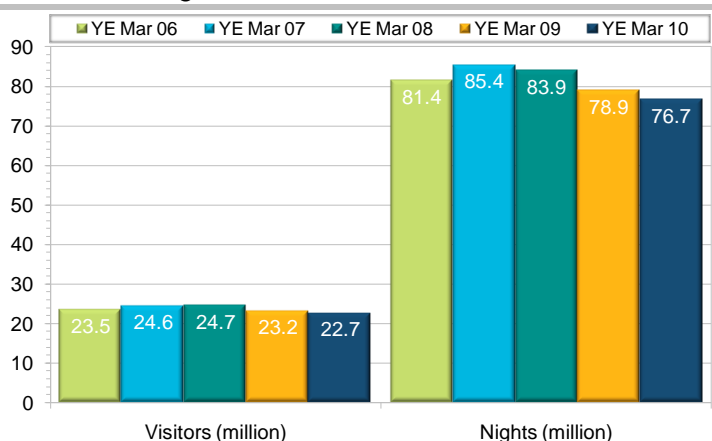




Domestic Overnight Travel

Visitors and nights



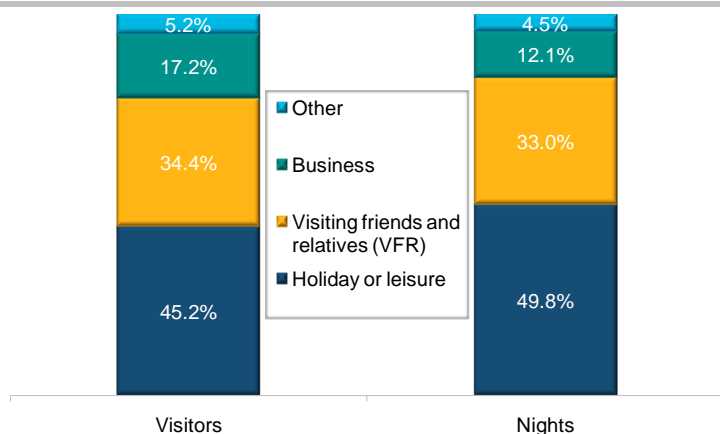
NSW received almost 22.7 million domestic overnight visitors - down by 2.2% on YE Mar 09. Visitors spent nearly 76.7 million nights in the State - down by 2.8% on YE Mar 09.

Note: The number of trips taken domestically by Australians decreased by 2.7 percent on last year and by 5.3 percent compared to four years ago.

Market share

NSW received 34.4% of visitors and 29.9% of nights in Australia. Compared to YE Mar 09, the share of visitors was up by 0.2% points and the share of nights was down by 0.4% points.

Purpose of visit to NSW



'Holiday or leisure' (45.2%) was the largest purpose for **visitors** to NSW, followed by 'visiting friends and relatives' (34.4%). Compared to YE Mar 09, 'holiday or leisure' grew by 1.0% point.

'Holiday or leisure' (49.8%) was the largest purpose in terms of **nights** in NSW, followed by 'VFR' (33.0%). Compared to YE Mar 09, 'VFR' grew by 0.8% points.

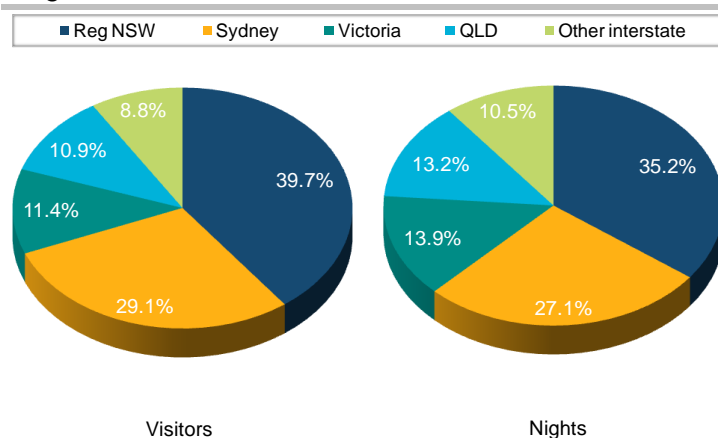
Accommodation

'Friends or relatives property' (38.9%) was the most popular accommodation type used for nights in NSW, followed by 'standard hotel, motor inn, below 4 star' (15.6%) and 'caravan park or commercial camping ground' (12.0%).

