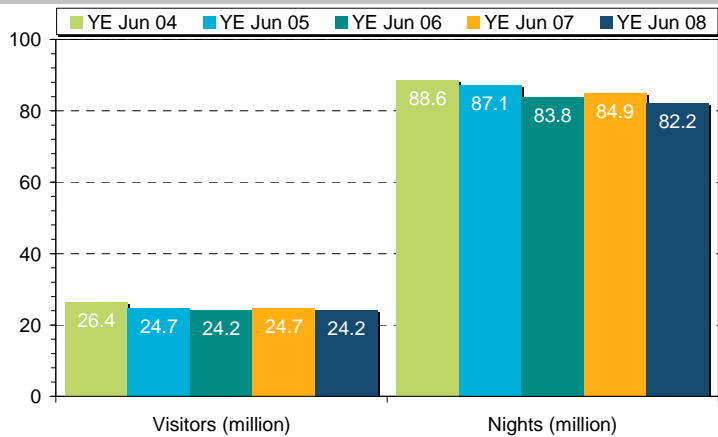




## Domestic Overnight Travel

### Visitors and nights



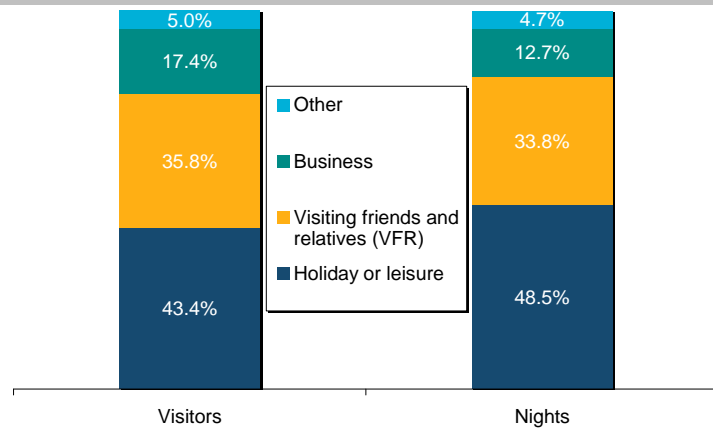
NSW received nearly 24.2 million domestic overnight visitors - down by 2.1% on YE Jun 07. Visitors spent nearly 82.2 million nights in NSW - down by 3.2% on YE Jun 07.

Note: The number of trips taken domestically by Australians decreased by 1.8 percent on last year and by 2.9 percent compared to four years ago.

### Market share

NSW received 33.5% of visitors and 29.4% of nights in Australia. Compared to YE Jun 07, the share of visitors was down by 0.1% point and the share of nights was down by 0.2% 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' (35.8%). Compared to YE Jun 07, 'holiday or leisure' grew by 0.7% points.

'Holiday or leisure' (48.5%) was the largest purpose in terms of nights in NSW, followed by 'visiting friends and relatives' (33.8%). Compared to YE Jun 07, there were no changes.

### Accommodation

'Friends or relatives property' (40.2%) was the most popular accommodation type for nights in NSW. 'Standard hotel, motor inn, below 4 star' (15.5%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (11.5%) and 'rented house, apartment, flat or unit' (9.0%).

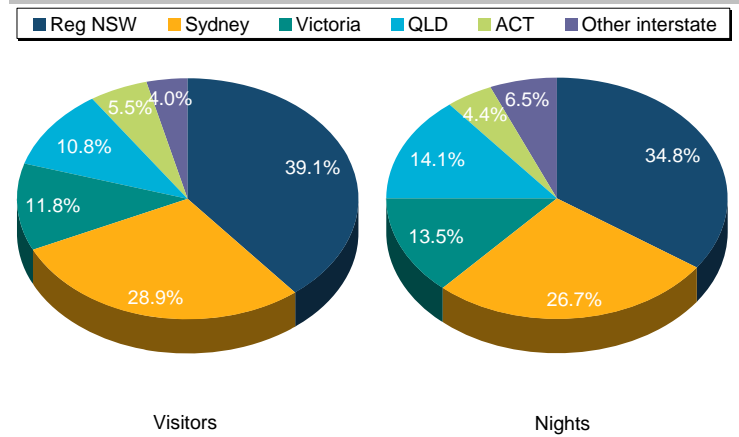
### Age

'35 to 44 years' (20.2%) was the largest age group of visitors to the State, followed by '45 to 54 years' (18.9%).

