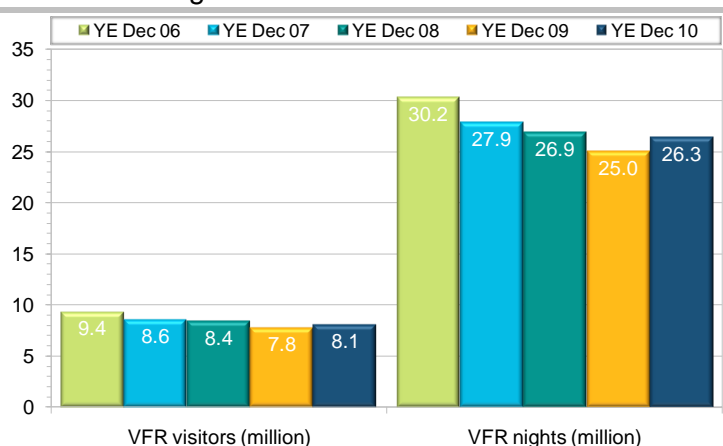




Domestic Overnight VFR Travel ⁽¹⁾

Visitors and nights



NSW received 8.1 million domestic overnight visitors who visited the State for the purpose of 'visiting friends and relatives' (VFR) - up by 3.3% on YE Dec 09. VFR visitors spent 26.3 million nights in the State - up by 5.3% on YE Dec 09.

Market share

VFR travel represented 35.1% of visitors and 33.6% of nights in NSW. Compared to YE Dec 09, the share of visitors was up by 0.4% pts and the share of nights was up by 1.1% pts.

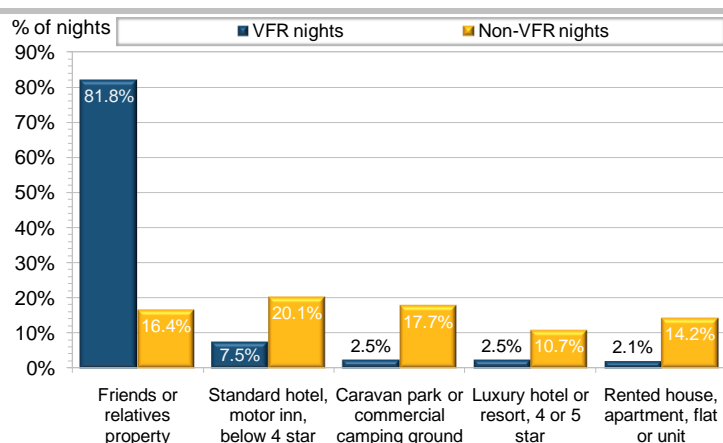
The State received 36.6% of VFR visitors and 33.6% of VFR nights in Australia. Compared to YE Dec 09, the share of visitors was up by 1.0% pt and share of nights was up by 1.3% pts.

Month returned from visit to NSW

January (11.9%) was the most popular month for VFR **visitors** to visit NSW, while March (6.3%) was the least popular.

More VFR **nights** in NSW were spent in January (17.3%) than any other month, while March (5.6%) had the least nights.

Accommodation

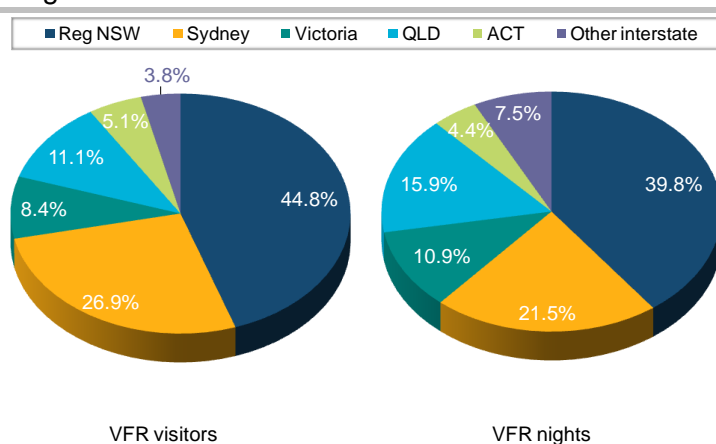


'Friends or relatives property' (81.8%) was by far the most popular accommodation type used for VFR nights in NSW. 'Standard hotel, motor inn, below 4 star' (7.5%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (2.5%).

