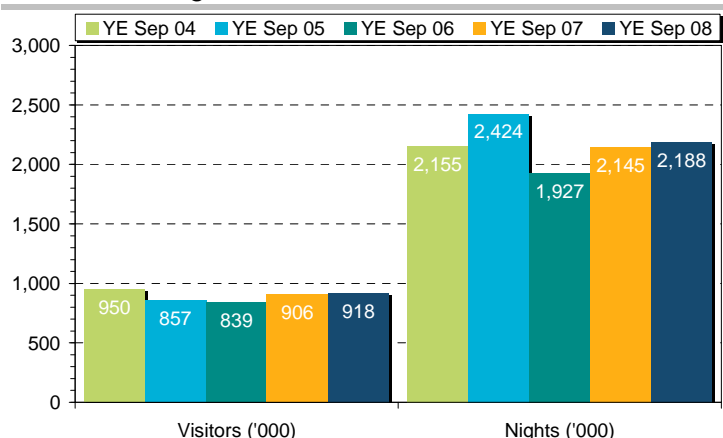




Domestic Overnight Travel

Visitors and nights



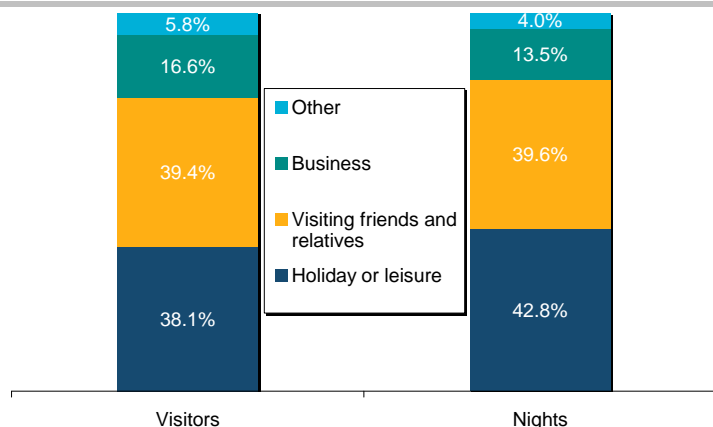
Capital Country received over 0.9 million domestic overnight visitors - up by 1.3% on YE Sep 07. Visitors spent nearly 2.2 million nights in the region - up by 2.0% on YE Sep 07.

Note: The number of trips taken domestically by Australians decreased by 4.0 percent on last year and by 4.2 percent compared to four years ago.

Market share

The region received 5.4% of visitors and 3.6% of nights in regional NSW. Compared to YE Sep 07, the share of visitors was up by 0.2% points and the share of nights was up by 0.1% point.

Purpose of visit to the region



'Visiting friends and relatives' (39.4%) was the largest purpose for **visitors** to the region, followed by 'holiday or leisure' (38.1%) and 'business' (16.6%).

'Holiday or leisure' (42.8%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (39.6%) and 'business' (13.5%).

Accommodation

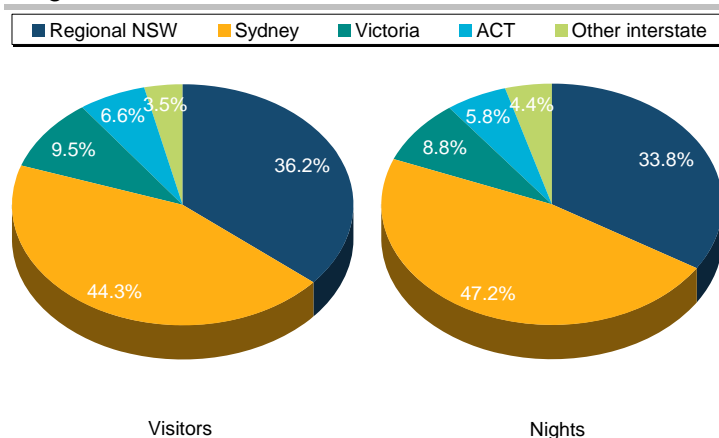
'Friends or relatives property' (41.9%) was the most popular accommodation used for nights in the region. 'Standard hotel, motor inn, below 4 star' (23.6%) was the 2nd most popular, followed by 'own property' (10.6%).

