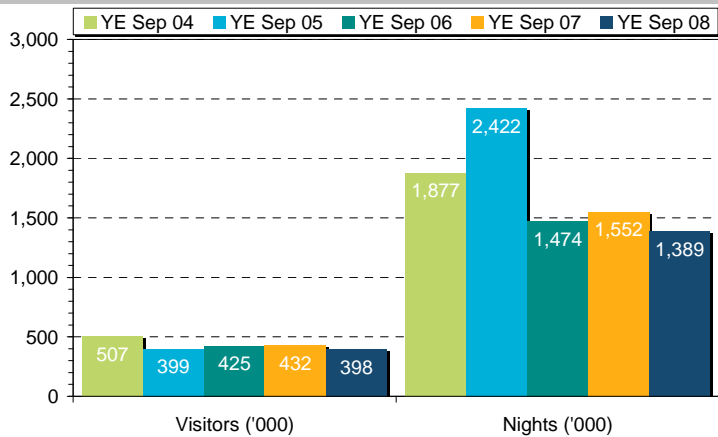




### Domestic Overnight Travel

#### Visitors and nights



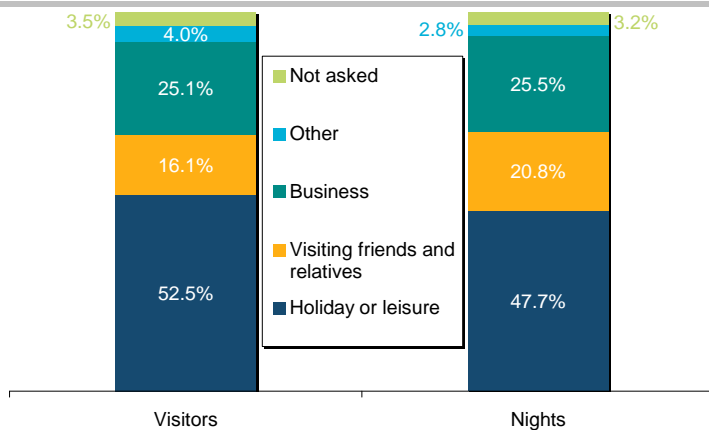
Outback NSW received 398,000 domestic overnight visitors - down by 7.9% on YE Sep 07. Visitors spent nearly 1.4 million nights in the region - down by 10.5% on YE Sep 07.

Note: The number of trips taken domestically by Australians decreased by 4.0 percent on last year and by 4.2 percent compared to four years ago.

#### Market share

The region received 2.3% of both visitors and nights in regional NSW. Compared to YE Sep 07, the share of visitors was down by 0.1% point and the share of nights was down by 0.2% points.

#### Purpose of visit to the region



'Holiday or leisure' (52.5%) was the largest purpose for **visitors** to the region, followed by 'business' (25.1%) and 'visiting friends and relatives' (16.1%).

'Holiday or leisure' (47.7%) was the largest purpose in terms of **nights** in the region, followed by 'business' (25.5%) and 'visiting friends and relatives' (20.8%).

#### Accommodation

'Friends or relatives property' (27.5%) was the most popular accommodation used for nights in the region. 'Standard hotel, motor inn, below 4 star' (19.3%) was the 2<sup>nd</sup> most popular, followed by 'caravan park or commercial camping ground' (18.5%).

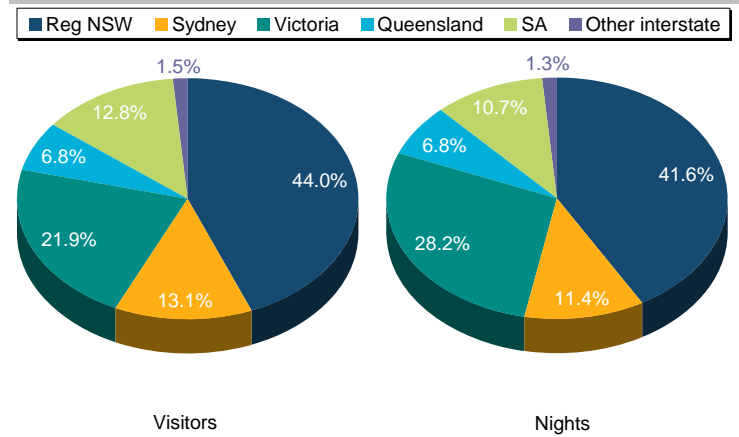
#### Age

'65 years and over' (25.4%) was the largest age group of visitors to the region, followed by '55 to 64 years' (20.9%).