Age

'55 to 64 years' (20.0%) was the largest age group of VFR visitors to the State, followed by '65 years and over' (19.3%) and '35 to 44 years' (15.9%).

Origin



NSW received 71.6% of VFR visitors and 61.3% of VFR nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 28.4% of VFR visitors and 38.7% of VFR nights in the State (Queensland was the biggest interstate market for both visitors and nights).

Length of stay

VFR visitors stayed, on average, 3.3 nights in the State - up by 0.1 night on the YE Dec 09.

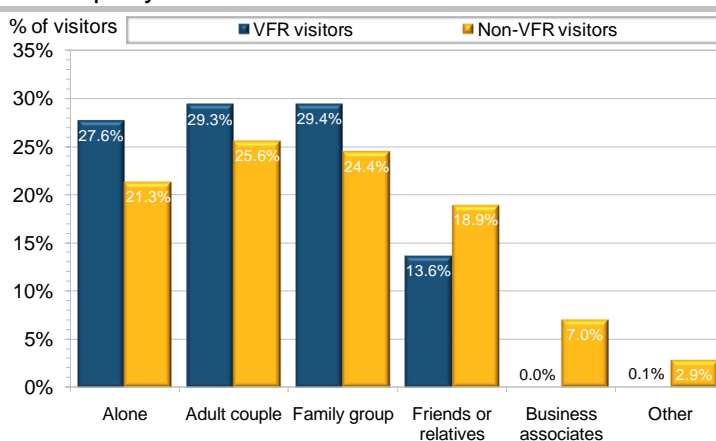
All transport

'Private or company car' (80.6%) was the most popular form of transport used by VFR visitors to NSW, followed by 'air transport' (13.9%) and 'railway' (5.3%).

Activities

'Visit friends and relatives' (88.9%) was the most popular activity undertaken by VFR visitors to NSW, followed by 'eat out at restaurants' (50.6%) and 'go shopping for pleasure' (28.4%).

Travel party



'Family group' (29.4%) was the largest travel party of VFR visitors to the State, followed by 'adult couple' (29.3%).

Expenditure (excl motor vehicles purchases etc) ⁽²⁾

VFR visitors spent \$2.4 billion in NSW. On average, they spent \$91 per night in NSW.

⁽²⁾ Source: Modelled domestic overnight visitor expenditure (destination expenditure only) 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, Tourism Research Australia (TRA) - unless otherwise indicated

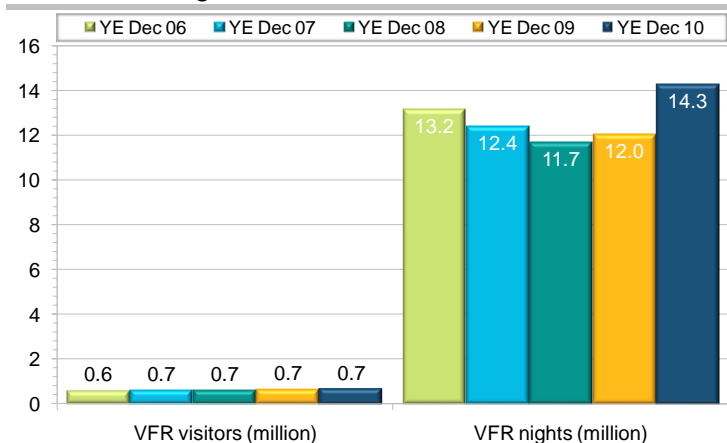
Travel to NSW to Visit Friends and Relatives

Year ended December 2010

VFR visitors to NSW (million)	23.0
VFR nights in NSW (million)	40.6
VFR expenditure in NSW (billion)	\$4.1

International Overnight VFR Travel ⁽³⁾

Visitors and nights



NSW received 720,600 international overnight VFR visitors - up by 4.2% on YE Dec 09. VFR visitors spent 14.3 million nights in the State - up by 18.7% on YE Dec 09.

Market share

VFR travel represented 25.4% of visitors and 21.9% of nights in NSW. Compared to YE Dec 09, the share of visitors was down by 0.1 pt and the share of nights was up by 2.3 pts.

The State received 36.9% of VFR visitors and 33.4% of VFR nights in Australia. Compared to YE Dec 09, the share of visitors was up by 0.5% pts and share of nights was up by 1.8% pts.

