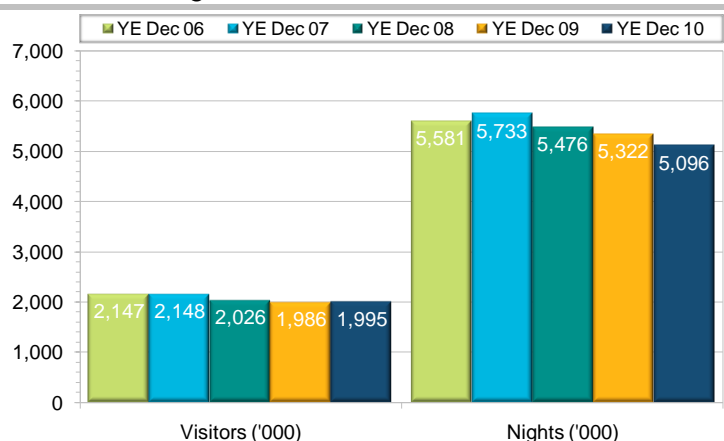




Domestic Overnight Travel ⁽¹⁾

Visitors and nights



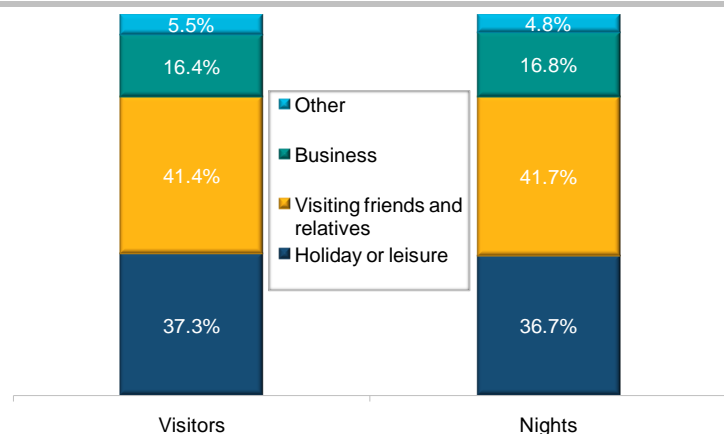
The Hunter received almost 2.0 million domestic overnight visitors - up by 0.5% on YE Dec 09. Visitors spent almost 5.1 million nights in the region - down by 4.2% on YE Dec 09.

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 12.0% of visitors and 8.8% 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 down by 0.4% pts.

Purpose of visit to the region



'Visiting friends and relatives' (41.4%) was the largest purpose for **visitors** to the region, followed by 'holiday or leisure' (37.3%) and 'business' (16.4%).

'Visiting friends and relatives' (41.7%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (36.7%) and 'business' (16.8%).

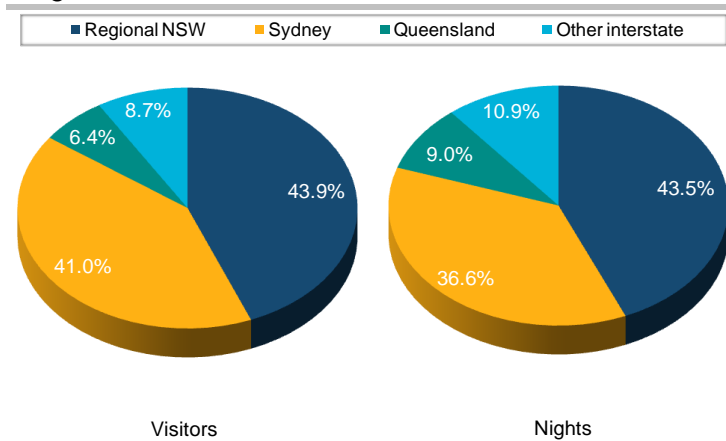
Accommodation

'Friends or relatives property' (43.4%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (15.7%) and 'luxury hotel or resort, 4 or five star' (9.0%).

Age

'45 to 54 years' (18.9%) was the largest age group of visitors to the region, followed by '35 to 44 years' (18.5%).

Origin



The region received 85.0% of visitors and 80.1% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 15.1% of visitors and 19.9% of nights in the region (Queensland was the biggest interstate market for both visitors and nights).

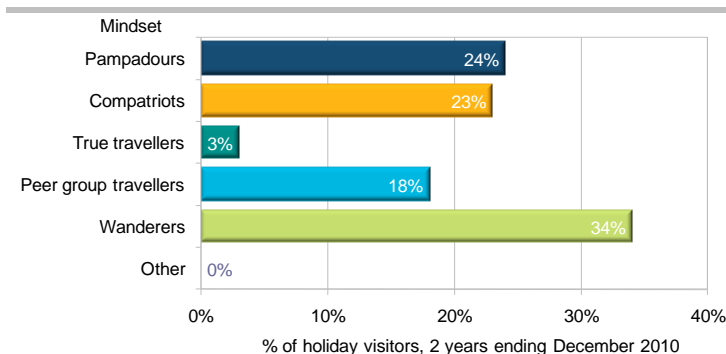
All transport

'Private or company vehicle' (84.9%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (6.3%) and 'railway' (4.9%).

Activities

'Visit friends and relatives' (52.0%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (49.1%) and 'shopping for pleasure' (20.7%).

Australian Travel Mindsets ⁽²⁾



The 'wanderers' (34%) was the largest travel mindset of holiday visitors to the region, followed by the 'pampadours' (24%) and the 'compatriots' (23%).

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

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent \$807 million in the region. On average, they spent \$158 per night in the region.

