

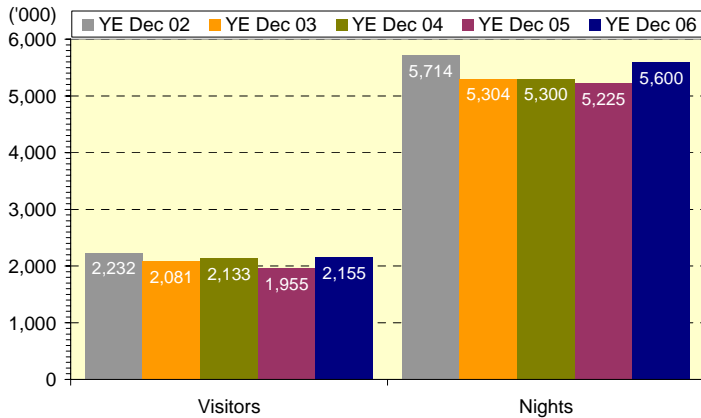


Total visitors ('000)	6,430
Total nights ('000)	6,723
- domestic nights	83.3%
- international nights	16.7%
Total expenditure (\$m)	\$1,262

## Domestic Overnight Travel

Note: The number of trips taken domestically by Australians increased by 5.2 percent on last year, but was down by 2.4 percent compared to four years ago.

### Visitors and nights

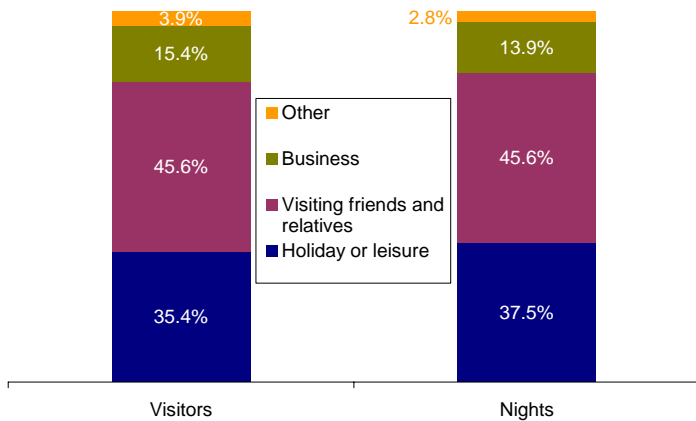


The region received nearly 2.2 million domestic overnight visitors - up by 10.2% on YE Dec 05. Visitors spent 5.6 million nights in the region - up by 7.2% on YE Dec 05.

### Market share

The region received 12.2% of visitors to and 8.9% of nights in Regional NSW. Compared to YE Dec 05, the share of visitors was up by 0.7% points and share of nights was up by 0.4% points.

### Purpose of visit



**Visitors** - 'Visiting friends and relatives' (45.6%) was the largest purpose for visitors to the region. 'Holiday or leisure' (35.4%) was the 2<sup>nd</sup> largest, followed by 'Business' (15.4%).

**Nights** - 'Visiting friends and relatives' (45.6%) was the largest purpose in terms of nights in the region. 'Holiday or leisure' (37.5%) was the 2<sup>nd</sup> largest, followed by 'Business' (13.9%).

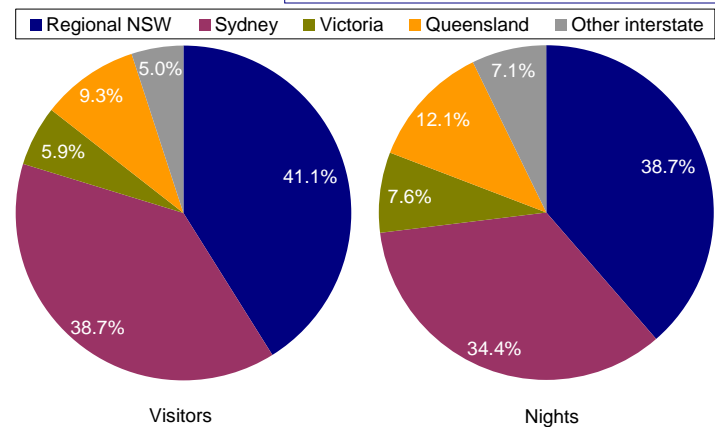
### Accommodation

Almost ½ (49.0%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (16.9%) was the 2<sup>nd</sup> most popular, followed by 'Caravan park or commercial camping ground' (8.8%).

