

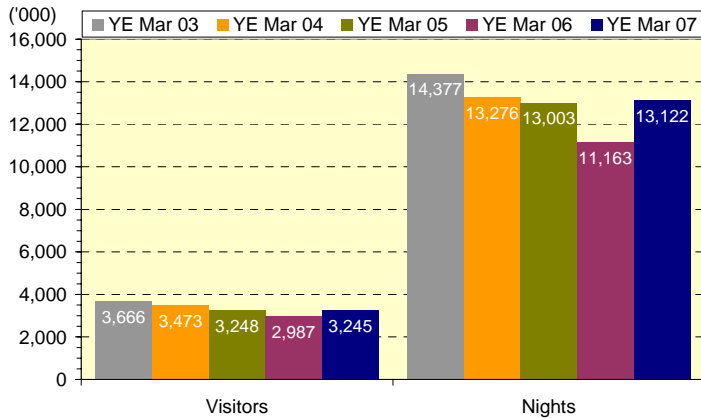


|                         |         |
|-------------------------|---------|
| Total visitors ('000)   | 6,682   |
| Total nights ('000)     | 14,086  |
| - domestic nights       | 93.2%   |
| - international nights  | 6.8%    |
| Total expenditure (\$m) | \$2,094 |

## 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

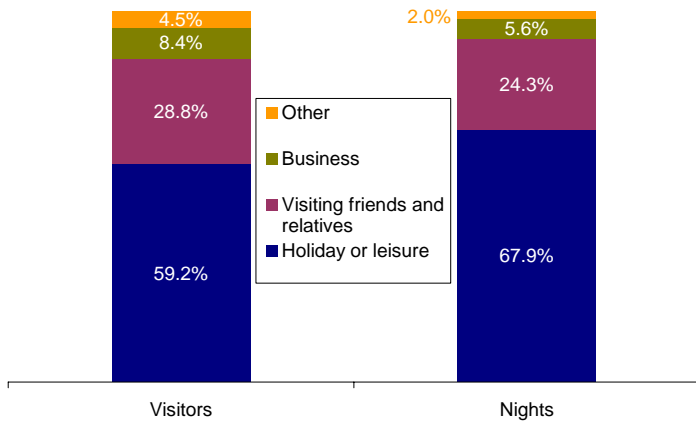


The region received over 3.2 million domestic overnight visitors - up by 8.6% on YE Mar 06. Visitors spent over 13.1 million nights in the region - up by 17.5% on YE Mar 06.

### Market share

The region received 18.6% of visitors to and 21.0% of nights in Regional NSW. Compared to YE Mar 06, the share of visitors was up by 0.7% points and share of nights was up by 2.1% points.

### Purpose of visit



**Visitors** - 'Holiday or leisure' (59.2%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (28.8%) was the 2<sup>nd</sup> largest, followed by 'Business' (8.4%).

**Nights** - 'Holiday or leisure' (67.9%) was the largest purpose in terms of nights in the region. 'Visiting friends and relatives' (24.3%) was the 2<sup>nd</sup> largest, followed by 'Business' (5.6%).

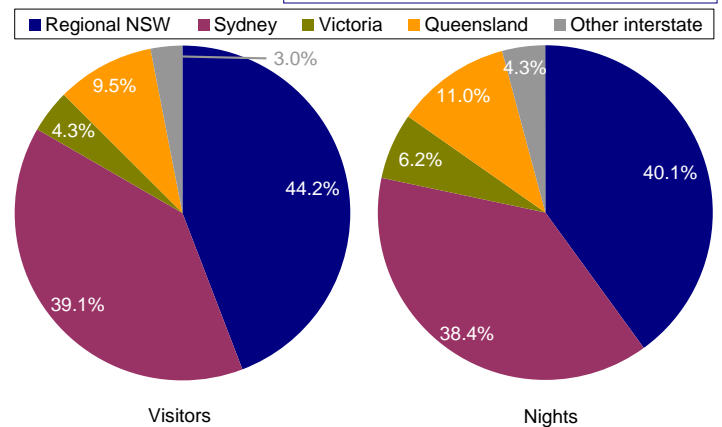
### Accommodation

Over 3/10 (30.3%) of nights in the region were spent in 'Friends or relatives property'. 'Caravan park or commercial camping ground' (19.3%) was the 2<sup>nd</sup> most popular, followed by 'Rented house, apartment, flat or unit' (16.2%).

