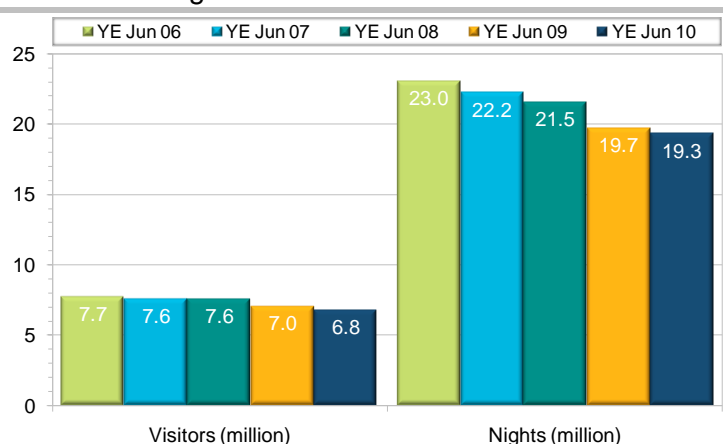


Domestic Overnight Travel ⁽¹⁾

Visitors and nights



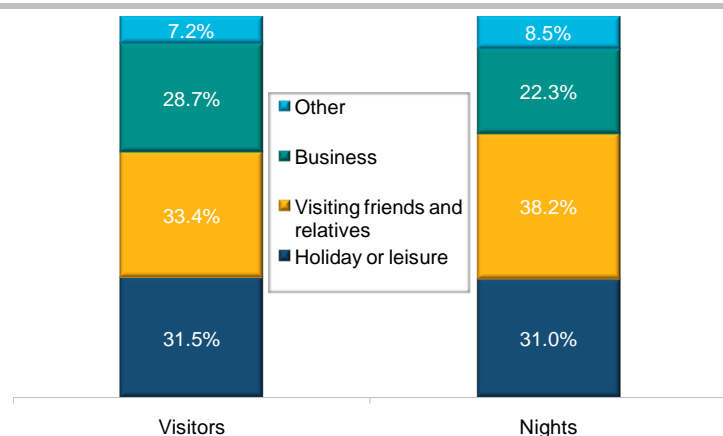
Sydney received nearly 6.8 million domestic overnight visitors - down by 3.6% on YE Jun 09. Visitors spent nearly 19.3 million nights in the region - down by 2.1% on YE Jun 09.

Note: The number of domestic overnight trips to New South Wales increased by 1.5 percent on last year, but was down by 5.5 percent compared to four years ago.

Market share

The region received 29.6% of visitors and 25.0% of nights in NSW. Compared to YE Jun 09, the share of visitors was down by 1.6% pts and share of nights was down by 0.4% pts.

Purpose of visit to Sydney



'Visiting friends and relatives' (33.4%) was the largest purpose for **visitors** to the region, followed by 'holiday or leisure' (31.5%) and 'business' (28.7%).

'Visiting friends and relatives' (38.2%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (31.0%) and 'business' (22.3%).

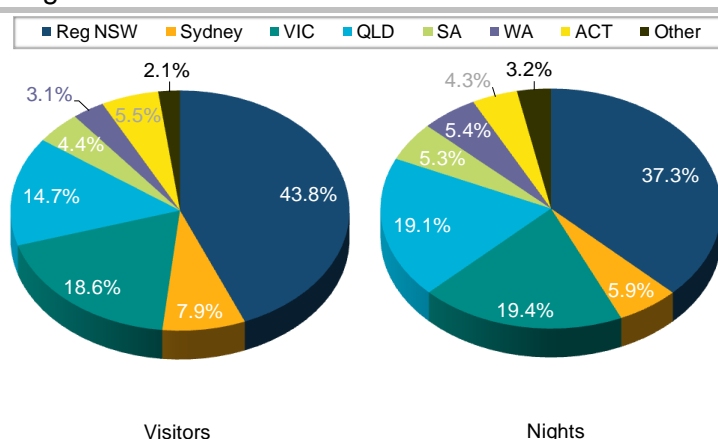
Accommodation

'Friends or relatives property' (45.0%) was the most popular accommodation type used for nights in the region. 'Standard hotel, motor inn, below 4 star' (18.4%) was the 2nd most popular, followed by 'luxury hotel or luxury resort, 4 or 5 star' (16.5%).

