

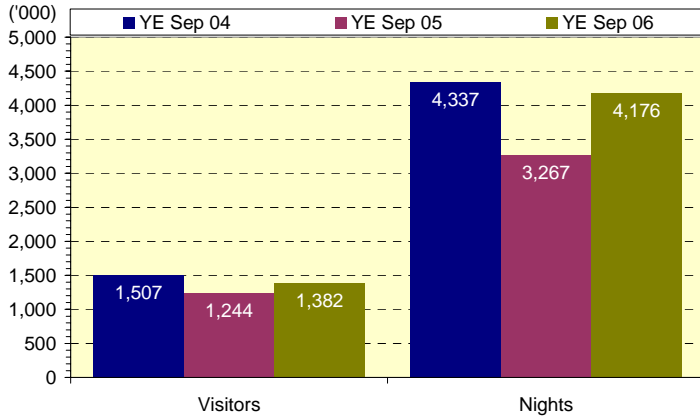


Total visitors ('000)	4,593
Domestic nights ('000)	4,176
Total expenditure (\$m)	\$727

Domestic Overnight Travel

Note: During this period the number of trips taken by Australians travelling overseas reached a record high.

Visitors and nights

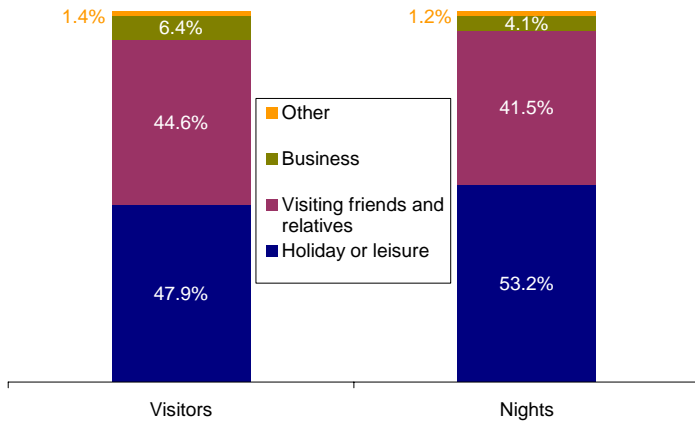


The region received nearly 1.4 million domestic overnight visitors - up by 11.1% on YE Sep 05. Visitors spent nearly 4.2 million nights in the region - up by 27.8% on YE Sep 05.

Market share

The region received 8.0% of visitors to and 6.8% of nights in Regional NSW. Compared to YE Sep 05, the share of visitors was up by 0.9% points and share of nights was up by 1.7% points.

Purpose of visit



Visitors - 'Holiday or leisure' (47.9%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (44.6%) was the 2nd largest, followed by 'Business' (6.4%).

Nights - 'Holiday or leisure' (53.2%) was the largest purpose in terms of nights in the region. 'Visiting friends and relatives' (41.5%) was the 2nd largest, followed by 'Business' (4.1%).

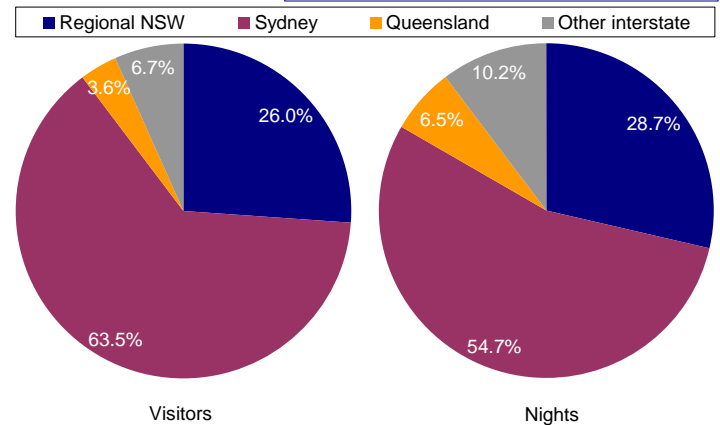
Accommodation

Nearly ½ (46.6%) of nights in the region were spent in 'Friends or relatives property'. 'Caravan park or commercial camping ground' (13.1%) was the 2nd most popular, followed by 'Rented house, apartment, flat or unit' (11.6%).

