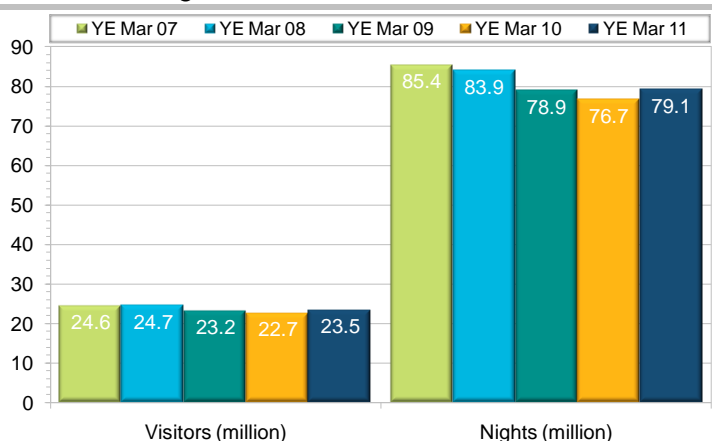


### Domestic Overnight Travel <sup>(1)</sup>

#### Visitors and nights



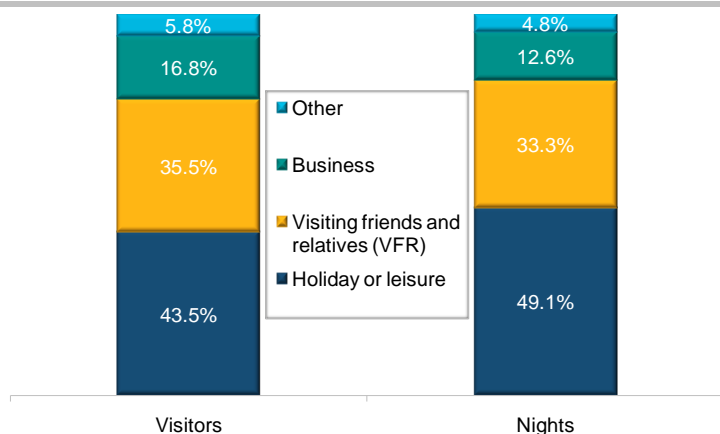
NSW received over 23.5 million domestic overnight visitors - up by 3.6% on YE Mar 10. Visitors spent over 79.1 million nights in the State - up by 3.2% on YE Mar 10.

Note: The number of trips taken domestically by Australians increased by 2.4 percent on last year, but was down by 7.8 percent compared to four years ago.

#### Market share

NSW received 34.8% of visitors and 30.8% of nights in Australia. Compared to YE Mar 10, the share of visitors was up by 0.4% points and the share of nights was up by 0.9% points.

#### Purpose of visit to NSW



'Holiday or leisure' (43.5%) was the largest purpose for **visitors** to NSW, followed by 'visiting friends and relatives' (35.5%). Compared to YE Mar 10, 'VFR' grew by 1.1% points.

'Holiday or leisure' (49.1%) was the largest purpose in terms of **nights** in NSW, followed by 'VFR' (33.3%). Compared to YE Mar 10, 'business' grew by 0.6% points.

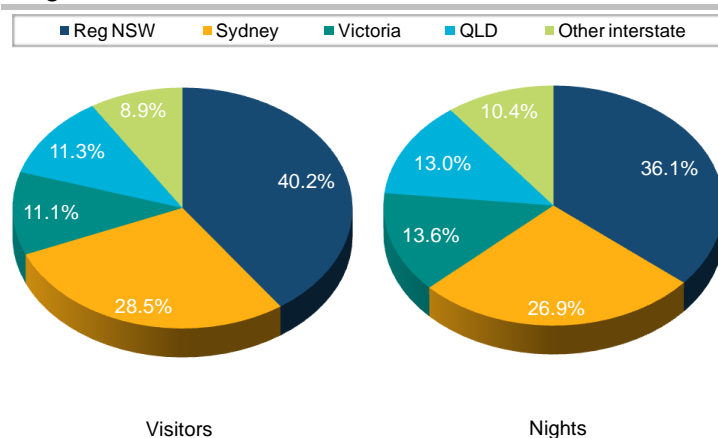
#### Accommodation

'Friends or relatives property' (37.9%) was the most popular accommodation type used for nights in NSW, followed by 'standard hotel, motor inn, below 4 star' (16.1%) and 'caravan park or commercial camping ground' (13.1%).