Age

'35 to 44 years' (21.4%) was the largest age group of visitors to the region, followed by '55 to 64 years' (18.6%).

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 80.5% of visitors and 81.0% of nights from **intrastate** (Sydney contributed more than regional NSW for both visitors and nights).

Interstate contributed 19.5% of visitors and 19.0% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

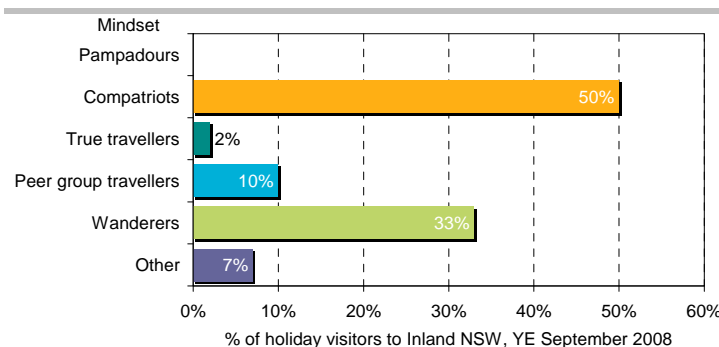
All transport

'Private or company car' (92.1%) was the most popular form of transport used by visitors to the region, followed by 'railway' (3.1%) and 'bus or coach' (2.0%).

Activities

'Eat out at restaurants' (43.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (43.2%) and 'general sight seeing' (20.7%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (50%) was the largest travel mindset of holiday visitors to Inland NSW*, followed by the 'wanderers' (33%) and 'peer group travellers' (10%).

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*, YE Sep 08

* 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⁾

Visitors spent, on average, \$99 per night in the region.

(3) Source: *Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 08, TRA*

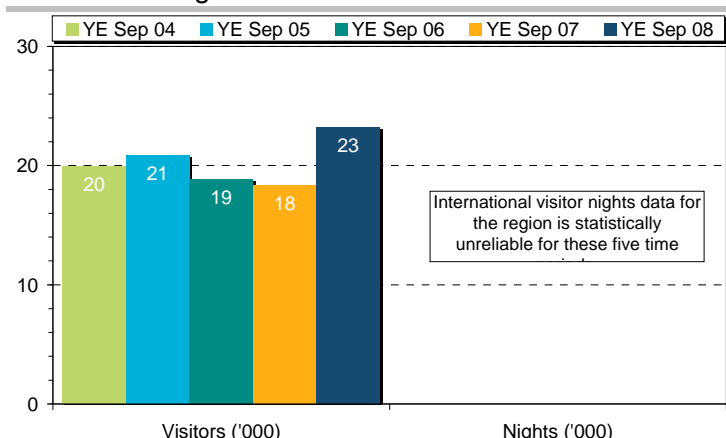
Travel to Capital Country (4)

Year ended September 2008

Total visitors ('000)	2,797
Domestic nights ('000)	2,188
Total expenditure (million)	\$422

International Overnight Travel

Visitors and nights



Capital Country received 23,200 international overnight visitors - up by 26.5% on YE Sep 07. 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 0.5 percent on last year, but was up by 9.3 percent compared to four years ago.

Market share

The region received 3.8% of visitors to regional NSW. Compared to YE Sep 07, the share was up by 0.7% points.

