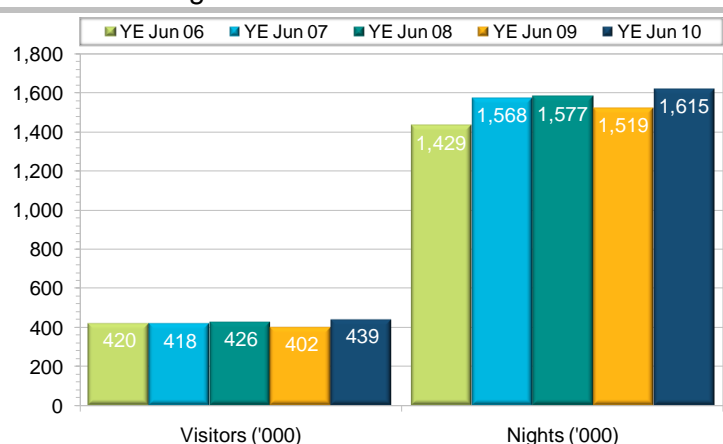


Domestic Overnight Travel ⁽¹⁾

Visitors and nights



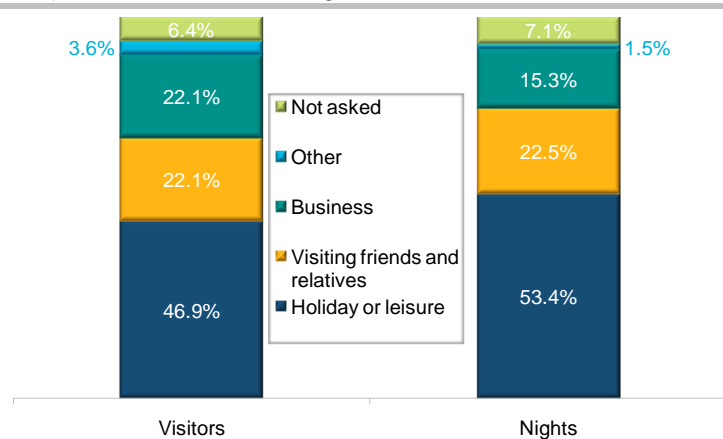
Outback NSW received 439,000 domestic overnight visitors - up by 9.2% on YE Jun 09. Visitors spent over 1.6 million nights in the region - up by 6.3% on YE Jun 09.

Note: The number of domestic overnight trips to regional New South Wales increased by 3.7 percent on last year, but was down by 3.1 percent compared to four years ago.

Market share

The region received 2.6% of visitors and 2.8% of nights in regional NSW. Compared to YE Jun 09, the share of visitors was up by 0.1 pt and the share of nights was up by 0.2% pts.

Purpose of visit to the region



'Holiday or leisure' (46.9%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' and 'business' (22.1% each).

'Holiday or leisure' (53.4%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (22.5%) and 'business' (15.3%).

Accommodation

'Caravan park or commercial camping ground' (26.8%) was the most popular accommodation used for nights in the region, followed by 'friends or relatives property' (24.7%) and 'standard hotel, motor inn, below 4 star' (22.1%).

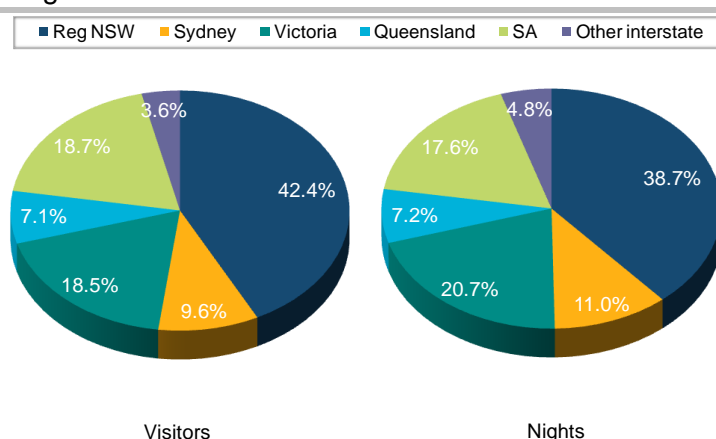
Age

'65 years and over' (30.3%) was the largest age group of visitors to the region, followed by '45 to 54 years' (24.6%).

