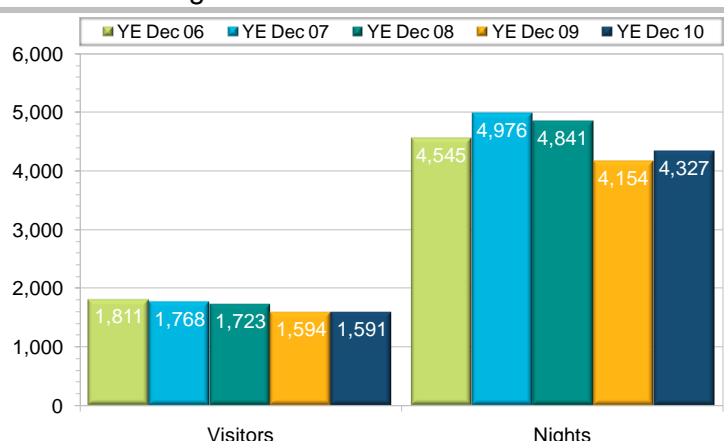


Domestic Overnight Travel ⁽¹⁾

Visitors and nights



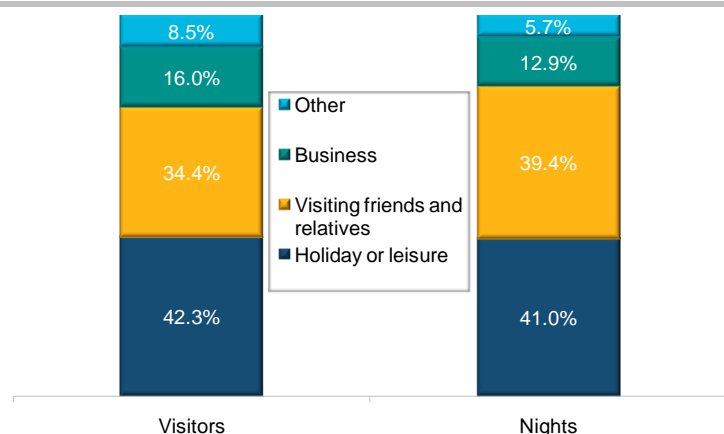
Central NSW received almost 1.6 million domestic overnight visitors - down by 0.2% on YE Dec 09. Visitors spent over 4.3 million nights in the region - up by 4.2% on YE Dec 09.

Note: The number of domestic overnight trips to regional New South Wales increased by 1.7 percent on last year, but was down by 5.9 percent compared to four years ago.

Market share

The region received 9.6% of visitors and 7.5% of nights in regional NSW. Compared to YE Dec 09, the share of visitors was down by 0.2% pts and the share of nights was up by 0.3% pts.

Purpose of visit to the region



'Holiday or leisure' (42.3%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (34.4%) and 'business' (16.0%).

'Holiday or leisure' (41.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (39.4%) and 'business' (12.9%).

Accommodation

'Friends or relatives property' (42.9%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (27.7%) and 'caravan park or commercial camping ground' (11.0%).

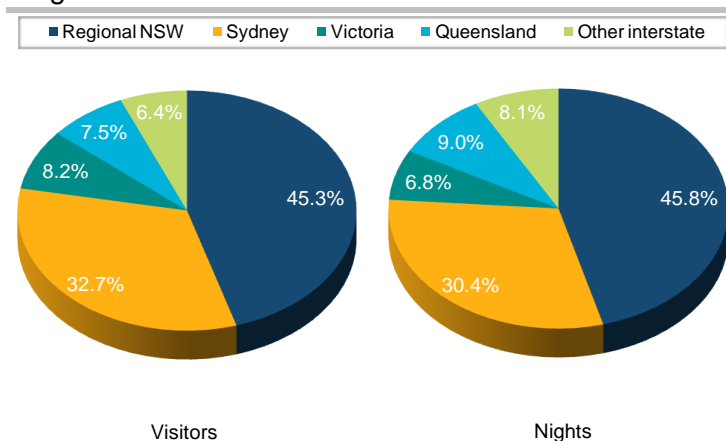
Age

'35 to 44 years' (21.1%) was the largest age group of visitors to the region, followed by '65 years and over' (20.0%).

