

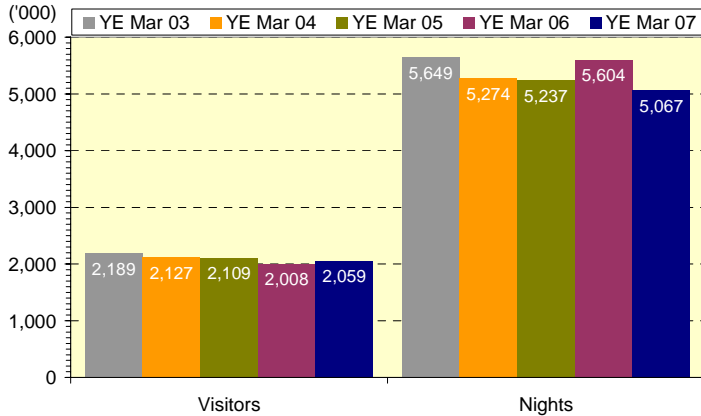


Total visitors ('000)	6,238
Total nights ('000)	6,488
- domestic nights	78.1%
- international nights	21.9%
Total expenditure (\$m)	\$1,175

Domestic Overnight Travel

Note: The number of trips taken domestically by Australians increased by 5.1 percent on last year, but was down by 2.4 percent compared to four years ago.

Visitors and nights

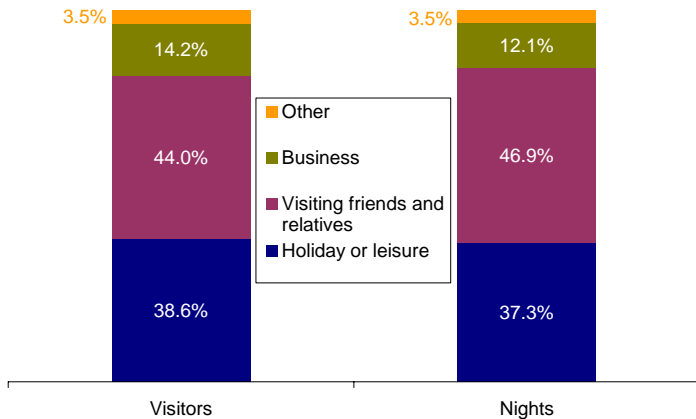


The region received nearly 2.1 million domestic overnight visitors - up by 2.5% on YE Mar 06. Visitors spent nearly 5.1 million nights in the region - down by 9.6% on YE Mar 06.

Market share

The region received 11.8% of visitors to and 8.1% of nights in Regional NSW. Compared to YE Mar 06, the share of visitors was down by 0.2% points and share of nights was down by 1.4% points.

Purpose of visit



Visitors - 'Visiting friends and relatives' (44.0%) was the largest purpose for visitors to the region. 'Holiday or leisure' (38.6%) was the 2nd largest, followed by 'Business' (14.2%).

Nights - 'Visiting friends and relatives' (46.9%) was the largest purpose in terms of nights in the region. 'Holiday or leisure' (37.3%) was the 2nd largest, followed by 'Business' (12.1%).

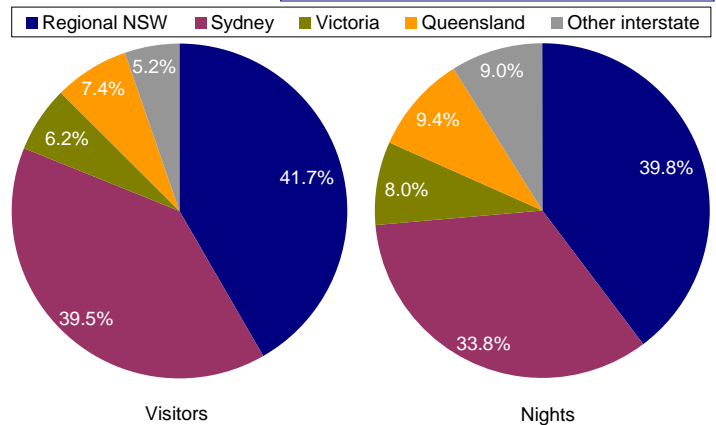
Accommodation

Over ½ (50.9%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (17.2%) was the 2nd most popular, followed by 'Luxury hotel or resort, 4 or 5 star' (7.4%).