Seasonality

The December quarter (29.9%) had the highest proportion of VFR visitors who had visited NSW, while the June quarter (21.5%) had the lowest.

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	21.3%	12	Malaysia	1.7%
2	United Kingdom	17.1%	13	France	1.5%
3	USA	8.2%	14	Scandinavia	1.4%
4	Mainland China & HK	8.2%	15	Ireland	1.4%
	Mainland China	5.0%	16	Middle East & Nth Africa	1.2%
	Hong Kong	3.1%	17	Thailand	1.2%
5	India	3.8%	18	Taiwan	1.0%
6	Korea	3.5%	19	Netherlands	0.8%
7	Japan	3.2%	20	Italy	0.8%
8	Canada	3.2%	21	Switzerland	0.8%
9	Singapore	2.7%		Other Asia	3.6%
10	Indonesia	1.9%		Other Europe	2.6%
11	Germany	1.8%		Other Countries	7.3%

New Zealand (21.3%) was the State's largest source market of VFR visitors, followed by the UK (17.1%) and the USA (8.2%).

Accommodation

'Home of a friend or relative' (89.4%) was the most popular accommodation type used for VFR nights in NSW, followed by 'rented house / apartment / unit / flat' (5.9%) and 'standard hotel / motel / motor inn, below 4 star' (1.4%).

Expenditure (excl package expenditure) ⁽⁴⁾

VFR visitors spent \$823 million in NSW. On average, they spent \$58 per night in NSW.

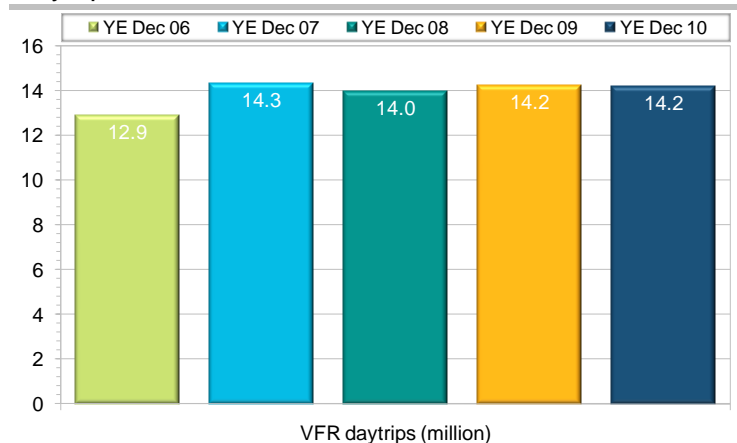
(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 10, TRA.

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

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

Domestic Daytrip VFR Travel ⁽⁵⁾

Daytrips



NSW received 14.2 million domestic daytrip VFR visitors - down by 0.2% on YE Dec 09.

Market share

VFR travel represented 29.0% of daytrips in NSW. Compared to YE Dec 09, the share was down by 1.6% pts.

NSW received 32.4% of VFR daytrips in Australia. Compared to YE Dec 09, the share was down by 2.1% pts.

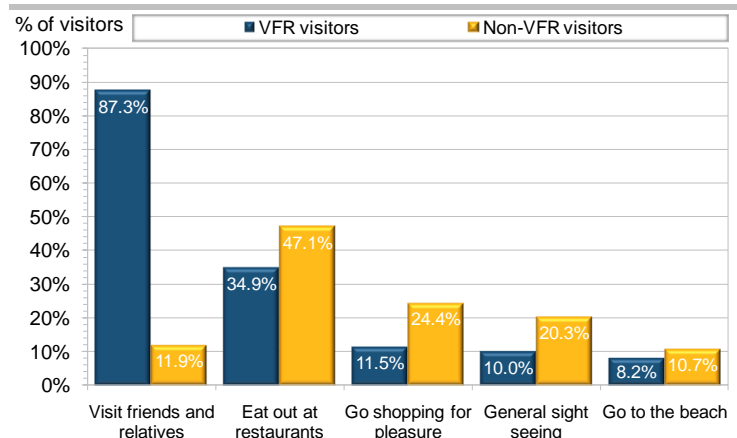
Month returned from trip to NSW

April (10.4%) was the most popular month for VFR visitors to visit NSW, while June (6.5%) was the least popular.

