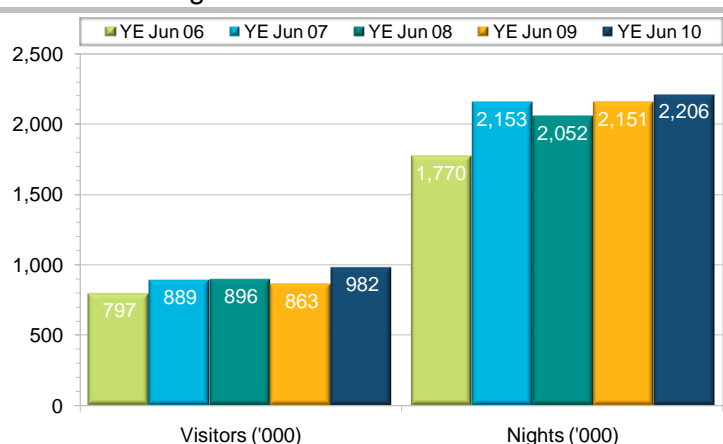


Domestic Overnight Travel ⁽¹⁾

Visitors and nights



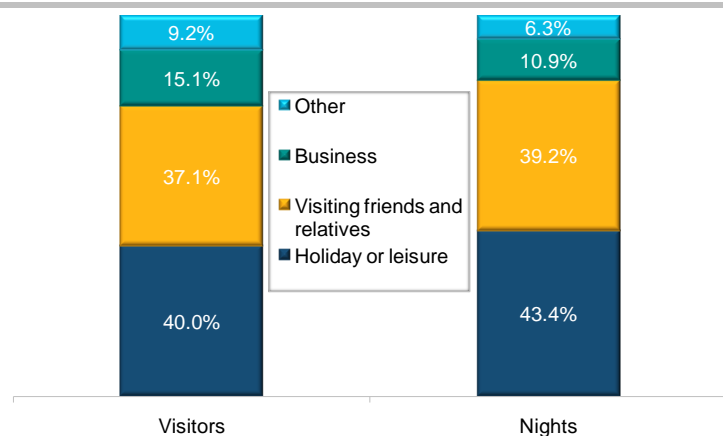
Capital Country received 982,000 domestic overnight visitors - up by 13.8% on YE Jun 09. Visitors spent over 2.2 million nights in the region - up by 2.6% on YE Jun 09.

Note: The number of domestic overnight trips to regional New South Wales increased by 3.7 percent on last year, but was down by 3.1 percent compared to four years ago.

Market share

The region received 5.9% of visitors and 3.8% of nights in regional NSW. Compared to YE Jun 09, the share of visitors was up by 0.5 pts and the share of nights was up by 0.1 % pt.

Purpose of visit to the region



'Holiday or leisure' (40.0%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (37.1%) and 'business' (15.1%).

'Holiday or leisure' (43.4%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (39.2%) and 'business' (10.9%).

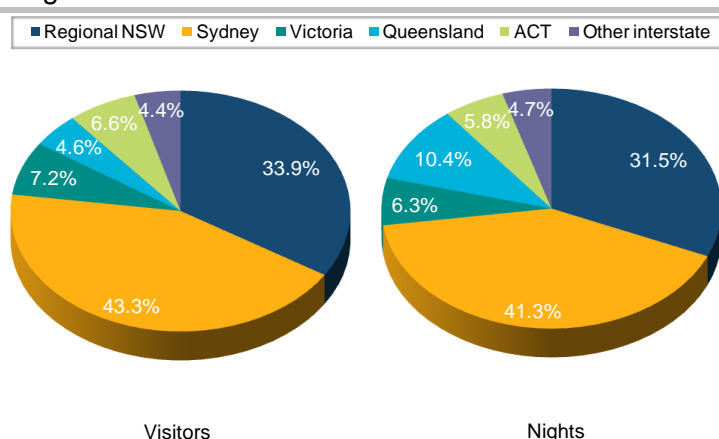
Accommodation

'Friends or relatives property' (43.7%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (23.5%) and 'caravan park or commercial camping ground' (10.4%).

