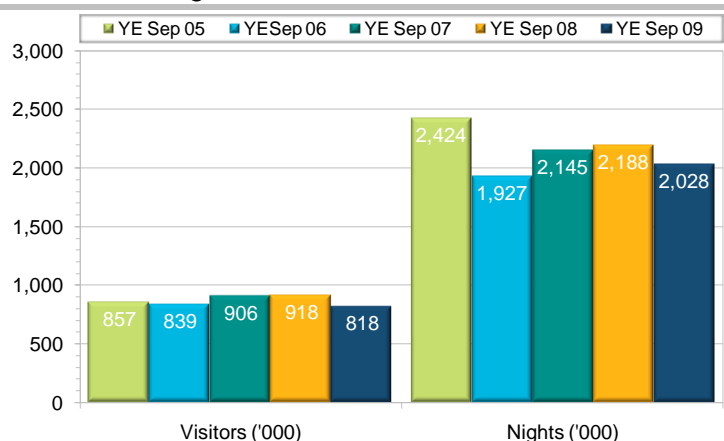




Domestic Overnight Travel

Visitors and nights



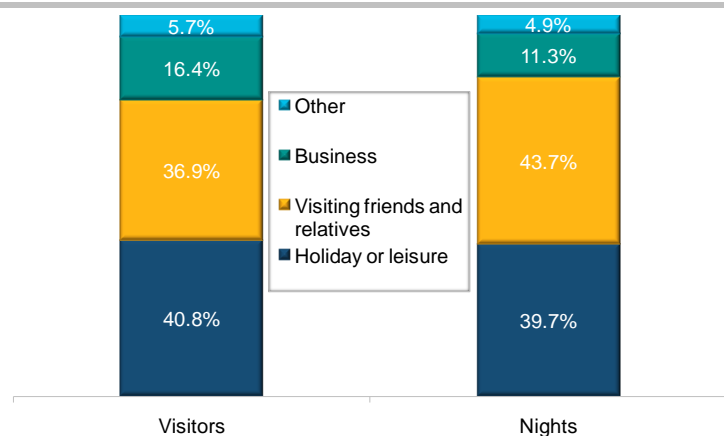
Capital Country received 818,000 domestic overnight visitors - down by 10.9% on YE Sep 08. Visitors spent over 2.0 million nights in the region - down by 7.3% on YE Sep 08.

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

The region received 5.1% of visitors and 3.5% of nights in regional NSW. Compared to YE Sep 08, the share of visitors was down by 0.3 pts and the share of nights was down by 0.1 % pt.

Purpose of visit to the region



'Holiday or leisure' (40.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (36.9%) and 'business' (16.4%).

'Visiting friends and relatives' (43.7%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (39.7%) and 'business' (11.3%).

Accommodation

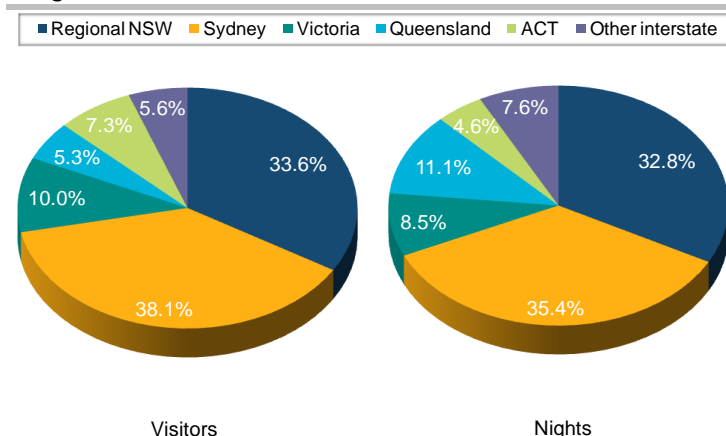
'Friends or relatives property' (50.3%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (18.5%) and 'caravan or camping near road or on private property' (7.3%).

Age

'65 years and over' (21.1%) was the largest age group of visitors to the region, followed by '35 to 44 years' (19.9%).

