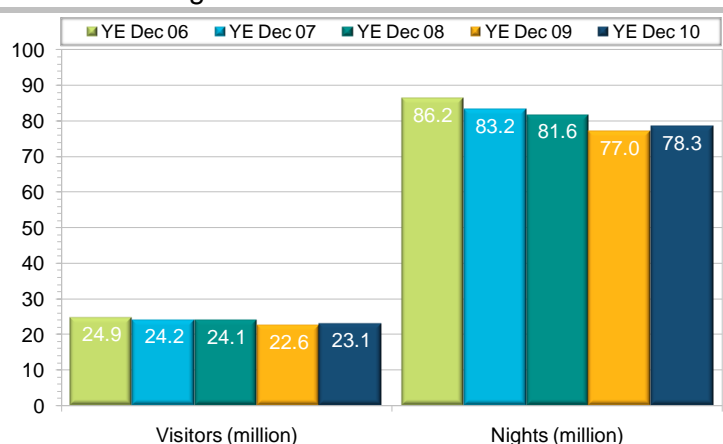




### Domestic Overnight Travel <sup>(1)</sup>

#### Visitors and nights



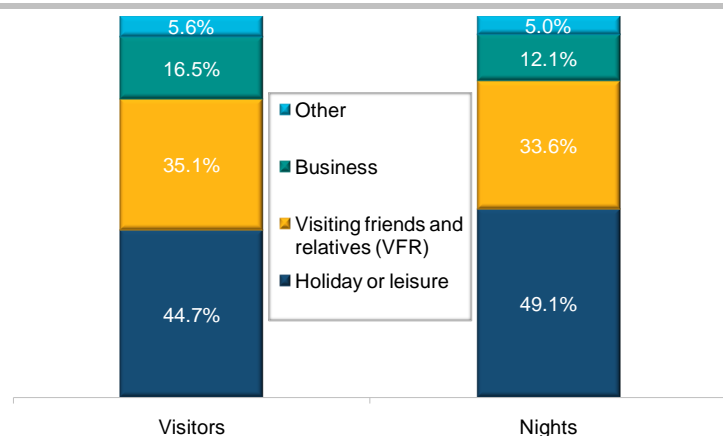
NSW received nearly 23.1 million domestic overnight visitors - up by 2.0% on YE Dec 09. Visitors spent over 78.3 million nights in the State - up by 1.7% on YE Dec 09.

Note: The number of trips taken domestically by Australians increased by 2.0 percent on last year, but was down by 8.4 percent compared to four years ago.

#### Market share

NSW received 34.2% of visitors and 30.2% of nights in Australia. Compared to YE Dec 09, the share of visitors was unchanged and the share of nights was up by 0.2% points.

#### Purpose of visit to NSW



'Holiday or leisure' (44.7%) was the largest purpose for **visitors** to NSW, followed by 'visiting friends and relatives' (35.1%). Compared to YE Dec 09, 'VFR' grew by 0.4% points.

'Holiday or leisure' (49.1%) was the largest purpose in terms of **nights** in NSW, followed by 'VFR' (33.6%). Compared to YE Dec 09, 'VFR' grew by 1.1% points.

#### Accommodation

'Friends or relatives property' (38.5%) was the most popular accommodation type used for nights in NSW, followed by 'standard hotel, motor inn, below 4 star' (15.8%) and 'caravan park or commercial camping ground' (12.6%).

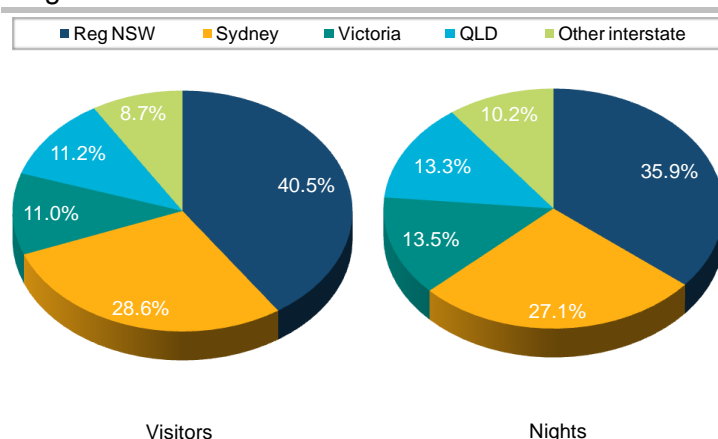
#### Age

'35 to 44 years' (21.2%) was the largest age group of visitors to the State, followed by '45 to 54 years' (19.0%).

