

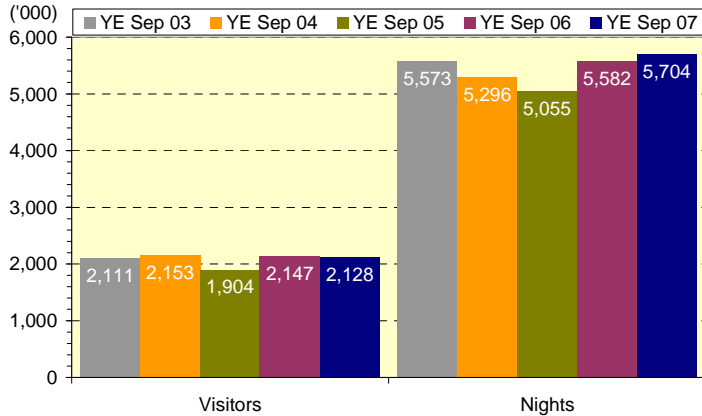


Total visitors ('000)	6,758
Total nights ('000)	7,297
- domestic nights	78.2%
- international nights	21.8%
Total expenditure (million)	\$1,240

Domestic Overnight Travel

Note: The number of trips taken domestically by Australians increased by 3.1 percent on last year and by 0.3 percent compared to four years ago.

Visitors and nights

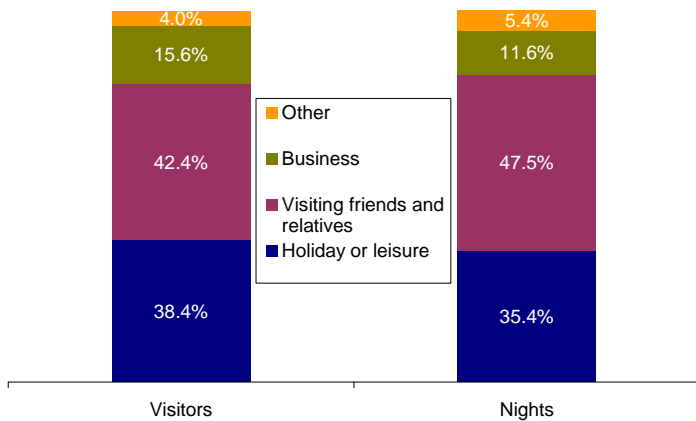


The Hunter received over 2.1 million domestic overnight visitors - down by 0.9% on YE Sep 06. Visitors spent over 5.7 million nights in the region - up by 2.2% on YE Sep 06.

Market share

The region received 12.1% of visitors to and 9.3% of nights in Regional NSW. Compared to YE Sep 06, the share of visitors was down by 0.3% points and share of nights was up by 0.2% points.

Purpose of visit



'Visiting friends and relatives' (42.4%) was the largest purpose for **visitors** to the region. 'Holiday or leisure' (38.4%) was the 2nd largest, followed by 'Business' (15.6%).

'Visiting friends and relatives' (47.5%) was the largest purpose in terms of **nights** in the region. 'Holiday or leisure' (35.4%) was the 2nd largest, followed by 'Business' (11.6%).

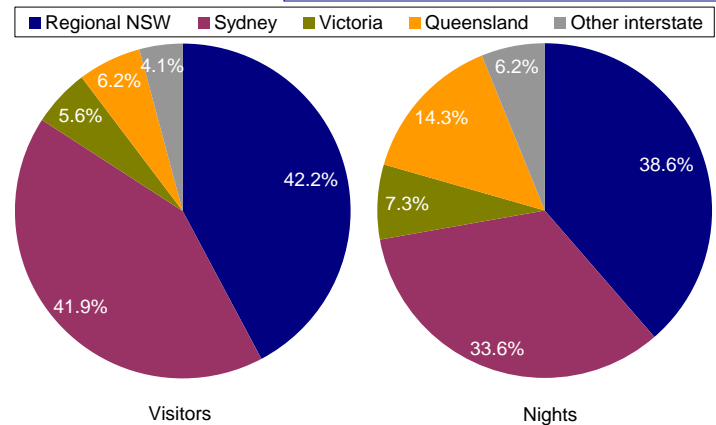
Accommodation

Over 1/2 (53.5%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (13.1%) was the 2nd most popular accommodation type used, followed by 'Luxury hotel or resort, 4 or 5 star' (9.3%) and 'Caravan park or commercial camping ground' (7.0%).