### Activities

Nearly 1/2 (48.4%) of visitors to the region 'Ate out at restaurants'. 'Go to the beach' (46.5%) was the 2<sup>nd</sup> most popular activity, followed by 'Visit friends and relatives' (38.0%) and 'General sight seeing' (31.2%).

### Origin



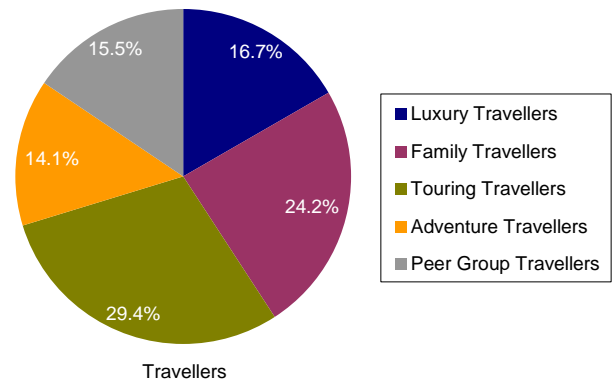
The region received over 4/5 (83.3%) of visitors and nearly 4/5 (78.5%) of nights from intrastate (Regional NSW contributed more than Sydney for both visitors and nights).

Nearly 1/5 (16.7%) of visitors and over 1/5 (21.5%) of nights came from interstate (Queensland was the biggest interstate market for both visitors and nights).

### Transport

Over 9/10 (91.3%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (4.3%) was the 2<sup>nd</sup> most popular, followed by 'Railway' (1.6%).

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



Almost 3/10 (29.4%) of visitors to the region were 'Touring travellers'. 'Family travellers' (24.2%) was the 2<sup>nd</sup> largest travel segment, followed by 'Luxury travellers' (16.7%).

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

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

Domestic overnight visitors spent, on average, \$128 per night in the region.

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

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

An estimated 9,200 (7.4%) of the region's workforce were employed in the tourism industry.

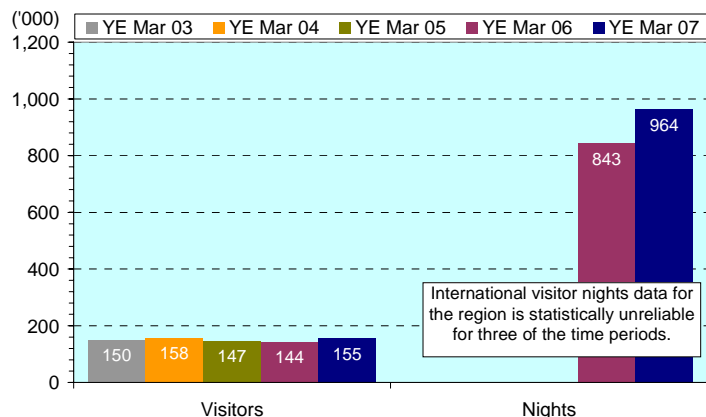
(3) Source: TTF Australia NSW Tourism Employment Atlas 2006, TTF Australia



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## International Overnight Travel

### Visitors and nights



The region received 155,300 international overnight visitors - up by 7.8% on YE Mar 06. Visitors spent nearly 1.0 million nights in the region - up by 14.3% on YE Mar 06.

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 26.9% of visitors to and 11.5% of nights in Regional NSW. Compared to YE Mar 06, the share of visitors was up by 0.9% points and the share of nights was down by 0.2% points.

### Purpose of visit

'Holiday/pleasure' (84.9%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (12.1%) was the 2<sup>nd</sup> largest, followed by 'Business' (2.1%).

