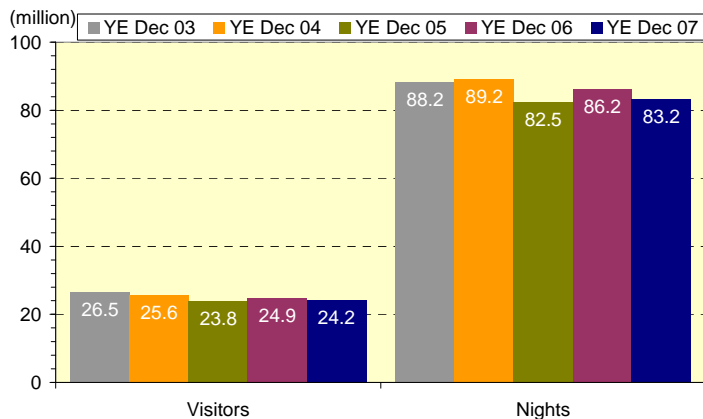




| | |
|-----------------------------|--------|
| Total visitors (million) | 75.5 |
| Total nights (million) | 140.4 |
| - domestic nights | 59.2% |
| - international nights | 40.8% |
| Total expenditure (billion) | \$22.3 |

Domestic Overnight Travel

Visitors and nights



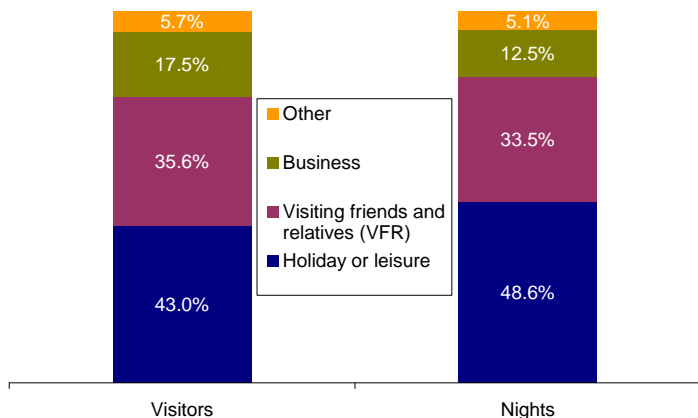
NSW received nearly 24.2 million domestic overnight visitors - down by 2.7% on YE Dec 06. Visitors spent nearly 83.2 million nights in NSW - down by 3.5% on YE Dec 06.

Note: The number of trips taken domestically by Australians increased by 0.3 percent on last year and by 0.2 percent compared to four years ago.

Market share

NSW received 32.8% of visitors and 28.8% of nights in Australia. Compared to YE Dec 06, the share of visitors was down by 1.0% pt and the share of visitor nights was down by 1.4% pts.

Purpose of visit



'Holiday or leisure' (43.0%) was the largest purpose for **visitors** to NSW. 'Visiting friends and relatives' (35.6%) was the 2nd largest, followed by 'Business' (17.5%).

'Holiday or leisure' (48.6%) was the largest purpose in terms of **nights** in NSW. 'Visiting friends and relatives' (33.5%) was the 2nd largest, followed by 'Business' (12.5%).

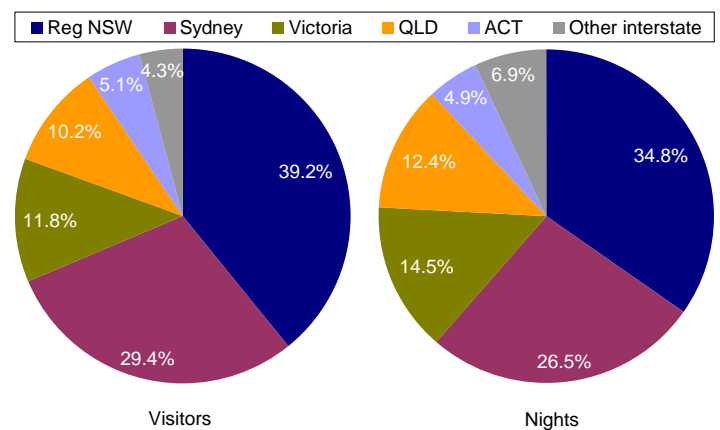
Accommodation

Over 2/5 (40.3%) of nights in NSW were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (15.6%) was the 2nd most popular accommodation type used, followed by 'Caravan park or commercial camping ground' (12.3%) and 'Rented house, apartment, flat or unit' (8.9%).