### Activities

Nearly ½ (47.1%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (46.7%) was the 2<sup>nd</sup> most popular activity, followed by 'General sight seeing' (22.3%) and 'Pubs clubs discos etc' (20.8%).

### Origin



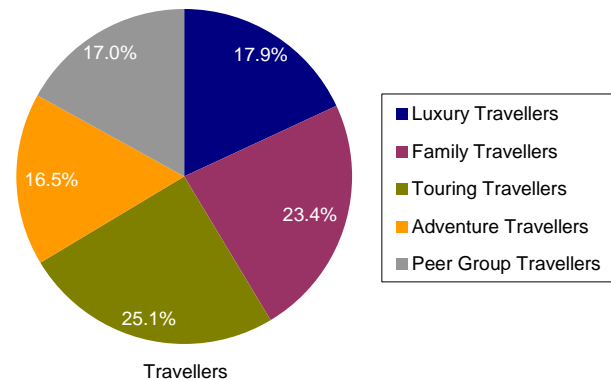
The region received almost 4/5 (79.7%) of visitors and nearly ¾ (73.1%) of nights from intrastate (Regional NSW contributed more visitors and nights than Sydney).

Over 1/5 (20.3%) of visitors and more than ¼ (26.9%) of nights came from interstate (Queensland was the biggest interstate market for both visitors and nights).

### Transport

Nearly 9/10 (85.6%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (6.4%) was the 2<sup>nd</sup> most popular, followed by 'Railway' (4.3%).

### Australian travel segments <sup>(1)</sup>



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

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

### Expenditure (incl airfares and transport costs) <sup>(2)</sup>

Domestic overnight visitors spent, on average, \$136 per night in the region.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 06, TRA

### Tourism employment <sup>(3)</sup>

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

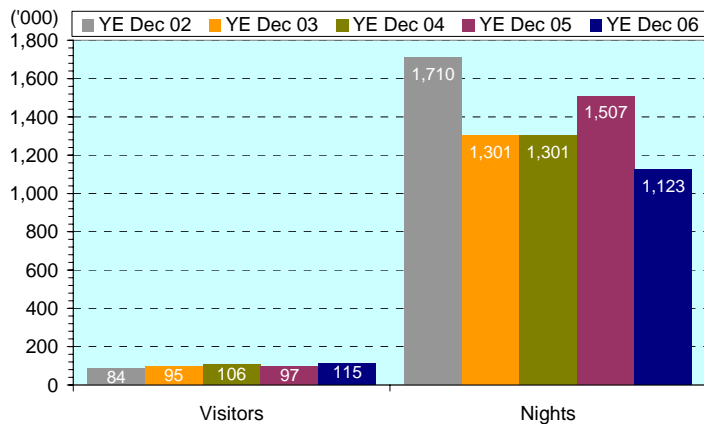
(3) Source: TTF Australia NSW Tourism Employment Atlas 2006, TTF Australia



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## International Overnight Travel

### Visitors and nights



The region received 114,600 international overnight visitors - up by 17.6% on YE Dec 05. Visitors spent over 1.1 million nights in the region - down by 25.5% on YE Dec 05.

Note: The number of overnight trips to Australia by international visitors increased by 1.0 percent on last year and by 14.3 percent compared to four years ago.

### Market share

The region received 20.1% of visitors to and 14.6% of nights in Regional NSW. Compared to YE Dec 05, the share of visitors was up by 2.4% points and the share of nights was down by 4.6% points.

### Purpose of visit

'Holiday/pleasure' (64.3%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (22.7%) was the 2<sup>nd</sup> largest, followed by 'Business' (9.0%).

