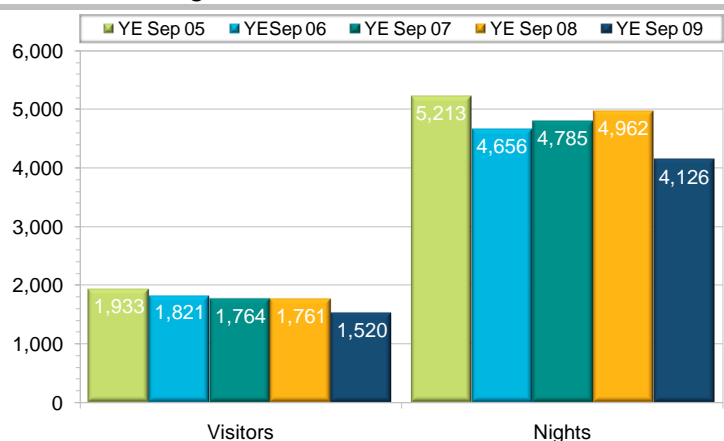




### Domestic Overnight Travel

#### Visitors and nights



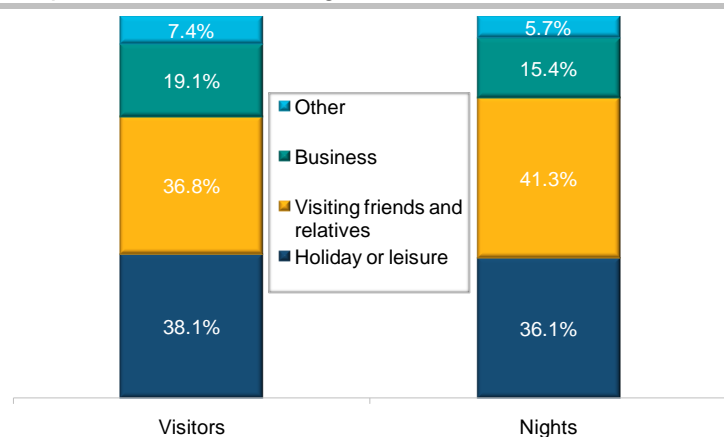
Central NSW received over 1.5 million domestic overnight visitors - down by 13.7% on YE Sep 08. Visitors spent over 4.1 million nights in the region - down by 16.8% on YE Sep 08.

Note: The number of trips taken domestically by Australians decreased by 7.1 percent on last year and by 5.9 percent compared to four years ago.

#### Market share

The region received 9.5% of visitors and 7.2% of nights in regional NSW. Compared to YE Sep 08, the share of visitors was down by 0.8% pts and the share of nights was down by 1.1% pts.

#### Purpose of visit to the region



'Holiday or leisure' (38.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (36.8%) and 'business' (19.1%).

'Visiting friends and relatives' (41.3%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (36.1%) and 'business' (15.4%).

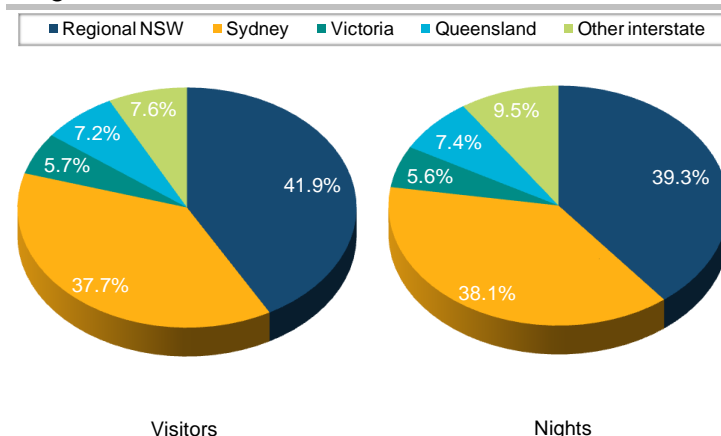
#### Accommodation

'Friends or relatives property' (45.2%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (25.3%) and 'caravan park or commercial camping ground' (10.8%).