Age

'35-44 years' (20.1%) was the largest age group of visitors to the State. The 2nd largest age group was '45-54 years' (19.7%).

Origin



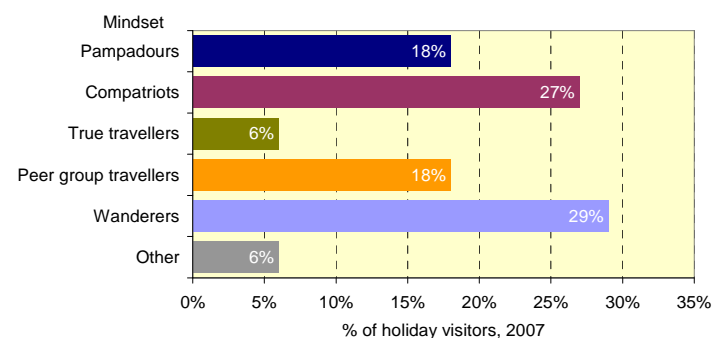
NSW received more than 2/3 (68.7%) of visitors and over 3/5 (61.3%) of nights from **intrastate** (Regional NSW contributed more than Sydney for both visitors and nights).

Nearly 1/3 (31.3%) of visitors and close to 2/5 (38.7%) of nights came from **interstate** (Victoria was the biggest interstate market for both visitors and nights, followed by Queensland and the ACT).

Transport

Nearly 4/5 (77.8%) of visitors to NSW travelled by 'Private or company car'. 'Air transport' (15.7%) was the 2nd most popular transport used, followed by 'Railway' (3.6%).

Australian Travel Mindsets ⁽²⁾



Nearly 3/10 (29%) of holiday visitors to the State belonged to the 'Wanderers' mindset, followed by the 'Compatriots' (27%).

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, Dec 07

Activities

Over 1/2 (53.8%) of visitors to NSW 'Ate out at restaurants'. 'Visit friends and relatives' (46.0%) was the 2nd most popular activity, followed by 'General sight seeing' (27.8%) and 'Pubs, clubs, discos etc' (26.6%).

Expenditure (incl airfares and transport costs) ⁽³⁾

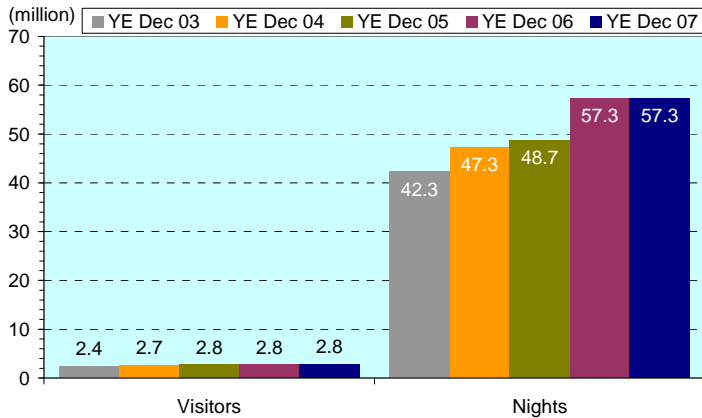
Domestic overnight visitors spent, on average, \$144 per night in NSW.

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



International Overnight Travel

Visitors and nights



NSW received over 2.8 million international overnight visitors - up by 2.1% on YE Dec 06. Visitors spent nearly 57.3 million nights in NSW - up marginally on YE Dec 06.

Note: The number of overnight trips to Australia by international visitors increased by 1.9 percent on last year and by 18.5 percent compared to four years ago.

Market share

NSW received 54.7% of visitors and 36.2% of nights in Australia. Compared to YE Dec 06, the share of visitors was up by 0.1% pt and the share of nights was down by 0.7% pts.

Purpose of visit

'Holiday/pleasure' (59.1%) was the largest purpose for visitors to NSW. 'Visiting friends and relatives' (23.0%) was the 2nd largest, followed by 'Business' (16.5%).