Age

'55 to 64 years' (23.0%) was the largest age group of visitors to the region, followed by '65 years and over' (18.2%).

Origin



The region received 77.1% of visitors and 72.8% of nights from **intrastate** (Sydney contributed more than regional NSW for both visitors and nights).

Interstate contributed 22.8% of visitors and 27.2% of nights in the region (Victoria was the biggest interstate market for visitors, while Queensland was biggest for nights).

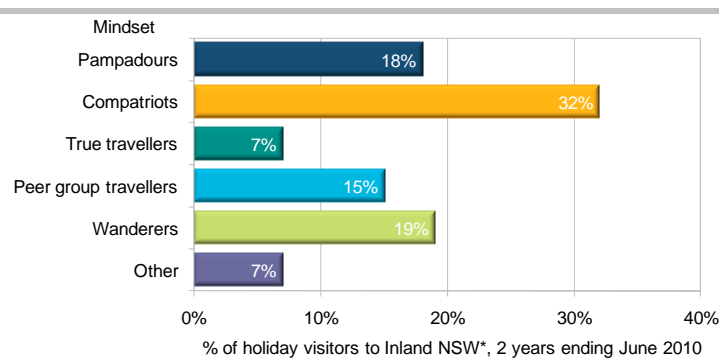
All transport

'Private or company vehicle' (91.0%) was the most popular form of transport used by visitors to the region, followed by 'railway' (3.3%) and 'air transport' (3.1%).

Activities

'Visit friends and relatives' (42.3%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (42.2%) and 'general sight seeing' (22.4%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (32%) was the largest travel mindset of holiday visitors to Inland NSW*, followed by the 'wanderers' (19%) and the 'pampadours' (18%).

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 Jun 10

* 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 \$274 million in the region. On average, they spent \$124 per night in the region.

(3) Source: *Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 10, TRA*

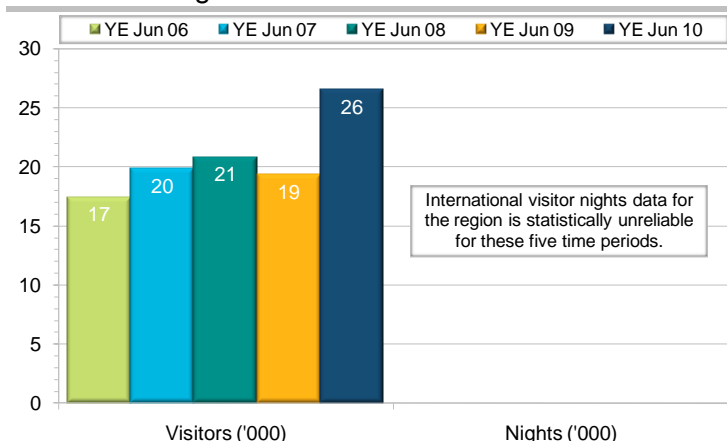
Travel to Capital Country

Year ended June 2010

Total visitors ('000)	2,827
Domestic nights ('000)	2,206
Total expenditure (million)	\$472

International Overnight Travel ⁽⁴⁾

Visitors and nights



Capital Country received 26,500 international overnight visitors - up by 37.3% on YE Jun 09. International visitor nights data for the region is statistically unreliable for these five time periods.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 2.9 percent on last year and by 6.9 percent compared to four years ago.

Market share

The region received 4.4% of visitors to regional NSW. Compared to YE Jun 09, the share was up by 1.1% pts.

