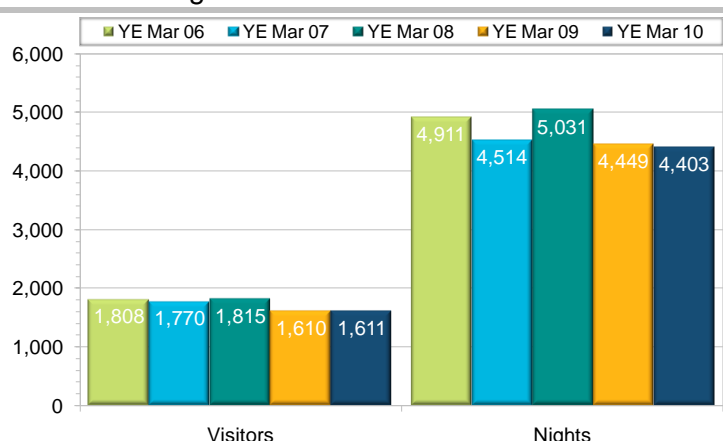


Domestic Overnight Travel ⁽¹⁾

Visitors and nights



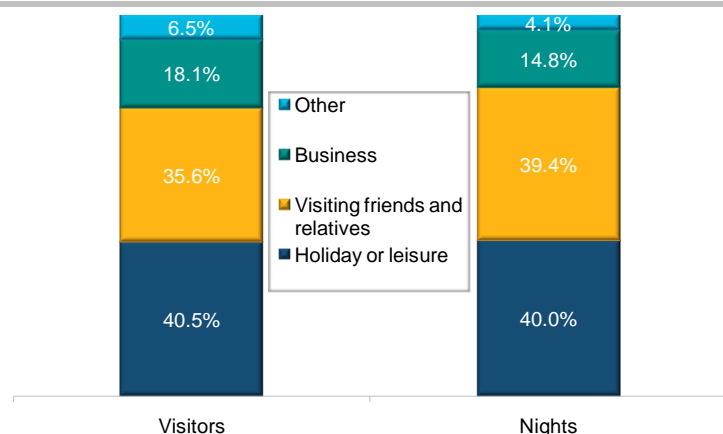
Central NSW received over 1.6 million domestic overnight visitors - up by 0.1% on YE Mar 09. Visitors spent over 4.4 million nights in the region - down by 1.0% on YE Mar 09.

Note: The number of trips taken domestically by Australians decreased by 2.7 percent on last year and by 5.3 percent compared to four years ago.

Market share

The region received 9.9% of visitors and 7.8% of nights in regional NSW. Compared to YE Mar 09, the share of visitors and the share of nights were up by 0.1 pt each.

Purpose of visit to the region



'Holiday or leisure' (40.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (35.6%) and 'business' (18.1%).

'Holiday or leisure' (40.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (39.4%) and 'business' (14.8%).

Accommodation

'Friends or relatives property' (43.3%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (23.0%) and 'caravan park or commercial camping ground' (13.7%).

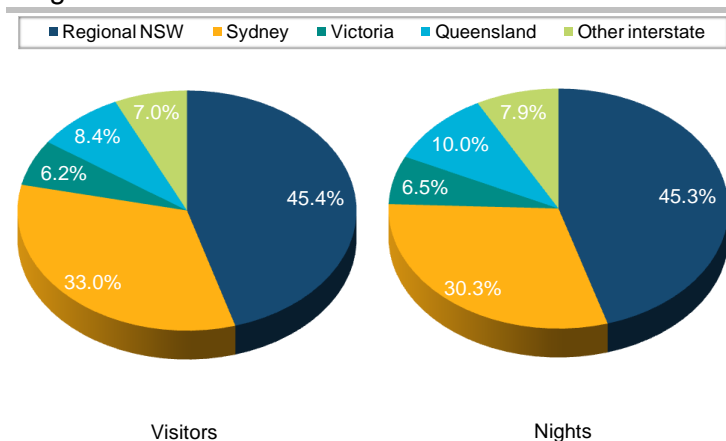
Age

'35 to 44 years' (20.9%) was the largest age group of visitors to the region, followed by '55 to 64 years' (19.2%).

