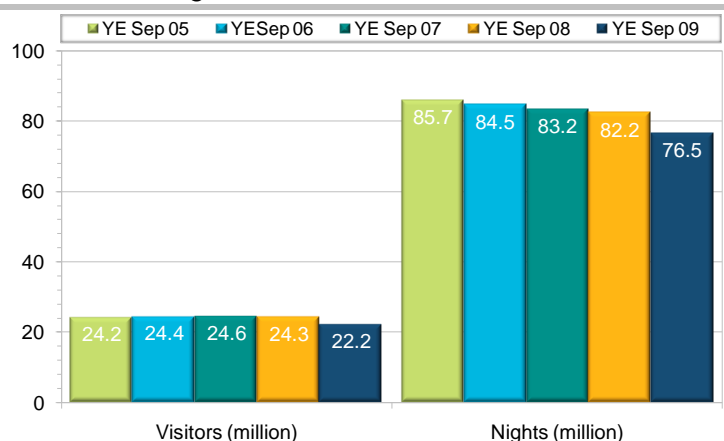




Domestic Overnight Travel

Visitors and nights



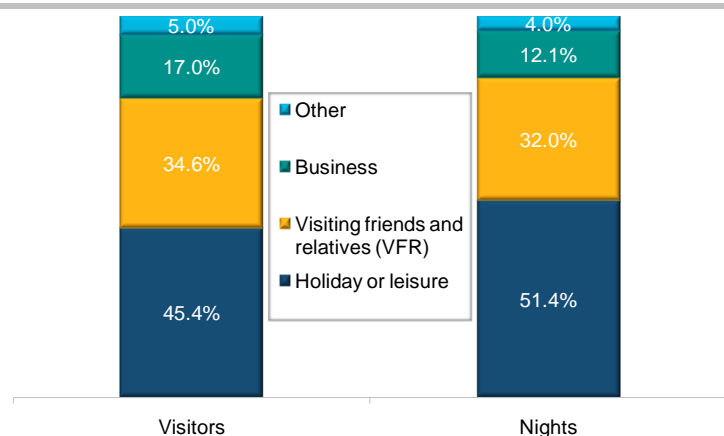
NSW received over 22.2 million domestic overnight visitors - down by 8.5% on YE Sep 08. Visitors spent over 76.5 million nights in the State - down by 6.9% on YE Sep 08.

Note: The number of trips taken domestically by Australians decreased by 7.1 percent on last year and by 5.9 percent compared to four years ago.

Market share

NSW received 33.4% of visitors and 29.8% of nights in Australia. Compared to YE Sep 08, the share of visitors was down by 0.5% points and the share of nights was up by 0.1% point.

Purpose of visit to NSW



'Holiday or leisure' (45.4%) was the largest purpose for **visitors** to NSW, followed by 'visiting friends and relatives' (34.6%). Compared to YE Sep 08, 'holiday or leisure' grew by 2.0% points.

'Holiday or leisure' (51.4%) was the largest purpose in terms of **nights** in NSW, followed by 'VFR' (32.0%). Compared to YE Sep 08, 'holiday or leisure' grew by 3.1% points.

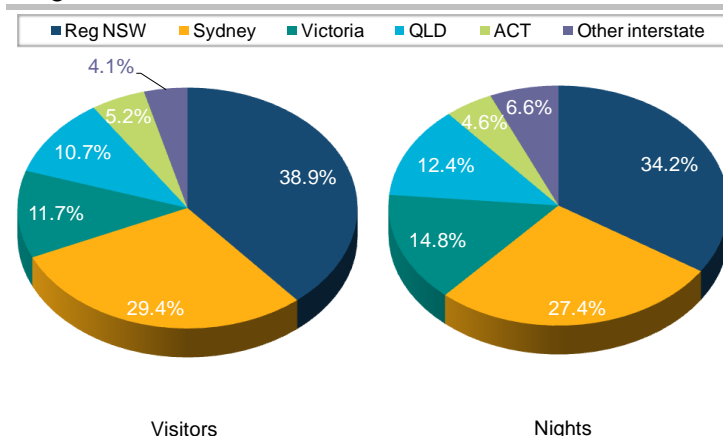
Accommodation

'Friends or relatives property' (39.0%) was the most popular accommodation type used for nights in NSW, followed by 'standard hotel, motor inn, below 4 star' (14.6%) and 'caravan park or commercial camping ground' (12.4%).

