

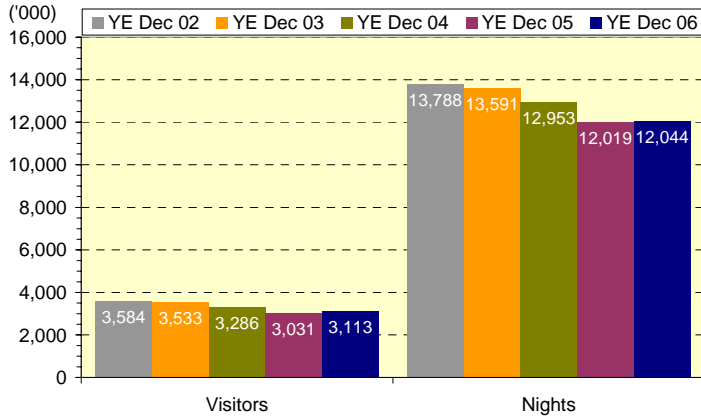


Total visitors ('000)	6,693
Total nights ('000)	13,050
- domestic nights	92.3%
- international nights	7.7%
Total expenditure (\$m)	\$1,910

## 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

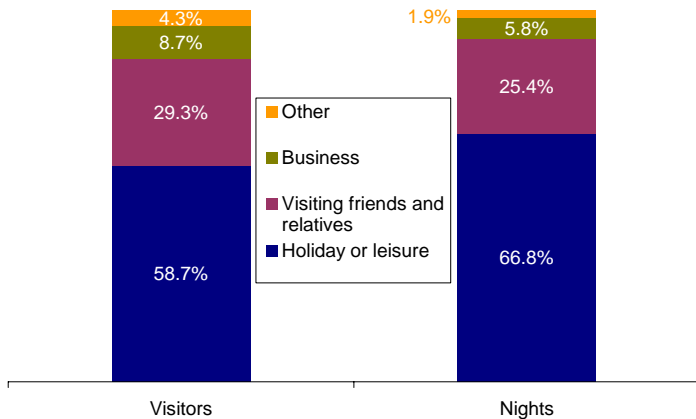


The region received over 3.1 million domestic overnight visitors - up by 2.7% on YE Dec 05. Visitors spent over 12.0 million nights in the region - up by 0.2% on YE Dec 05.

### Market share

The region received 17.7% of visitors to and 19.2% of nights in Regional NSW. Compared to YE Dec 05, the share of visitors was down by 0.1% point and share of nights was down by 0.5% points.

### Purpose of visit



**Visitors** - 'Holiday or leisure' (58.7%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (29.3%) was the 2<sup>nd</sup> largest, followed by 'Business' (8.7%).

**Nights** - 'Holiday or leisure' (66.8%) was the largest purpose in terms of nights in the region. 'Visiting friends and relatives' (25.4%) was the 2<sup>nd</sup> largest, followed by 'Business' (5.8%).

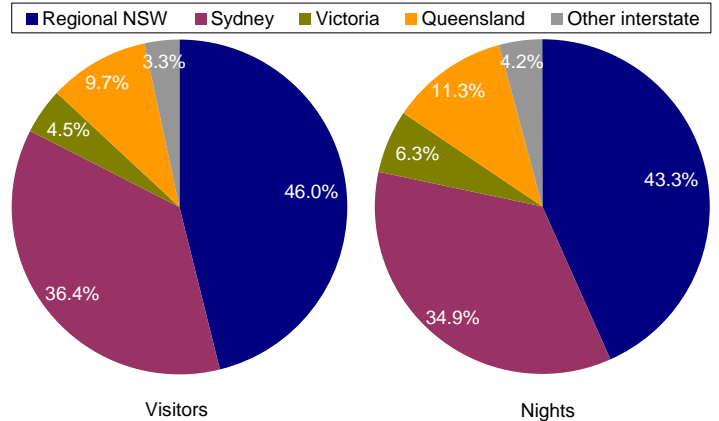
### Accommodation

Almost 3/10 (29.9%) of nights in the region were spent in 'Friends or relatives property'. 'Caravan park or commercial camping ground' (19.8%) was the 2<sup>nd</sup> most popular, followed by 'Rented house, apartment, flat or unit' (15.2%).

### Activities

Over 1/2 (51.4%) of visitors to the region 'Ate out at restaurants'. 'Go to the beach' (46.3%) was the 2<sup>nd</sup> most popular activity, followed by 'Visit friends and relatives' (36.5%) and 'General sight seeing' (31.5%).

### Origin



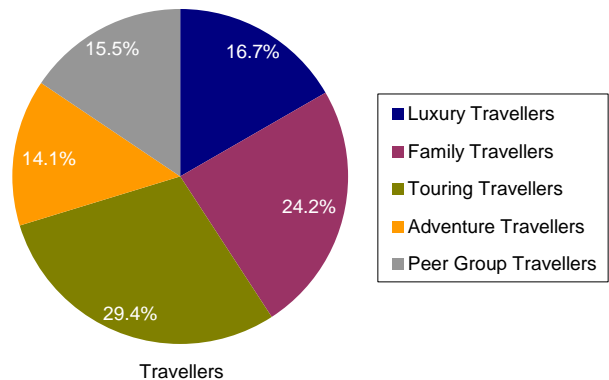
The region received over 4/5 (82.4%) of visitors and nearly 4/5 (78.3%) of nights from intrastate (Regional NSW contributed more than Sydney for both visitors and nights).

Nearly 1/5 (17.6%) of visitors and over 1/5 (21.7%) of nights came from interstate (Queensland was the biggest interstate market for both visitors and nights).

### Transport

Over 9/10 (91.1%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (4.6%) was the 2<sup>nd</sup> most popular, followed by 'Railway' (1.4%).