Age

'65 years and over' (20.9%) was the largest age group of VFR visitors to NSW, followed by '35 to 44 years' (18.2%) and '45 to 54 years' (17.6%).

Activities



'Visit friends and relatives' (87.3%) was the most popular activity undertaken by VFR visitors to the State. 'Eat out at restaurants' (34.9%) was the 2nd most popular, followed by 'go shopping for pleasure' (11.5%).

Expenditure ⁽⁶⁾

VFR visitors spent \$894 million in NSW. On average, they spent \$63 per trip to NSW.

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

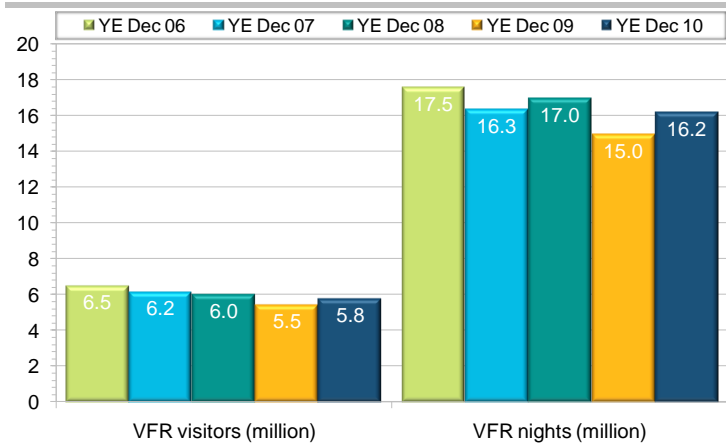
(5) Source: National Visitor Survey, YE Dec 10, TRA

Travel to NSW to Visit Friends and Relatives

Year ended December 2010

Intrastate Overnight VFR Travel ⁽⁷⁾

Visitors and nights



NSW received 5.8 million intrastate overnight VFR visitors - up by 6.1% on YE Dec 09. Intrastate VFR visitors spent 16.2 million nights in the State - up by 8.1% on YE Dec 09.

Market share

Of total domestic VFR travel by NSW residents, 70.2% of visitors and 57.1% of nights were to the State. Compared to YE Dec 09, the share of visitors was down by 0.1% pt and the share of nights was down by 0.6% pts.

Length of stay

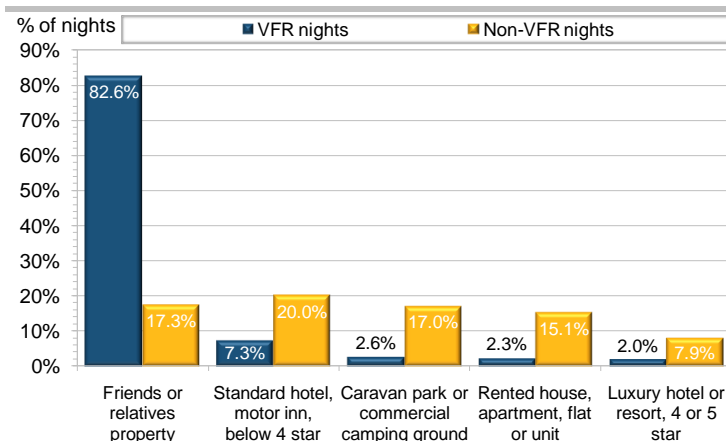
Intrastate VFR visitors stayed, on average, 2.8 nights in the State - up by 0.1 night on the YE Dec 09.

Month returned from visit to NSW

January (11.3%) was the most popular month for intrastate VFR visitors to visit NSW, while March (6.5%) was the least popular.

More intrastate VFR nights in NSW were spent in January (15.7%) than any other month, while May (5.9%) had the least nights.