Age

'35 to 44 years' (20.7%) was the largest age group of visitors to the State, followed by '45 to 54 years' (19.8%).

Origin



NSW received 68.8% of visitors and 62.3% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 31.2% of visitors and 37.7% of nights in the State (Victoria was the biggest interstate market for both visitors and nights).

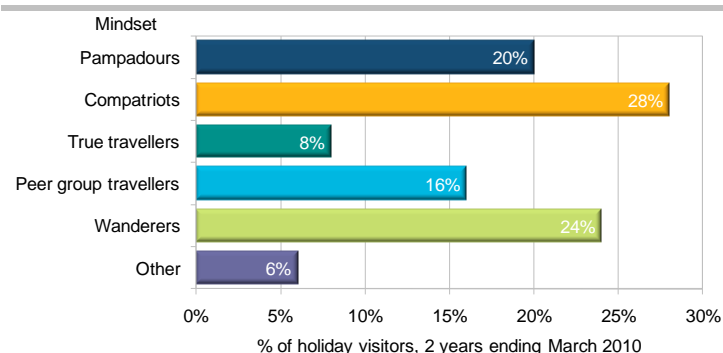
All transport

'Private or company vehicle' (77.6%) was the most popular form of transport used by visitors to NSW, followed by 'air transport' (16.4%) and 'railway' (3.7%).

Activities

'Eat out at restaurants' (56.6%) was the most popular activity undertaken by visitors to NSW. 'Visit friends and relatives' (47.0%) was the 2nd most popular, followed by 'general sight seeing' (28.6%) and 'shopping for pleasure' (27.2%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (28%) was the largest travel mindset of holiday visitors to the State, followed by the 'wanderers' (24%) 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 Mar 10

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent \$12.2 billion in NSW. On average, they spent \$159 per night in NSW.

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

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

(1) Source: *National Visitor Survey, YE Mar 10, Tourism Research Australia (TRA)* - unless otherwise indicated

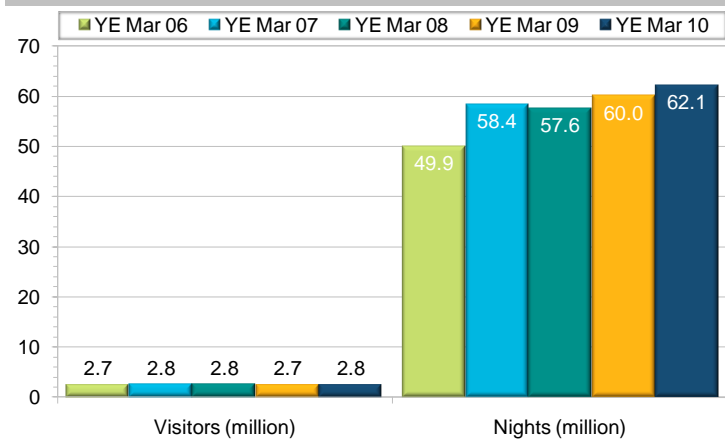
Travel to New South Wales ⁽⁴⁾

Year ended March 2010

Total visitors (million)	73.9
Total nights (million)	138.7
- domestic nights	55.3%
- international nights	44.7%
Total expenditure (billion)	\$23.1

International Overnight Travel

Visitors and nights



NSW received nearly 2.8 million international overnight visitors - up by 0.5% on YE Mar 09. Visitors spent nearly 62.1 million nights in the State – up by 3.5% on YE Mar 09.

Note: The number of overnight trips to Australia by international visitors increased by 2.6 percent on last year and by 4.7 percent compared to four years ago.

Market share

NSW received 52.4% of visitors and 34.2% of nights in Australia. Compared to YE Mar 09, the share of visitors was down by 1.1% pts and the share of nights was down by 0.6% pts.

