

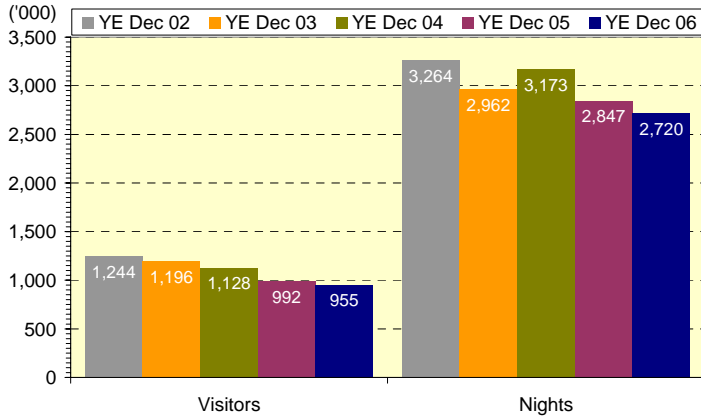


Total visitors ('000)	1,856
Domestic nights ('000)	2,720
Total expenditure (\$m)	\$464

## 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

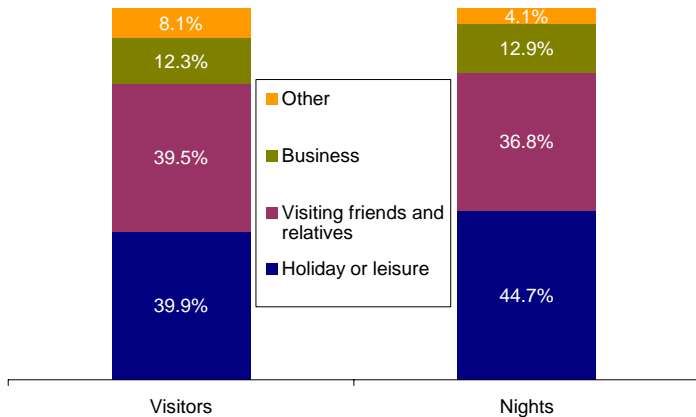


The region received nearly 1.0 million domestic overnight visitors - down by 3.7% on YE Dec 05. Visitors spent over 2.7 million nights in the region - down by 4.5% on YE Dec 05.

### Market share

The region received 5.4% of visitors to and 4.3% of nights in Regional NSW. Compared to YE Dec 05, the share of visitors was down by 0.4% points and share of nights was down by 0.4% points.

### Purpose of visit



**Visitors** - 'Holiday or leisure' (39.9%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (39.5%) was the 2<sup>nd</sup> largest, followed by 'Business' (12.3%).

**Nights** - 'Holiday or leisure' (44.7%) was the largest purpose in terms of nights in the region. 'Visiting friends and relatives' (36.8%) was the 2<sup>nd</sup> largest, followed by 'Business' (12.9%).

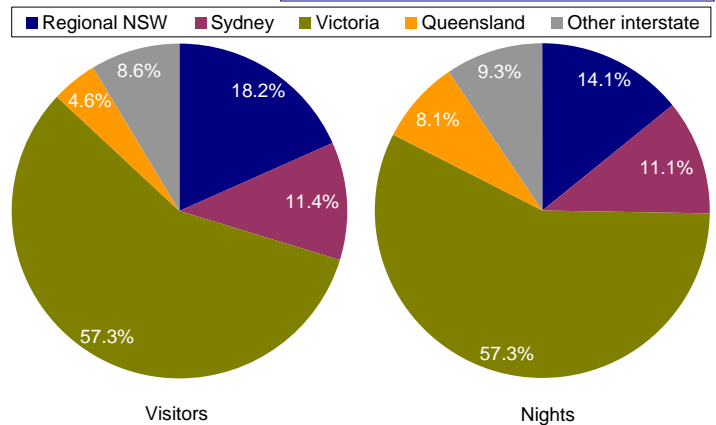
### Accommodation

Over 1/3 (36.5%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (25.7%) was the 2<sup>nd</sup> most popular, followed by 'Caravan park or commercial camping ground' (16.4%).

### Activities

Over 1/2 (51.9%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (42.2%) was the 2<sup>nd</sup> most popular activity, followed by 'Pubs clubs discos etc' (28.5%) and 'General sight seeing' (26.9%).

### Origin



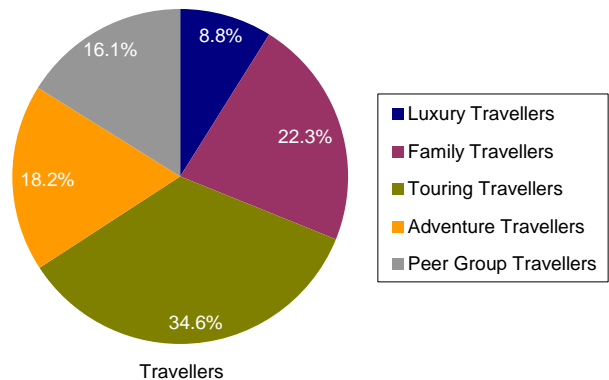
The region received nearly 3/4 (70.4%) of visitors and almost 3/4 (74.7%) of nights from interstate (Victoria was the biggest interstate market for both visitors and nights).

Almost 3/10 (29.6%) of visitors and over 1/4 (25.3%) of nights came from intrastate (Regional NSW contributed more than Sydney for both visitors and nights).

### Transport

Over 4/5 (84.6%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (5.4%) was the 2<sup>nd</sup> most popular, followed by 'Bus or coach' (4.5%).

### 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, \$129 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 2,900 (5.8%) of the region's workforce were employed in the tourism industry.

