

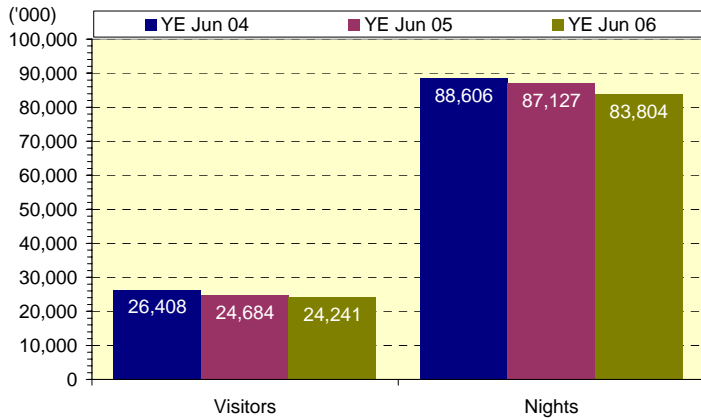


Total visitors ('000)	70,026
Total nights ('000)	136,050
- domestic nights	61.6%
- international nights	38.4%
Total expenditure (\$m)	\$20,856

## Domestic Overnight Travel

Note: The number of trips taken domestically by Australians decreased in this period by 0.3 percent and at the same time the number of Australians travelling overseas reached a record high.

### Visitors and nights

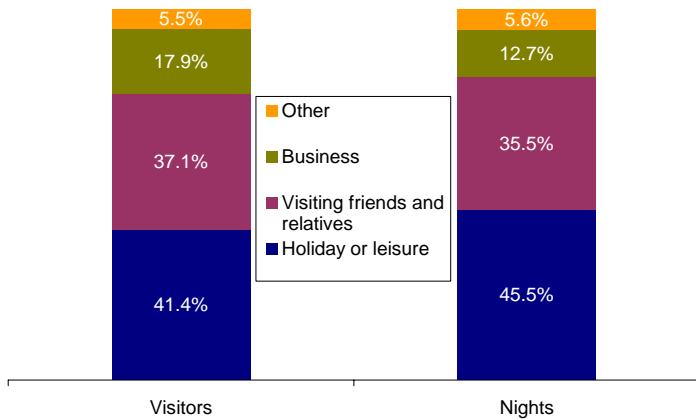


NSW received over 24.2 million domestic overnight visitors - down by 1.8% on YE Jun 05. Visitors spent over 83.8 million nights in NSW - down by 3.8% on YE Jun 05.

### Market share

NSW received 33.7% of visitors and 29.9% of nights in Australia. Compared to YE Jun 05, the share of visitors was down by 0.5% points and the share of visitor nights was down by 0.2% points.

### Purpose of visit



**Visitors** - 'Holiday or leisure' (41.4%) was the largest purpose for visitors to NSW. 'Visiting friends and relatives' (37.1%) was the 2<sup>nd</sup> largest, followed by 'Business' (17.9%).

**Nights** - 'Holiday or leisure' (45.5%) was the largest purpose in terms of nights in NSW. 'Visiting friends and relatives' (35.5%) was the 2<sup>nd</sup> largest, followed by 'Business' (12.7%).

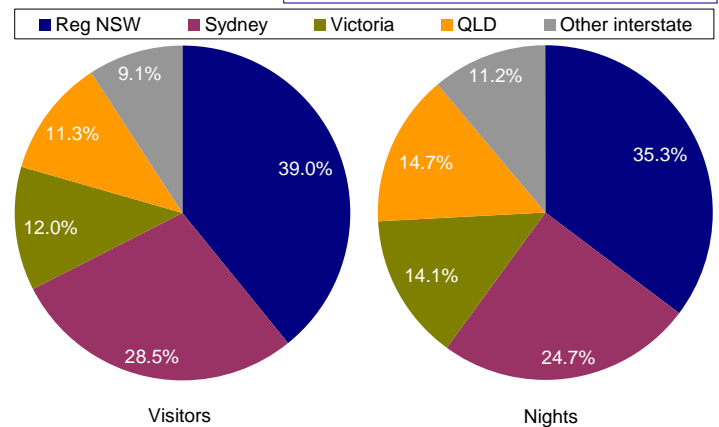
### Accommodation

Over 2/5 (40.7%) of nights in NSW were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (14.7%) was the 2<sup>nd</sup> most popular, followed by 'Caravan park or commercial camping ground' (11.2%).