### 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, \$124 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 9,200 (7.4%) of the region's workforce were employed in the tourism industry.

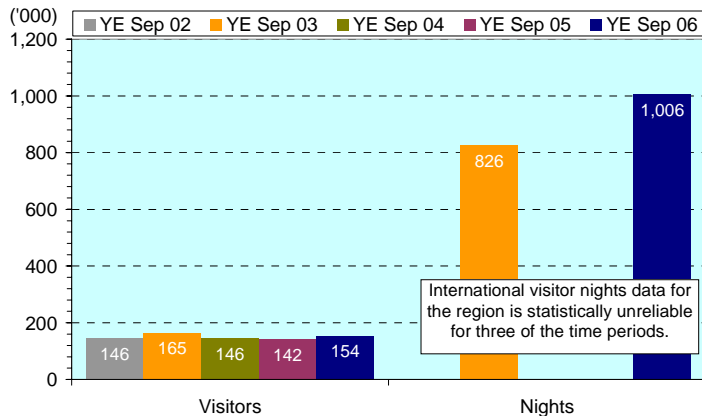
(3) Source: TTF Australia NSW Tourism Employment Atlas 2006, TTF Australia



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## International Overnight Travel

### Visitors and nights



The region received 154,000 international overnight visitors - up by 8.6% on YE Dec 05. Visitors spent over 1.0 million nights in the region.

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 27.0% of visitors to and 13.1% of nights in Regional NSW. Compared to YE Dec 05, the share of visitors was up by 1.3% points and the share of nights was up by 4.4% points.

### Purpose of visit

'Holiday/pleasure' (83.9%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (13.0%) was the 2<sup>nd</sup> largest, followed by 'Business' (2.4%).

### Origin

Market	Share	Market	Share
Hong Kong	0.6%	New Zealand	11.8%
Singapore	1.4%	Japan	2.1%
Malaysia	0.6%	USA	10.3%
Indonesia	0.1%	Canada	5.0%
Taiwan	0.1%	United Kingdom	29.2%
Thailand	0.2%	Germany	8.9%
Korea	2.4%	Scandinavia	4.5%
China	0.6%	Other Europe	16.2%
India	0.4%	Middle East & Nth Africa	0.2%
Other Asia	1.5%	Other Countries	4.0%

'United Kingdom' (29.2%) was the largest source market of visitors to the region. 'New Zealand' (11.8%) was the 2<sup>nd</sup> largest.

### Accommodation

Over 1/3 (34.3%) of nights in the region were spent in 'Home of friend or relative'. 'Backpacker / hostel' (19.5%) was the 2<sup>nd</sup> most popular, followed by 'Standard hotel/motel/motor inn, below 4 star' (9.0%).

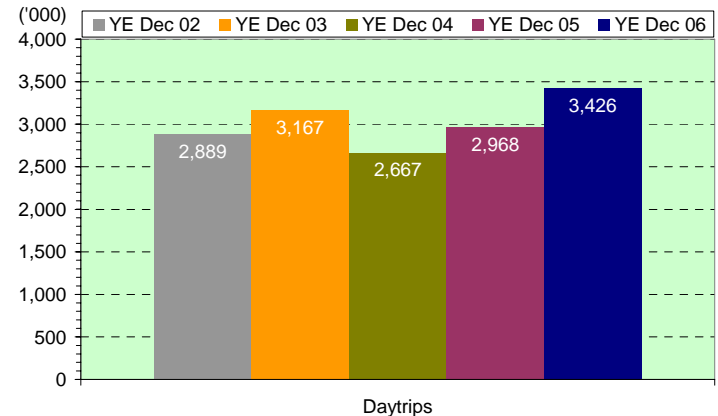
### Expenditure (incl package expenditure) <sup>(4)</sup>

International overnight visitors spent, on average, \$58 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 over 3.4 million domestic daytrip visitors - up by 15.4% 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.

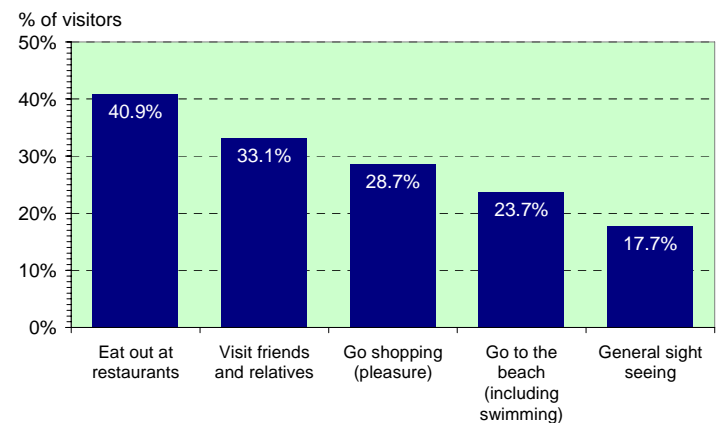
### Market share

The region received 11.9% of daytrips to Regional NSW. Compared to YE Dec 05, the share was up by 1.3% points.

### Purpose of visit

'Holiday or leisure' (56.9%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (25.0%) was the 2<sup>nd</sup> largest, followed by 'Health related' (7.5%).

### Activities



Over 2/5 (40.9%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (33.1%) was the 2<sup>nd</sup> most popular activity, followed by 'Go shopping' (28.7%) and 'Go to the beach' (23.7%).

### Age

Over 1/5 (20.7%) of visitors to the region were aged '15-24 years'. The 2<sup>nd</sup> largest age group was '35-44 years' (19.6%).

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

Domestic daytrip visitors spent, on average, \$103 per trip to the region.

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