Central NSW is composed of: Bathurst; Blayney; Cabonne; Coonamble; Cowra; Dubbo; Forbes; Gilgandra; Lachlan; Mid-Western Regional; Narromine; Orange; Parkes; Warren; Warrumbungle Shire; Weddin; Wellington. For information on shaded areas, click on http://corporate.tourism.nsw.gov.au/LocalAreaStatistics_p2821.aspx

(1) Source: National Visitor Survey, YE Mar 10, Tourism Research Australia (TRA)

Origin



The region received 78.5% of visitors and 75.6% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 21.6% of visitors and 24.4% of nights in the region (Queensland was the biggest interstate market for both visitors and nights).

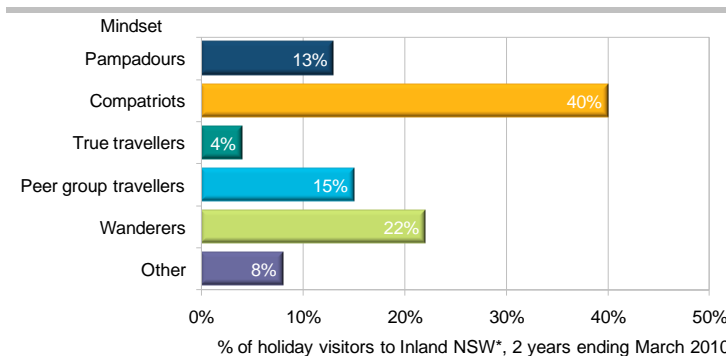
All transport

'Private or company vehicle' (90.1%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (4.8%) and 'bus or coach' (2.2%).

Activities

'Eat out at restaurants' (44.4%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (42.5%) and 'general sight seeing' (23.8%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (40%) was the largest travel mindset of holiday visitors to Inland NSW*, followed by the 'wanderers' (22%) and the 'peer group travellers' (15%).

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 Mar 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 \$570 million in the region. On average, they spent \$129 per night in the region.

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

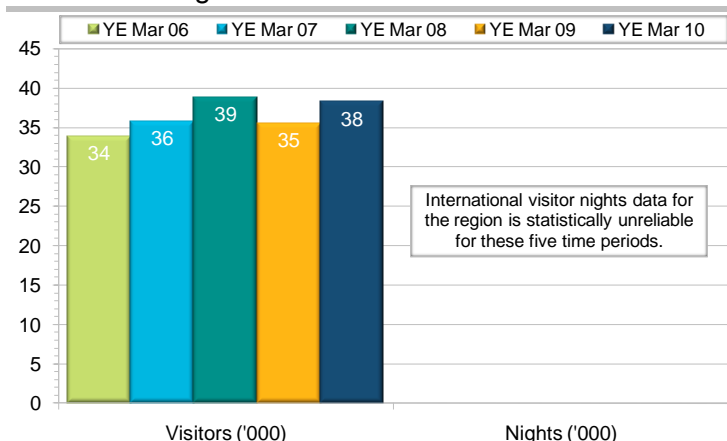
Travel to Central NSW

Year ended March 2010

| | |
|-----------------------------|-------|
| Total visitors ('000) | 3,961 |
| Domestic nights ('000) | 4,403 |
| Total expenditure (million) | \$860 |

International Overnight Travel ⁽⁴⁾

Visitors and nights



Central NSW received 38,200 international overnight visitors - up by 7.6% on YE Mar 09. 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 increased by 2.6 percent on last year and by 4.7 percent compared to four years ago.

Market share

The region received 6.4% of visitors to regional NSW. Compared to YE Mar 09, the share was up by 0.3% pts.

Purpose of visit to the region

'Holiday / pleasure' (50.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.3%) and 'business' (14.7%).