Outback NSW is composed of: **B**aralald; **B**ogan; **B**ourke; **B**rewarrina; **B**roken Hill; **C**entral Darling; **C**obar; Unincorporated Far West; **W**algett; and **W**entworth. For information on the shaded areas, please click on http://corporate.tourism.nsw.gov.au/LocalAreaStatistics_p2821.aspx

(1) Source: National Visitor Survey, YE Jun 10, Tourism Research Australia (TRA)

Origin



The region received 52.0% of visitors and 49.7% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitor and nights).

Interstate contributed 48.0% of visitors and 50.3% of nights in the region (SA was the biggest interstate market for visitors, while Victoria was the biggest for nights).

All transport

'Private or company vehicle' (81.1%) was the most popular form of transport used by visitors to the region, followed by 'bus or coach' (6.8%) and 'air transport' (4.6%).

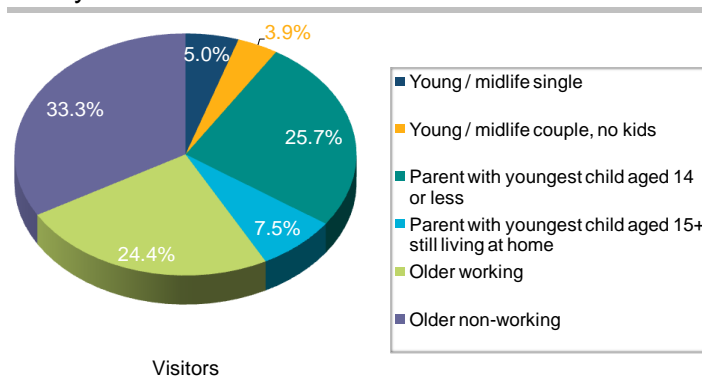
Activities

'Eat out at restaurants' (43.0%) was the most popular activity undertaken by visitors to the region, followed by 'general sight seeing' (30.3%) and 'visit friends and relatives' (25.7%).

Gender

A larger proportion of visitors to the region were male (58.8%) than female (41.2%).

Lifecycle



'Older non-working' (33.3%) was the largest lifecycle grouping of visitors to the region. 'Parent with youngest child aged 14 or less' (25.7%) was the 2nd largest, followed by 'older working' (24.4%).

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$185 million in the region. On average, they spent \$114 per night in the region.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 10, TRA

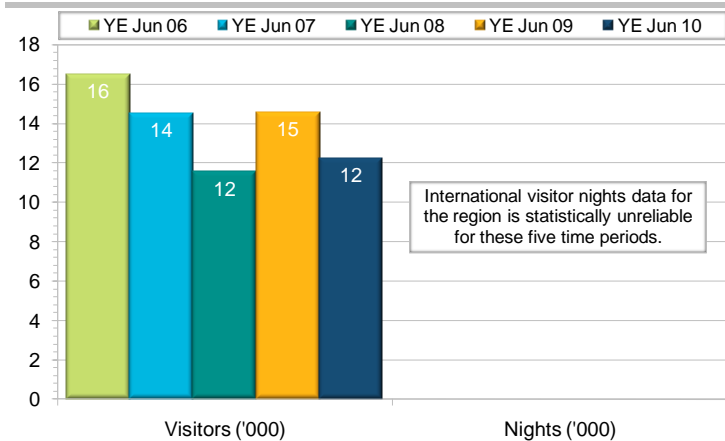
Travel to Outback NSW

Year ended June 2010

Total visitors ('000)	655
Domestic nights ('000)	1,615
Total expenditure (million)	\$208

International Overnight Travel ⁽³⁾

Visitors and nights



Outback NSW received 12,200 international overnight visitors - down by 15.9% on YE Jun 09. International visitor nights data for the region is statistically unreliable for these five time periods.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 2.9 percent on last year and by 6.9 percent compared to four years ago.

Market share

The region received 2.0% of visitors to regional NSW. Compared to YE Jun 09, the share was down by 0.5% pts.

