

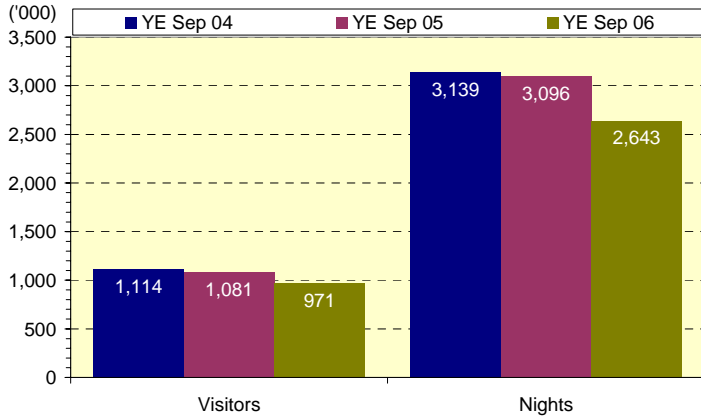


|                         |       |
|-------------------------|-------|
| Total visitors ('000)   | 1,808 |
| Domestic nights ('000)  | 2,643 |
| Total expenditure (\$m) | \$483 |

## Domestic Overnight Travel

Note: During this period the number of trips taken by Australians travelling overseas reached a record high.

### Visitors and nights

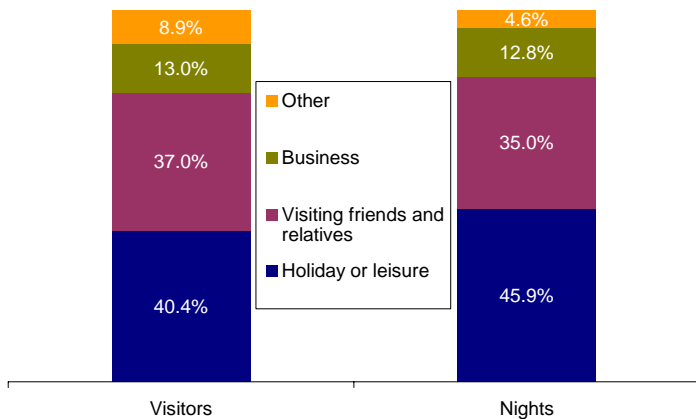


The region received nearly 1.0 million domestic overnight visitors - down by 10.2% on YE Sep 05. Visitors spent over 2.6 million nights in the region - down by 14.6% on YE Sep 05.

### Market share

The region received 5.6% of visitors to and 4.3% of nights in Regional NSW. Compared to YE Sep 05, the share of visitors was down by 0.6% points and share of nights was down by 0.5% points.

### Purpose of visit



**Visitors** - 'Holiday or leisure' (40.4%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (37.0%) was the 2<sup>nd</sup> largest, followed by 'Business' (13.0%).

**Nights** - 'Holiday or leisure' (45.9%) was the largest purpose in terms of nights in the region. 'Visiting friends and relatives' (35.0%) was the 2<sup>nd</sup> largest, followed by 'Business' (12.8%).

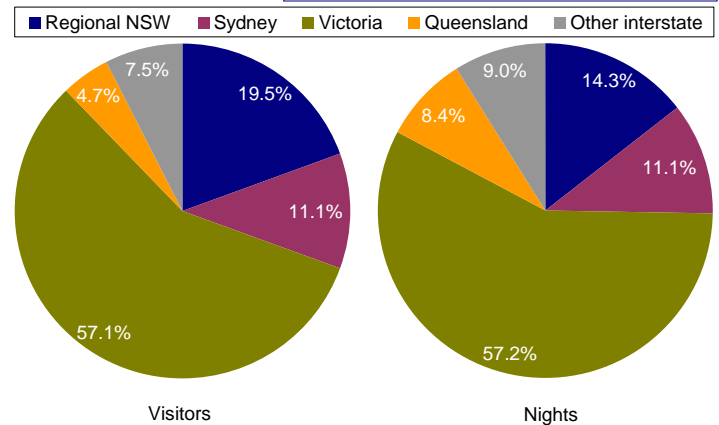
### Accommodation

Over 1/3 (34.5%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (26.1%) was the 2<sup>nd</sup> most popular, followed by 'Caravan park or commercial camping ground' (17.1%).

