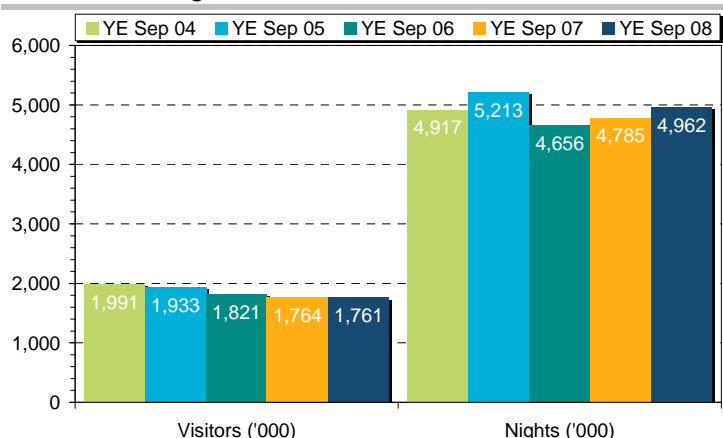




Domestic Overnight Travel

Visitors and nights



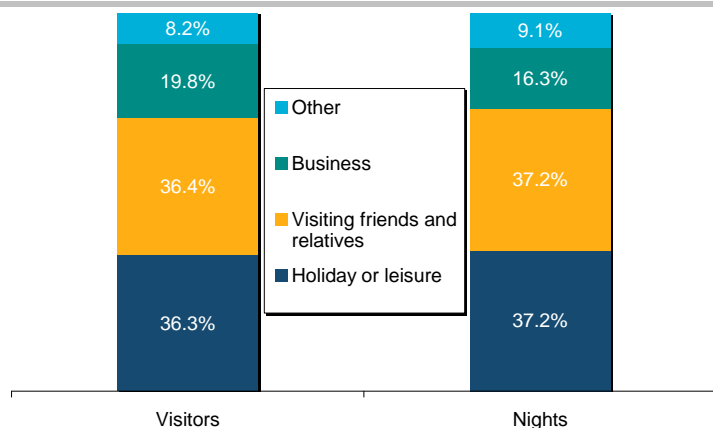
Central NSW received nearly 1.8 million domestic overnight visitors - down by 0.2% on YE Sep 07. Visitors spent nearly 5.0 million nights in the region - up by 3.7% on YE Sep 07.

Note: The number of trips taken domestically by Australians decreased by 4.0 percent on last year and by 4.2 percent compared to four years ago.

Market share

The region received 10.3% of visitors and 8.3% of nights in regional NSW. Compared to YE Sep 07, the share of visitors was up by 0.3% points and the share of nights was up by 0.4% points.

Purpose of visit to the region



'Visiting friends and relatives' (36.4%) was the largest purpose for **visitors** to the region, followed by 'holiday or leisure' (36.3%) and 'business' (19.8%).

'Holiday or leisure' and 'visiting friends and relatives' (37.2% each) were the largest purposes in terms of **nights** in the region, followed by 'business' (16.3%).

Accommodation

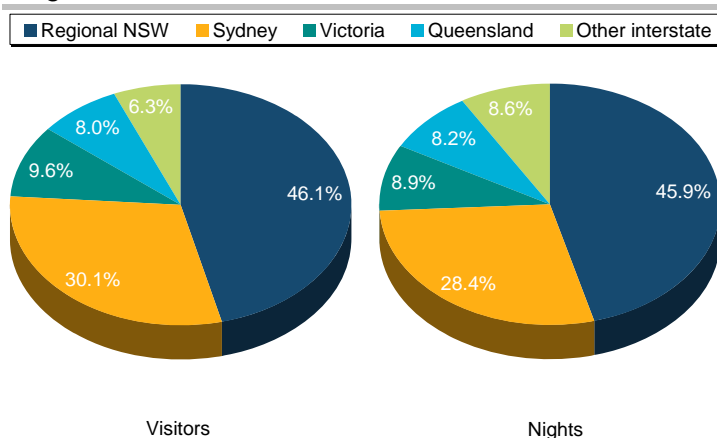
'Friends or relatives property' (40.8%) was the most popular accommodation used for nights in the region. 'Standard hotel, motor inn, below 4 star' (25.9%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (13.5%).

