

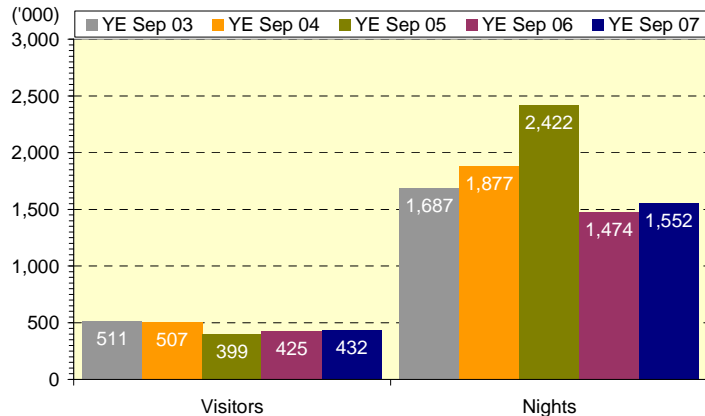


Total visitors ('000)	717
Domestic nights ('000)	1,552
Total expenditure (million)	\$203

### Domestic Overnight Travel

Note: The number of trips taken domestically by Australians increased by 3.1 percent on last year and by 0.3 percent compared to four years ago.

#### Visitors and nights

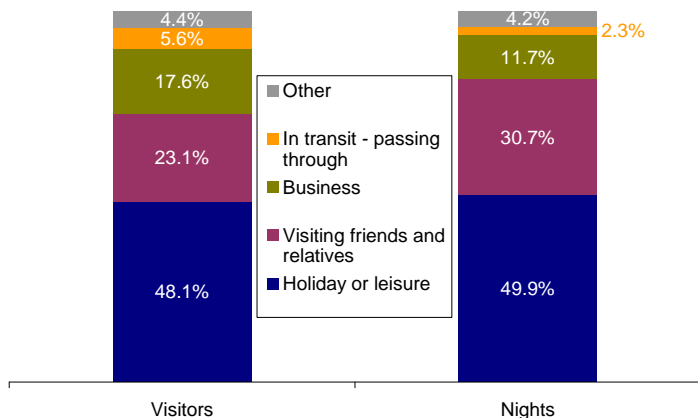


Outback NSW received 432,000 domestic overnight visitors - up by 1.6% on YE Sep 06. Visitors spent nearly 1.6 million nights in the region - up by 5.3% on YE Sep 06.

#### Market share

The region received 2.5% of visitors and of nights in Regional NSW. Compared to YE Sep 06, the share of visitors was unchanged and share of nights was up by 0.1% point.

#### Purpose of visit



'Holiday or leisure' (48.1%) was the largest purpose for **visitors** to the region. 'Visiting friends and relatives' (23.1%) was the 2<sup>nd</sup> largest, followed by 'Business' (17.6%).

'Holiday or leisure' (49.9%) was the largest purpose in terms of **nights** in the region. 'Visiting friends and relatives' (30.7%) was the 2<sup>nd</sup> largest, followed by 'Business' (11.7%).

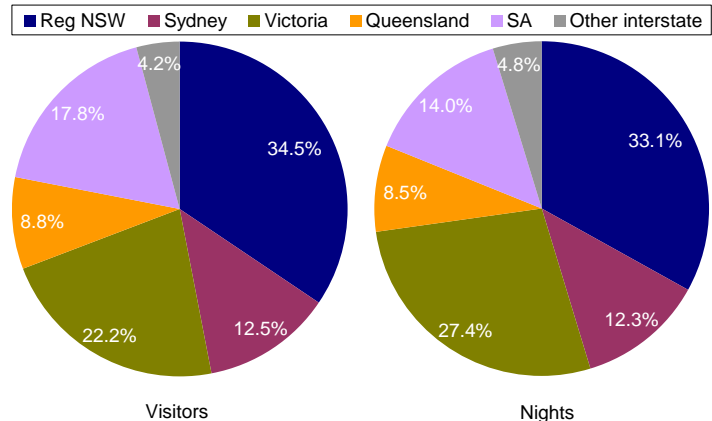
#### Accommodation

Nearly 2/5 (37.2%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (25.1%) was the 2<sup>nd</sup> most popular accommodation type used, followed by 'Caravan park or commercial camping ground' (15.7%) and 'Caravan or camping near road or on private property' (12.8%).