Activities

Over ½ (51.7%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (48.3%) was the 2nd most popular activity, followed by 'Go to the beach' (44.0%) and 'Go shopping' (30.5%).

Origin



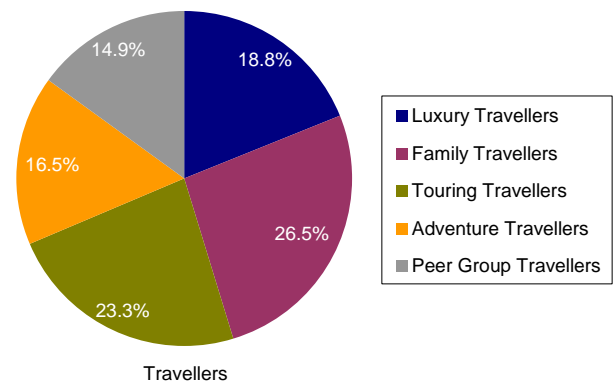
The region received almost 9/10 (89.7%) of visitors and more than 4/5 (83.4%) of nights from intrastate (Sydney contributed more than Regional NSW for both visitors and nights).

Over 1/10 (10.3%) of visitors and nearly 1/5 (16.6%) of nights came from interstate (Queensland was the biggest interstate market for both visitors and nights).

Transport

Nearly 9/10 (88.3%) of visitors to the region travelled by 'Private or company car'. 'Railway' (6.4%) was the 2nd most popular, followed by 'Air transport' (2.0%).

Australian travel segments ⁽¹⁾



Over ¼ (26.5%) of visitors to the region were 'Family travellers'. 'Touring travellers' (23.3%) was the 2nd largest travel segment, followed by 'Luxury travellers' (18.8%).

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

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent, on average, \$104 per night in the region.

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

Tourism employment ⁽³⁾

An estimated 6,900 (5.2%) of the region's workforce were employed in the tourism industry.

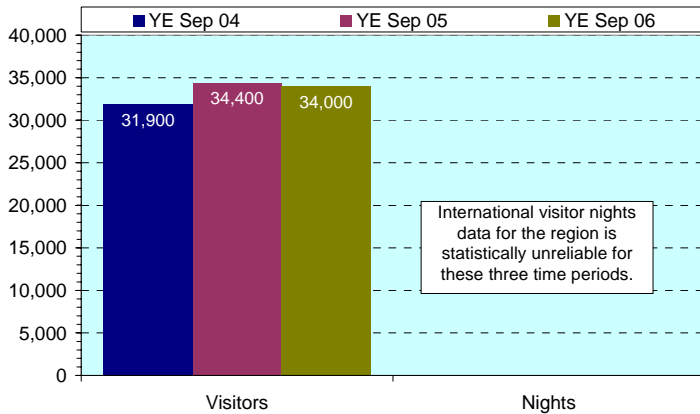
(3) Source: TTF Australia NSW Tourism Employment Atlas 2006, TTF Australia



Total visitors ('000)	4,593
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International Overnight Travel

Visitors and nights



The region received 34,000 international overnight visitors - down by 1.3% on YE Sep 05. International visitor nights data for the region is statistically unreliable for these three time periods.

Market share

The region received 6.0% of visitors to and 7.0% of nights in Regional NSW. Compared to YE Sep 05, the share of visitors was down by 0.3% points and the share of nights was up by 2.4% points.

Purpose of visit

'Visiting friends and relatives' (48.7%) was the largest purpose for visitors to the region. 'Holiday/pleasure' (41.1%) was the 2nd largest, followed by 'Business' (7.6%).