Origin

| No. | Market | Share | No. | Market | Share |
|-----|----------------|-------|-----|--------------------------|-------|
| 1. | United Kingdom | 14.3% | 14. | France | 1.7% |
| 2. | New Zealand | 13.4% | 15. | Ireland | 1.6% |
| 3. | USA | 10.1% | 16. | Malaysia | 1.4% |
| 4. | China | 9.5% | 17. | Thailand | 1.4% |
| 5. | Japan | 7.8% | 18. | Italy | 1.2% |
| 6. | Korea | 7.0% | 19. | Indonesia | 1.2% |
| 7. | Germany | 3.5% | 20. | Netherlands | 1.1% |
| 8. | Hong Kong | 2.7% | 21. | Switzerland | 0.9% |
| 9. | Canada | 2.7% | 22. | Middle East & Nth Africa | 0.8% |
| 10. | Singapore | 2.5% | | | |
| 11. | Scandinavia | 1.9% | | Other Europe | 2.3% |
| 12. | India | 1.8% | | Other Asia | 1.8% |
| 13. | Taiwan | 1.7% | | Other Countries | 5.3% |

'UK' (14.3%) was the State's largest source market of visitors, followed by 'New Zealand' (13.4%) and 'USA' (10.1%).

Accommodation

Over 1/3 (36.1%) of nights in NSW were spent in 'Rented house / apartment / unit / flat'. 'Home of friend or relative' (27.3%) was the 2nd most popular accommodation type used, followed by 'Backpacker / hostel' (7.9%).

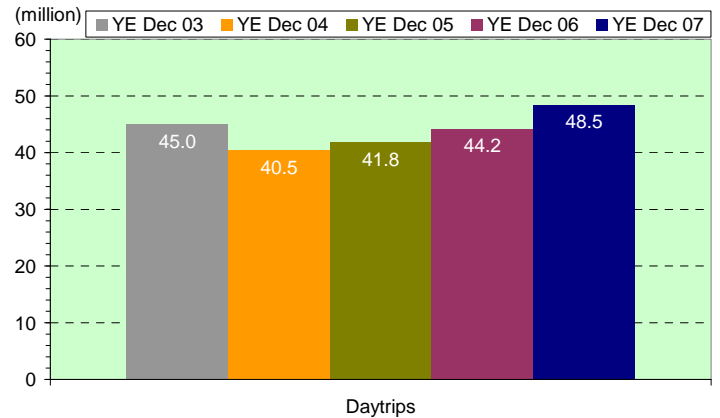
Expenditure (excl package expenditure) ⁽⁵⁾

International visitors spent, on average, \$95 per night in NSW.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 07, TRA.

Domestic Daytrip Travel

Trips



NSW received nearly 48.5 million domestic daytrip visitors - up by 9.6% on YE Dec 06.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 9.9 percent on last year and by 6.2 percent compared to four years ago.

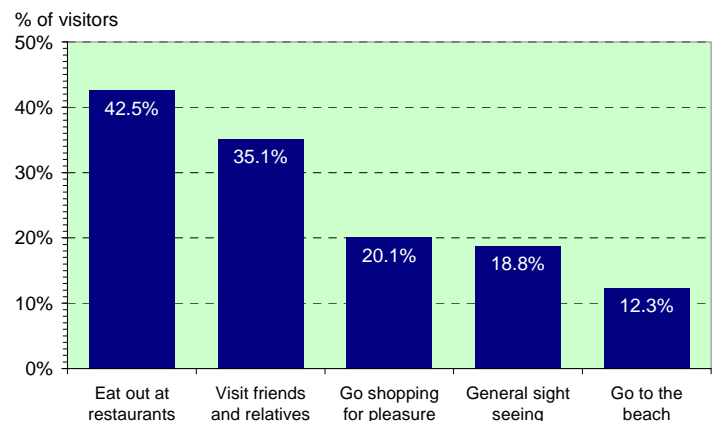
Market share

NSW received 32.8% of daytrips in Australia. Compared to YE Dec 06, the share was down by 0.1% pt.

Purpose of visit

'Holiday or leisure' (48.8%) was the largest purpose for visitors to NSW. 'Visiting friends and relatives' (29.5%) was the 2nd largest, followed by 'Business' (10.9%).

Activities



Over 2/5 (42.5%) of visitors to NSW 'Ate out at restaurants'. 'Visit friends and relatives' (35.1%) was the 2nd most popular activity, followed by 'Go shopping for pleasure' (20.1%).

Age

Almost 1/5 (19.0%) of visitors to NSW were aged '35-44 years'. The 2nd largest age group was '45-54 years' (18.1%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent, on average, \$101 per trip to NSW.

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