3 million nights in the region - up by 12.7% on YE Jun 06.

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 94.3% of visitors to and 85.7% of nights in NSW. Compared to YE Jun 06, the share of visitors was unchanged and the share of nights was up by 0.2% points.

Purpose of visit

'Holiday/pleasure' (58.8%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (20.4%) was the 2nd largest, followed by 'Business' (15.9%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	15.4%	13.	India	1.8%
2.	New Zealand	11.9%	14.	Malaysia	1.6%
3.	USA	10.1%	15.	France	1.6%
4.	China	9.2%	16.	Italy	1.3%
5.	Japan	8.6%	17.	Thailand	1.1%
6.	Korea	7.8%	18.	Indonesia	1.0%
7.	Germany	3.5%	19.	Netherlands	0.9%
8.	Hong Kong	3.0%	20.	Switzerland	0.9%
9.	Singapore	2.5%		Other Europe	4.2%
10.	Canada	2.4%		Other Asia	1.7%
11.	Scandinavia	1.9%		Middle East & Nth Africa	0.7%
12.	Taiwan	1.8%		Other Countries	5.5%

'UK' (15.4%) was the region's largest source market of visitors, followed by 'New Zealand' (11.9%) and 'USA' (10.1%).

Accommodation

Nearly 2/5 (36.9%) of nights in the region were spent in 'Rented house / apartment / unit / flat'. 'Home of friend or relative' (29.5%) was the 2nd most popular accommodation type used, followed by 'Backpacker / hostel' (6.9%).

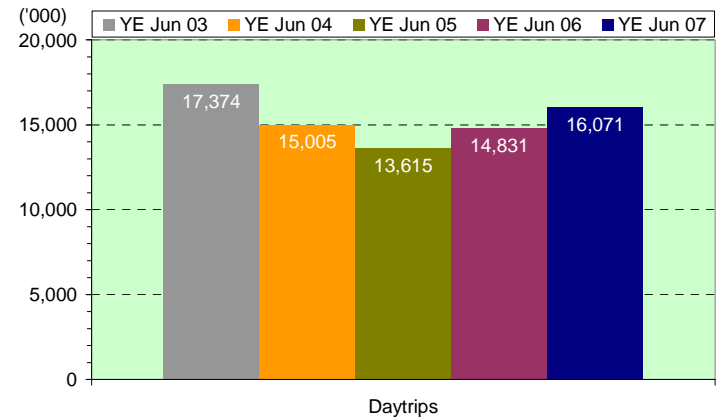
Expenditure (excl package expenditure)⁽⁶⁾

International overnight visitors spent, on average, \$92 per night in the region.

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

Domestic Daytrip Travel

Trips



Sydney received nearly 16.1 million domestic daytrip visitors - up by 8.4% 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.

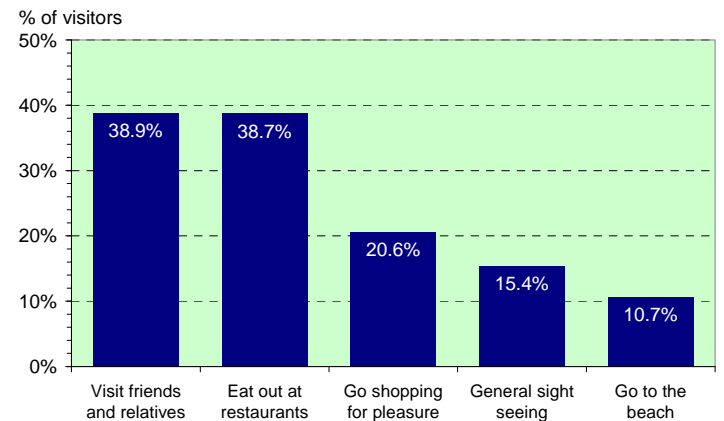
Market share

The region received 35.3% of daytrips to NSW. Compared to YE Jun 06, the share was up by 0.8% points.

Purpose of visit

'Holiday or leisure' (48.1%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (32.4%) was the 2nd largest, followed by 'Business' (8.4%).

Activities



Nearly 2/5 (38.9%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (38.7%) was the 2nd most popular activity, followed by 'Go shopping for pleasure' (20.6%) and 'General sight seeing' (15.4%).

Age

Nearly 1/4 (22.8%) of visitors to the region were aged '15-24 years'. The 2nd largest age group was '45-54 years' (18.0%).

Expenditure⁽⁷⁾

Domestic daytrip visitors spent, on average, \$100 per trip to the region.

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