Purpose of visit to the region

'Holiday / pleasure' (45.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (36.7%) and 'business' (8.9%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	29.4%	14.	Japan	0.7%
2.	New Zealand	12.4%	15.	Thailand	0.6%
3.	Germany	9.5%	16.	Italy	0.6%
4.	USA	9.4%	17.	Taiwan	0.6%
5.	Canada	7.3%	18.	Hong Kong	0.5%
6.	Netherlands	7.0%	19.	Middle East & Nth Africa	0.4%
7.	Scandinavia	2.7%	20.	China	0.2%
8.	France	2.2%	21.	India	0.2%
9.	Ireland	1.4%	22.	Malaysia	0.0%
10.	Korea	1.3%			
11.	Singapore	1.1%		Other Asia	2.0%
12.	Switzerland	1.0%		Other Europe	2.3%
13.	Indonesia	1.0%		Other Countries	5.9%

'UK' (29.4%) was the region's largest source market of visitors, followed by 'New Zealand' (12.4%) and 'Germany' (9.5%).

Accommodation

'Home of friend or relative' (45.2%) was the most popular form of accommodation used for nights in the region. 'Educational institution' (21.0%) was the 2nd most popular, followed by 'homestay' (18.7%).

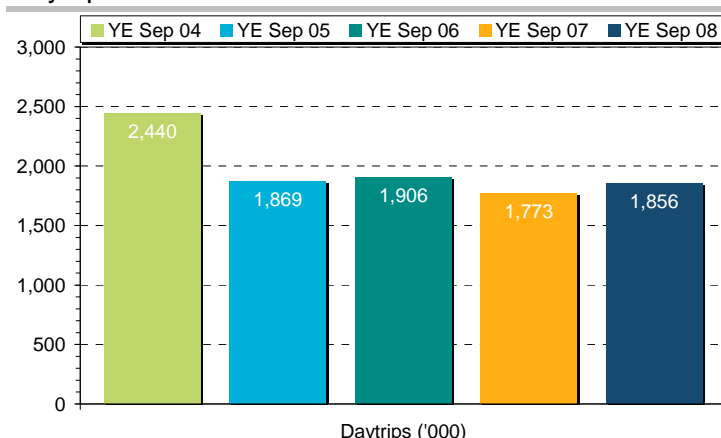
Expenditure (excl package expenditure) (5)

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

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 08, TRA.

Domestic Daytrip Travel

Daytrips



Capital Country received nearly 1.9 million domestic daytrip visitors - up by 4.7% on YE Sep 07.

Note: Nationally, the number of domestic daytrips taken by Australians decreased by 6.3 percent on last year, but was up by 1.1 percent compared to four years ago.

Market share

The region received 6.5% of daytrips to regional NSW. Compared to YE Sep 07, the share was up by 0.8% points.

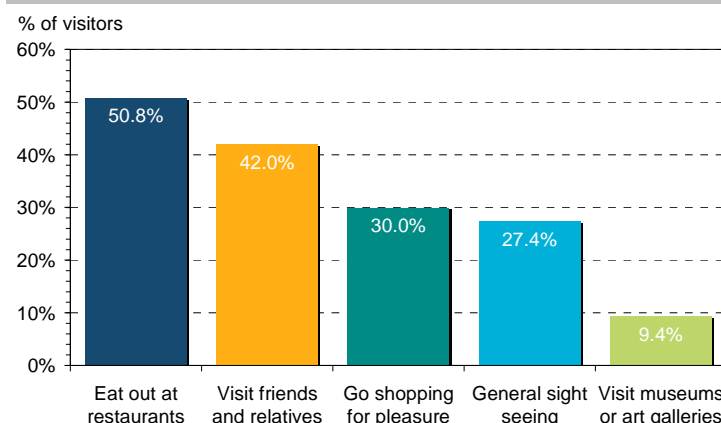
Main purpose of trip

'Holiday or leisure' (48.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (38.6%) and 'business' (10.2%).

Age

'55 to 64 years' (22.6%) was the largest age group of visitors to the region, followed by '65 years and over' (19.0%) and '35 to 44 years' (18.6%).

Activities



'Eat out at restaurants' (50.8%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (42.0%) and 'go shopping for pleasure' (30.0%).

Expenditure (6)

Visitors spent, on average, \$101 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 08, TRA