Origin

Market	Share	Market	Share
Hong Kong	1.2%	New Zealand	22.3%
Singapore	0.9%	Japan	3.1%
Malaysia	0.5%	USA	10.6%
Indonesia	1.7%	Canada	4.3%
Taiwan	0.0%	United Kingdom	30.0%
Thailand	0.3%	Germany	3.9%
Korea	1.7%	Scandinavia	1.9%
China	0.8%	Other Europe	10.7%
India	0.0%	Gulf Countries	0.0%
Other Asia	2.3%	Other Countries	4.0%

'United Kingdom' (30.0%) was the largest source market of visitors to the region. 'New Zealand' (22.3%) was the 2nd largest, followed by 'USA' (10.6%).

Accommodation

Over 1/2 (51.6%) of nights in the region were spent in 'Home of friend or relative'. 'Rented house / apartment / unit / flat' (28.6%) was the 2nd most popular, followed by 'Homestay' (10.6%).

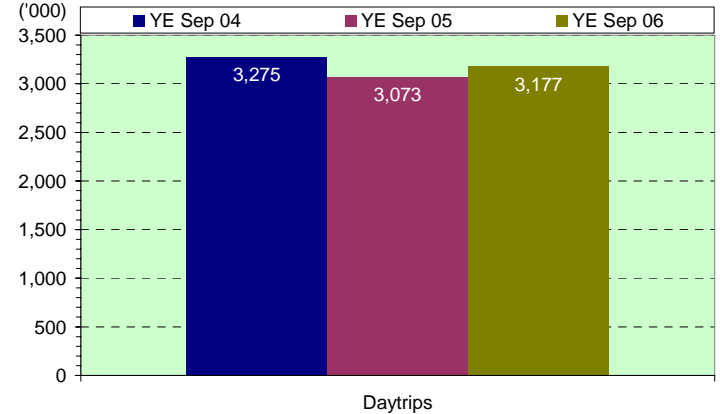
Expenditure (incl package expenditure) ⁽⁴⁾

International overnight visitors spent, on average, \$39 per night in the region.

(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 06, TRA

Domestic Daytrip Travel

Trips



The region received nearly 3.2 million domestic daytrip visitors - up by 3.4% on YE Sep 05.

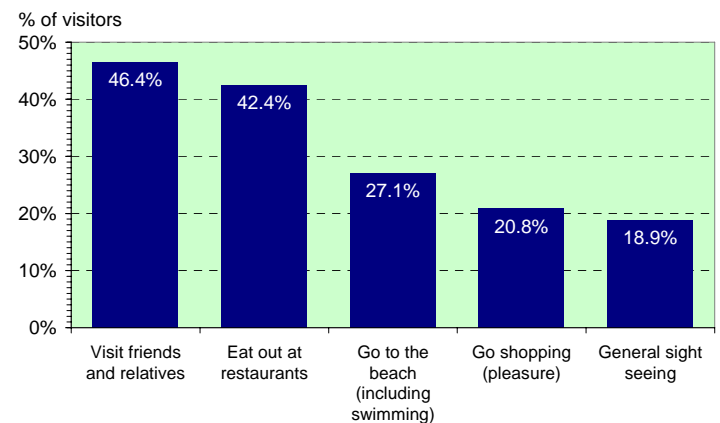
Market share

The region received 11.1% of daytrips to Regional NSW. Compared to YE Sep 05, the share was unchanged.

Purpose of visit

'Holiday or leisure' (49.6%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (41.5%) was the 2nd largest, followed by 'Business' (5.7%).

Activities



Nearly 1/2 (46.4%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (42.4%) was the 2nd most popular activity, followed by 'Go to the beach' (27.1%) and 'Go shopping' (20.8%).

Age

Over 1/5 (20.8%) of visitors to the region were aged '35-44 years'. The 2nd largest age group was '55-64 years' (17.3%).

'Young' travellers (aged below 35) made up 32.2% of visitors. 'Mid-Life' travellers (aged 35-54) contributed 36.1%, while 31.7% were 'Older' (aged 55 and over).

Expenditure ⁽⁵⁾

Domestic daytrip visitors spent, on average, \$86 per trip to the region.

(5) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 06, TRA