Purpose of visit to NSW

'Holiday / pleasure' (57.0%) was the largest purpose for visitors to NSW, followed by 'visiting friends and relatives' (25.5%) and 'business' (14.2%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	13.6%	12	Scandinavia	2.1%
2	New Zealand	13.0%	13	India	2.0%
3	Mainland China & HK	11.8%	14	Indonesia	1.7%
	Mainland China	8.8%	15	Thailand	1.6%
	Hong Kong	3.0%	16	Malaysia	1.5%
4	USA	11.4%	17	Ireland	1.4%
5	Korea	5.0%	18	Middle East & Nth Africa	1.4%
6	Japan	4.8%	19	Italy	1.3%
7	Germany	4.0%	20	Netherlands	1.2%
8	Canada	3.0%	21	Switzerland	1.0%
9	Singapore	2.8%		Other Asia	2.3%
10	France	2.4%		Other Europe	2.8%
11	Taiwan	2.2%		Other Countries	5.6%

United Kingdom (13.6%) was the State's largest source market of visitors, followed by New Zealand (13.0%).

Accommodation

'Rented house / apartment / unit / flat' (41.3%) was the most popular accommodation type used for nights in NSW by international visitors, followed by 'home of a friend or relative' (27.0%) and 'backpacker / hostel' (7.5%).

Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent \$5.8 billion in NSW. On average, they spent \$94 per night in NSW.

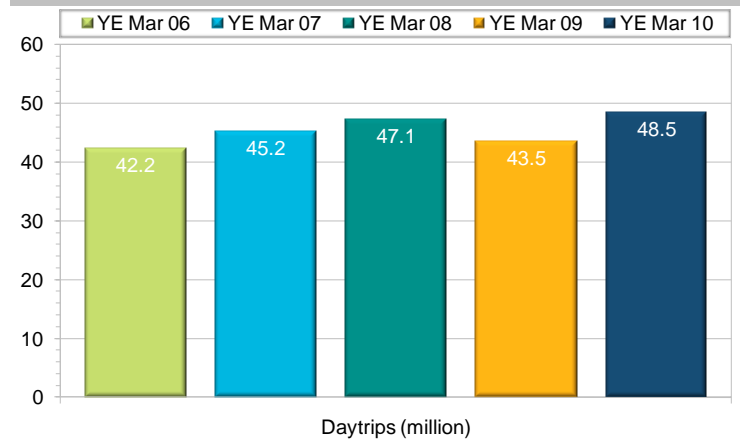
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Mar 10, TRA.

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

(4) Sources: International Visitor Survey & National Visitor Survey, YE Mar 10, TRA (unless otherwise indicated)

Domestic Daytrip Travel

Daytrips



NSW received nearly 48.5 million domestic daytrip visitors - up by 11.5% on YE Mar 09.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 8.7 percent on last year and by 12.9 percent compared to four years ago.

Market share

NSW received 32.9% of daytrips in Australia. Compared to YE Mar 09, the share was up by 0.8% points.

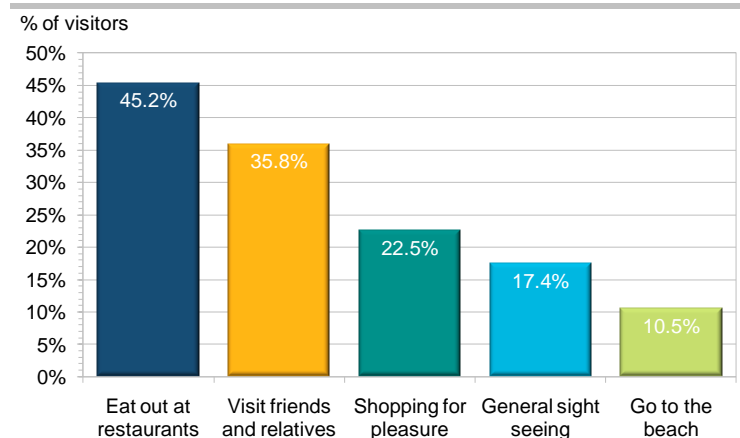
Main purpose of trip

'Holiday or leisure' (48.1%) was the largest purpose for visitors to NSW, followed by 'visiting friends and relatives' (30.1%) and 'business' (10.5%).

Age

'35 to 44 years' (19.6%) was the largest age group of visitors to NSW, followed by '45 to 54 years' (18.0%) and '65 years and over' (17.2%).

Activities



'Eat out at restaurants' (45.2%) was the most popular activity undertaken by visitors to the State, followed by 'visit friends and relatives' (35.8%) and 'shopping for pleasure' (22.5%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$5.0 billion in NSW. On average, they spent \$104 per trip to NSW.

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