Activities

Nearly ½ (46.9%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (44.3%) was the 2nd most popular activity, followed by 'General sight seeing' (21.5%) and 'Pubs clubs discos etc' (21.3%).

Origin



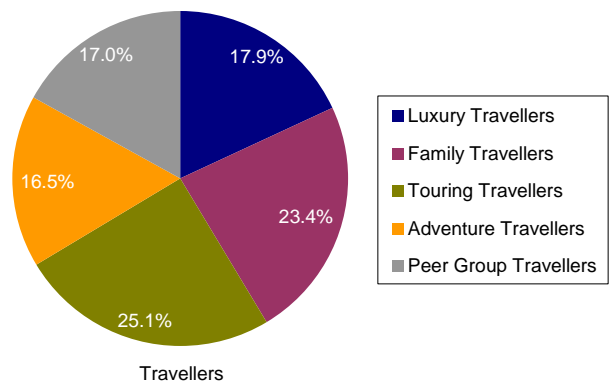
The region received over 4/5 (81.2%) of visitors and nearly ¾ (73.6%) of nights from intrastate (Regional NSW contributed more visitors and nights than Sydney).

Nearly 1/5 (18.8%) of visitors and more than ¼ (26.4%) of nights came from interstate (Queensland was the biggest interstate market for both visitors and nights).

Transport

Over 4/5 (84.9%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (7.8%) was the 2nd most popular, followed by 'Railway' (4.1%).

Australian travel segments ⁽¹⁾



Over ¼ (25.1%) of visitors to the region were 'Touring travellers'. 'Family travellers' (23.4%) was the 2nd largest travel segment, followed by 'Luxury travellers' (17.9%).

(1) Source: HTS, YE Jun 06, Roy Morgan Research

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent, on average, \$133 per night in the region.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 07, TRA

Tourism employment ⁽³⁾

An estimated 11,900 (5.2%) of the region's workforce were employed in the tourism industry.

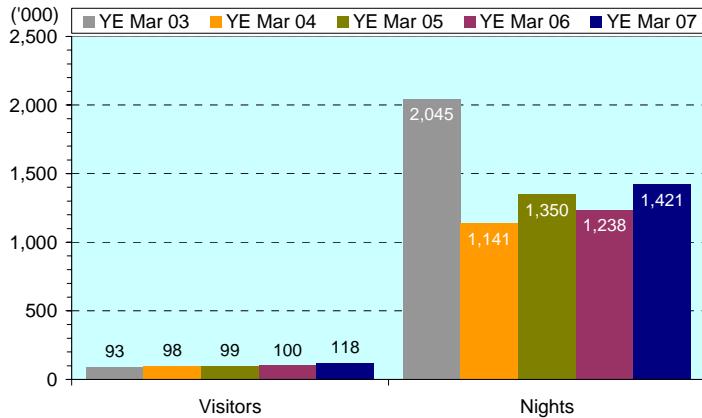
(3) Source: TTF Australia NSW Tourism Employment Atlas 2006, TTF Australia



Total visitors ('000)	6,238
Total nights ('000)	6,488
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International Overnight Travel

Visitors and nights



The region received 117,500 international overnight visitors - up by 17.2% on YE Mar 06. Visitors spent over 1.4 million nights in the region - up by 14.8% on YE Mar 06.

Note: The number of overnight trips to Australia by international visitors increased by 2.7 percent on last year and by 16.5 percent compared to four years ago.

Market share

The region received 20.4% of visitors to and 16.9% of nights in Regional NSW. Compared to YE Mar 06, the share of visitors was up by 2.3% points and the share of nights was down by 0.2% points.