Central NSW is composed of: Bathurst; Blayney; Cabonne; Coonamble; Cowra; Dubbo; Forbes; Gilgandra; Lachlan; Mid-Western Regional; Narramine; Orange; Parkes; Warren; Warumbungle 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 Dec 10, Tourism Research Australia (TRA)

Origin



The region received 78.0% of visitors and 76.2% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 22.0% of visitors and 23.8% of nights in the region (Victoria was the biggest interstate market for visitors, while Queensland was the biggest for nights).

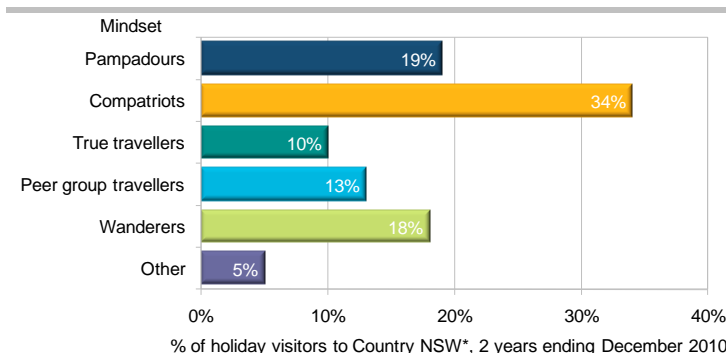
All transport

'Private or company vehicle' (92.4%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (3.2%) and 'railway' (2.2%).

Activities

'Eat out at restaurants' (49.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (40.8%) and 'general sightseeing' (23.3%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (34%) was the largest travel mindset of holiday visitors to Country NSW*, followed by the 'pampadours' (19%) and the 'wanderers' (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 Dec 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 \$603 million in the region. On average, they spent \$139 per night in the region.

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

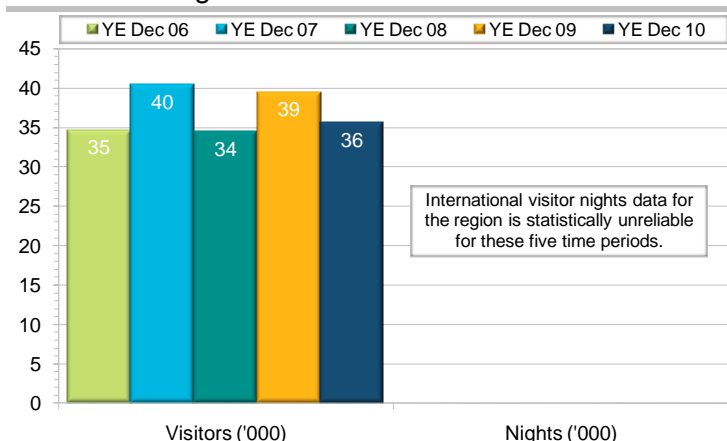
Travel to Central NSW

Year ended December 2010

Total visitors ('000)	3,877
Domestic nights ('000)	4,327
Total expenditure (million)	\$886

International Overnight Travel ⁽⁴⁾

Visitors and nights



Central NSW received 35,500 international overnight visitors - down by 9.9% on YE Dec 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 6.3 percent on last year and by 9.6 percent compared to four years ago.

Market share

The region received 5.7% of visitors to regional NSW. Compared to YE Dec 09, the share was down by 1.0% pt.

