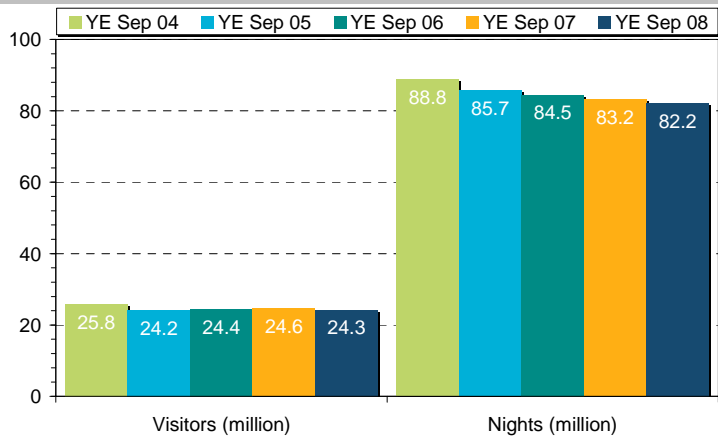




Domestic Overnight Travel

Visitors and nights



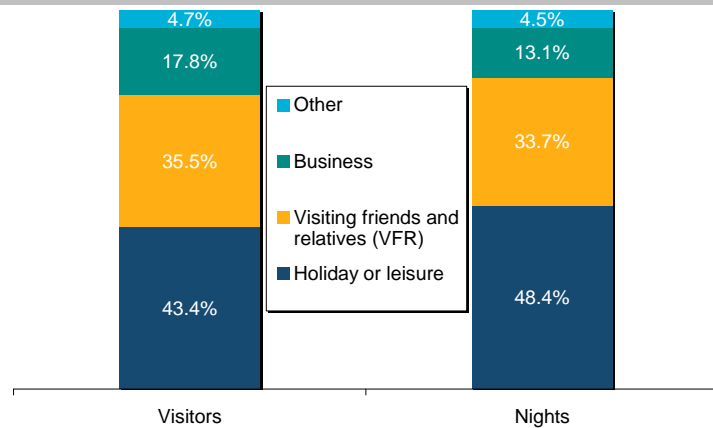
NSW received almost 24.3 million domestic overnight visitors - down by 1.2% on YE Sep 07. Visitors spent almost 82.2 million nights in NSW - down by 1.2% on YE Sep 07.

Note: The number of trips taken domestically by Australians decreased by 4.0 percent on last year and by 4.2 percent compared to four years ago.

Market share

NSW received 34.0% of visitors and 29.7% of nights in Australia. Compared to YE Sep 07, the share of visitors was up by 1.0% point and the share of nights was up by 1.1% points.

Purpose of visit to NSW



'Holiday or leisure' (43.4%) was the largest purpose for visitors to NSW, followed by 'visiting friends and relatives' (35.5%). Compared to YE Sep 07, 'business' grew by 0.5% points.

'Holiday or leisure' (48.4%) was the largest purpose in terms of nights in NSW, followed by 'visiting friends and relatives' (33.7%). Compared to YE Sep 07, 'business' grew by 0.7% points.

Accommodation

'Friends or relatives property' (40.8%) was the most popular accommodation type for nights in NSW. 'Standard hotel, motor inn, below 4 star' (15.4%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (11.3%) and 'rented house, apartment, flat or unit' (9.0%).

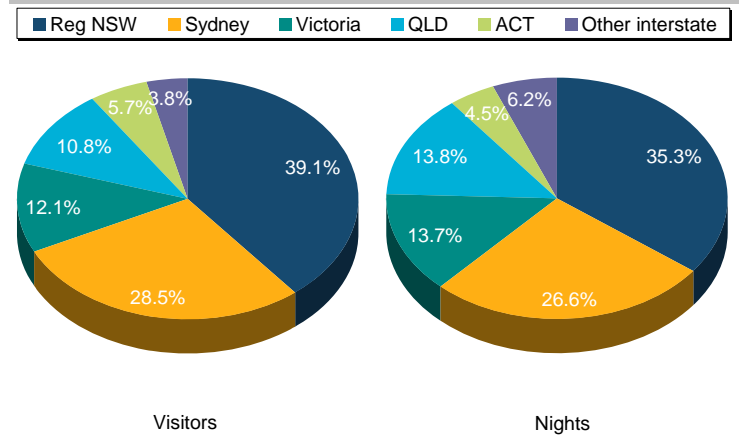
Age

'35 to 44 years' (20.5%) was the largest age group of visitors to the State, followed by '45 to 54 years' (19.3%).