### Activities

Over 1/2 (54.2%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (41.0%) was the 2<sup>nd</sup> most popular activity, followed by 'General sight seeing' (29.9%) and 'Pubs clubs discos etc' (28.8%).

### Origin



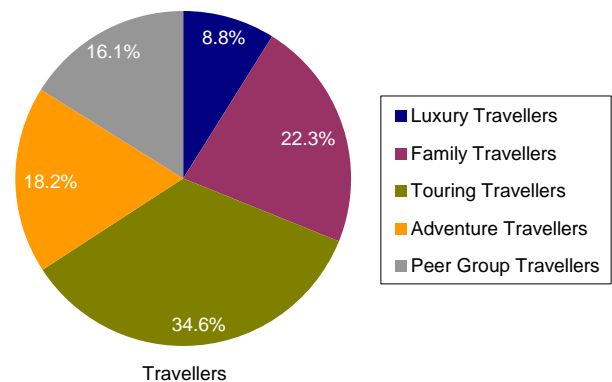
The region received over 2/3 (69.4%) of visitors and almost 3/4 (74.6%) of nights from interstate (Victoria was the biggest interstate market for both visitors and nights).

Over 3/10 (30.6%) of visitors and more than 1/4 (25.4%) of nights came from intrastate (Regional NSW contributed more than Sydney for both visitors and nights).

### Transport

Nearly 9/10 (85.1%) of visitors to the region travelled by 'Private or company car'. 'Bus or coach' (4.5%) was the 2<sup>nd</sup> most popular, followed by 'Air transport' (3.8%).

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



Over 1/3 (34.6%) of visitors to the region were 'Touring travellers'. 'Family travellers' (22.3%) was the 2<sup>nd</sup> largest travel segment, followed by 'Adventure travellers' (18.2%).

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

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

Domestic overnight visitors spent, on average, \$131 per night in the region.

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

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

An estimated 2,900 (5.8%) of the region's workforce were employed in the tourism industry.

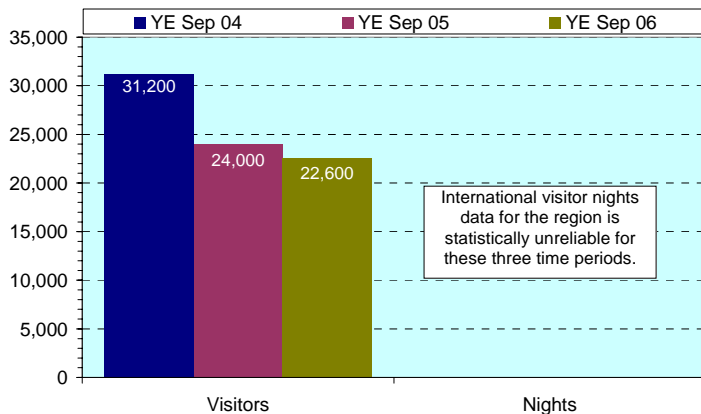
(3) Source: TTF Australia NSW Tourism Employment Atlas 2006, TTF Australia



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## International Overnight Travel

### Visitors and nights



The region received 22,600 international overnight visitors - down by 5.5% on YE Sep 05. International visitor nights data for the region is statistically unreliable for these three time periods.

### Market share

The region received 4.0% of visitors to and 1.9% of nights in Regional NSW. Compared to YE Sep 05, the share of visitors was down by 0.4% points and the share of nights was down by 0.1% point.

### Purpose of visit

'Holiday/pleasure' (56.7%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (23.9%) was the 2<sup>nd</sup> largest, followed by 'Business' (11.2%).