Age

'35 to 44 years' (23.1%) was the largest age group of visitors to the region, followed by '45 to 54 years' (21.7%).

Origin



The region received 51.7% of visitors and 43.2% of nights from **intrastate** (regional NSW contributed 84.7% of intrastate visitors and 86.4% of intrastate nights).

Interstate contributed 48.3% of visitors and 56.8% of nights in the region (Victoria was the biggest interstate market for both visitors and nights, while Queensland was the 2nd biggest).

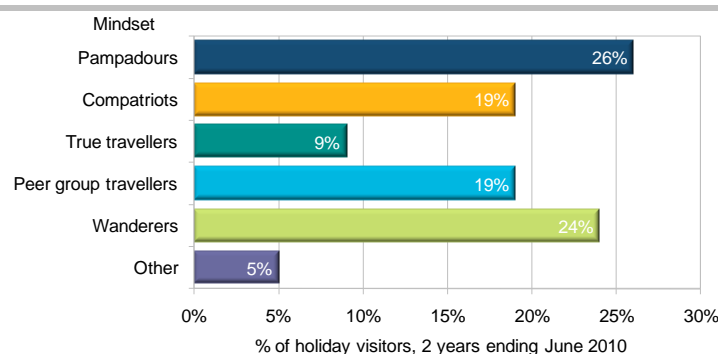
All transport

'Private or company vehicle' (51.5%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (40.6%) and 'railway' (5.6%).

Activities

'Eat out at restaurants' (62.8%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (47.7%) was the 2nd most popular, followed by 'shopping for pleasure' (30.8%) and 'general sight seeing' (25.6%).

Australian Travel Mindsets ⁽²⁾



The 'pampadours' (26%) was the largest mindset of holiday visitors to the region, followed by the 'wanderers' (24%) and the 'compatriots' and the 'peer group travellers' (19% each).

Pampadours - want luxury; *Compatriots* - mostly families; *True travellers* - want depth of experience; *Peer group travellers* - seeking a fun experience with friends; and *Wanderers* - taking time to explore and discover.

(2) Source: *Inside Story*, 2YE Jun 10

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent \$4.4 billion in the region. On average, they spent \$230 per night in the region.

(3) Source: *Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 10, TRA*

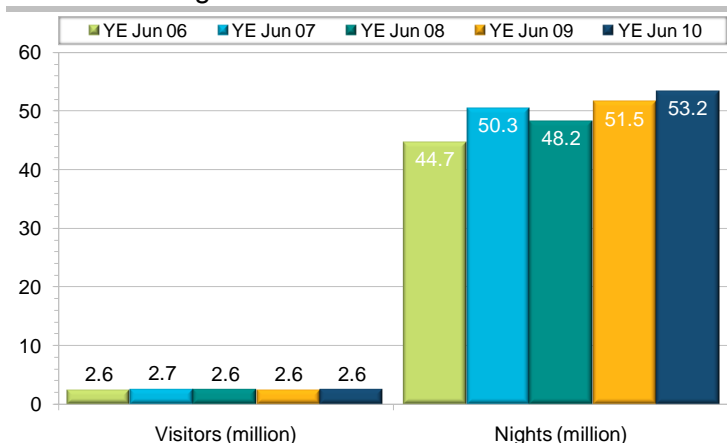
Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

(1) Source: *National Visitor Survey, YE Jun 10, Tourism Research Australia (TRA)*

Total visitors (million)	26.8
Total nights (million)	72.5
- domestic nights	26.6%
- international nights	73.4%
Total expenditure (billion)	\$11.4

International Overnight Travel ⁽⁴⁾

Visitors and nights



Sydney received over 2.6 million international overnight visitors - up by 2.3% on YE Jun 09. Visitors spent over 53.2 million nights in the region - up by 3.4% on YE Jun 09.

Note: The number of overnight trips to New South Wales by international visitors increased by 2.6 percent on last year and by 1.5 percent compared to four years ago.

Market share

The region received 94.0% of visitors and 84.2% of nights in NSW. Compared to YE Jun 09, the share of visitors was down by 0.2% pts and the share of nights was down by 0.9% pts.