### Activities

Over 1/2 (54.4%) of visitors to NSW 'Ate out at restaurants'. 'Visit friends and relatives' (46.0%) was the 2<sup>nd</sup> most popular activity, followed by 'Go shopping' (29.5%) and 'General sightseeing' (29.1%).

### Origin



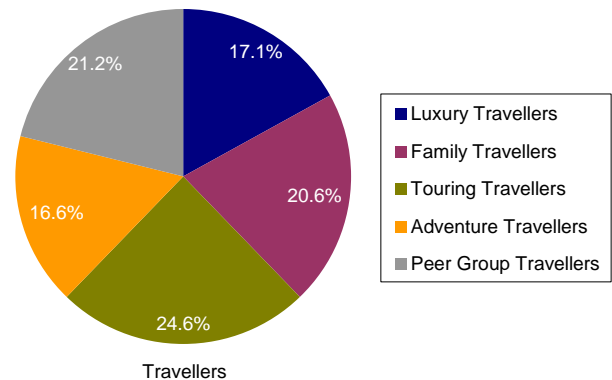
NSW received over 2/3 (67.5%) of visitors and 3/5 (60.0%) of nights from intrastate (Regional NSW contributed more than Sydney for both visitors and nights).

Almost 1/3 (32.5%) of visitors and 2/5 (40.0%) of nights came from interstate (Victoria was the biggest interstate market for visitors, while Queensland was the biggest for nights).

### Transport

Over 3/4 (76.5%) of visitors to NSW travelled by 'Private or company car'. 'Air transport' (15.7%) was the 2<sup>nd</sup> most popular, followed by 'Railway' (4.3%).

### Australian travel segments <sup>(1)</sup>



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

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

### Expenditure (incl airfares and transport costs) <sup>(2)</sup>

Domestic overnight visitors spent, on average, \$138 per night in NSW.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 06, TRA

### Tourism employment <sup>(3)</sup>

An estimated 182,000 (5.8%) of NSW's workforce were employed in the tourism industry.

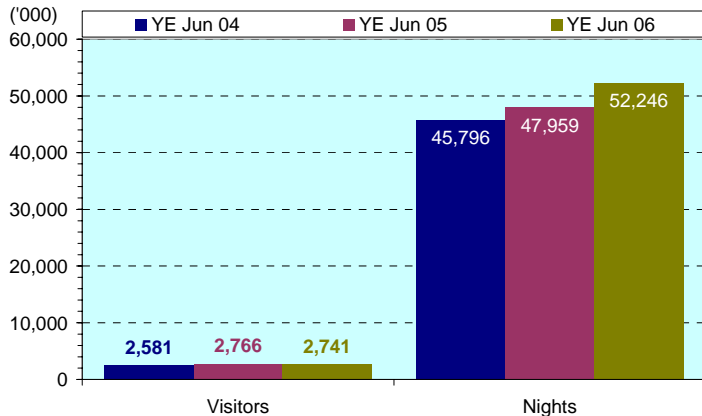
(3) Source: Estimates of Tourism Employment in All Statistical Local Areas and Statistical Subdivisions in Australia, 2003, TTF Australia



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### International Overnight Travel

#### Visitors and nights



NSW received over 2.7 million international overnight visitors - down by 0.9% on YE Jun 05. Visitors spent over 52.2 million nights in NSW - up by 8.9% on YE Jun 05.

#### Market share

NSW received 54.4% of visitors to and 36.0% of nights in Australia. Compared to YE Jun 05, the share of visitors was down by 1.2% points and the share of nights was down by 1.1% points.

#### Purpose of visit

'Holiday/pleasure' (58.4%) was the largest purpose for visitors to NSW. 'Visiting friends and relatives' (24.1%) was the 2<sup>nd</sup> largest, followed by 'Business' (15.2%).