Purpose of visit

'Holiday/pleasure' (64.0%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (22.6%) was the 2nd largest, followed by 'Business' (8.5%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	28.8%	13.	Switzerland	1.5%
2.	New Zealand	13.5%	14.	Hong Kong	1.1%
3.	USA	11.0%	15.	Malaysia	1.0%
4.	Germany	5.4%	16.	Indonesia	1.0%
5.	Canada	4.3%	17.	Italy	0.9%
6.	Scandinavia	4.1%	18.	India	0.8%
7.	Japan	2.8%	19.	Taiwan	0.7%
8.	France	2.5%	20.	Thailand	0.7%
9.	Singapore	2.3%		Other Europe	6.2%
10.	Netherlands	1.9%		Other Asia	1.3%
11.	Korea	1.5%		Middle East & Nth Africa	0.6%
12.	China	1.5%		Other Countries	4.7%

'UK' (28.8%) was the region's largest source market of visitors, followed by 'New Zealand' (13.5%) and 'USA' (11.0%).

Accommodation

Nearly 2/5 (38.4%) of nights in the region were spent in 'Rented house / apartment / unit / flat'. 'Home of friend or relative' (25.5%) was the 2nd most popular, followed by 'Backpacker / hostel' (8.6%).

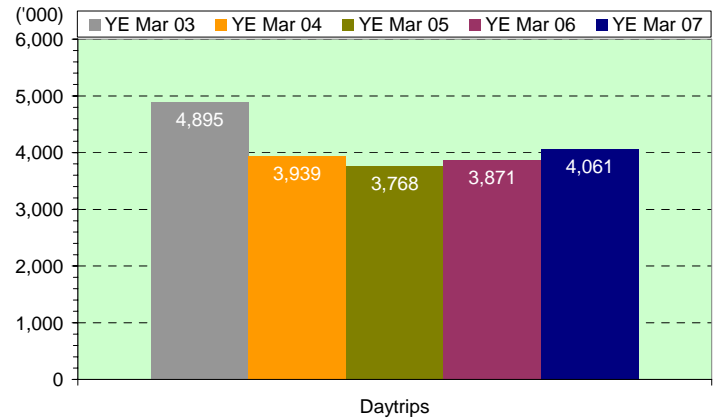
Expenditure (incl package expenditure) ⁽⁴⁾

International overnight visitors spent, on average, \$66 per night in the region.

(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Mar 07, TRA

Domestic Daytrip Travel

Trips



The region received nearly 4.1 million domestic daytrip visitors - up by 4.9% on YE Mar 06.

Note: Nationally, the number of daytrips trips taken domestically by Australians increased by 5.4 percent on last year, but was down by 2.8 percent compared to four years ago.

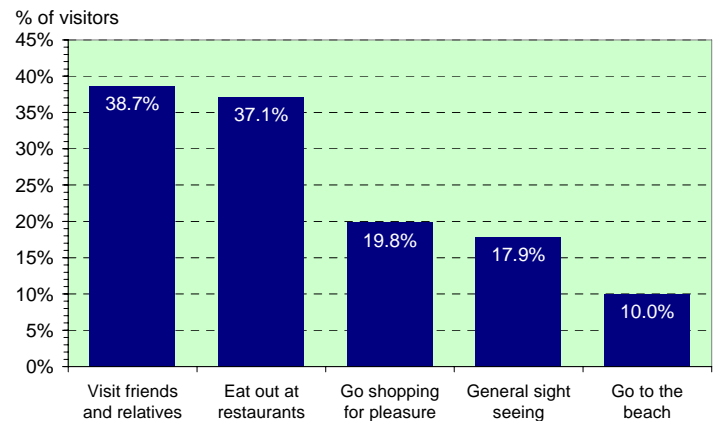
Market share

The region received 14.0% of daytrips to Regional NSW. Compared to YE Mar 06, the share was up by 0.2% points.

Purpose of visit

'Holiday or leisure' (47.7%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (28.7%) was the 2nd largest, followed by 'Business' (10.8%).

Activities



Nearly 2/5 (38.7%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (37.1%) was the 2nd most popular activity, followed by 'Go shopping' (19.8%) and 'General sight seeing' (17.9%).

Age

Over 1/5 (21.6%) of visitors to the region were aged '45-54 years'. The 2nd largest age group was '55-64 years' (17.8%).

Expenditure ⁽⁵⁾

Domestic daytrip visitors spent, on average, \$100 per trip to the region.

(5) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Mar 07, TRA