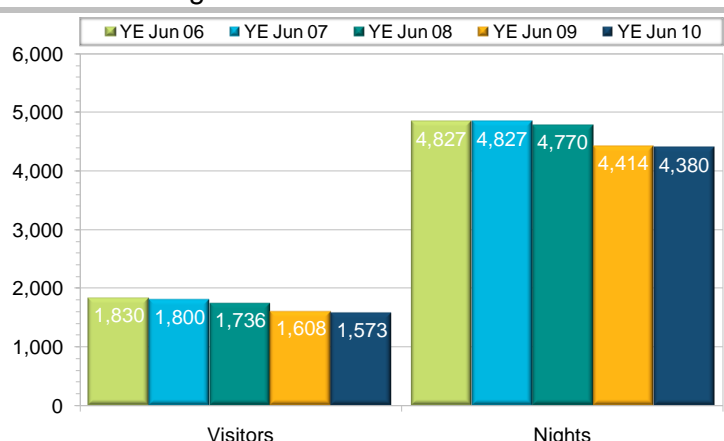


### Domestic Overnight Travel <sup>(1)</sup>

#### Visitors and nights



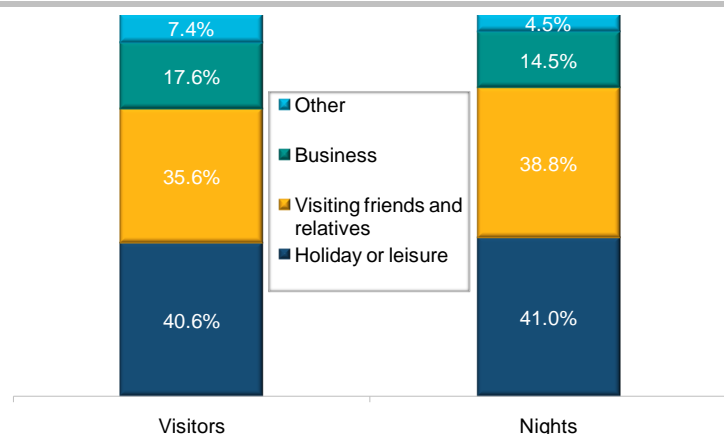
Central NSW received nearly 1.6 million domestic overnight visitors - down by 2.2% on YE Jun 09. Visitors spent nearly 4.4 million nights in the region - down by 0.8% on YE Jun 09.

Note: The number of domestic overnight trips to regional New South Wales increased by 3.7 percent on last year, but was down by 3.1 percent compared to four years ago.

#### Market share

The region received 9.5% of visitors and 7.6% of nights in regional NSW. Compared to YE Jun 09, the share of visitors was down by 0.6% pts and the share of nights was down by 0.1% pt.

#### Purpose of visit to the region



'Holiday or leisure' (40.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (35.6%) and 'business' (17.6%).

'Holiday or leisure' (41.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (38.8%) and 'business' (14.5%).

#### Accommodation

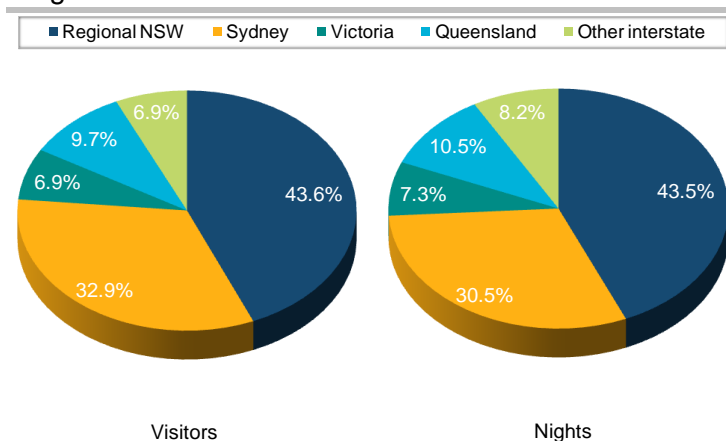
'Friends or relatives property' (42.2%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (24.3%) and 'caravan park or commercial camping ground' (15.3%).