Purpose of visit to the region

'Holiday / pleasure' (53.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (27.3%) and 'business' (12.2%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	26.6%	12	Switzerland	1.2%
2	United Kingdom	17.4%	13	Italy	0.9%
3	USA	10.3%	14	Scandinavia	0.9%
4	Canada	6.1%	15	Malaysia	0.8%
5	Korea	4.3%	16	India	0.3%
6	Singapore	3.8%	17	Taiwan	0.3%
7	Mainland China & HK	3.4%	18	Thailand	0.2%
	Mainland China	2.0%	19	Ireland	0.2%
	Hong Kong	1.4%	20	Indonesia	0.0%
8	Germany	2.9%	20	Middle East & Nth Africa	0.0%
9	Netherlands	2.8%		Other Asia	1.5%
10	France	2.8%		Other Europe	4.0%
11	Japan	2.7%		Other Countries	6.6%

New Zealand (26.6%) was the region's largest source market of visitors, followed by the UK (17.4%) and the USA (10.3%).

Accommodation

'Home of friend or relative' (37.0%) was the most popular form of accommodation used for nights in the region. 'Rented house / apartment / unit / flat' (11.7%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (10.5%).

Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent \$21 million in the region. On average, they spent \$43 per night in the region.

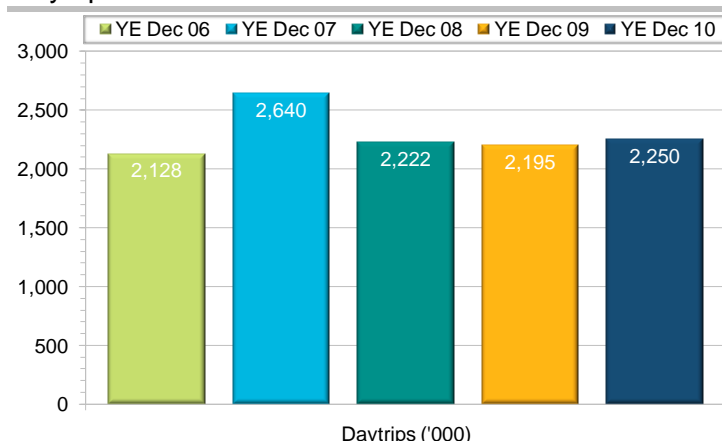
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 10, TRA.

Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

(4) Source: International Visitor Survey, YE Dec 10, TRA

Domestic Daytrip Travel ⁽⁶⁾

Daytrips



Central NSW received nearly 2.3 million domestic daytrip visitors - up by 2.5% on YE Dec 09.

Note: The number of domestic daytrips to regional New South Wales increased by 4.2 percent on last year and by 10.3 percent compared to four years ago.

Market share

The region received 7.1% of daytrips to regional NSW. Compared to YE Dec 09, the share was down by 0.1% pt.

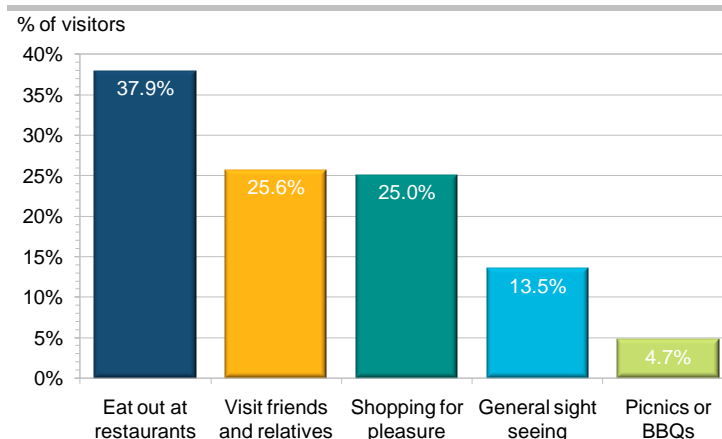
Main purpose of trip

'Holiday or leisure' (48.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (20.7%) and 'business' (15.0%).

Age

'35 to 44 years' (20.2%) was the largest age group of visitors to the region, followed by '15 to 24 years' (18.7%) and '45 to 54 years' (17.5%).

Activities



'Eat out at restaurants' (37.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (25.6%) and 'shopping for pleasure' (25.0%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent \$262 million in the region. On average, they spent \$116 per trip to the region.

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