### Origin

Market	Share	Market	Share
Hong Kong	1.0%	New Zealand	15.1%
Singapore	1.6%	Japan	2.8%
Malaysia	0.8%	USA	10.9%
Indonesia	1.4%	Canada	5.3%
Taiwan	0.5%	United Kingdom	28.4%
Thailand	0.9%	Germany	5.7%
Korea	1.8%	Scandinavia	3.9%
China	1.4%	Other Europe	12.2%
India	0.6%	Middle East & Nth Africa	0.4%
Other Asia	1.3%	Other Countries	4.2%

'United Kingdom' (28.4%) was the largest source market of visitors to the region. 'New Zealand' (15.1%) was the 2<sup>nd</sup> largest.

### Accommodation

Nearly 1/3 (32.3%) of nights in the region were spent in 'Rented house / apartment / unit / flat'. 'Home of friend or relative' (28.0%) was the 2<sup>nd</sup> most popular, followed by 'Backpacker / hostel' (10.0%).

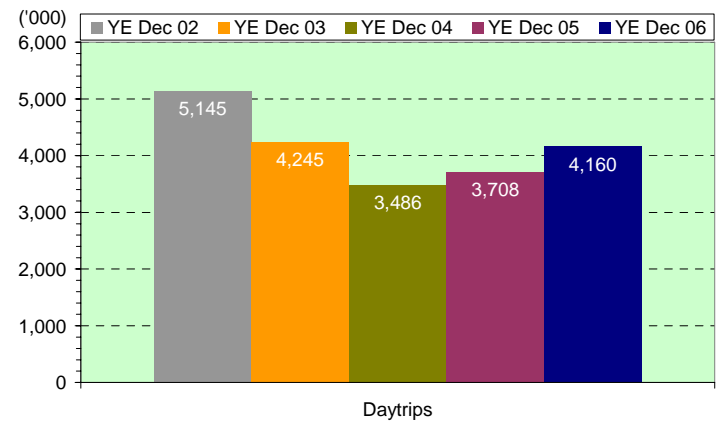
### Expenditure (incl package expenditure) <sup>(4)</sup>

International overnight visitors spent, on average, \$82 per night in the region.

(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 06, TRA

## Domestic Daytrip Travel

### Trips



The region received nearly 4.2 million domestic daytrip visitors - up by 12.2% on YE Dec 05.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 3.3 percent on last year, but was down by 5.4 percent compared to four years ago.

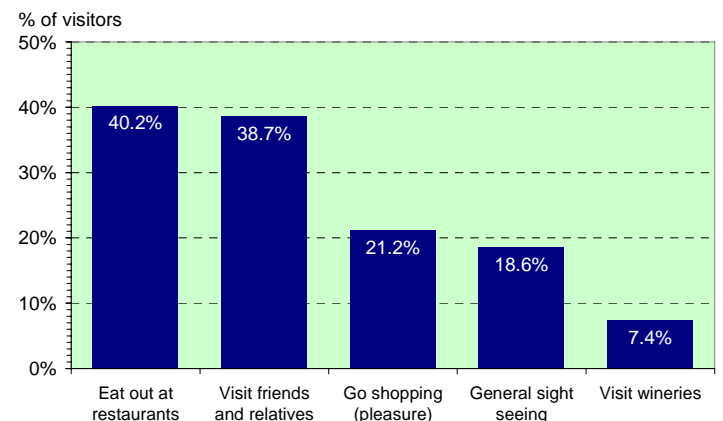
### Market share

The region received 14.5% of daytrips to Regional NSW. Compared to YE Dec 05, the share was up by 1.3% points.

### Purpose of visit

'Holiday or leisure' (46.7%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (30.1%) was the 2<sup>nd</sup> largest, followed by 'Business' (9.9%).

### Activities



Over 2/5 (40.2%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (38.7%) was the 2<sup>nd</sup> most popular activity, followed by 'Go shopping' (21.2%) and 'General sight seeing' (18.6%).

### Age

Nearly 1/4 (22.9%) of visitors to the region were aged '45-54 years'. The 2<sup>nd</sup> largest age group was '35-44 years' (17.5%).

### Expenditure <sup>(5)</sup>

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

(5) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Dec 06, TRA