#### Origin

Market	Share	Market	Share
Hong Kong	2.9%	New Zealand	13.5%
Singapore	2.4%	Japan	9.7%
Malaysia	1.4%	USA	10.5%
Indonesia	1.1%	Canada	2.5%
Taiwan	2.1%	United Kingdom	15.5%
Thailand	1.3%	Germany	3.6%
Korea	7.0%	Scandinavia	2.0%
China	7.3%	Other Europe	9.0%
India	1.5%	Gulf Countries	0.3%
Other Asia	1.5%	Other Countries	4.9%

'United Kingdom' (15.5%) was the largest source market of visitors to NSW. 'New Zealand' (13.5%) was the 2<sup>nd</sup> largest, followed by 'USA' (10.5%).

#### Accommodation

Over 1/3 (34.4%) of nights in NSW were spent in 'Rented house / apartment / unit / flat'. 'Home of friend or relative' (27.9%) was the 2<sup>nd</sup> most popular, followed by 'Backpacker / hostel' (8.2%).

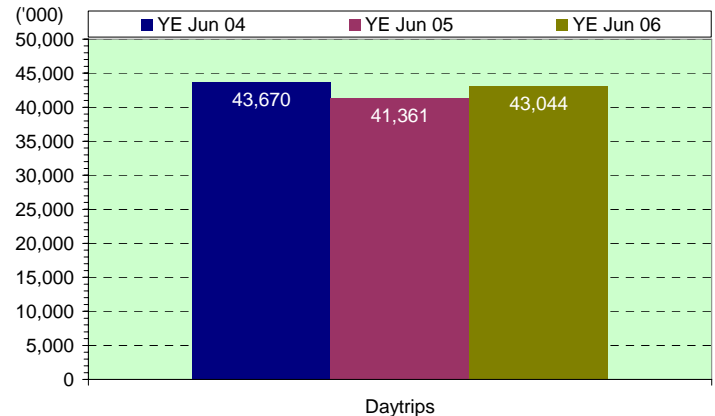
#### Expenditure (incl package expenditure) <sup>(4)</sup>

International overnight visitors spent, on average, \$95 per night in NSW.

<sup>(4)</sup> Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 06, TRA

### Domestic Daytrip Travel

#### Trips



NSW received over 43.0 million domestic daytrip visitors - up by 4.1% on YE Jun 05.

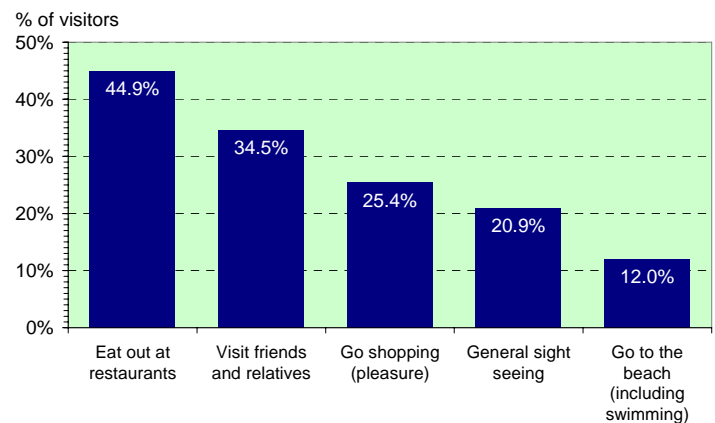
#### Market share

NSW received 32.7% of daytrips in Australia. Compared to YE Jun 05, the share was up by 1.2% points.

#### Purpose of visit

'Holiday or leisure' (52.3%) was the largest purpose for visitors to NSW. 'Visiting friends and relatives' (28.7%) was the 2<sup>nd</sup> largest, followed by 'Business' (8.8%).

#### Activities



Over 2/5 (44.9%) of visitors to NSW 'Ate out at restaurants'. 'Visit friends and relatives' (34.5%) was the 2<sup>nd</sup> most popular activity, followed by 'Go shopping' (25.4%) and 'General sight seeing' (20.9%).

#### Age

Almost 1/5 (19.1%) of visitors to NSW were aged '35-44 years'. The 2<sup>nd</sup> largest age group was '25-34 years' (17.7%).

'Young' travellers (aged below 35) made up 34.6% of visitors. 'Mid-Life' travellers (aged 35-54) contributed 35.9%, while 29.4% were 'Older' (aged 55 and over).

#### Expenditure <sup>(5)</sup>

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

<sup>(5)</sup> Source: Modelled domestic day visitor expenditure in Australia's regions, YE Jun 06, TRA