

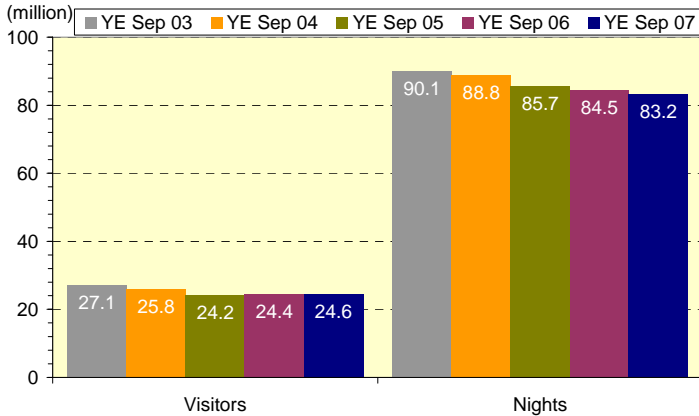


Total visitors (million)	75.1
Total nights (million)	142.2
- domestic nights	58.5%
- international nights	41.5%
Total expenditure (billion)	\$22.3

Domestic Overnight Travel

Note: The number of trips taken domestically by Australians increased by 3.1 percent on last year and by 0.3 percent compared to four years ago.

Visitors and nights

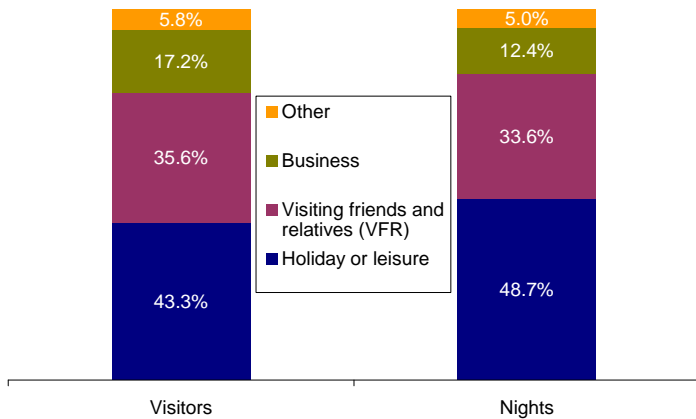


NSW received nearly 24.6 million domestic overnight visitors - up by 0.6% on YE Sep 06. Visitors spent nearly 83.2 million nights in NSW - down by 1.6% on YE Sep 06.

Market share

NSW received 33.0% of visitors and 28.7% of nights in Australia. Compared to YE Sep 06, the share of visitors was down by 0.8% points and the share of visitor nights was down by 1.5% points.

Purpose of visit



'Holiday or leisure' (43.3%) was the largest purpose for **visitors** to NSW. 'Visiting friends and relatives' (35.6%) was the 2nd largest, followed by 'Business' (17.2%).

'Holiday or leisure' (48.7%) was the largest purpose in terms of **nights** in NSW. 'Visiting friends and relatives' (33.6%) was the 2nd largest, followed by 'Business' (12.4%).

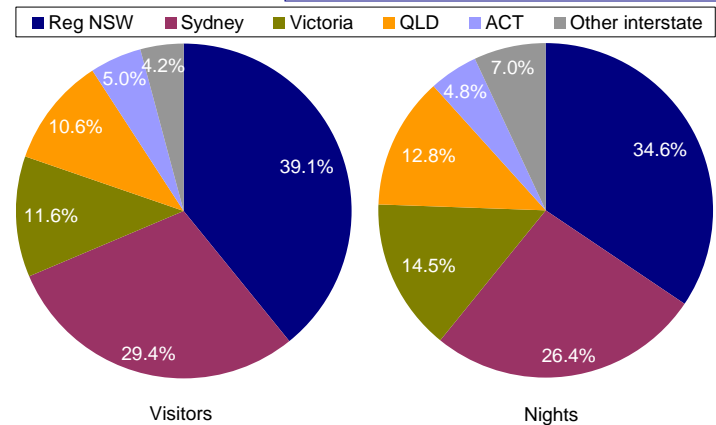
Accommodation

Over 2/5 (40.8%) of nights in NSW were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (15.3%) was the 2nd most popular accommodation type used, followed by 'Caravan park or commercial camping ground' (12.5%) and 'Luxury hotel or resort, 4 or 5 star' (8.7%).