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

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

### Origin



NSW received 68.0% of visitors and 61.5% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 32.0% of visitors and 38.5% of nights in the State (Victoria was the biggest interstate market for visitors, while Queensland was the biggest market for nights).

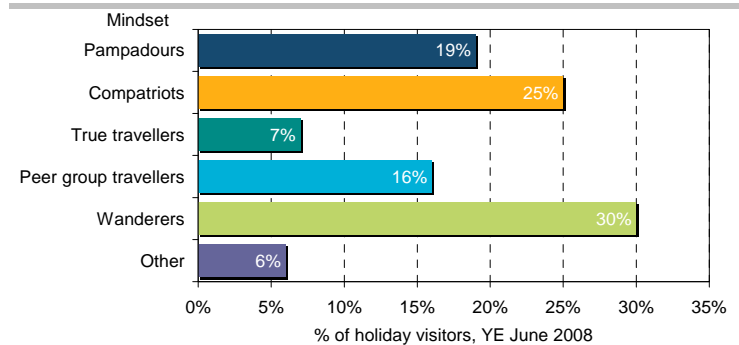
### All transport

'Private or company car' (77.1%) was the most popular form of transport used by visitors to NSW, followed by 'air transport' (16.2%) and 'railway' (3.8%).

### Activities

'Eat out at restaurants' (54.7%) was the most popular activity undertaken by visitors to NSW. 'Visit friends and relatives' (46.0%) was the 2<sup>nd</sup> most popular, followed by 'general sight seeing' (25.4%) and 'pubs, clubs, discos etc' (25.3%).

### Australian Travel Mindsets <sup>(2)</sup>



The 'wanderers' (30%) was the largest travel mindset of holiday visitors to the State, followed by the 'compatriots' (25%) and the 'pampadours' (19%).

*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 Jun 08

### Expenditure (incl airfares and transport costs) <sup>(3)</sup>

Domestic overnight visitors spent, on average, \$151 per night in NSW.

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

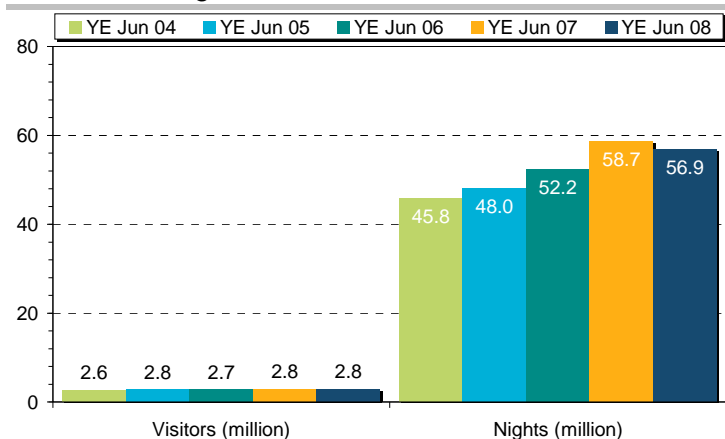
# Travel to New South Wales <sup>(4)</sup>

## Year ended June 2008

Total visitors (million)	72.7
Total nights (million)	139.0
- domestic nights	59.1%
- international nights	40.9%
Total expenditure (billion)	\$22.7

### International Overnight Travel

#### Visitors and nights



NSW received over 2.8 million international overnight visitors - down by 1.3% on YE Jun 07. Visitors spent nearly 56.9 million nights in NSW - down by 3.2% on YE Jun 07.

Note: The number of overnight trips to Australia by international visitors increased marginally on last year and by 11.1 percent compared to four years ago.

#### Market share

NSW received 54.0% of visitors and 35.3% of nights in Australia. Compared to YE Jun 07, the share of visitors was down by 0.7% points and the share of nights was down by 1.5% points.

#### Purpose of visit to NSW

'Holiday / pleasure' (58.0%) was the largest purpose for visitors to NSW, followed by 'visiting friends and relatives' (23.5%) and 'business' (16.6%).

#### Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	14.0%	14.	Ireland	1.7%
2.	New Zealand	13.2%	15.	Thailand	1.6%
3.	USA	10.4%	16.	Taiwan	1.6%
4.	China	9.4%	17.	Malaysia	1.4%
5.	Japan	7.0%	18.	Indonesia	1.3%
6.	Korea	6.4%	19.	Italy	1.2%
7.	Germany	3.8%	20.	Netherlands	1.1%
8.	Canada	2.9%	21.	Middle East & Nth Africa	1.0%
9.	Hong Kong	2.8%	22.	Switzerland	0.9%
10.	Singapore	2.7%			
11.	India	2.0%		Other Asia	1.9%
12.	Scandinavia	1.9%		Other Europe	2.8%
13.	France	1.7%		Other Countries	5.3%

'UK' (14.0%) was the State's largest source market of visitors, followed by 'New Zealand' (13.2%) and 'USA' (10.4%).

#### Accommodation

'Rented house / apartment / unit / flat' (37.0%) was the most popular accommodation type used for nights in NSW. 'Home of friend or relative' (26.3%) was the 2<sup>nd</sup> most popular, followed by 'backpacker / hostel' (7.5%) and 'standard hotel / motel / motor inn, below 4 star' (6.9%).

#### Expenditure (excl package expenditure) <sup>(5)</sup>

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

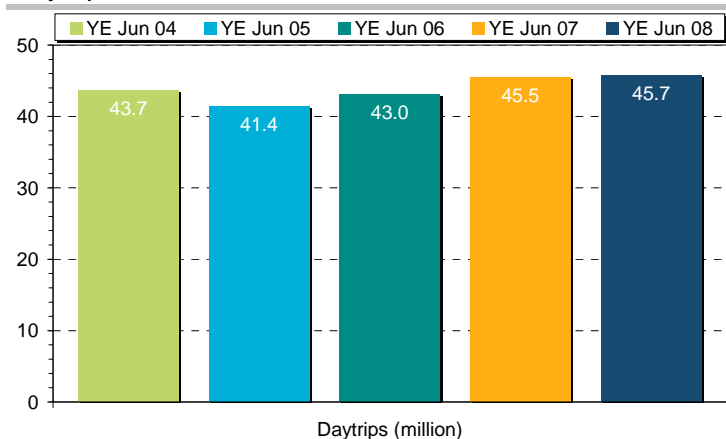
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 08, TRA.

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

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

### Domestic Daytrip Travel

#### Daytrips



NSW received over 45.7 million domestic daytrip visitors - up by 0.5% on YE Jun 07.

Note: Nationally, the number of domestic daytrips taken by Australians decreased by 0.7 percent on last year and marginally compared to four years ago.

#### Market share

NSW received 33.2% of daytrips in Australia. Compared to YE Jun 07, the share was up by 0.4% points.

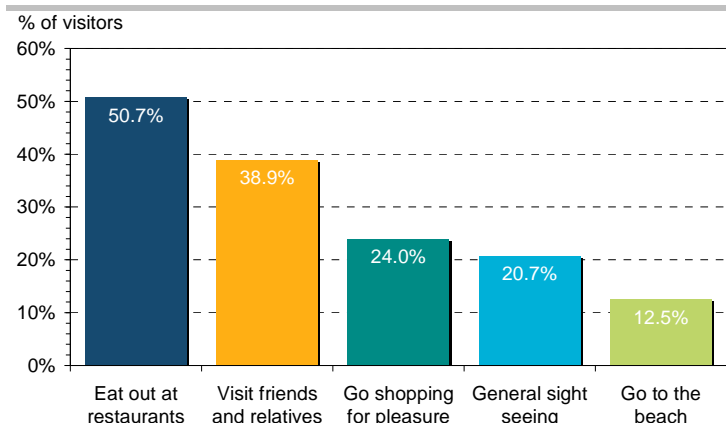
#### Main purpose of trip

'Holiday or leisure' (49.0%) was the largest purpose for visitors to NSW, followed by 'visiting friends and relatives' (30.0%) and 'business' (10.7%).

#### Age

'45 to 54 years' (18.3%) was the largest age group of visitors to NSW, followed by '35 to 44 years' (18.0%) and '55 to 64 years' (16.8%).

#### Activities



'Eat out at restaurants' (50.7%) was the most popular activity undertaken by visitors to the State. 'Visit friends and relatives' (38.9%) was the 2<sup>nd</sup> most popular, followed by 'go shopping for pleasure' (24.0%) and 'general sight seeing' (20.7%).

#### Expenditure <sup>(6)</sup>

Domestic daytrip visitors spent, on average, \$103 per trip to NSW.

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