### Origin

| Market     | Share | Market          | Share |
|------------|-------|-----------------|-------|
| Hong Kong  | 1.9%  | New Zealand     | 11.4% |
| Singapore  | 0.4%  | Japan           | 3.5%  |
| Malaysia   | 0.0%  | USA             | 5.4%  |
| Indonesia  | 1.7%  | Canada          | 4.7%  |
| Taiwan     | 0.0%  | United Kingdom  | 34.9% |
| Thailand   | 0.2%  | Germany         | 9.8%  |
| Korea      | 0.2%  | Scandinavia     | 4.8%  |
| China      | 1.9%  | Other Europe    | 14.4% |
| India      | 0.0%  | Gulf Countries  | 0.0%  |
| Other Asia | 2.4%  | Other Countries | 2.4%  |

'United Kingdom' (34.9%) was the largest source market of visitors to the region. 'New Zealand' (11.4%) was the 2<sup>nd</sup> largest, followed by 'Germany' (9.8%).

### Accommodation

Nearly ½ (47.6%) of nights in the region were spent in 'Home of friend or relative'. 'Standard hotel/motel/motor inn, below 4 star' (14.4%) was the 2<sup>nd</sup> most popular, followed by 'Backpacker / hostel' (13.5%).

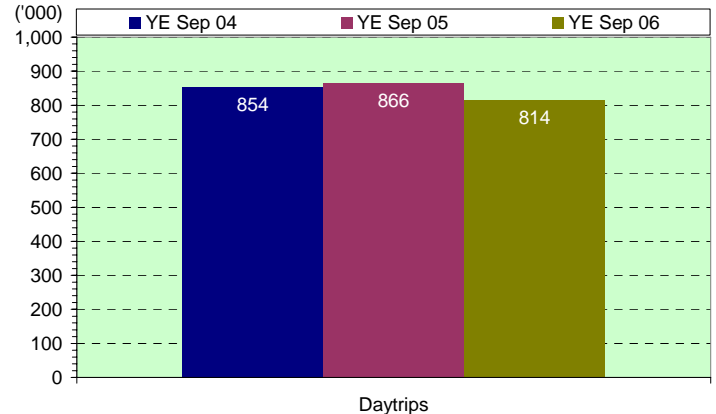
### Expenditure (incl package expenditure) <sup>(4)</sup>

International overnight visitors spent, on average, \$97 per night in the region.

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

## Domestic Daytrip Travel

### Trips



The region received over 0.8 million domestic daytrip visitors - down by 6.0% on YE Sep 05.

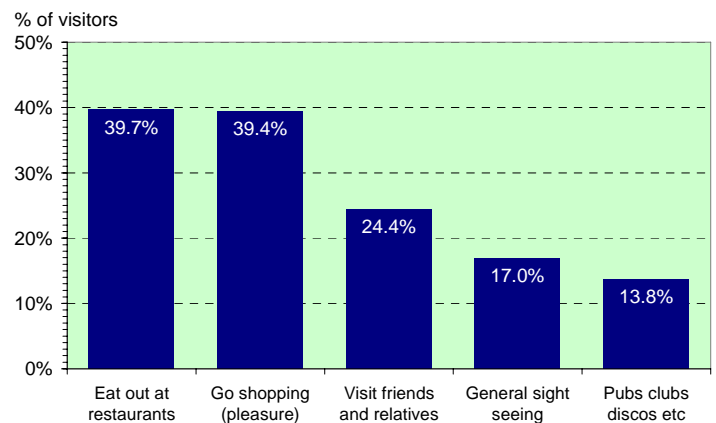
### Market share

The region received 2.9% of daytrips to Regional NSW. Compared to YE Sep 05, the share was down by 0.2% points.

### Purpose of visit

'Holiday or leisure' (47.1%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (23.8%) was the 2<sup>nd</sup> largest, followed by 'Business' (10.1%).

### Activities



Almost 2/5 (39.7%) of visitors to the region 'Ate out at restaurants'. 'Go shopping' (39.4%) was the 2<sup>nd</sup> most popular activity, followed by 'Visit friends and relatives' (24.4%) and 'General sight seeing' (17.0%).

### Age

Over 1/5 (20.6%) of visitors to the region were aged '45-54 years'. The 2<sup>nd</sup> largest age group was 'Aged 65+' (18.8%).

'Young' travellers (aged below 35) made up 27.6% of visitors. 'Mid-Life' travellers (aged 35-54) contributed 36.2%, while 36.0% were 'Older' (aged 55 and over).

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

Domestic daytrip visitors spent, on average, \$149 per trip to the region.

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