Activities

Over 1/2 (51.4%) of visitors to NSW 'Ate out at restaurants'. 'Visit friends and relatives' (45.3%) was the 2nd most popular activity, followed by 'General sight seeing' (27.0%) and 'Pubs, clubs, discos etc' (26.3%).

Origin



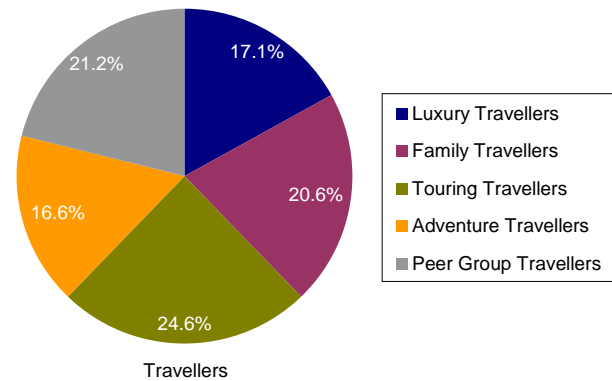
NSW received more than 2/3 (68.6%) of visitors and over 3/5 (61.0%) of nights from **intrastate** (Regional NSW contributed more than Sydney for both visitors and nights).

Nearly 1/3 (31.4%) of visitors and almost 2/5 (39.0%) 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 (78.1%) of visitors to NSW travelled by 'Private or company car'. 'Air transport' (15.3%) was the 2nd most popular transport used, followed by 'Railway' (3.7%).

Australian travel segments ⁽²⁾



Almost 1/4 (24.6%) of visitors to NSW were 'Touring travellers'. 'Peer group travellers' (21.2%) was the 2nd largest travel segment, followed by 'Family travellers' (20.6%).

(2) Source: HTS, YE Jun 06, Roy Morgan Research

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent, on average, \$145 per night in NSW.

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

Tourism employment ⁽⁴⁾

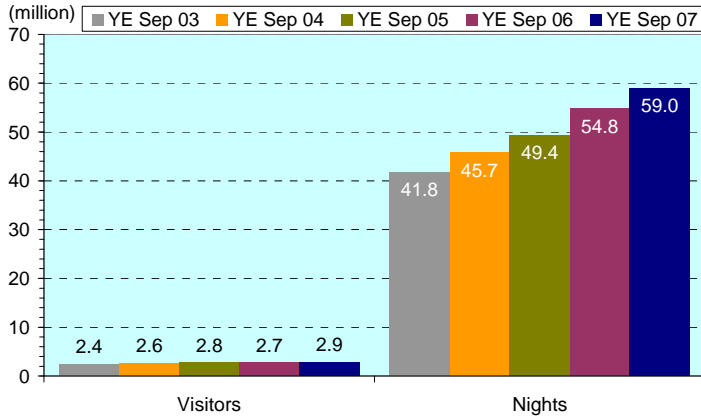
An estimated 185,900 (5.7%) of NSW's workforce were employed in the tourism industry.

(4) Source: TTF Australia NSW Tourism Employment Atlas 2006, TTF Australia



International Overnight Travel

Visitors and nights



NSW received nearly 2.9 million international overnight visitors - up by 5.0% on YE Sep 06. Visitors spent over 59.0 million nights in NSW - up by 7.8% on YE Sep 06.

Note: The number of overnight trips to Australia by international visitors increased by 4.1 percent on last year and by 21.2 percent compared to four years ago.

Market share

NSW received 54.7% of visitors to and 36.7% of nights in Australia. Compared to YE Sep 06, the share of visitors was up by 0.5% points and the share of nights was unchanged.