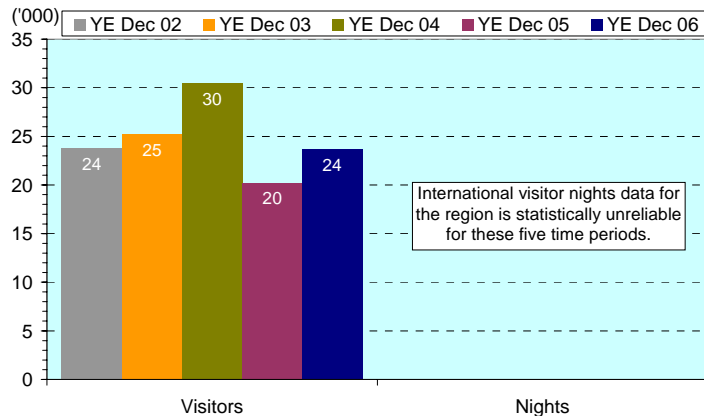
(3) Source: TTF Australia NSW Tourism Employment Atlas 2006, TTF Australia



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## International Overnight Travel

### Visitors and nights



The region received 23,700 international overnight visitors - up by 16.9% on YE Dec 05. 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 1.0 percent on last year and by 14.3 percent compared to four years ago.

### Market share

The region received 4.1% of visitors to and 1.9% of nights in Regional NSW. Compared to YE Dec 05, the share of visitors was up by 0.4% points and the share of nights was up by 0.4% points.

### Purpose of visit

'Holiday/pleasure' (60.1%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (25.6%) was the 2<sup>nd</sup> largest, followed by 'Business' (7.9%).

### Origin

Market	Share	Market	Share
Hong Kong	2.3%	New Zealand	13.1%
Singapore	0.5%	Japan	3.0%
Malaysia	0.3%	USA	11.8%
Indonesia	0.8%	Canada	5.4%
Taiwan	0.0%	United Kingdom	31.2%
Thailand	1.0%	Germany	8.0%
Korea	0.2%	Scandinavia	4.1%
China	1.8%	Other Europe	14.0%
India	0.0%	Middle East & Nth Africa	0.0%
Other Asia	1.4%	Other Countries	1.3%

'United Kingdom' (31.2%) was the largest source market of visitors to the region. 'New Zealand' (13.1%) was the 2<sup>nd</sup> largest.

### Accommodation

Almost ½ (49.0%) of nights in the region were spent in 'Home of friend or relative'. 'Standard hotel/motel/motor inn, below 4 star' (14.5%) was the 2<sup>nd</sup> most popular, followed by 'Backpacker / hostel' (13.7%).

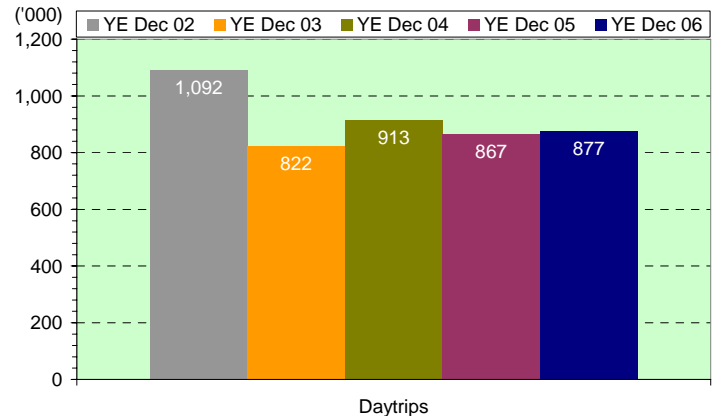
### Expenditure (incl package expenditure) <sup>(4)</sup>

International overnight visitors spent, on average, \$98 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 0.9 million domestic daytrip visitors - up by 1.2% on YE Dec 05.

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

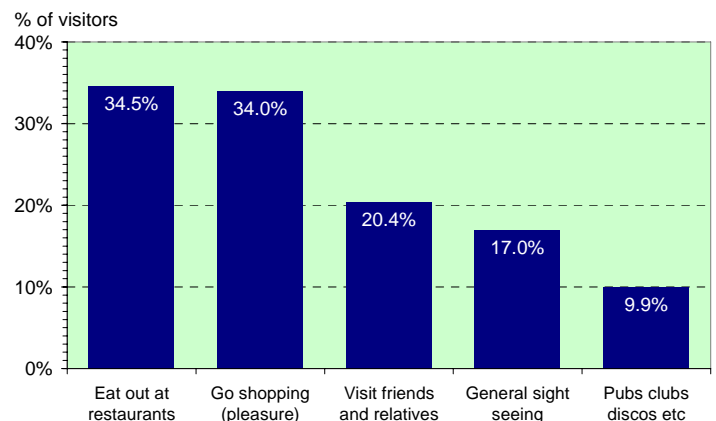
### Market share

The region received 3.1% of daytrips to Regional NSW. Compared to YE Dec 05, the share was unchanged.

### Purpose of visit

'Holiday or leisure' (48.7%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (23.7%) was the 2<sup>nd</sup> largest, followed by 'Business' (9.5%).

### Activities



Over 1/3 (34.5%) of visitors to the region 'Ate out at restaurants'. 'Go shopping' (34.0%) was the 2<sup>nd</sup> most popular activity, followed by 'Visit friends and relatives' (20.4%) and 'General sight seeing' (17.0%).

### Age

Over 1/5 (22.2%) of visitors to the region were aged 'Aged 65 and over'. The 2<sup>nd</sup> largest age group was '45-54 years' (20.9%).

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

Domestic daytrip visitors spent, on average, \$111 per trip to the region.

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