Age

'35 to 44 years' (21.9%) was the largest age group of visitors to the State, followed by '45 to 54 years' (19.8%).

Origin



NSW received 68.3% of visitors and 61.6% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 31.7% of visitors and 38.4% of nights in the State (Victoria was the biggest interstate market for both visitors and nights).

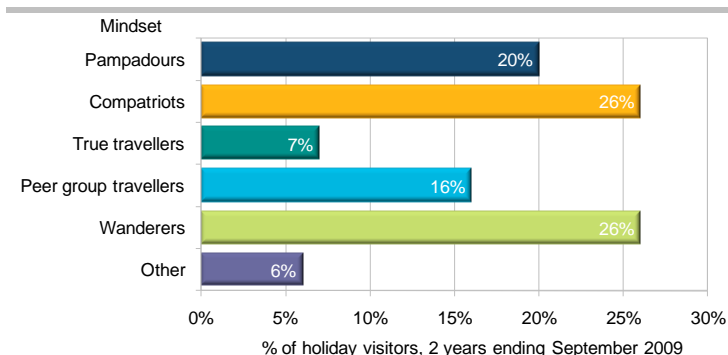
All transport

'Private or company vehicle' (77.8%) was the most popular form of transport used by visitors to NSW, followed by 'air transport' (16.2%) and 'railway' (3.7%).

Activities

'Eat out at restaurants' (56.7%) was the most popular activity undertaken by visitors to NSW. 'Visit friends and relatives' (45.9%) was the 2nd most popular, followed by 'shopping for pleasure' (27.0%) and 'general sight seeing' (26.6%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' and the 'wanderers' (26% each) were the largest travel mindsets of holiday visitors to the State, followed by 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 Sep 09

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent \$11.9 billion in NSW. On average, they spent \$156 per night in NSW.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 09, TRA

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

(1) Source: National Visitor Survey, YE Sep 09, Tourism Research Australia (TRA) - unless otherwise indicated

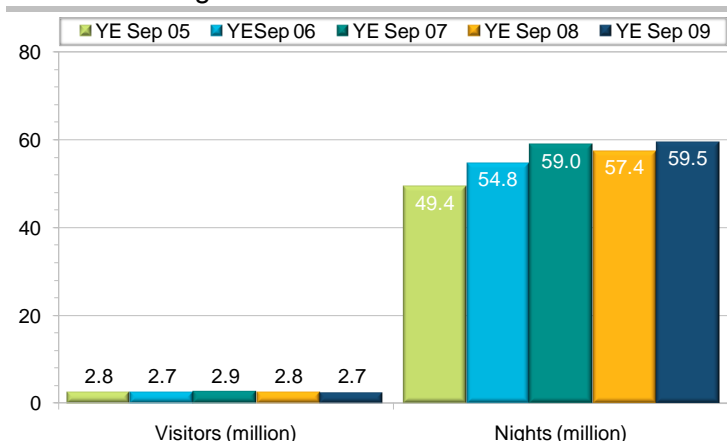
Travel to New South Wales ⁽⁴⁾

Year ended September 2009

Total visitors (million)	71.1
Total nights (million)	136.0
- domestic nights	56.3%
- international nights	43.7%
Total expenditure (billion)	\$22.4

International Overnight Travel

Visitors and nights



NSW received nearly 2.7 million international overnight visitors - down by 5.7% on YE Sep 08. Visitors spent over 59.5 million nights in the State - up by 3.6% on YE Sep 08.

Note: The number of overnight trips to Australia by international visitors decreased by 2.0 percent on last year, but was up by 1.2 percent compared to four years ago.

Market share

NSW received 52.2% of visitors and 34.0% of nights in Australia. Compared to YE Sep 08, the share of visitors was down by 2.1% pts and the share of nights was down by 1.0% pt.