Age

'35 to 44 years' (21.1%) was the largest age group of visitors to the region, followed by '45 to 54 years' (19.3%).

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

Origin



The region received 76.1% of visitors and 74.3% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 23.9% of visitors and 25.7% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

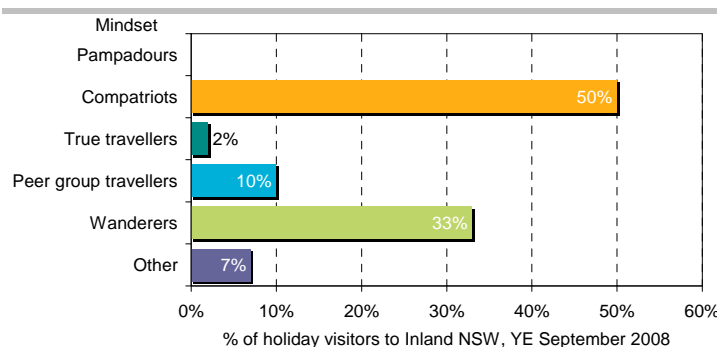
All transport

'Private or company car' (88.8%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (5.7%) and 'bus or coach' (3.0%).

Activities

'Eat out at restaurants' (44.4%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (39.8%) and 'pubs, clubs, discos etc' (22.4%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (50%) was the largest travel mindset of holiday visitors to Inland NSW*, followed by the 'wanderers' (33%) and 'peer group travellers' (10%).

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*, YE Sep 08

* 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⁾

Visitors spent, on average, \$131 per night in the region.

(3) Source: *Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 08, TRA*

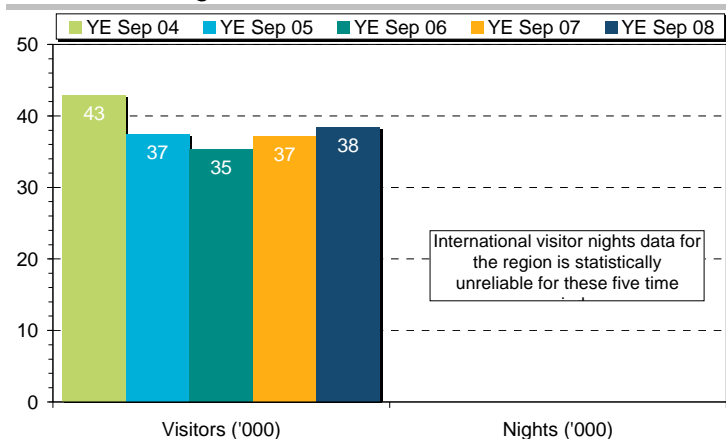
Travel to Central NSW (4)

Year ended September 2008

Total visitors ('000)	4,002
Domestic nights ('000)	4,962
Total expenditure (million)	\$958

International Overnight Travel

Visitors and nights



Central NSW received 38,400 international overnight visitors - up by 3.6% on YE Sep 07. 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 0.5 percent on last year, but was up by 9.3 percent compared to four years ago.

Market share

The region received 6.2% of visitors to regional NSW. Compared to YE Sep 07, the share was up by 0.1% point.

Purpose of visit to the region

'Holiday / pleasure' (53.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.9%) and 'business' (12.8%).