#### Age

'35 to 44 years' (21.4%) was the largest age group of visitors to the region, followed by '55 to 64 years' (19.5%).

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](http://corporate.tourism.nsw.gov.au/LocalAreaStatistics_p2821.aspx)

#### Origin



The region received 76.5% of visitors and 74.0% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 23.5% of visitors and 26.0% of nights in the region (Queensland was the biggest interstate market for both visitors and nights).

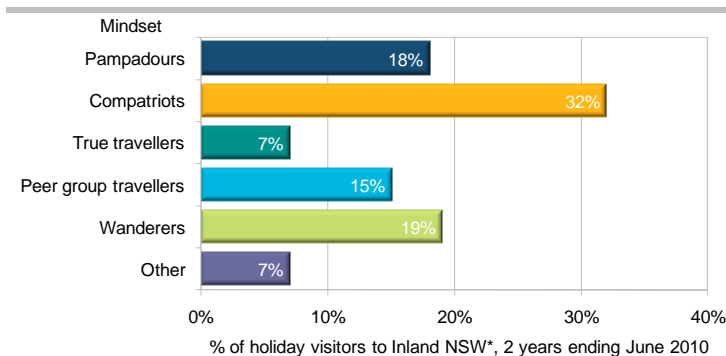
#### All transport

'Private or company vehicle' (89.9%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (4.9%) and 'bus or coach' (2.0%).

#### Activities

'Eat out at restaurants' (44.0%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (42.5%) and 'general sight seeing' (23.7%).

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



The 'compatriots' (32%) was the largest travel mindset of holiday visitors to Inland NSW\*, followed by the 'wanderers' (19%) and the 'pampadours' (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 Jun 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) <sup>(3)</sup>

Domestic overnight visitors spent \$562 million in the region. On average, they spent \$128 per night in the region.

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

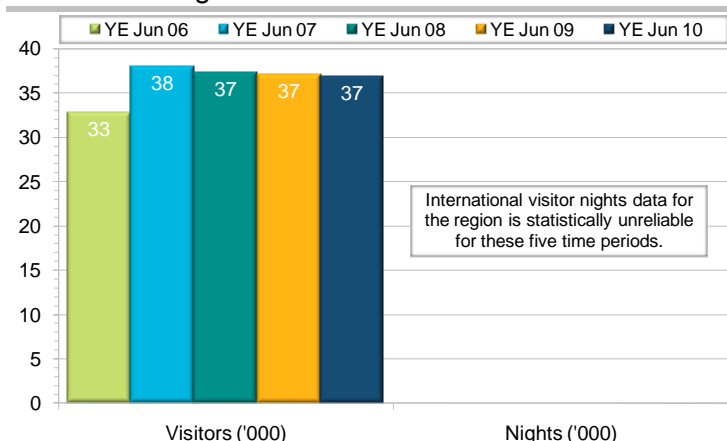
# Travel to Central NSW

## Year ended June 2010

Total visitors ('000)	3,870
Domestic nights ('000)	4,380
Total expenditure (million)	\$835

### International Overnight Travel <sup>(4)</sup>

#### Visitors and nights



Central NSW received 36,800 international overnight visitors - down by 0.5% on YE Jun 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 2.9 percent on last year and by 6.9 percent compared to four years ago.

#### Market share

The region received 6.1% of visitors to regional NSW. Compared to YE Jun 09, the share was down by 0.2% pts.

#### Purpose of visit to the region

'Holiday / pleasure' (51.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.9%) and 'business' (13.9%).

#### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	25.4%	12	Thailand	1.6%
2	United Kingdom	15.6%	13	Scandinavia	1.5%
3	USA	14.2%	14	Ireland	1.3%
4	Canada	5.6%	15	India	0.9%
5	Mainland China & HK	5.0%	16	Malaysia	0.6%
	Mainland China	3.2%	17	Italy	0.5%
	Hong Kong	1.8%	17	Switzerland	0.5%
6	Netherlands	4.2%	19	Middle East & Nth Africa	0.5%
7	Japan	3.4%	20	Taiwan	0.4%
8	Korea	2.2%	21	Indonesia	0.0%
9	Germany	2.2%		Other Asia	1.4%
10	France	2.0%		Other Europe	1.5%
11	Singapore	1.7%		Other Countries	8.0%

New Zealand (25.4%) was the region's largest source market of visitors, followed by the UK (15.6%) and the USA (14.2%).

#### Accommodation

'Home of friend or relative' (37.8%) was the most popular form of accommodation used for nights in the region. 'Rented house / apartment / unit / flat' (25.0%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel / motel / motor inn, below 4 star' (8.1%).

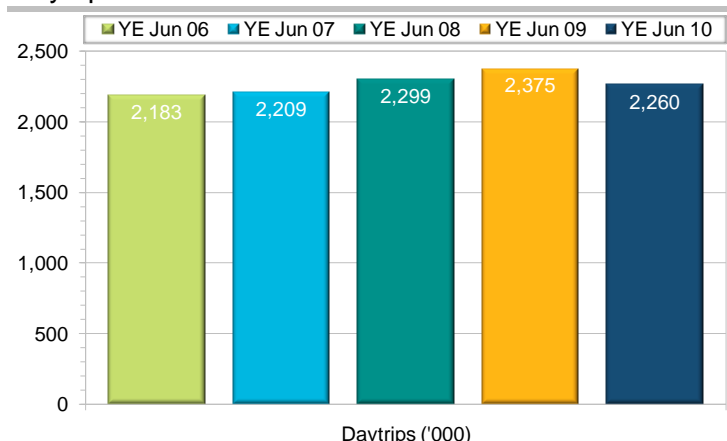
#### Expenditure (excl package expenditure) <sup>(5)</sup>

International overnight visitors spent \$26 million in the region. On average, they spent \$50 per night in the region.

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

### Domestic Daytrip Travel <sup>(1)</sup>

#### Daytrips



Central NSW received nearly 2.3 million domestic daytrip visitors - down by 4.8% on YE Jun 09.

Note: The number of domestic daytrips to regional New South Wales increased by 8.9 percent on last year and by 13.2 percent compared to four years ago.

#### Market share

The region received 7.1% of daytrips to regional NSW. Compared to YE Jun 09, the share was down by 1.0% pt.

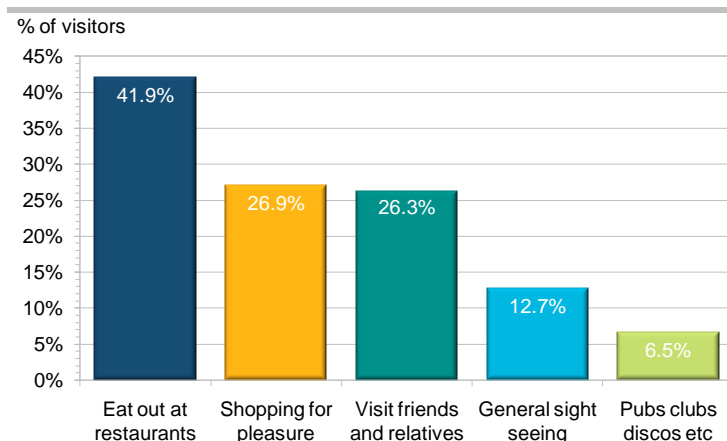
#### Main purpose of trip

'Holiday or leisure' (45.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' and 'business' (19.2% each).

#### Age

'35 to 44 years' (21.6%) was the largest age group of visitors to the region, followed by '45 to 54 years' (19.6%) and '65 years and over' (16.6%).

#### Activities



'Eat out at restaurants' (41.9%) was the most popular activity undertaken by visitors to the region, followed by 'shopping for pleasure' (26.9%) and 'visit friends and relatives' (26.3%).

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

Domestic daytrip visitors spent \$247 million in the region. On average, they spent \$109 per trip to the region.

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