#### Age

'35 to 44 years' (21.5%) was the largest age group of visitors to the region, followed by '45 to 54 years' (19.5%).

#### Origin



The region received 79.6% of visitors and 77.5% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 20.4% of visitors and 22.5% of nights in the region (Queensland was the biggest interstate market for both visitors and nights).

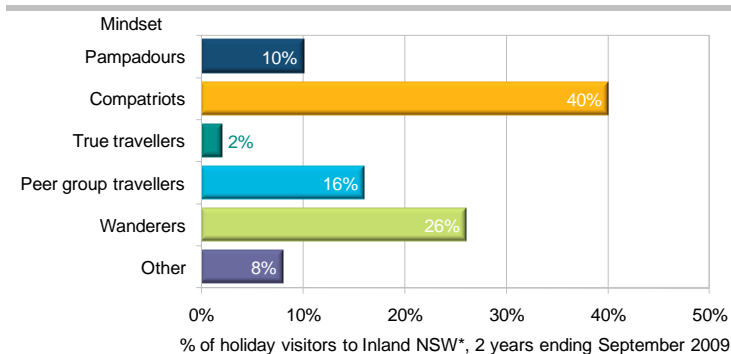
#### All transport

'Private or company vehicle' (88.0%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (6.0%) and 'bus or coach' (3.1%).

#### Activities

'Eat out at restaurants' (48.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (44.6%) and 'pubs, clubs, discos etc' (22.0%).

#### Australian Travel Mindsets <sup>(2)</sup>



The 'compatriots' (40%) was the largest travel mindset of holiday visitors to Inland NSW\*, followed by the 'wanderers' (26%) and the 'peer group travellers' (16%).

*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 Sep 09

\* 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) <sup>(3)</sup>

Domestic overnight visitors spent \$537 million in the region. On average, they spent \$130 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 09, TRA

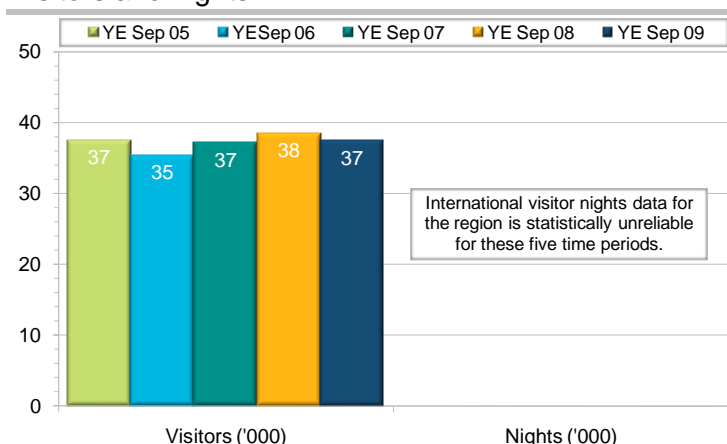
# Travel to Central NSW (4)

## Year ended September 2009

Total visitors ('000)	3,902
Domestic nights ('000)	4,126
Total expenditure (million)	\$828

### International Overnight Travel

#### Visitors and nights



Central NSW received 37,300 international overnight visitors - down by 2.7% on YE Sep 08. 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 2.0 percent on last year, but was up by 1.2 percent compared to four years ago.

#### Market share

The region received 6.4% of visitors to regional NSW. Compared to YE Sep 08, the share was up by 0.2% pts.

#### Purpose of visit to the region

'Holiday / pleasure' (57.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.9%) and 'business' (10.1%).

#### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	23.2%	12	France	2.0%
2	United Kingdom	16.1%	13	Korea	1.7%
3	USA	9.8%	14	India	1.5%
4	Germany	7.8%	15	Malaysia	1.0%
5	Canada	7.6%	16	Middle East & Nth Africa	0.9%
6	Switzerland	3.5%	17	Italy	0.7%
7	Scandinavia	3.1%	18	Ireland	0.5%
8	Mainland China & HK	3.0%	19	Taiwan	0.4%
	Mainland China	2.0%	20	Singapore	0.0%
	Hong Kong	0.9%	20	Indonesia	0.0%
9	Netherlands	2.4%		Other Asia	1.3%
10	Thailand	2.2%		Other Europe	4.5%
11	Japan	2.1%		Other Countries	4.8%

'New Zealand' (23.2%) was the region's largest source market of visitors, followed by 'UK' (16.1%) and 'USA' (9.8%).

#### Accommodation

'Home of friend or relative' (34.6%) was the most popular form of accommodation used for nights in the region. 'Rented house / apartment / unit / flat' (34.2%) was the 2<sup>nd</sup> most popular, followed by 'caravan park or commercial camping ground' (8.3%).

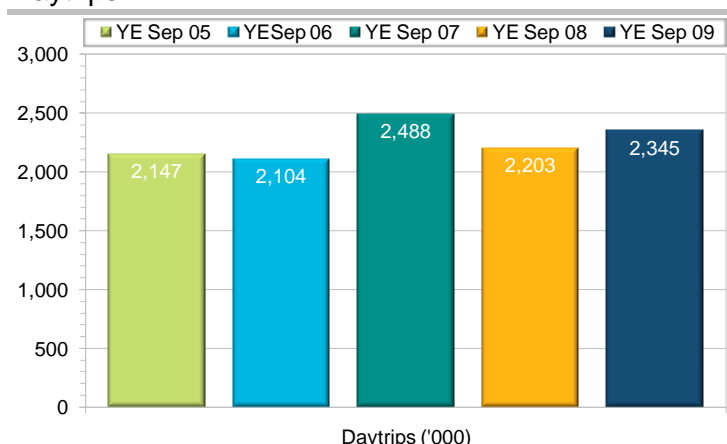
#### Expenditure (excl package expenditure) <sup>(5)</sup>

International overnight visitors spent \$20 million in the region. On average, they spent \$42 per night in the region.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 09, TRA.

### Domestic Daytrip Travel

#### Daytrips



Central NSW received over 2.3 million domestic daytrip visitors - up by 6.4% on YE Sep 08.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 5.1 percent on last year and by 10.8 percent compared to four years ago.

#### Market share

The region received 7.7% of daytrips to regional NSW. Compared to YE Sep 08, the share was down by 0.1% pt.

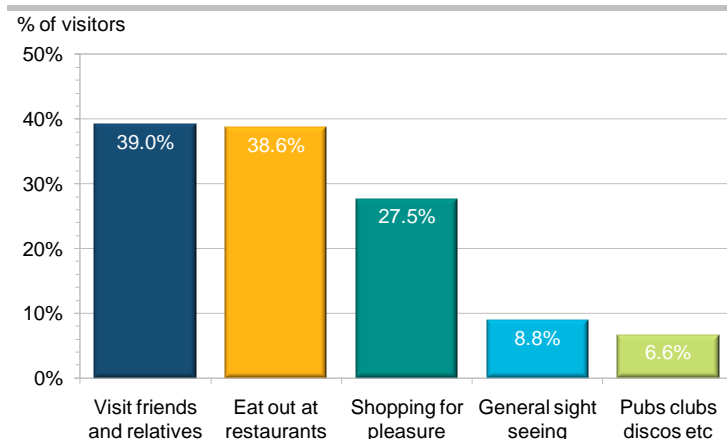
#### Main purpose of trip

'Visiting friends and relatives' (36.1%) was the largest purpose for visitors to the region, followed by 'holiday or leisure' (35.1%) and 'business' (15.1%).

#### Age

'45 to 54 years' (23.7%) was the largest age group of visitors to the region, followed by '65 years and over' (16.5%) and '35 to 44 years' (15.9%).

#### Activities



'Visit friends and relatives' (39.0%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (38.6%) and 'shopping for pleasure' (27.5%).

#### Expenditure <sup>(6)</sup>

Domestic daytrip visitors spent \$271 million in the region. On average, they spent \$116 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 09, TRA