Activities

Almost 1/2 (49.1%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (48.0%) was the 2nd most popular activity, followed by 'Pubs, clubs, discos etc' (23.5%) and 'General sight seeing' (22.6%).

Origin



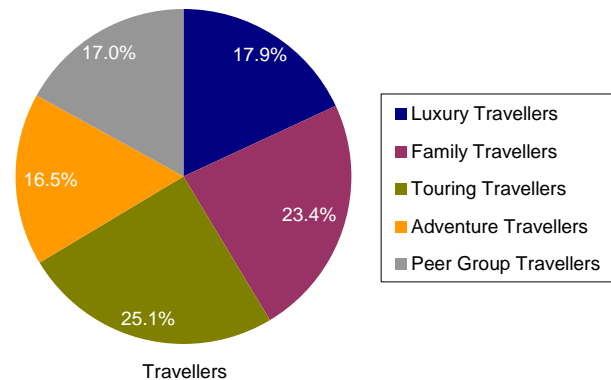
The region received over 4/5 (84.2%) of visitors and nearly 3/4 (72.2%) of nights from **intrastate** (Regional NSW contributed more visitors and nights than Sydney).

Nearly 1/5 (15.8%) of visitors and close to 3/10 (27.8%) of nights came from **interstate** (Queensland was the biggest interstate market for both visitors and nights).

Transport

Nearly 9/10 (85.9%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (6.9%) was the 2nd most popular transport used, followed by 'Railway' (3.9%).

Australian travel segments ⁽²⁾



Over 1/4 (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%).

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

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent, on average, \$119 per night in the region.

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

Tourism employment ⁽⁴⁾

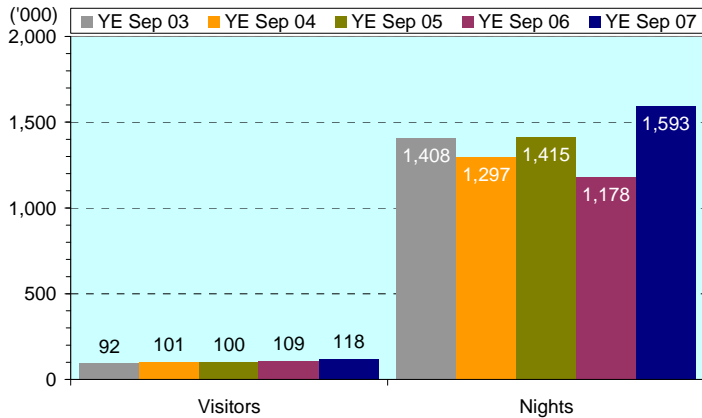
An estimated 11,900 (5.2%) of the region's workforce were employed in the tourism industry.

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



International Overnight Travel

Visitors and nights



The Hunter received 117,700 international overnight visitors - up by 7.9% on YE Sep 06. Visitors spent almost 1.6 million nights in the region - up by 35.3% on YE Sep 06.

Note: The number of overnight trips to Australia by international visitors increased by 4.1 percent on last year and by 21.2 percent compared to four years ago.

Market share

The region received 19.5% of visitors to and 18.4% of nights in Regional NSW. Compared to YE Sep 06, the share of visitors was up by 0.2 pts and the share of nights was up by 3.3% pts.