Accommodation

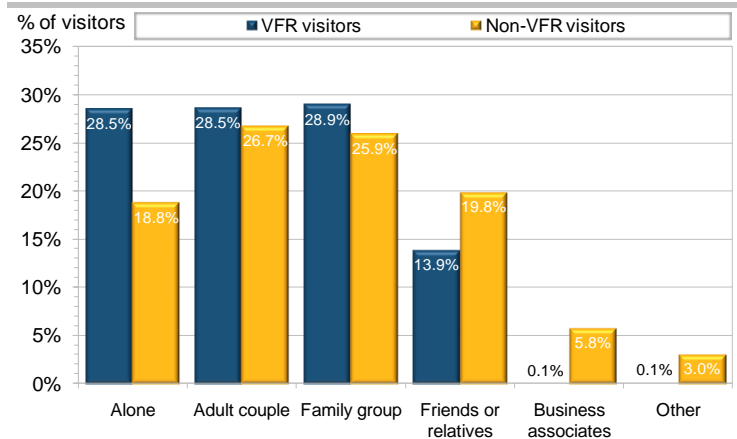


'Friends or relatives property' (82.6%) was by far the most popular accommodation type used for intrastate VFR nights in NSW, followed by 'standard hotel, motor inn, below 4 star' (7.3%).

All transport

'Private or company car' (88.5%) was the most popular form of transport used by intrastate VFR visitors to the State, followed by 'railway' (6.6%) and 'air transport' (4.0%).

Travel party



'Family group' (28.9%) was the largest travel party of intrastate VFR visitors to NSW, followed by 'adult couple' (28.5%) and 'alone' (28.5%).

Age

'65 years and over' (20.3%) was the largest age group of intrastate VFR visitors to the State, followed by '55 to 64 years' (19.0%) and '15 to 24 years' (16.0%).

Lifecycle

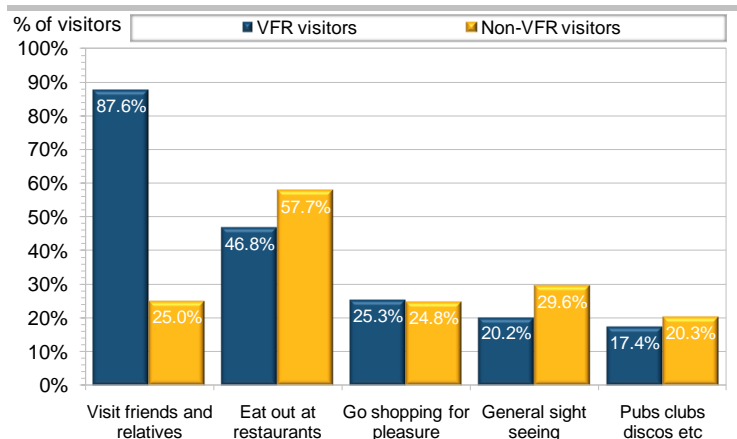
'Older non-working' (26.5%) was the largest lifecycle grouping of intrastate VFR visitors to NSW, followed by 'parents with youngest child aged 14 or less' (22.6%) and 'young / midlife single' (19.6%).

Origin

'Sydney' (37.5%) was the largest source region of intrastate VFR visitors to the State. 'Mid North Coast' (9.7%) was the 2nd largest source region, followed by 'The Hunter' (9.1%) and 'South Coast region' (8.1%).

'Sydney' contributed 35.1% of intrastate VFR nights in NSW. 'Mid North Coast' (10.8%) was the 2nd largest source region, followed by 'The Hunter' (8.4%) and 'South Coast region' (7.1%).

Activities



'Visit friends and relatives' (87.6%) was the most popular activity undertaken by intrastate VFR visitors to NSW. 'Eat out at restaurants' (46.8%) was the 2nd most popular, followed by 'go shopping for pleasure' (25.3%).

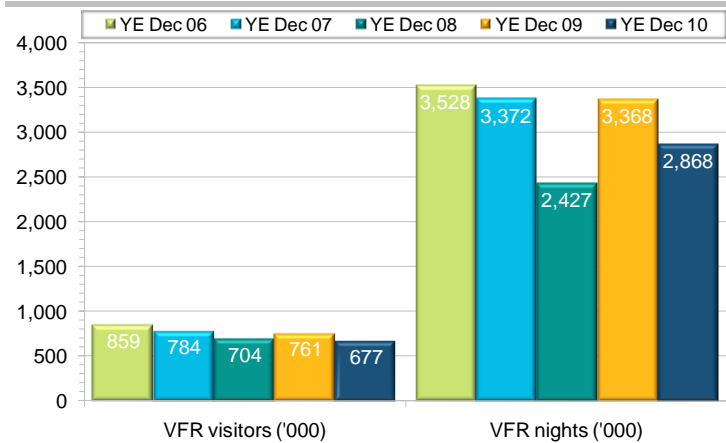
Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

Travel to NSW to Visit Friends and Relatives

Year ended December 2010

Overnight VFR Travel from Victoria ⁽⁸⁾

Visitors and nights



NSW received 677,000 Victorian overnight VFR visitors - down by 11.0% on YE Dec 09. Victorian VFR visitors spent 2.9 million nights in the State - down by 14.8% on YE Dec 09.