Purpose of visit to NSW

'Holiday / pleasure' (57.1%) was the largest purpose for visitors to NSW, followed by 'visiting friends and relatives' (25.4%) and 'business' (14.3%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	14.1%	12	India	2.0%
2	New Zealand	13.2%	13	Scandinavia	1.9%
3	Mainland China & HK	11.9%	14	Ireland	1.7%
	Mainland China	8.8%	15	Thailand	1.5%
	Hong Kong	3.1%	16	Indonesia	1.5%
4	USA	10.8%	17	Malaysia	1.5%
5	Japan	5.1%	18	Italy	1.3%
6	Korea	5.1%	19	Middle East & Nth Africa	1.3%
7	Germany	3.8%	20	Netherlands	1.2%
8	Canada	3.0%	21	Switzerland	1.0%
9	Singapore	2.7%		Other Asia	2.1%
10	Taiwan	2.3%		Other Europe	2.8%
11	France	2.2%		Other Countries	6.0%

'United Kingdom' (14.1%) was the State's largest source market of visitors, followed by 'New Zealand' (13.2%).

Accommodation

'Rented house / apartment / unit / flat' (40.1%) was the most popular accommodation type used for nights in NSW by international visitors, followed by 'home of a friend or relative' (25.9%) and 'backpacker / hostel' (7.9%).

Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent \$5.7 billion in NSW. On average, they spent \$96 per night in NSW.

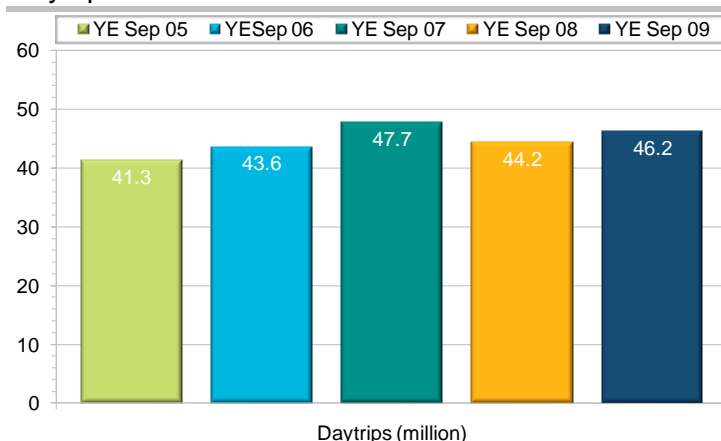
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 09, TRA.

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

(4) Sources: International Visitor Survey & National Visitor Survey, YE Sep 09, TRA (unless otherwise indicated)

Domestic Daytrip Travel

Daytrips



NSW received nearly 46.2 million domestic daytrip visitors - up by 4.4% on YE Sep 08.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 5.1 percent on last year and by 10.8 percent compared to four years ago.

Market share

NSW received 32.4% of daytrips in Australia. Compared to YE Sep 08, the share was down by 0.2% points.

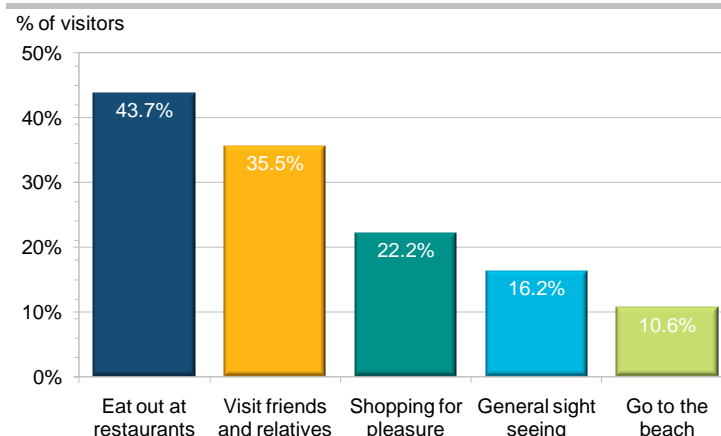
Main purpose of trip

'Holiday or leisure' (48.6%) was the largest purpose for visitors to NSW, followed by 'visiting friends and relatives' (31.1%) 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' (17.7%) and '65 years and over' (17.1%).

Activities



'Eat out at restaurants' (43.7%) was the most popular activity undertaken by visitors to the State, followed by 'visit friends and relatives' (35.5%) and 'shopping for pleasure' (22.2%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$4.8 billion in NSW. On average, they spent \$103 per trip to NSW.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 09, TRA