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

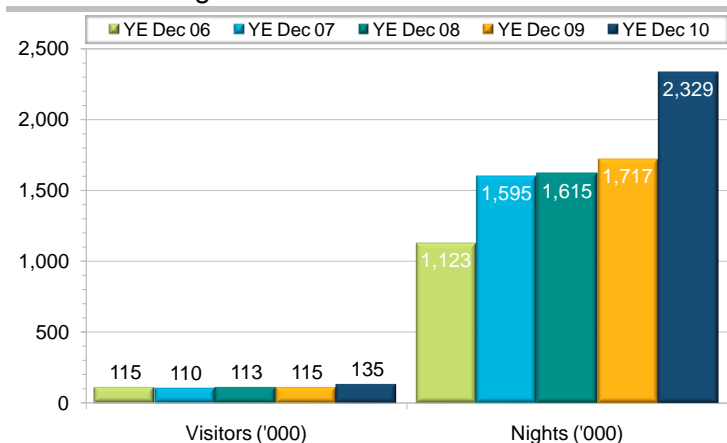
Travel to The Hunter

Year ended December 2010

Total visitors ('000)	7,299
Total nights ('000)	7,425
- domestic nights	68.6%
- international nights	31.4%
Total expenditure (million)	\$1,462

International Overnight Travel ⁽⁴⁾

Visitors and nights



The Hunter received 134,800 international overnight visitors - up by 17.7% on YE Dec 09. Visitors spent over 2.3 million nights in the region - up by 35.7% on YE Dec 09.

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 21.6% of both visitors and nights in regional NSW. Compared to YE Dec 09, the share of visitors was up by 2.1 pts and the share of nights was up by 2.7% pts.

Purpose of visit to the region

'Holiday / pleasure' (59.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.9%) and 'business' (9.2%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	22.2%	12	France	2.3%
2	New Zealand	13.1%	13	Japan	2.2%
3	USA	11.8%	14	Korea	1.9%
4	Germany	7.3%	15	Switzerland	1.4%
5	Mainland China & HK	4.9%	16	India	1.3%
	Mainland China	3.4%	17	Thailand	1.2%
	Hong Kong	1.4%	18	Indonesia	0.9%
6	Canada	4.7%	19	Italy	0.8%
7	Scandinavia	3.2%	20	Taiwan	0.6%
8	Ireland	2.9%	21	Malaysia	0.6%
9	Singapore	2.9%		Other Asia	2.2%
10	Netherlands	2.6%		Other Europe	2.9%
11	Middle East & Nth Africa	2.3%		Other Countries	3.7%

The UK (22.2%) was the region's largest source market of visitors, followed by New Zealand (13.1%) and the USA (11.8%).

Accommodation

'Rented house / apartment / unit / flat' (38.6%) was the most popular form of accommodation used for nights in the region. 'Home of friend or relative' (31.8%) was the 2nd most popular, followed by 'educational institution' (8.6%).

Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent \$176 million in the region. On average, they spent \$76 per night in the region.

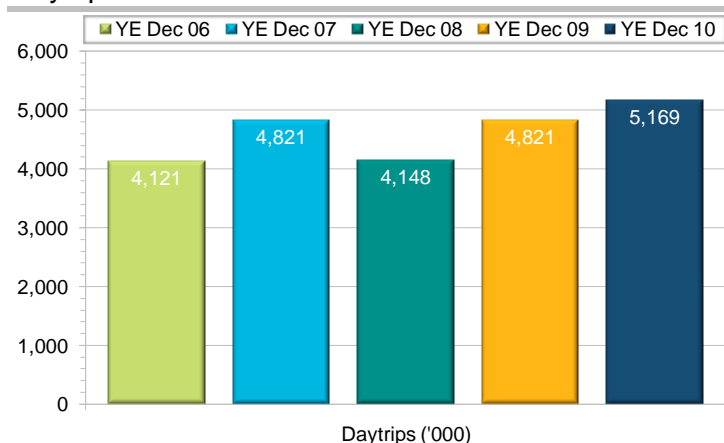
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 10, TRA

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



The Hunter received nearly 5.2 million domestic daytrip visitors - up by 7.2% 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 16.3% of daytrips to regional NSW. Compared to YE Dec 09, the share was up by 0.5% pts.

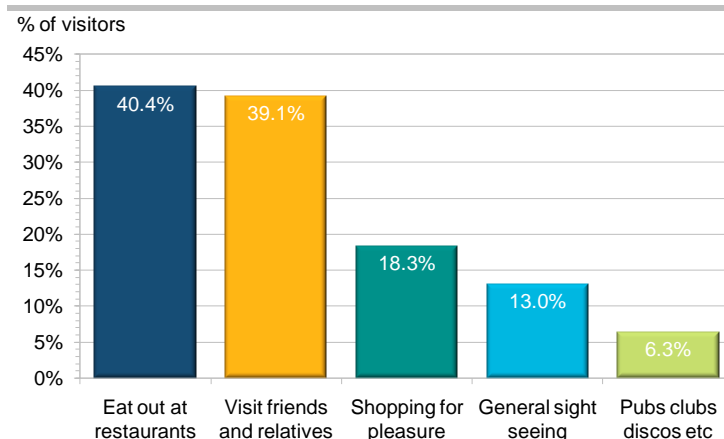
Main purpose of trip

'Holiday or leisure' (41.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (34.5%) and 'business' (12.7%).

Age

'35 to 44 years' (22.3%) was the largest age group of visitors to the region, followed by '45 to 54 years' (17.2%) and '55 to 64 years' (16.8%).

Activities



'Eat out at restaurants' (40.4%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (39.1%) and 'shopping for pleasure' (18.3%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent \$479 million in the region. On average, they spent \$93 per trip to the region.

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