Purpose of visit to the region

'Holiday / pleasure' (70.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (9.8%) and 'business' (8.8%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	24.7%	14	Switzerland	1.4%
2	USA	18.9%	15	Thailand	1.0%
3	United Kingdom	12.1%	16	France	0.4%
4	Canada	4.5%	17	Mainland China & HK	0.0%
5	Germany	4.4%		Mainland China	0.0%
6	Scandinavia	3.0%		Hong Kong	0.0%
7	Netherlands	2.9%	17	Singapore	0.0%
8	Ireland	2.2%	17	Malaysia	0.0%
9	Japan	2.1%	17	Indonesia	0.0%
10	Italy	1.9%	17	Taiwan	0.0%
11	Korea	1.8%		Other Asia	3.1%
12	Middle East & Nth Africa	1.8%		Other Europe	3.1%
13	India	1.4%		Other Countries	9.3%

New Zealand (24.7%) was the region's largest source market of visitors, followed by the USA (18.9%) and the UK (12.1%).

Accommodation

'Home of friend or relative' (22.3%) was the most popular form of accommodation used for nights in the region, followed by 'hospital or hospital related accommodation' (21.9%) and 'guest house / bed and breakfast' (17.9%).

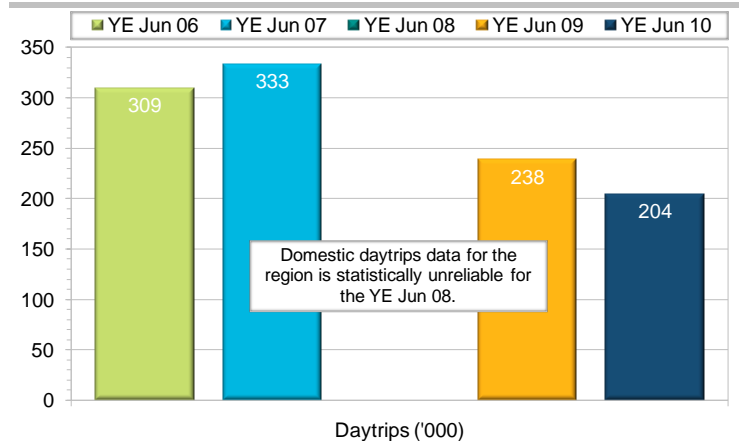
Expenditure (excl package expenditure) ⁽⁴⁾

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

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 10, TRA.

Domestic Daytrip Travel ⁽¹⁾

Daytrips



Outback NSW received 204,000 domestic daytrip visitors - down by 14.3% on YE Jun 09.

Note: The number of domestic daytrips to regional New South Wales increased by 8.9 percent on last year and by 13.2 percent compared to four years ago.

Market share

The region received 0.6% of daytrips to regional NSW. Compared to YE Jun 09, the share was down 0.2% pts.

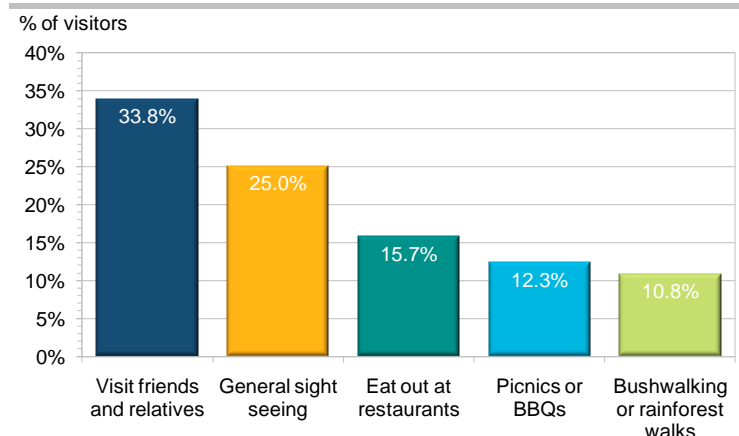
Main purpose of trip

'Holiday or leisure' (38.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (36.3%) and 'business' (14.7%).

Age

'45 to 54 years' (34.8%) was the largest age group of visitors to the region, followed by '35 to 44 years' (17.2%) and '25 to 34 years' (16.2%).

Activities



'Visit friends and relatives' (33.8%) was the most popular activity undertaken by visitors to the region, followed by 'general sight seeing' (25.0%) and 'eat out at restaurants' (15.7%).

Expenditure ⁽⁵⁾

Domestic daytrip visitors spent \$14 million in the region. On average, they spent \$69 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Jun 10, TRA

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

www.tourism.nsw.gov.au

(1) Source: National Visitor Survey, YE Jun 10, TRA

(3) Source: International Visitor Survey, YE Jun 10, TRA

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