Purpose of visit to the region

'Holiday / pleasure' (55.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (32.3%) and 'education' (7.0%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	19.4%	12	Japan	1.9%
2	USA	14.2%	13	Singapore	1.6%
3	New Zealand	11.6%	14	Malaysia	1.4%
4	Germany	7.4%	15	Thailand	1.3%
5	Canada	7.1%	16	Switzerland	1.0%
6	Mainland China & HK	5.7%	17	Italy	0.9%
	Mainland China	4.7%	18	Indonesia	0.6%
	Hong Kong	1.0%	19	Taiwan	0.5%
7	Korea	5.6%	20	India	0.0%
8	France	4.6%	20	Middle East & Nth Africa	0.0%
9	Netherlands	3.5%		Other Asia	3.0%
10	Ireland	2.0%		Other Europe	1.6%
11	Scandinavia	2.0%		Other Countries	3.3%

The United Kingdom (19.4%) was the region's largest source market of visitors, followed by the USA (14.2%) and New Zealand (11.6%).

Accommodation

'Home of friend or relative' (39.4%) was the most popular form of accommodation used for nights in the region, followed by 'educational institution' (24.8%) and 'other non-commercial property' (9.1%).

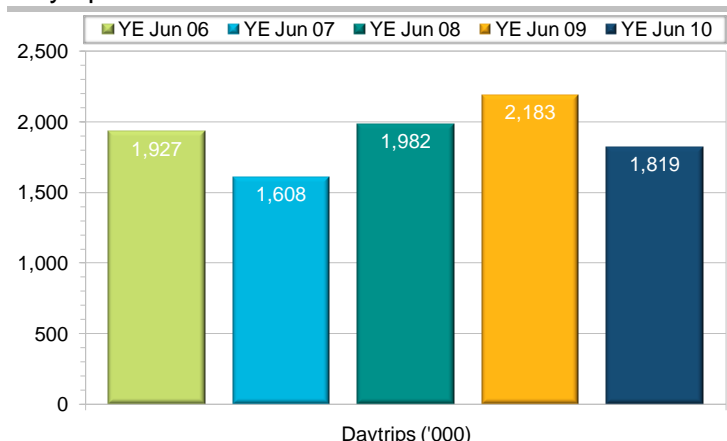
Expenditure (excl package expenditure) ⁽⁵⁾

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

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

Domestic Daytrip Travel ⁽¹⁾

Daytrips



Capital Country received over 1.8 million domestic daytrip visitors - down by 16.7% on YE Jun 09.

Note: The number of domestic daytrips to regional New South Wales increased by 8.9 percent on last year and by 13.2 percent compared to four years ago.

Market share

The region received 5.7% of daytrips to regional NSW. Compared to YE Jun 09, the share was down by 1.8% pts.

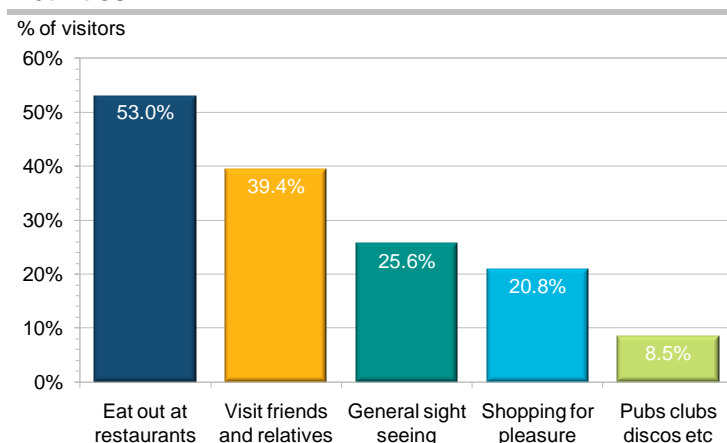
Main purpose of trip

'Holiday or leisure' (54.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (32.0%) and 'business' (8.4%).

Age

'45 to 54 years' (25.0%) was the largest age group of visitors to the region, followed by '55 to 64 years' (22.8%) '65 years and over' (20.7%).

Activities



'Eat out at restaurants' (53.0%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (39.4%) and 'general sight seeing' (25.6%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$161 million in the region. On average, they spent \$89 per trip to the region.

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