Origin

| No. | Market | Share | No. | Market | Share |
|-----|---------------------|-------|-----|--------------------------|-------|
| 1 | New Zealand | 24.5% | 12 | Singapore | 1.7% |
| 2 | United Kingdom | 14.4% | 13 | Scandinavia | 1.6% |
| 3 | USA | 10.3% | 14 | Switzerland | 1.4% |
| 4 | Canada | 7.4% | 15 | India | 1.2% |
| 5 | Mainland China & HK | 5.4% | 16 | Ireland | 1.1% |
| | Mainland China | 3.3% | 17 | Malaysia | 0.9% |
| | Hong Kong | 2.0% | 18 | Middle East & Nth Africa | 0.8% |
| 6 | Netherlands | 4.7% | 19 | Taiwan | 0.4% |
| 7 | Japan | 3.8% | 20 | Italy | 0.2% |
| 8 | Germany | 3.1% | 21 | Indonesia | 0.0% |
| 9 | France | 2.3% | | Other Asia | 0.3% |
| 10 | Korea | 2.2% | | Other Europe | 1.5% |
| 11 | Thailand | 1.8% | | Other Countries | 9.0% |

New Zealand (24.5%) was the region's largest source market of visitors, followed by the UK (14.4%) and the USA (10.3%).

Accommodation

'Home of friend or relative' (41.1%) was the most popular form of accommodation used for nights in the region. 'Rented house / apartment / unit / flat' (28.8%) was the 2nd most popular, followed by 'standard hotel / motel / motor inn, below 4 star' (5.7%).

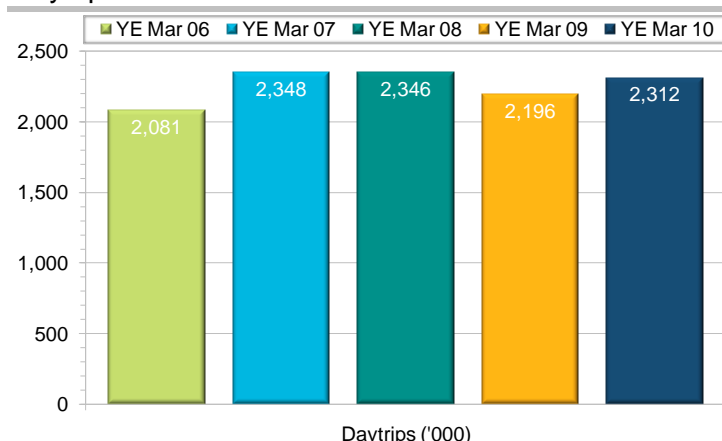
Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent \$25 million in the region. On average, they spent \$45 per night in the region.

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

Domestic Daytrip Travel ⁽¹⁾

Daytrips



Central NSW received over 2.3 million domestic daytrip visitors - up by 5.3% on YE Mar 09.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 8.7 percent on last year and by 12.9 percent compared to four years ago.

Market share

The region received 7.4% of daytrips to regional NSW. Compared to YE Mar 09, the share was down by 0.3% pts.

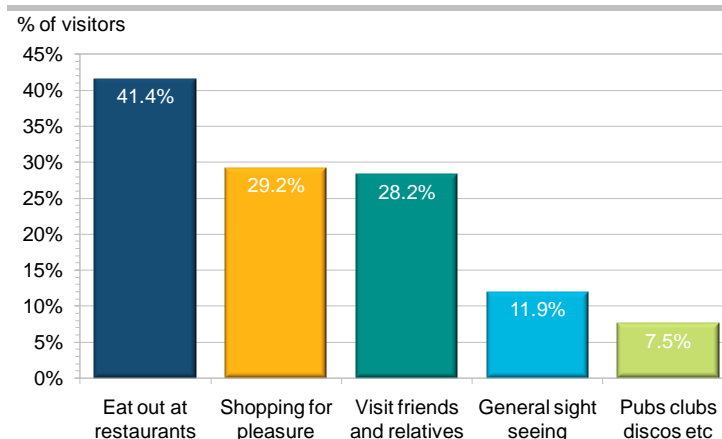
Main purpose of trip

'Holiday or leisure' (45.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (21.5%) and 'business' (16.1%).

Age

'45 to 54 years' (21.2%) was the largest age group of visitors to the region, followed by '35 to 44 years' (21.1%) and '65 years and over' (17.2%).

Activities



'Eat out at restaurants' (41.4%) was the most popular activity undertaken by visitors to the region, followed by 'shopping for pleasure' (29.2%) and 'visit friends and relatives' (28.2%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$265 million in the region. On average, they spent \$115 per trip to the region.

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