Capital Country is composed of: Boorowa; Goulburn Mulwaree; Harden; Palerang; Queanbeyan; Upper Lachlan; Wingecarribee; Yass Valley; and Young. For information on the shaded areas, please click on http://corporate.tourism.nsw.gov.au/LocalAreaStatistics_p2821.aspx

Origin



The region received 71.8% of visitors and 68.2% of nights from **intrastate** (Sydney contributed more than regional NSW for both visitors and nights).

Interstate contributed 28.2% of visitors and 31.8% of nights in the region (Victoria was the biggest interstate market for visitors, while Queensland was biggest for nights).

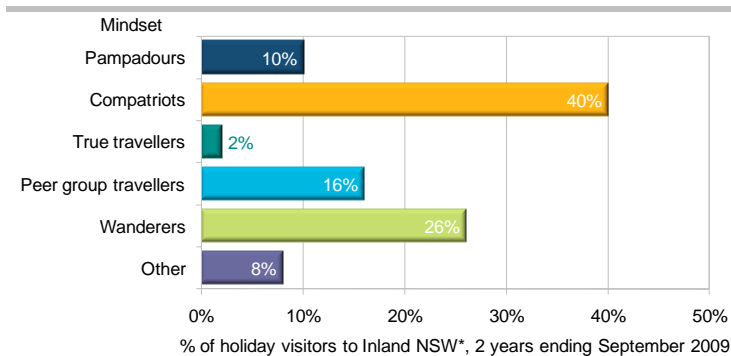
All transport

'Private or company vehicle' (91.3%) was the most popular form of transport used by visitors to the region, followed by 'railway' (3.2%) and 'air transport' (2.6%).

Activities

'Eat out at restaurants' (45.5%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (44.2%) and 'general sight seeing' (24.8%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (40%) was the largest travel mindset of holiday visitors to Inland NSW*, followed by the 'wanderers' (26%) and the 'peer group travellers' (16%).

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

* combined regions of Capital Country, Central NSW, The Murray, New England North West and Riverina, plus selected Local Areas of The Hunter region.

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent \$205 million in the region. On average, they spent \$101 per night in the region.

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

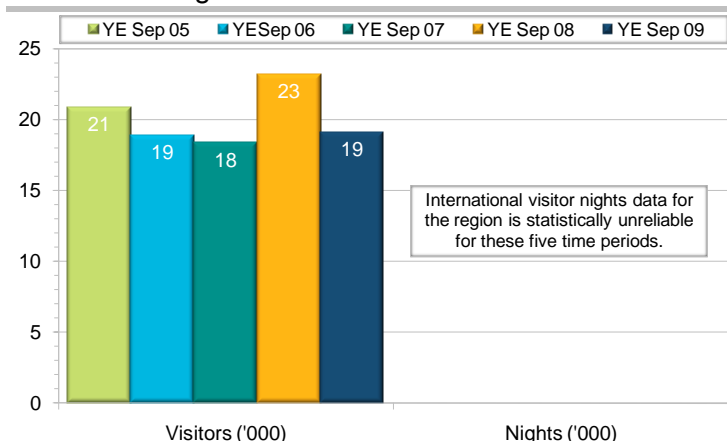
Travel to Capital Country (4)

Year ended September 2009

Total visitors ('000)	3,060
Domestic nights ('000)	2,028
Total expenditure (million)	\$448

International Overnight Travel

Visitors and nights



Capital Country received 19,100 international overnight visitors - down by 17.8% on YE Sep 08. International visitor nights data for the region is statistically unreliable for these five time periods.

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

The region received 3.3% of visitors to regional NSW. Compared to YE Sep 08, the share was down by 0.5% pts.