Market share

Of total domestic VFR travel by Victorians, 13.2% of visitors and 18.2% of nights were to NSW. Compared to YE Dec 09, the share of visitors was down by 1.6 pts and the share of nights was down by 2.0% pts.

Length of stay

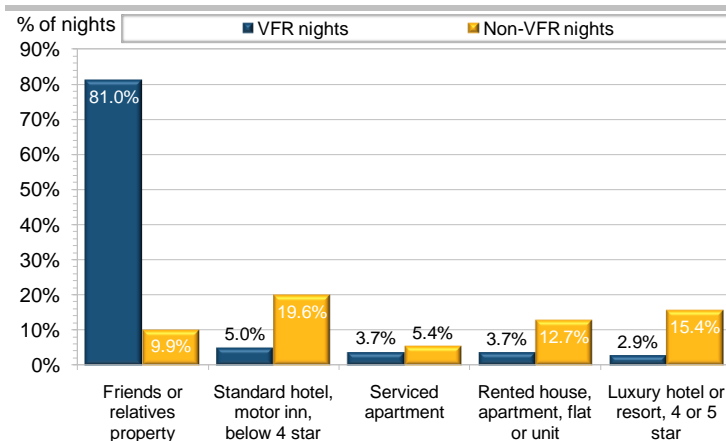
Victorian VFR visitors stayed, on average, 4.2 nights in the State - down by 0.2 nights on the YE Dec 09.

Month returned from visit to NSW

January (12.6%) was the most popular month for Victorian VFR visitors to visit NSW, while May (4.1%) was the least popular.

More Victorian VFR nights in NSW were spent in January (18.9%) than any other month, while May (4.1%) had the least nights.

Accommodation

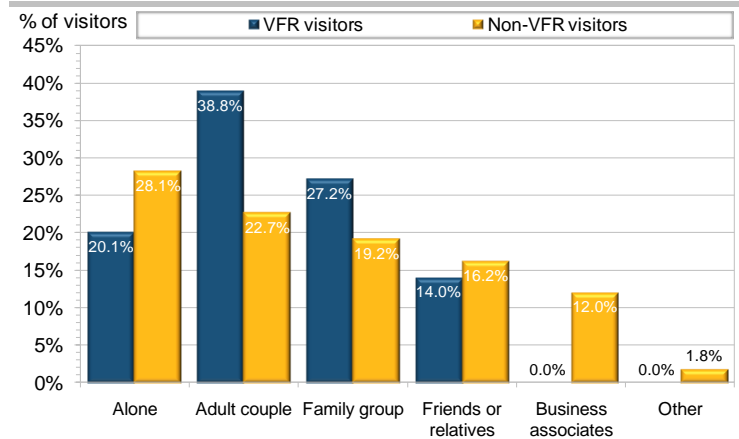


'Friends or relatives property' (81.0%) was by far the most popular accommodation type used for Victorian VFR nights in NSW, followed by 'standard hotel, motor inn, below 4 star' (5.0%).

All transport

'Private or company car' (57.3%) was the most popular form of transport used by Victorian VFR visitors to the State, followed by 'air transport' (41.1%) and 'railway' (2.7%).

Travel party



'Adult couple' (38.8%) was the largest travel party of Victorian VFR visitors to NSW, followed by 'family group' (27.2%) and 'alone' (20.1%).

Age

'55 to 64 years' (21.3%) was the largest age group of Victorian VFR visitors to the State, followed by '65 years and over' (21.0%) and '25 to 34 years' (17.0%).