Purpose of visit

'Holiday/pleasure' (61.8%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (24.4%) was the 2nd largest, followed by 'Business' (8.9%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	25.6%	13.	Korea	1.5%
2.	New Zealand	14.3%	14.	Hong Kong	1.4%
3.	USA	11.8%	15.	Italy	1.1%
4.	Germany	5.3%	16.	Indonesia	1.0%
5.	Canada	3.9%	17.	Thailand	0.9%
6.	Scandinavia	3.7%	18.	India	0.9%
7.	Japan	3.0%	19.	Malaysia	0.7%
8.	France	3.0%	20.	Taiwan	0.5%
9.	Singapore	2.7%		Other Europe	6.0%
10.	China	2.1%		Other Asia	1.0%
11.	Netherlands	1.8%		Middle East & Nth Africa	0.5%
12.	Switzerland	1.5%		Other Countries	5.8%

'UK' (25.6%) was the region's largest source market of visitors, followed by 'New Zealand' (14.3%) and 'USA' (11.8%).

Accommodation

Almost 2/5 (39.8%) of nights in the region were spent in 'Rented house / apartment / unit / flat'. 'Home of friend or relative' (23.8%) was the 2nd most popular accommodation type used, followed by 'Backpacker / hostel' (7.9%).

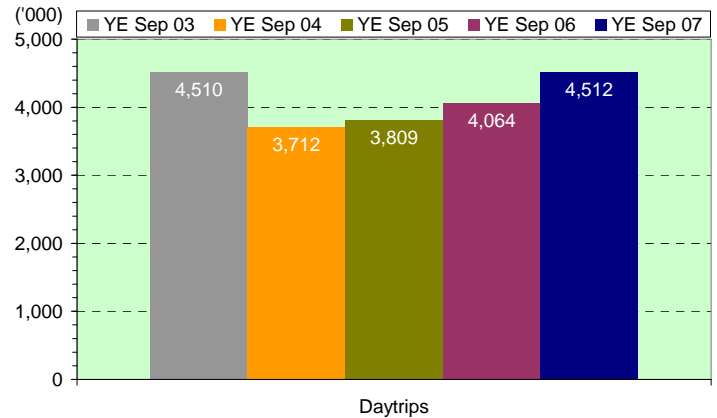
Expenditure (excl package expenditure) ⁽⁶⁾

International overnight visitors spent, on average, \$76 per night in the region.

(6) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 07, TRA.

Domestic Daytrip Travel

Trips



The Hunter received over 4.5 million domestic daytrip visitors - up by 11.0% on YE Sep 06.

Note: Nationally, the number of daytrips trips taken domestically by Australians increased by 9.0 percent on last year and by 2.3 percent compared to four years ago.

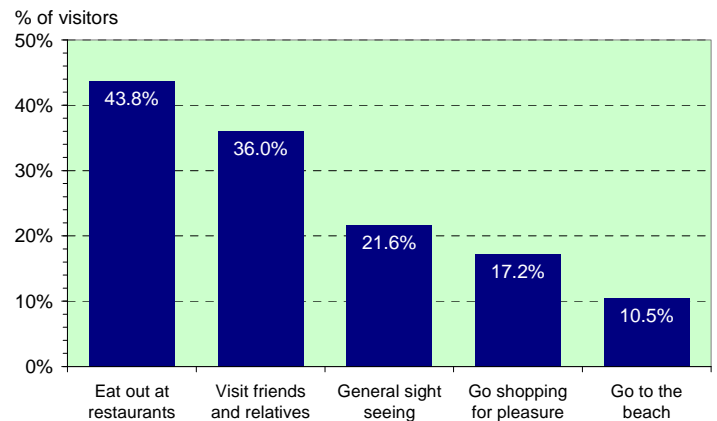
Market share

The region received 14.7% of daytrips to Regional NSW. Compared to YE Sep 06, the share was up by 0.5% points.

Purpose of visit

'Holiday or leisure' (48.6%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (28.8%) was the 2nd largest, followed by 'Business' (13.1%).

Activities



Over 2/5 (43.8%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (36.0%) was the 2nd most popular activity, followed by 'General sight seeing' (21.6%).

Age

Almost 1/5 (19.1%) of visitors to the region were aged '35-44 years'. The 2nd largest age group was '55-64 years' (19.0%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent, on average, \$98 per trip to the region.

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