Outback NSW is composed of: Balranald; Bogan; Bourke; Brewarrina; Broken Hill; Central Darling; Cobar; Unincorporated Far West; Walgett; and Wentworth. For information on the shaded areas, please click on [http://corporate.tourism.nsw.gov.au/LocalAreaStatistics\\_p2821.aspx](http://corporate.tourism.nsw.gov.au/LocalAreaStatistics_p2821.aspx)

(1) Source: National Visitor Survey, YE Sep 08, Tourism Research Australia (TRA) - unless otherwise indicated

#### Origin



The region received 57.0% of visitors and 53.1% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitor and nights).

**Interstate** contributed 43.0% of visitors and 46.9% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

#### All transport

'Private or company car' (84.4%) was the most popular form of transport used by visitors to the region, followed by 'bus or coach' and 'air transport' (4.7% each).

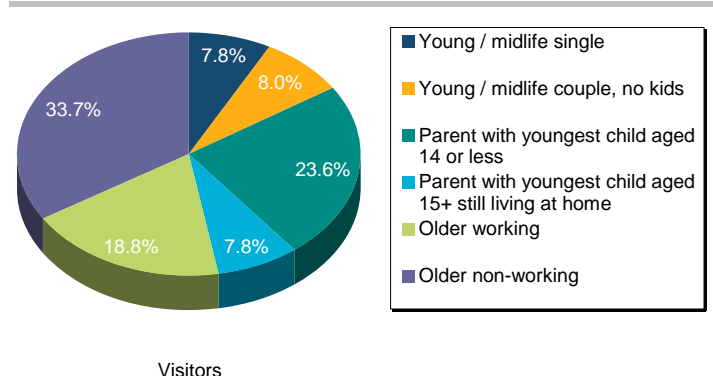
#### Activities

'Eat out at restaurants' (39.6%) was the most popular activity undertaken by visitors to the region, followed by 'pubs, clubs, discos etc' (27.1%) and 'general sight seeing' (26.0%).

#### Gender

A larger proportion of visitors to the region were male (62.1%) than female (37.9%).

#### Lifecycle



'Older non-working' (33.7%) was the largest lifecycle grouping of visitors to the region. 'Parent with youngest child aged 14 or less' (23.6%) was the 2<sup>nd</sup> largest, followed by 'older working' (18.8%).

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

Visitors spent, on average, \$118 per night in the region.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 08, TRA

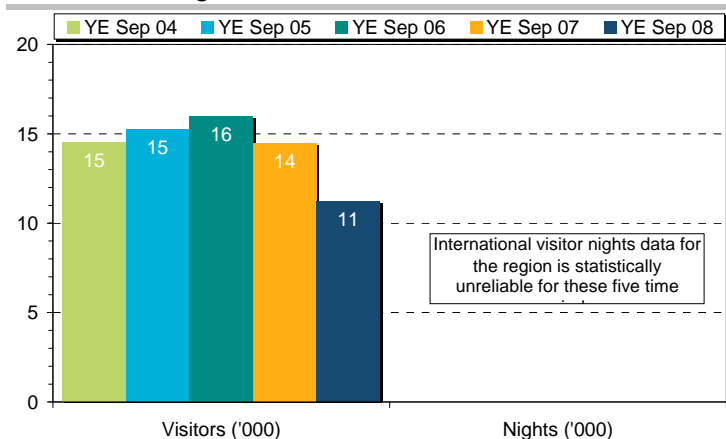
# Travel to Outback NSW (3)

## Year ended September 2008

Total visitors ('000)	573
Domestic nights ('000)	1,389
Total expenditure (million)	\$179

### International Overnight Travel

#### Visitors and nights



Outback NSW received 11,200 international overnight visitors - down by 22.4% on YE Sep 07. 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 decreased by 0.5 percent on last year, but was up by 9.3 percent compared to four years ago.

#### Market share

The region received 1.8% of visitors to regional NSW. Compared to YE Sep 07, the share was down by 0.6% points.

#### Purpose of visit to the region

'Holiday / pleasure' (76.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (9.4%). 'Business' accounted for 5.0% of visitors.

#### Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	19.9%	14.	Switzerland	0.9%
2.	Germany	18.9%	15.	Taiwan	0.6%
3.	New Zealand	14.5%	16.	Korea	0.5%
4.	USA	12.4%	17.	Hong Kong	0.0%
5.	China	7.2%	18.	Malaysia	0.0%
6.	Netherlands	4.8%	19.	Indonesia	0.0%
7.	Canada	4.3%	20.	Thailand	0.0%
8.	Scandinavia	4.1%	21.	India	0.0%
9.	France	3.1%	22.	Middle East & Nth Africa	0.0%
10.	Italy	2.2%		Other Asia	0.0%
11.	Japan	2.1%		Other Europe	1.3%
12.	Ireland	1.4%		Other Countries	0.7%
13.	Singapore	1.2%			

'UK' (19.9%) was the region's largest source market of visitors, followed by 'Germany' (18.9%) and 'New Zealand' (14.5%).

#### Accommodation

'Home of friend or relative' (32.7%) was the most popular form of accommodation used for nights in the region. 'Other non-commercial property' (21.4%) was the 2<sup>nd</sup> most popular, followed by 'rented house / apartment / unit / flat' (16.3%).

#### Expenditure (excl package expenditure) (4)

Expenditure by international overnight visitors in the region is statistically unreliable.

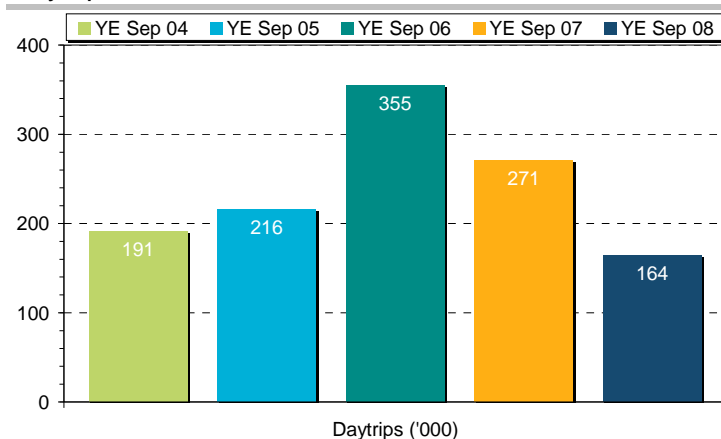
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 08, TRA.

Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

(4) Sources: International Visitor Survey & National Visitor Survey, YE Sep 08, TRA (unless otherwise indicated)

### Domestic Daytrip Travel

#### Daytrips



Outback NSW received 164,000 domestic daytrip visitors - down by 39.5% on YE Sep 07.

Note: Nationally, the number of domestic daytrips taken by Australians decreased by 6.3 percent on last year, but was up by 1.1 percent compared to four years ago.

#### Market share

The region received 0.6% of daytrips to regional NSW. Compared to YE Sep 07, the share was down by 0.3% points.

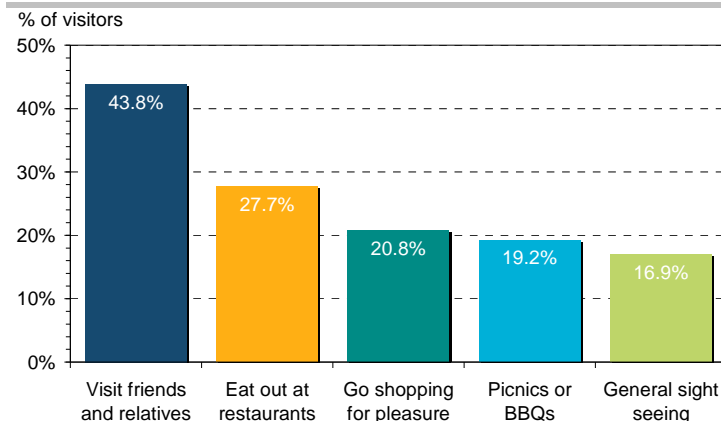
#### Main purpose of trip

'Holiday or leisure' (61.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (20.7%) and 'business' (12.8%).

#### Age

'35 to 44 years' (39.0%) was the largest age group of visitors to the region, followed by '45 to 54 years' (21.3%) and '55 to 64 years' (19.5%).

#### Activities



'Visit friends and relatives' (43.8%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (27.7%) and 'go shopping for pleasure' (20.8%).

#### Expenditure (5)

Visitors spent, on average, \$76 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 08, TRA