Origin

No.	Market	Share	No.	Market	Share
1.	New Zealand	21.3%	14.	Korea	1.5%
2.	United Kingdom	15.5%	15.	Switzerland	1.4%
3.	USA	11.9%	16.	Malaysia	1.2%
4.	Germany	8.6%	17.	Taiwan	0.8%
5.	Japan	4.6%	18.	Middle East & Nth Africa	0.7%
6.	Canada	4.2%	19.	Thailand	0.6%
7.	Ireland	4.2%	20.	Indonesia	0.6%
8.	Netherlands	3.6%	21.	Singapore	0.6%
9.	China	3.4%	22.	Hong Kong	0.0%
10.	Italy	2.3%		Other Asia	1.7%
11.	Scandinavia	2.2%		Other Europe	1.0%
12.	India	2.0%		Other Countries	4.7%
13.	France	1.5%			

'New Zealand' (21.3%) was the region's largest source market of visitors, followed by 'UK' (15.5%) and 'USA' (11.9%).

Accommodation

'Home of friend or relative' (44.2%) was the most popular form of accommodation used for nights in the region. 'Rented house / apartment / unit / flat' (20.8%) was the 2nd most popular, followed by 'other non-commercial property' (6.0%) and 'standard hotel / motel / motor inn, below 4 star' (5.4%).

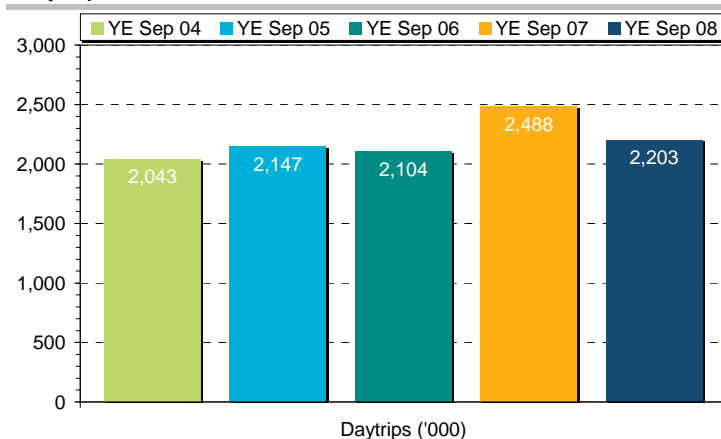
Expenditure (excl package expenditure) (5)

Visitors spent, on average, \$35 per night in the region.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 08, TRA.

Domestic Daytrip Travel

Daytrips



Central NSW received over 2.2 million domestic daytrip visitors - down by 11.5% on YE Sep 07.

Note: Nationally, the number of domestic daytrips taken by Australians decreased by 6.3 percent on last year, but was up by 1.1 percent compared to four years ago.

Market share

The region received 7.8% of daytrips to regional NSW. Compared to YE Sep 07, the share was down by 0.3% points.

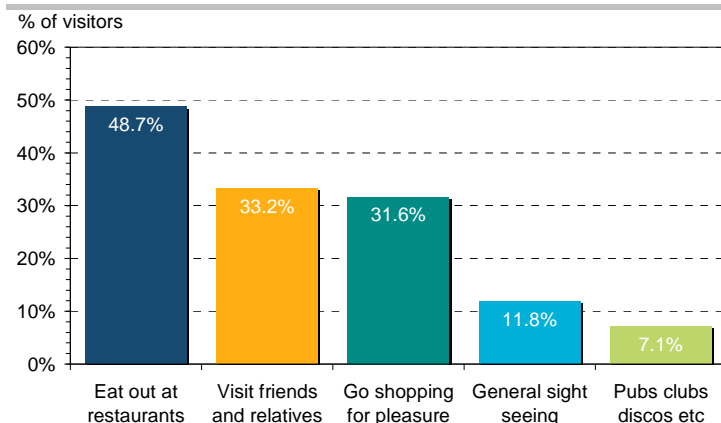
Main purpose of trip

'Holiday or leisure' (47.4%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (22.4%) and 'business' (11.9%).

Age

'35 to 44 years' (22.4%) was the largest age group of visitors to the region, followed by '45 to 54 years' (19.7%) and '65 years and over' (17.3%).

Activities



'Eat out at restaurants' (48.7%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (33.2%) and 'go shopping for pleasure' (31.6%).

Expenditure (6)

Visitors spent, on average, \$130 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 08, TRA

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