### Origin

| No. | Market         | Share | No. | Market                   | Share |
|-----|----------------|-------|-----|--------------------------|-------|
| 1.  | United Kingdom | 30.8% | 13. | Italy                    | 1.2%  |
| 2.  | New Zealand    | 10.9% | 14. | China                    | 0.6%  |
| 3.  | USA            | 9.7%  | 15. | Malaysia                 | 0.5%  |
| 4.  | Germany        | 9.0%  | 16. | Hong Kong                | 0.4%  |
| 5.  | Canada         | 5.4%  | 17. | India                    | 0.3%  |
| 6.  | Scandinavia    | 4.2%  | 18. | Thailand                 | 0.2%  |
| 7.  | Netherlands    | 3.7%  | 19. | Taiwan                   | 0.2%  |
| 8.  | Korea          | 3.0%  | 20. | Indonesia                | 0.1%  |
| 9.  | Switzerland    | 2.9%  |     | Other Europe             | 6.4%  |
| 10. | France         | 2.0%  |     | Other Asia               | 1.4%  |
| 11. | Japan          | 1.8%  |     | Middle East & Nth Africa | 0.3%  |
| 12. | Singapore      | 1.3%  |     | Other Countries          | 4.0%  |

'UK' (30.8%) was the region's largest source market of visitors, followed by 'New Zealand' (10.9%) and 'USA' (9.7%).

### Accommodation

Over 1/3 (34.4%) of nights in the region were spent in 'Home of friend or relative'. 'Backpacker / hostel' (14.9%) was the 2<sup>nd</sup> most popular, followed by 'Rented house / apartment / unit / flat' (10.9%).

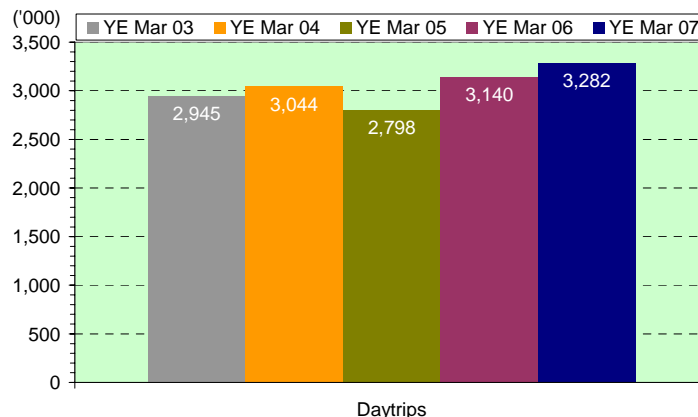
### Expenditure (incl package expenditure) <sup>(4)</sup>

International overnight visitors spent, on average, \$66 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 nearly 3.3 million domestic daytrip visitors - up by 4.5% 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.

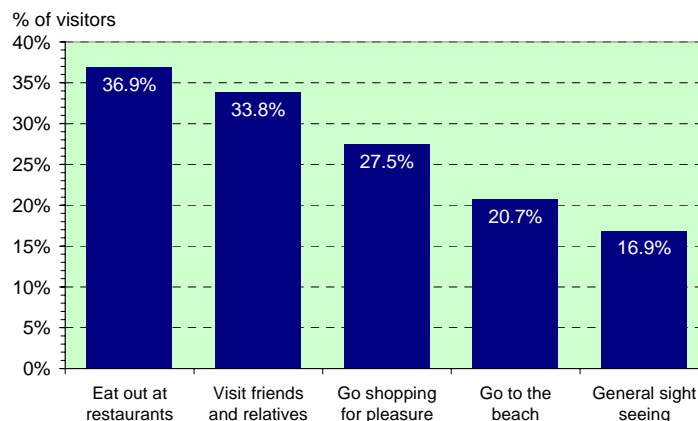
### Market share

The region received 11.3% of daytrips to Regional NSW. Compared to YE Mar 06, the share was up by 0.1% point.

### Purpose of visit

'Holiday or leisure' (55.2%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (26.5%) was the 2<sup>nd</sup> largest, followed by 'Health related' (7.0%).

### Activities



Nearly 2/5 (36.9%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (33.8%) was the 2<sup>nd</sup> most popular activity, followed by 'Go shopping' (27.5%) and 'Go to the beach' (20.7%).

### Age

Over 1/5 (20.8%) of visitors to the region were aged '15-24 years'. The 2<sup>nd</sup> largest age group was '65 and over' (18.0%).

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

Domestic daytrip visitors spent, on average, \$109 per trip to the region.

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