Lifecycle

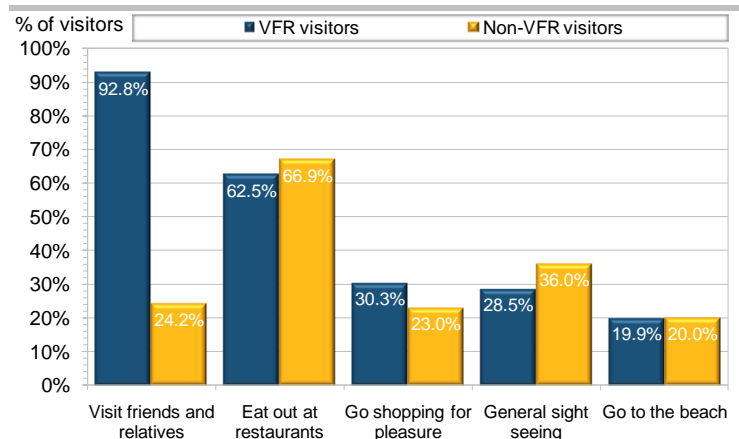
'Older non-working' (26.7%) was the largest lifecycle grouping of Victorian VFR visitors to NSW, followed by 'parents with youngest child aged 14 or less' (24.5%) and 'older working' (19.4%).

Origin

'Melbourne' (59.4%) was the largest source region of Victorian VFR visitors to the State. The 'Peninsula' (7.2%) was the 2nd largest source region, followed by Gippsland (6.2%). Regional Victoria contributed 40.6%.

'Melbourne' contributed 60.4% of Victorian VFR nights in NSW. 'Bendigo Loddon' (10.3%) was the 2nd largest, followed by the 'Peninsula' (6.4%). Regional Victoria contributed 39.6%.

Activities



'Visit friends and relatives' (92.8%) was the most popular activity undertaken by Victorian VFR visitors to NSW. 'Eat out at restaurants' (62.5%) was the 2nd most popular, followed by 'go shopping for pleasure' (30.3%).

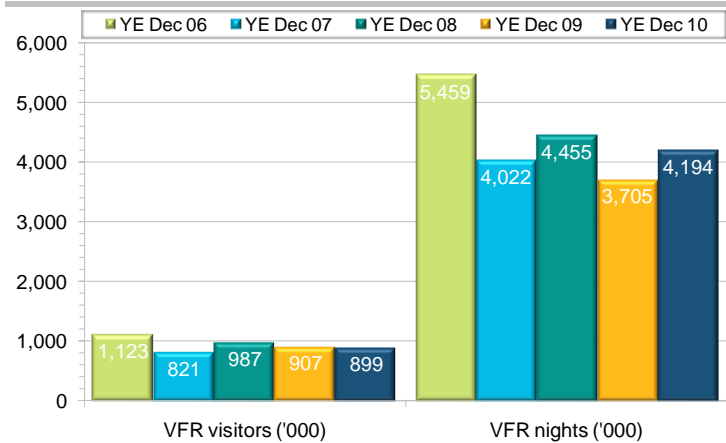
Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

Travel to NSW to Visit Friends and Relatives

Year ended December 2010

Overnight VFR Travel from Queensland (9)

Visitors and nights



NSW received 899,000 overnight VFR visitors from Queensland - down by 0.9% on YE Dec 09. Queensland VFR visitors spent 4.2 million nights in the State - up by 13.2% on YE Dec 09.

Market share

Of total domestic VFR travel by Queenslanders, 18.9% of visitors and 22.9% of nights were to NSW. Compared to YE Dec 09, the share of visitors was up by 0.3% pts and the share of nights was up by 2.9% pts.

Length of stay

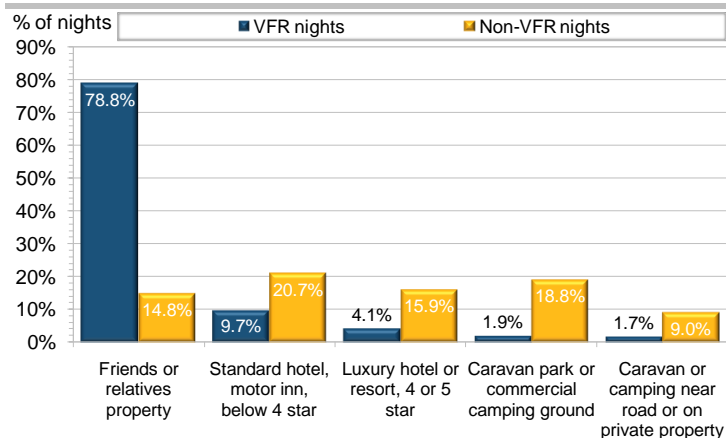
Queensland VFR visitors stayed, on average, 4.7 nights in State - up by 0.6 nights on the YE Dec 09.