Purpose of visit to Sydney

'Holiday / pleasure' (55.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (23.0%) and 'business' (14.7%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	12.9%	12	Scandinavia	2.1%
2	Mainland China & HK	12.5%	13	Taiwan	2.1%
	Mainland China	9.5%	14	Indonesia	1.8%
	Hong Kong	2.9%	15	Thailand	1.4%
3	New Zealand	12.2%	16	Malaysia	1.4%
4	USA	11.5%	17	Italy	1.3%
5	Korea	5.5%	18	Ireland	1.3%
6	Japan	5.0%	19	Middle East & Nth Africa	1.3%
7	Germany	3.9%	20	Netherlands	1.1%
8	Canada	3.0%	21	Switzerland	1.0%
9	Singapore	2.9%		Other Asia	2.4%
10	France	2.4%		Other Europe	2.9%
11	India	2.2%		Other Countries	5.8%

The UK (12.9%) was the region's largest source market of visitors, followed by Mainland China and HK (12.5%).

Accommodation

'Rented house / apartment / unit / flat' (42.8%) was the most popular accommodation type used for nights in the region. 'Home of friend or relative' (28.0%) was the 2nd most popular, followed by 'backpacker / hostel' (6.7%).

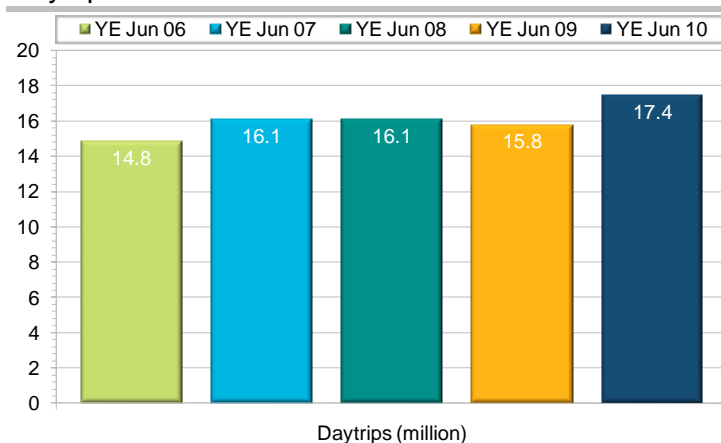
Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent \$5.1 billion in the region. On average, they spent \$96 per night in the region.

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

Domestic Daytrip Travel ⁽¹⁾

Daytrips



Sydney received over 17.4 million domestic daytrip visitors - up by 10.5% on YE Jun 09.

Note: The number of domestic daytrips to New South Wales increased by 9.3 percent on last year and by 14.6 percent compared to four years ago.

Market share

The region received 35.3% of daytrips to NSW. Compared to YE Jun 09, the share was up by 0.4% pts.

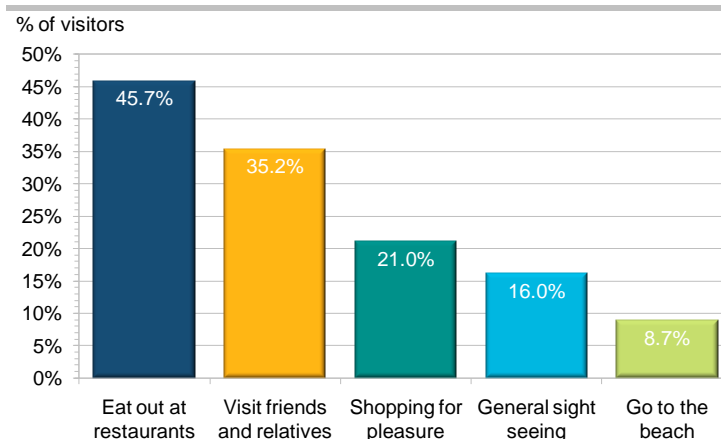
Main purpose of trip

'Holiday or leisure' (45.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (30.5%) and 'business' (11.2%).

Age

'35 to 44 years' (21.2%) was the largest age group of visitors to the region, followed by '15 to 24 years' (17.8%) and '45 to 54 years' (17.3%).

Activities



'Eat out at restaurants' (45.7%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (35.2%) and 'shopping for pleasure' (21.0%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$1.9 billion in the region. On average, they spent \$107 per trip to the region.

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