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

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

#### Origin



NSW received 69.1% of visitors and 63.0% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 30.9% of visitors and 37.0% of nights in the State (Queensland was the biggest interstate market for visitors, while Victoria was the biggest for nights).

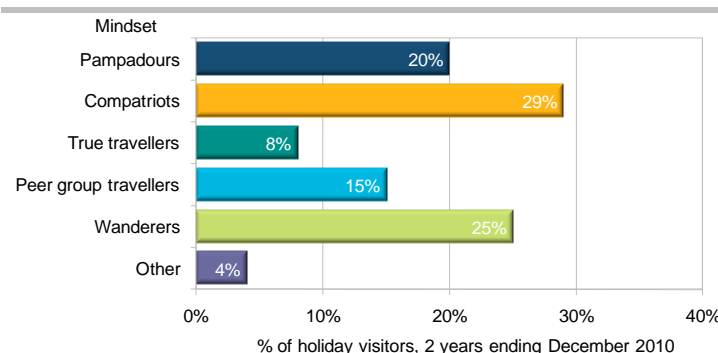
#### All transport

'Private or company vehicle' (77.5%) was the most popular form of transport used by visitors to NSW, followed by 'air transport' (16.5%) and 'railway' (3.7%).

#### Activities

'Eat out at restaurants' (57.3%) was the most popular activity undertaken by visitors to NSW. 'Visit friends and relatives' (47.7%) was the 2<sup>nd</sup> most popular, followed by 'general sight seeing' (27.9%) and 'shopping for pleasure' (26.3%).

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



The 'compatriots' (29%) was the largest travel mindset of holiday visitors to the State, followed by the 'wanderers' (25%) and the 'pampadours' (20%).

*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 Dec 10

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

Domestic overnight visitors spent \$12.4 billion in NSW. On average, they spent \$159 per night in NSW.

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

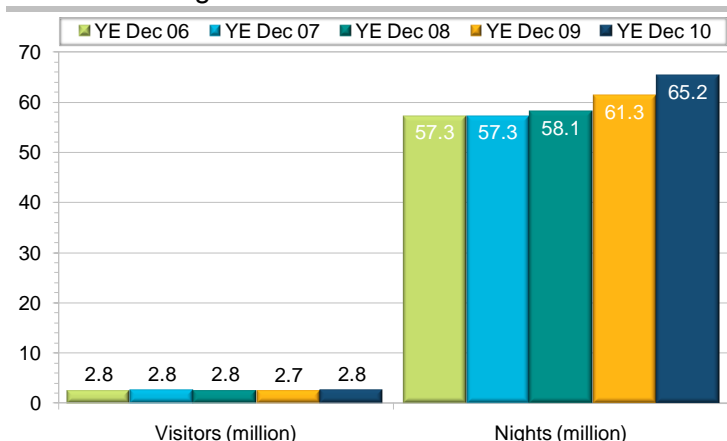
# Travel to New South Wales

## Year ended December 2010

Total visitors (million)	75.0
Total nights (million)	143.6
- domestic nights	54.6%
- international nights	45.4%
Total expenditure (billion)	\$23.2

### International Overnight Travel <sup>(4)</sup>

Visitors and nights



NSW received over 2.8 million international overnight visitors - up by 4.7% on YE Dec 09. Visitors spent over 65.2 million nights in the State - up by 6.4% on YE Dec 09.

Note: The number of overnight trips to Australia by international visitors increased by 5.1 percent on last year and by 6.7 percent compared to four years ago.

#### Market share

NSW received 52.2% of visitors and 34.8% of nights in Australia. Compared to YE Dec 09, the share of visitors was down by 0.2% pts and the share of nights was up by 0.2% pts.

#### Purpose of visit to NSW

'Holiday / pleasure' (56.7%) was the largest purpose for visitors to NSW, followed by 'visiting friends and relatives' (25.4%) and 'business' (14.9%).

#### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	13.8%	12	Scandinavia	1.9%
2	Mainland China & HK	12.7%	13	Taiwan	1.8%
	Mainland China	9.9%	14	Indonesia	1.7%
	Hong Kong	2.7%	15	Malaysia	1.5%
3	United Kingdom	12.6%	16	Thailand	1.3%
4	USA	10.5%	17	Italy	1.3%
5	Korea	5.7%	18	Middle East & Nth Africa	1.2%
6	Japan	5.4%	19	Ireland	1.1%
7	Germany	3.6%	20	Netherlands	1.1%
8	Singapore	3.2%	21	Switzerland	1.0%
9	Canada	2.9%		Other Asia	2.4%
10	India	2.3%		Other Europe	2.8%
11	France	2.2%		Other Countries	5.9%

New Zealand (13.8%) was the State's largest individual source market of visitors, followed by United Kingdom (12.6%).

#### Accommodation

'Rented house / apartment / unit / flat' (39.6%) was the most popular accommodation type used for nights in NSW by international visitors, followed by 'home of a friend or relative' (30.0%) and 'backpacker / hostel' (6.9%).

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

International overnight visitors spent \$5.9 billion in NSW. On average, they spent \$91 per night in NSW.

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

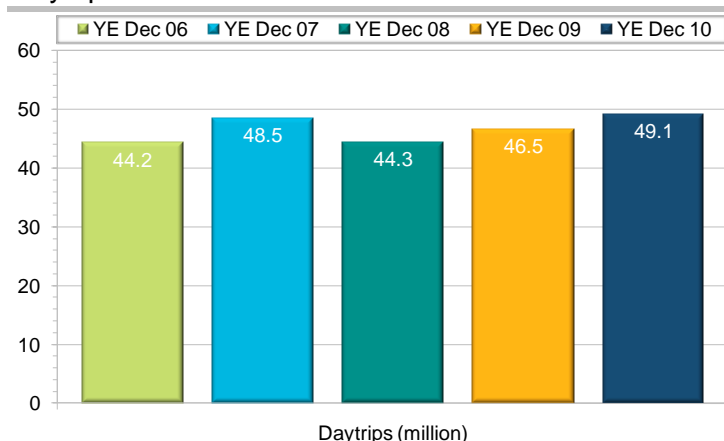
Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

(1) Source: National Visitor Survey, YE Dec 10, TRA

(4) Source: International Visitor Survey, YE Dec 10, TRA

### Domestic Daytrip Travel <sup>(1)</sup>

Daytrips



NSW received nearly 49.1 million domestic daytrip visitors - up by 5.4% on YE Dec 09.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 4.8 percent on last year and by 12.5 percent compared to four years ago.

#### Market share

NSW received 32.4% of daytrips in Australia. Compared to YE Dec 09, the share was up by 0.2% points.

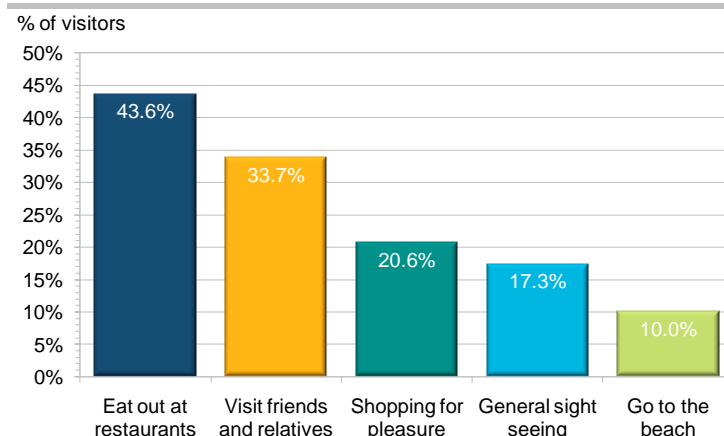
#### Main purpose of trip

'Holiday or leisure' (49.3%) was the largest purpose for visitors to NSW, followed by 'visiting friends and relatives' (29.0%) and 'business' (10.1%).

#### Age

'35 to 44 years' (20.6%) was the largest age group of visitors to NSW, followed by '65 years and over' (18.6%) and '45 to 54 years' (17.7%).

#### Activities



'Eat out at restaurants' (43.6%) was the most popular activity undertaken by visitors to the State, followed by 'visit friends and relatives' (33.7%) and 'shopping for pleasure' (20.6%).

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

Domestic daytrip visitors spent \$4.8 billion in NSW. On average, they spent \$99 per trip to NSW.

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