#### Age

'35 to 44 years' (22.5%) was the largest age group of visitors to the State, followed by '45 to 54 years' (18.6%).

#### Origin



NSW received 68.7% of visitors and 63.0% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 31.3% 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).

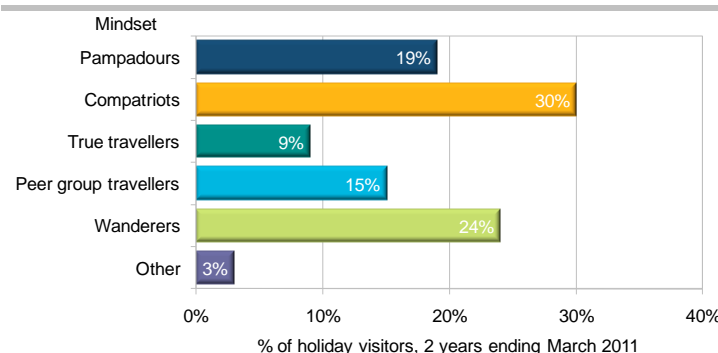
#### All transport

'Private or company vehicle' (76.9%) was the most popular form of transport used by visitors to NSW, followed by 'air transport' (16.7%) and 'railway' (3.9%).

#### Activities

'Eat out at restaurants' (57.7%) was the most popular activity undertaken by visitors to NSW. 'Visit friends and relatives' (47.5%) was the 2<sup>nd</sup> most popular, followed by 'general sight seeing' (27.2%) and 'shopping for pleasure' (26.8%).

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



The 'compatriots' (30%) was the largest travel mindset of holiday visitors to the State, followed by the 'wanderers' (24%) 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*, 2YE Mar 11

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

Domestic overnight visitors spent \$12.6 billion in NSW. On average, they spent \$160 per night in NSW.

(3) Source: *Modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 11, TRA*

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

(1) Source: *National Visitor Survey, YE Mar 11, Tourism Research Australia (TRA)*

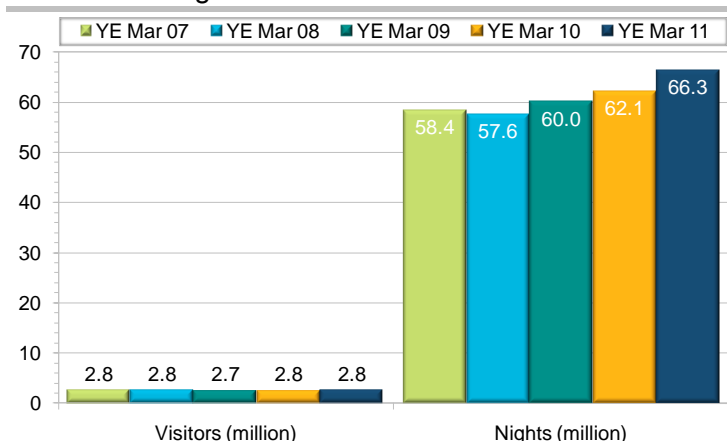
# Travel to New South Wales

## Year ended March 2011

Total visitors (million)	76.0
Total nights (million)	145.4
- domestic nights	54.4%
- international nights	45.6%
Total expenditure (billion)	\$23.6

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

Visitors and nights



NSW received over 2.8 million international overnight visitors - up by 2.7% on YE Mar 10. Visitors spent nearly 66.3 million nights in the State - up by 6.8% on YE Mar 10.

Note: The number of overnight trips to Australia by international visitors increased by 3.5 percent on last year and by 5.5 percent compared to four years ago.

#### Market share

NSW received 52.0% of visitors and 35.4% of nights in Australia. Compared to YE Mar 10, the share of visitors was down by 0.4% pts and the share of nights was up by 1.2% pts.

#### Purpose of visit to NSW

'Holiday / pleasure' (55.6%) was the largest purpose for visitors to NSW, followed by 'visiting friends and relatives' (25.6%) and 'business' (15.2%).

#### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	14.0%	12	Scandinavia	1.8%
2	Mainland China & HK	13.0%	13	Indonesia	1.8%
	Mainland China	10.2%	14	Taiwan	1.7%
	Hong Kong	2.8%	15	Malaysia	1.5%
3	United Kingdom	12.3%	16	Italy	1.3%
4	USA	10.5%	17	Thailand	1.3%
5	Korea	5.7%	18	Middle East & Nth Africa	1.2%
6	Japan	5.5%	19	Ireland	1.1%
7	Germany	3.6%	20	Netherlands	1.1%
8	Singapore	3.2%	21	Switzerland	1.0%
9	Canada	2.8%		Other Asia	2.3%
10	India	2.4%		Other Europe	2.7%
11	France	2.1%		Other Countries	6.0%

New Zealand (14.0%) was the State's largest individual source market of visitors, followed by United Kingdom (12.3%).

#### Accommodation

'Rented house / apartment / unit / flat' (40.8%) was the most popular accommodation type used for nights in NSW by international visitors, followed by 'home of a friend or relative' (29.8%) and 'backpacker / hostel' (6.3%).

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

International overnight visitors spent \$6.1 billion in NSW. On average, they spent \$91 per night in NSW.

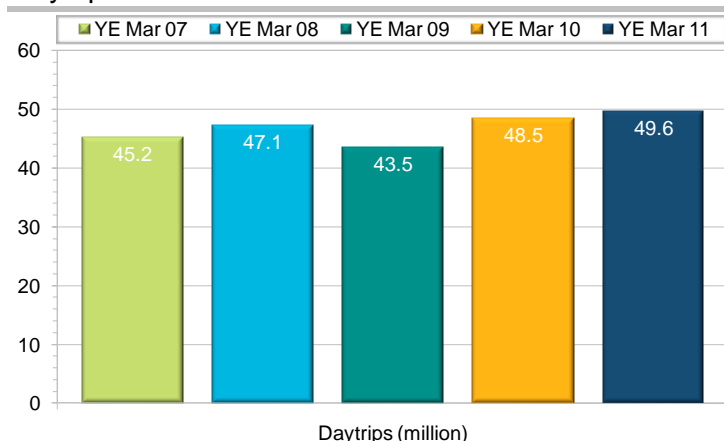
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Mar 11, TRA.

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

(1) Source: National Visitor Survey, YE Mar 11, TRA

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

Daytrips



NSW received over 49.6 million domestic daytrip visitors - up by 2.4% on YE Mar 10.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 3.0 percent on last year and by 10.4 percent compared to four years ago.

#### Market share

NSW received 32.7% of daytrips in Australia. Compared to YE Mar 10, the share was down by 0.2% points.

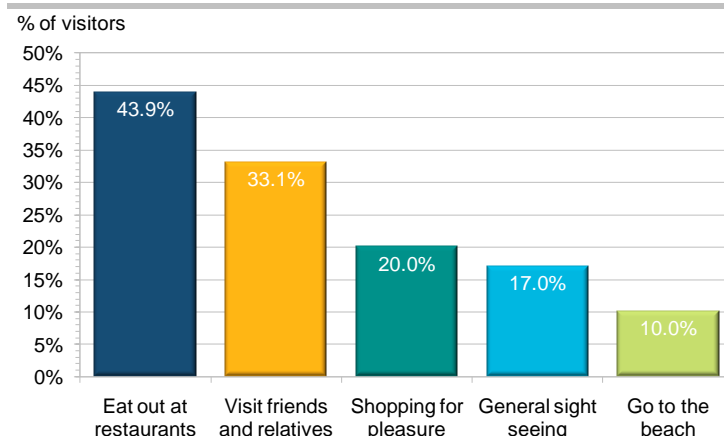
#### Main purpose of trip

'Holiday or leisure' (49.9%) was the largest purpose for visitors to NSW, followed by 'visiting friends and relatives' (29.0%) and 'business' (9.5%).

#### Age

'35 to 44 years' (20.8%) was the largest age group of visitors to NSW, followed by '65 years and over' (18.7%) and '45 to 54 years' (17.2%).

#### Activities



'Eat out at restaurants' (43.9%) was the most popular activity undertaken by visitors to the State, followed by 'visit friends and relatives' (33.1%) and 'shopping for pleasure' (20.0%).

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

Domestic daytrip visitors spent \$4.9 billion in NSW. On average, they spent \$99 per trip to NSW.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Mar 11, TRA

(4) Source: International Visitor Survey, YE Mar 11, TRA