Purpose of visit

'Holiday/pleasure' (59.5%) was the largest purpose for visitors to NSW. 'Visiting friends and relatives' (22.9%) was the 2nd largest, followed by 'Business' (16.4%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	15.2%	13.	India	1.7%
2.	New Zealand	13.2%	14.	France	1.6%
3.	USA	10.0%	15.	Malaysia	1.5%
4.	China	9.0%	16.	Thailand	1.3%
5.	Japan	8.2%	17.	Italy	1.2%
6.	Korea	7.3%	18.	Indonesia	1.1%
7.	Germany	3.5%	19.	Netherlands	1.0%
8.	Hong Kong	2.8%	20.	Switzerland	1.0%
9.	Canada	2.5%		Other Europe	4.0%
10.	Singapore	2.5%		Other Asia	1.8%
11.	Scandinavia	1.8%		Middle East & Nth Africa	0.8%
12.	Taiwan	1.7%		Other Countries	5.4%

'United Kingdom' (15.2%) was the State's largest source market of visitors, followed by 'New Zealand' (13.2%) and 'USA' (10.0%).

Accommodation

Over 1/3 (35.0%) of nights in NSW were spent in 'Rented house / apartment / unit / flat'. 'Home of friend or relative' (29.0%) was the 2nd most popular accommodation type used, followed by 'Backpacker / hostel' (7.8%).

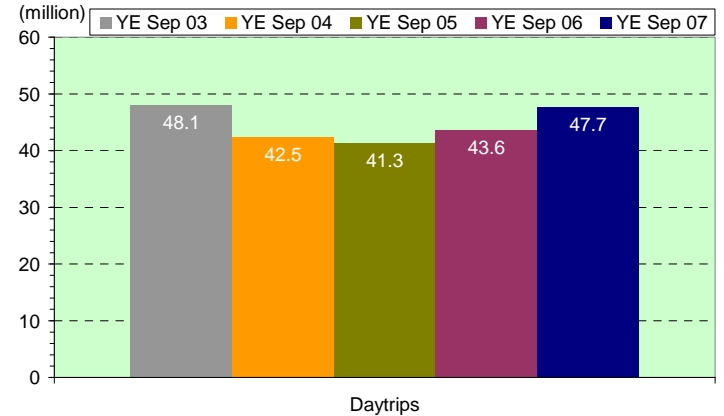
Expenditure (excl package expenditure) ⁽⁶⁾

International visitors spent, on average, \$91 per night in NSW.

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

Domestic Daytrip Travel

Trips



NSW received nearly 47.7 million domestic daytrip visitors - up by 9.4% on YE Sep 06.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 9.0 percent on last year and by 2.3 percent compared to four years ago.

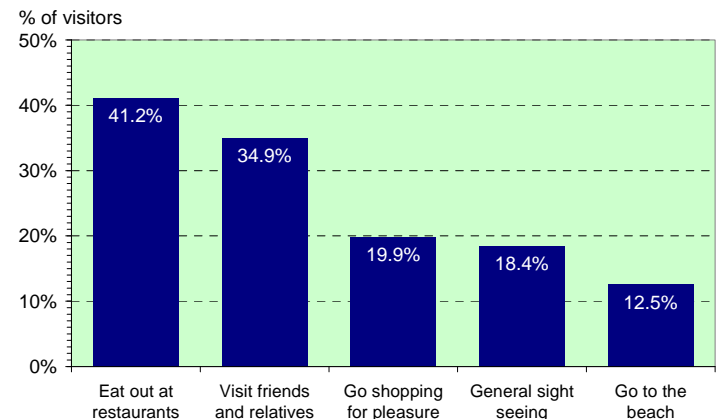
Market share

NSW received 32.9% of daytrips in Australia. Compared to YE Sep 06, the share was up by 0.2% points.

Purpose of visit

'Holiday or leisure' (49.5%) was the largest purpose for visitors to NSW. 'Visiting friends and relatives' (29.5%) was the 2nd largest, followed by 'Business' (10.4%).

Activities



Over 2/5 (41.2%) of visitors to NSW 'Ate out at restaurants'. 'Visit friends and relatives' (34.9%) was the 2nd most popular activity, followed by 'Go shopping for pleasure' (19.9%).

Age

Nearly 1/5 (18.8%) of visitors to NSW were aged '35-44 years'. The 2nd largest age group was '45-54 years' (17.8%).

Expenditure ⁽⁷⁾

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

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