

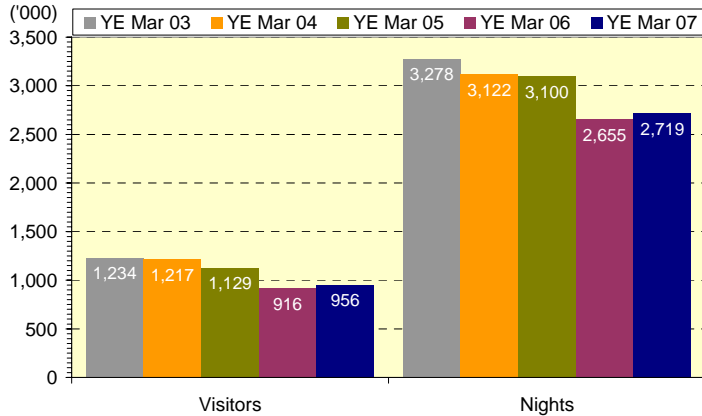


Total visitors ('000)	1,817
Domestic nights ('000)	2,719
Total expenditure (\$m)	\$466

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

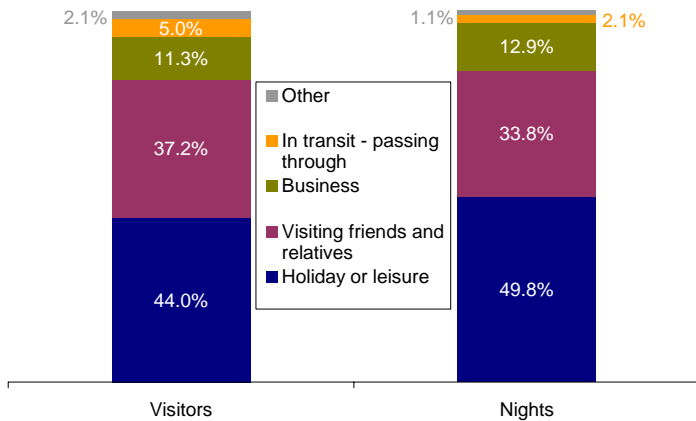


The region received nearly 1.0 million domestic overnight visitors - up by 4.4% on YE Mar 06. Visitors spent over 2.7 million nights in the region - up by 2.4% on YE Mar 06.

Market share

The region received 5.5% of visitors to and 4.4% of nights in Regional NSW. Compared to YE Mar 06, the share of visitors was unchanged and share of nights was down by 0.1% point.

Purpose of visit



Visitors - 'Holiday or leisure' (44.0%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (37.2%) was the 2nd largest, followed by 'Business' (11.3%).

Nights - 'Holiday or leisure' (49.8%) was the largest purpose in terms of nights in the region. 'Visiting friends and relatives' (33.8%) was the 2nd largest, followed by 'Business' (12.9%).

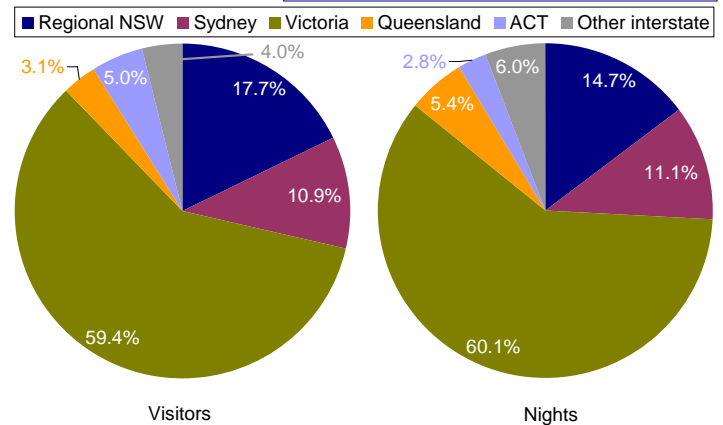
Accommodation

Over 1/3 (35.9%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (26.0%) was the 2nd most popular, followed by 'Caravan park or commercial camping ground' (19.1%).

Activities

Over 1/2 (50.4%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (41.6%) was the 2nd most popular activity, followed by 'Pubs clubs discos etc' (33.6%) and 'General sight seeing' (25.5%).

Origin



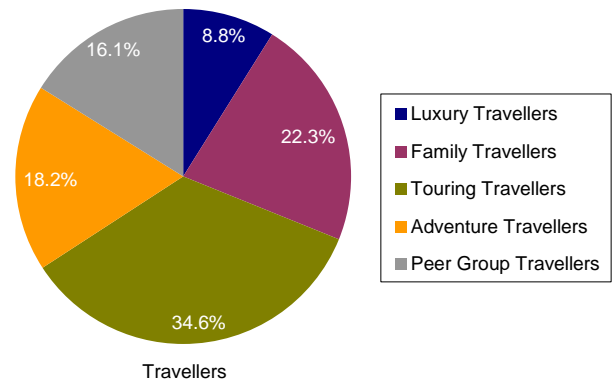
The region received nearly 3/4 (71.4%) of visitors and almost 3/4 (74.2%) of nights from interstate (Victoria was the biggest interstate market for both visitors and nights).

Nearly 3/10 (28.6%) of visitors and over 1/4 (25.8%) of nights came from intrastate (Regional NSW contributed more than Sydney for both visitors and nights).

Transport

Nearly 9/10 (87.2%) of visitors to the region travelled by 'Private or company car'. 'Bus or coach' (5.0%) was the 2nd most popular, followed by 'Air transport' (4.1%).

Australian travel segments ⁽¹⁾



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

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

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent, on average, \$136 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 2,900 (5.8%) of the region's workforce were employed in the tourism industry.