Purpose of visit to the region

'Holiday / pleasure' (53.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (38.2%) and 'business' (5.8%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	22.1%	12	Italy	1.6%
2	New Zealand	21.1%	13	Singapore	0.9%
3	USA	15.3%	14	Ireland	0.8%
4	Netherlands	6.2%	15	Taiwan	0.7%
5	Canada	3.9%	16	Thailand	0.6%
6	Scandinavia	3.7%	17	Japan	0.0%
7	France	3.7%	18	Malaysia	0.0%
8	Germany	3.6%	19	Indonesia	0.0%
9	Switzerland	3.0%	19	India	0.0%
10	Mainland China & HK	2.9%	19	Middle East & Nth Africa	0.0%
	Mainland China	2.0%		Other Asia	0.2%
	Hong Kong	0.9%		Other Europe	0.6%
11	Korea	2.0%		Other Countries	7.0%

'United Kingdom' (22.1%) was the region's largest source market of visitors, followed by 'New Zealand' (21.1%) and 'USA' (15.3%).

Accommodation

'Home of friend or relative' (32.4%) was the most popular form of accommodation used for nights in the region, followed by 'educational institution' (17.9%) and 'rented house / apartment / unit / flat' (17.3%).

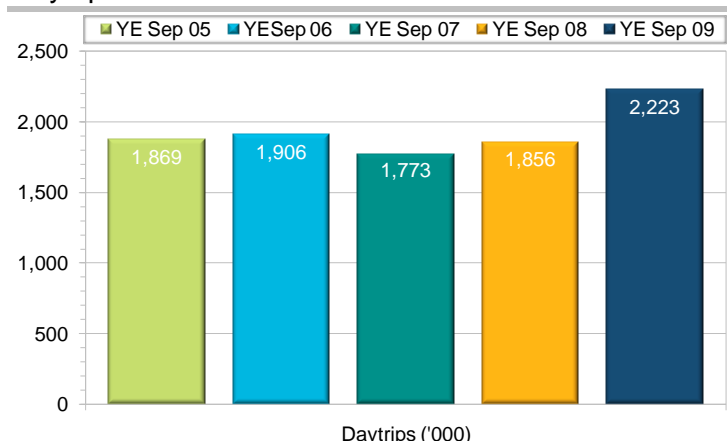
Expenditure (excl package expenditure) (5)

Expenditure by international overnight visitors in the region is statistically unreliable.

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

Domestic Daytrip Travel

Daytrips



Capital Country received over 2.2 million domestic daytrip visitors - up by 19.8% 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

The region received 7.3% of daytrips to regional NSW. Compared to YE Sep 08, the share was up by 0.7% pts.

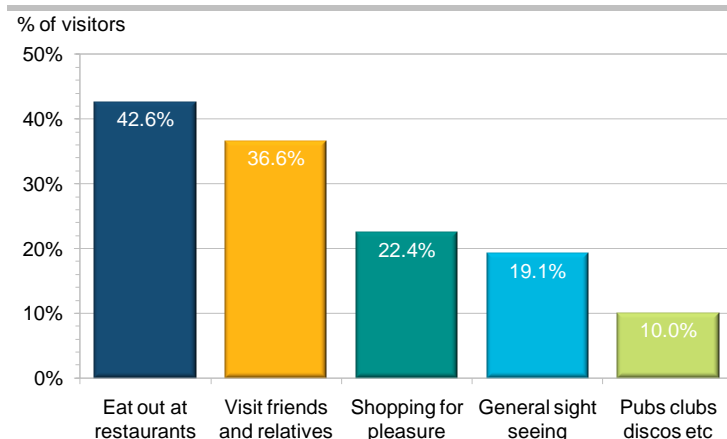
Main purpose of trip

'Holiday or leisure' (49.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (34.3%) and 'business' (9.3%).

Age

'55 to 64 years' (23.9%) was the largest age group of visitors to the region, followed by '45 to 54 years' (20.2%) and '35 to 44 years' (16.9%).

Activities



'Eat out at restaurants' (42.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (36.6%) and 'shopping for pleasure' (22.4%).

Expenditure (6)

Domestic daytrip visitors spent \$217 million in the region. On average, they spent \$97 per trip to the region.

(6) Source: Modelled domestic day 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.