Month returned from visit to NSW

January (13.8%) was the most popular month for Queensland VFR **visitors** to visit NSW, while June (4.4%) was the least popular.

Most Queensland VFR **nights** in NSW were spent in January (22.5%), while March (3.0%) had the least nights.

Accommodation

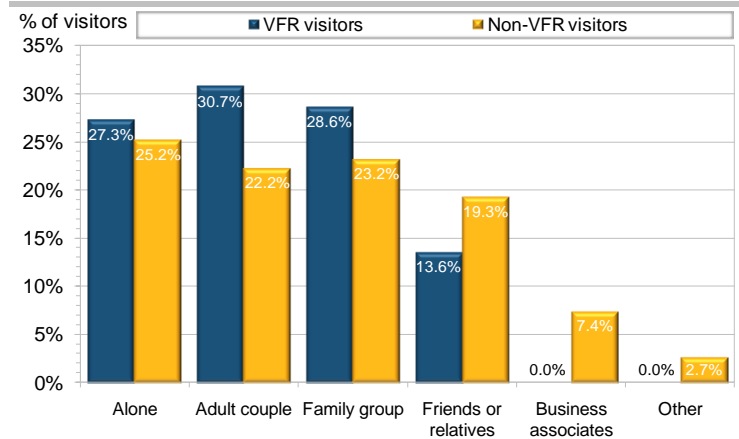


'Friends or relatives property' (78.8%) was by far the most popular accommodation type used for Queensland VFR nights in NSW, followed by 'standard hotel, motor inn, below 4 star' (9.7%).

All transport

'Private or company car' (61.2%) was the most popular form of transport used by Queensland VFR visitors to the State, followed by 'air transport' (41.6%) and 'railway' (1.6%).

Travel party



'Adult couple' (30.7%) was the largest travel party of Queensland VFR visitors to NSW, followed by 'family group' (28.6%) and 'alone' (27.3%).

Age

'55 to 64 years' (26.0%) was the largest age group of Queensland VFR visitors to the State, followed by '35 to 44 years' (21.0%) and '45 to 54 years' (15.0%).

Lifecycle

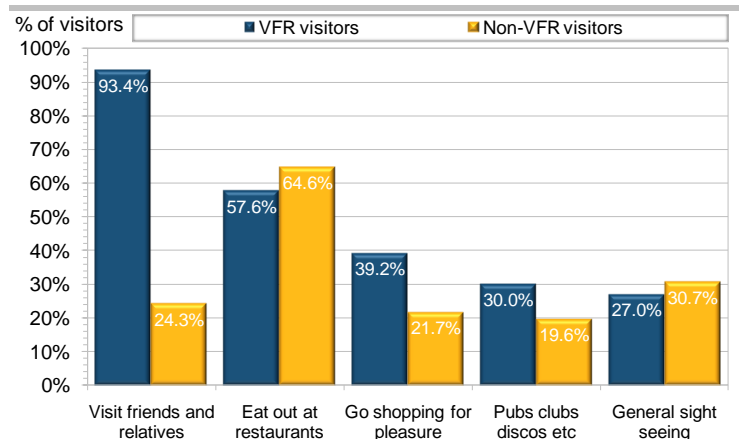
'Parents with youngest child aged 14 or less' (25.8%) was the largest lifecycle grouping of Queensland VFR visitors to NSW, followed by 'older non-working' (22.4%) and 'older working' (16.4%).

Origin

'Brisbane' (49.9%) was the largest source region of Queensland VFR **visitors** to the State. 'Gold Coast' (17.6%) was the 2nd largest, followed by 'Sunshine Coast' (12.9%) and 'Darling Downs' (5.1%).

'Brisbane' contributed 43.8% of Queensland VFR **nights** in NSW. 'Gold Coast' (15.6%) was the 2nd largest source region, followed by 'Sunshine Coast' (13.5%) and 'Fitzroy' (6.1%).

Activities



'Visit friends and relatives' (93.4%) was the most popular activity undertaken by Queensland VFR visitors to NSW. 'Eat out at restaurants' (57.6%) was the 2nd most popular, followed by 'go shopping for pleasure' (39.2%).

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