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

(1) Source: National Visitor Survey, YE Sep 08, Tourism Research Australia (TRA) - unless otherwise indicated

Origin



NSW received 67.6% of visitors and 61.9% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 32.4% of visitors and 38.1% of nights in the State (Victoria was the biggest interstate market for visitors, while Queensland was the biggest market for nights).

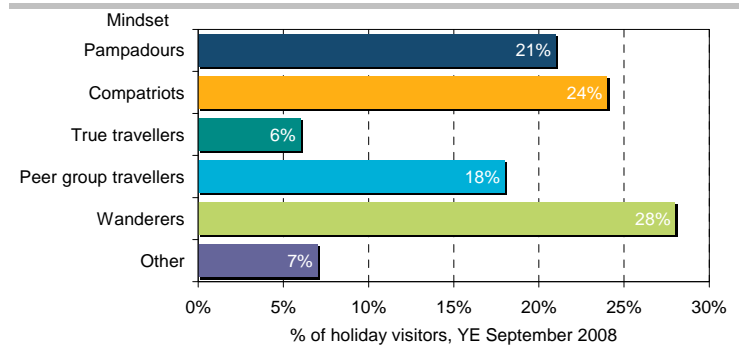
All transport

'Private or company car' (76.7%) was the most popular form of transport used by visitors to NSW, followed by 'air transport' (16.5%) and 'railway' (4.0%).

Activities

'Eat out at restaurants' (54.6%) was the most popular activity undertaken by visitors to NSW. 'Visit friends and relatives' (46.2%) was the 2nd most popular, followed by 'general sight seeing' (24.8%) and 'go shopping for pleasure' (24.6%).

Australian Travel Mindsets ⁽²⁾



The 'wanderers' (28%) was the largest travel mindset of holiday visitors to the State, followed by the 'compatriots' (24%) and the 'pampadours' (21%).

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, YE Sep 08

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent, on average, \$153 per night in NSW.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 08, TRA

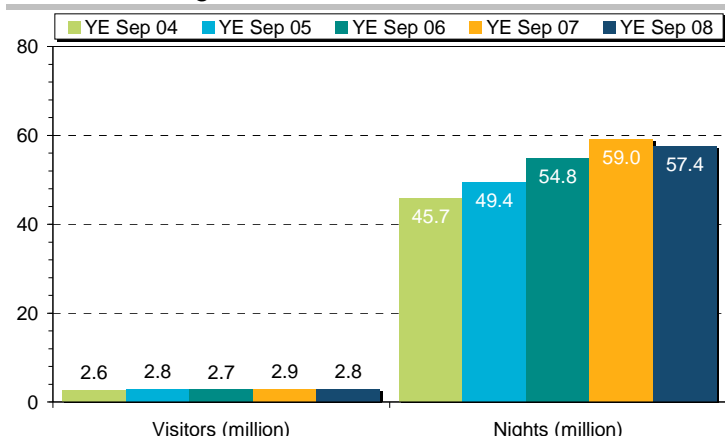
Travel to New South Wales ⁽⁴⁾

Year ended September 2008

Total visitors (million)	71.4
Total nights (million)	139.6
- domestic nights	58.9%
- international nights	41.1%
Total expenditure (billion)	\$22.9

International Overnight Travel

Visitors and nights



NSW received over 2.8 million international overnight visitors - down by 1.4% on YE Sep 07. Visitors spent over 57.4 million nights in NSW - down by 2.7% on YE Sep 07.

Note: The number of overnight trips to Australia by international visitors decreased by 0.5 percent on last year, but was up by 9.3 percent compared to four years ago.

Market share

NSW received 54.2% of visitors and 34.9% of nights in Australia. Compared to YE Sep 07, the share of visitors was down by 0.5% points and the share of nights was down by 1.8% points.