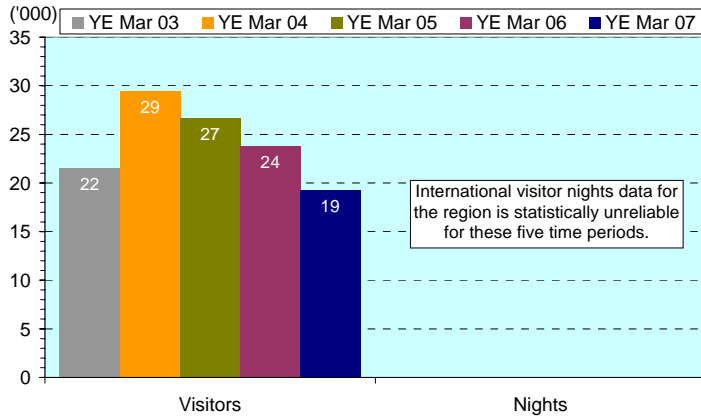
(3) Source: TTF Australia NSW Tourism Employment Atlas 2006, TTF Australia



Total visitors ('000)	1,817
Domestic nights ('000)	2,719
Total expenditure (\$m)	\$466

International Overnight Travel

Visitors and nights



The region received 19,200 international overnight visitors - down by 19.0% on YE Mar 06. International visitor nights data for the region is statistically unreliable for these five time periods.

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 3.3% of visitors to and 1.4% of nights in Regional NSW. Compared to YE Mar 06, the share of visitors was down by 1.0% point and the share of nights was down by 0.8% points.

Purpose of visit

'Holiday/pleasure' (60.9%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (25.0%) was the 2nd largest, followed by 'Business' (10.4%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	28.4%	13.	Korea	0.9%
2.	USA	16.0%	14.	Indonesia	0.9%
3.	New Zealand	14.7%	15.	Malaysia	0.7%
4.	Germany	8.1%	16.	Switzerland	0.6%
5.	Canada	6.0%	17.	Singapore	0.1%
6.	Scandinavia	3.4%	18.	Taiwan	0.0%
7.	Japan	2.8%	19.	China	0.0%
8.	Netherlands	2.7%	20.	India	0.0%
9.	Thailand	2.3%		Other Europe	3.5%
10.	France	2.0%		Other Asia	0.3%
11.	Italy	1.8%		Middle East & Nth Africa	0.0%
12.	Hong Kong	1.8%		Other Countries	2.8%

'UK' (28.4%) was the region's largest source market of visitors, followed by 'USA' (16.0%) and 'New Zealand' (14.7%).

Accommodation

Over ½ (50.7%) of nights in the region were spent in 'Home of friend or relative'. 'Backpacker / hostel' (16.6%) was the 2nd most popular, followed by 'Standard hotel / motel / motor inn, below 4 star' (13.2%).

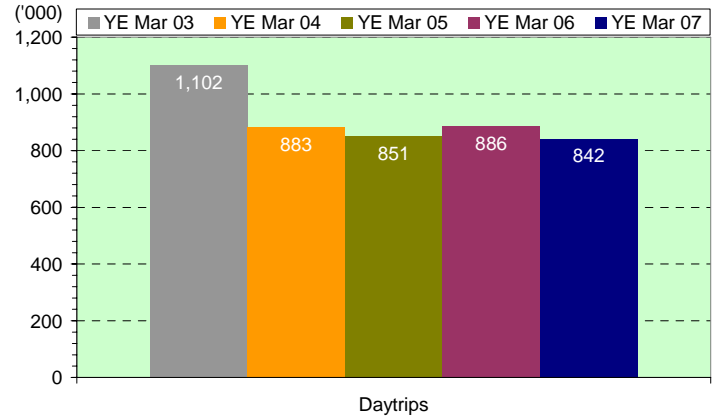
Expenditure (incl package expenditure) ⁽⁴⁾

International overnight visitors spent, on average, \$91 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 over 0.8 million domestic daytrip visitors - down by 5.0% 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.

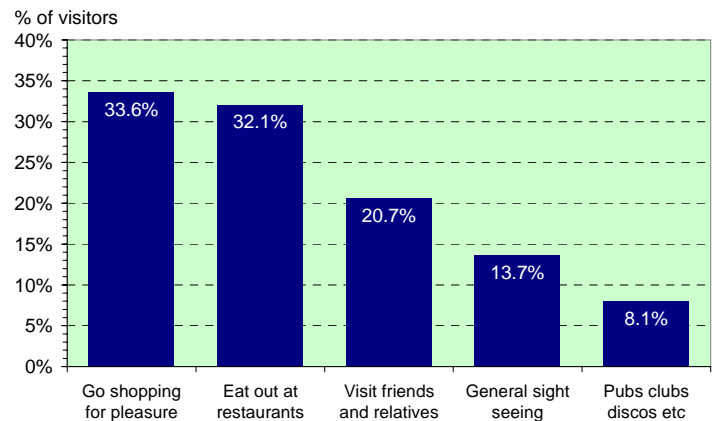
Market share

The region received 2.9% of daytrips to Regional NSW. Compared to YE Mar 06, the share was down by 0.3% points.

Purpose of visit

'Holiday or leisure' (49.5%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (23.9%) was the 2nd largest, followed by 'Business' (9.7%).

Activities



Over 1/3 (33.6%) of visitors to the region 'Went shopping for pleasure'. 'Eat out at restaurants' (32.1%) was the 2nd most popular activity, followed by 'Visit friends and relatives' (20.7%) and 'General sight seeing' (13.7%).

Age

Over 1/5 (21.3%) of visitors to the region were aged '45-54 years'. The 2nd largest age group was '55-64 years' (20.0%).

Expenditure ⁽⁵⁾

Domestic daytrip visitors spent, on average, \$101 per trip to the region.

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