Purpose of visit to NSW

'Holiday / pleasure' (56.9%) was the largest purpose for visitors to NSW, followed by 'visiting friends and relatives' (23.6%) and 'business' (16.8%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	13.9%	14.	Ireland	1.8%
2.	New Zealand	12.9%	15.	Taiwan	1.5%
3.	USA	10.7%	16.	Italy	1.5%
4.	China	8.7%	17.	Thailand	1.4%
5.	Japan	6.6%	18.	Indonesia	1.3%
6.	Korea	6.1%	19.	Malaysia	1.3%
7.	Germany	3.9%	20.	Middle East & Nth Africa	1.1%
8.	Canada	3.0%	21.	Netherlands	1.1%
9.	Hong Kong	2.8%	22.	Switzerland	1.0%
10.	Singapore	2.7%			
11.	India	2.1%		Other Asia	2.0%
12.	Scandinavia	1.9%		Other Europe	3.2%
13.	France	1.9%		Other Countries	5.7%

'UK' (13.9%) was the State's largest source market of visitors, followed by 'New Zealand' (12.9%) and 'USA' (10.7%).

Accommodation

'Rented house / apartment / unit / flat' (37.8%) was the most popular accommodation type used for nights in NSW. 'Home of friend or relative' (26.0%) was the 2nd most popular, followed by 'backpacker / hostel' (7.1%) and 'standard hotel / motel / motor inn, below 4 star' (6.4%).

Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent, on average, \$99 per night in NSW.

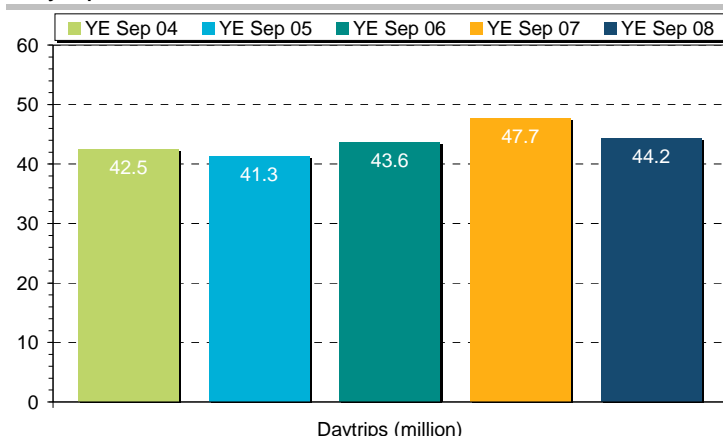
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 08, TRA.

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

(4) Sources: International Visitor Survey & National Visitor Survey, YE Sep 08, TRA (unless otherwise indicated)

Domestic Daytrip Travel

Daytrips



NSW received over 44.2 million domestic daytrip visitors - down by 7.1% on YE Sep 07.

Note: Nationally, the number of domestic daytrips taken by Australians decreased by 6.3 percent on last year, but was up by 1.1 percent compared to four years ago.

Market share

NSW received 32.6% of daytrips in Australia. Compared to YE Sep 07, the share was down by 0.3% points.

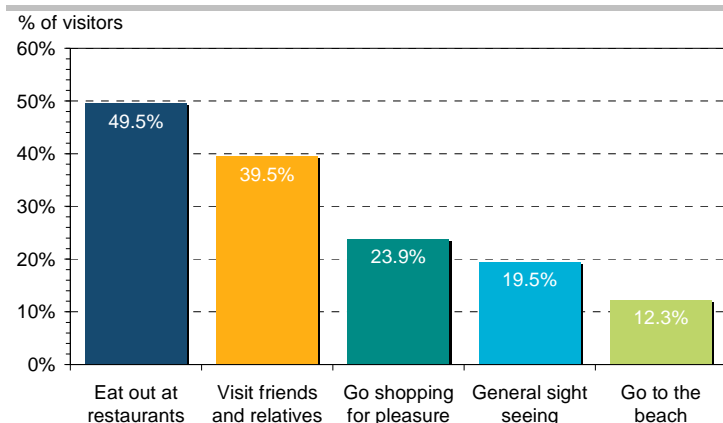
Main purpose of trip

'Holiday or leisure' (49.2%) was the largest purpose for visitors to NSW, followed by 'visiting friends and relatives' (30.8%) and 'business' (10.4%).

Age

'45 to 54 years' (18.9%) was the largest age group of visitors to NSW, followed by '35 to 44 years' (17.8%) and '65 years and over' (17.0%).

Activities



'Eat out at restaurants' (49.5%) was the most popular activity undertaken by visitors to the State. 'Visit friends and relatives' (39.5%) was the 2nd most popular, followed by 'go shopping for pleasure' (23.9%) and 'general sight seeing' (19.5%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent, on average, \$105 per trip to NSW.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 08, TRA