#### Activities

Over 1/3 (35.1%) of visitors to the region 'Ate out at restaurants'. 'General sight seeing' (29.2%) was the 2<sup>nd</sup> most popular activity, followed by 'Pubs, clubs, discos etc' (28.5%) and 'Visit friends and relatives' (28.5%).

#### Origin



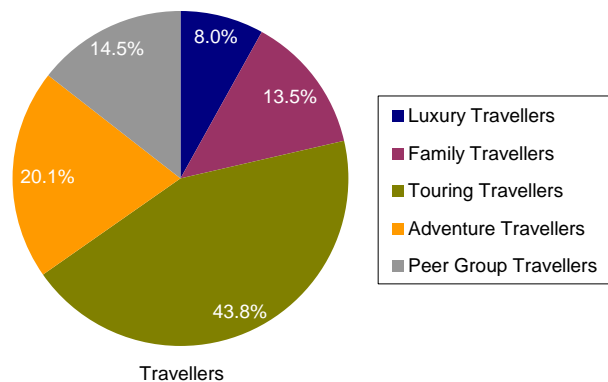
The region received over 1/2 of visitors (53.0%) and of nights (54.7%) from **interstate** (Victoria was the biggest interstate market for both visitors and nights).

Nearly 1/2 of visitors (47.0%) and of nights (45.3%) came from **intrastate** (Regional NSW contributed more than Sydney for both visitor and nights).

#### Transport

Over 4/5 (84.4%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (4.5%) was the 2<sup>nd</sup> most popular transport used, followed by 'Bus or coach' (4.0%).

#### Australian travel segments <sup>(2)</sup>



Over 2/5 (43.8%) of visitors to the region were 'Touring travellers'. 'Adventure travellers' (20.1%) was the 2<sup>nd</sup> largest travel segment, followed by 'Peer group travellers' (14.5%).

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

#### Expenditure (incl airfares and transport costs) <sup>(3)</sup>

Domestic overnight visitors spent, on average, \$109 per night in the region.

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

#### Tourism employment <sup>(4)</sup>

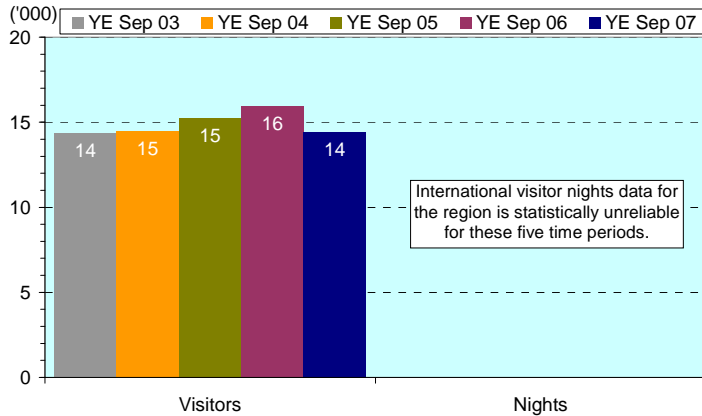
An estimated 1,300 (5.3%) of the region's workforce were employed in the tourism industry.

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



## International Overnight Travel

### Visitors and nights



Outback NSW received 14,400 international overnight visitors - down by 9.5% on YE Sep 06. 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 4.1 percent on last year and by 21.2 percent compared to four years ago.

### Market share

The region received 2.4% of visitors to and 1.5% of nights in Regional NSW. Compared to YE Sep 06, the share of visitors was down by 0.4 pts and the share of nights was down by 2.4% pts.

### Purpose of visit

'Holiday/pleasure' (74.8%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (15.3%) was the 2<sup>nd</sup> largest, followed by 'Employment' (3.3%).

### Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	20.0%	13.	Thailand	0.7%
2.	New Zealand	15.6%	14.	Korea	0.5%
3.	USA	11.5%	15.	Japan	0.4%
4.	France	10.0%	16.	Hong Kong	0.0%
5.	Canada	8.5%	17.	Singapore	0.0%
6.	Germany	7.7%	18.	Malaysia	0.0%
7.	Italy	6.1%	19.	Indonesia	0.0%
8.	Netherlands	4.0%	20.	Taiwan	0.0%
9.	Scandinavia	2.2%		Other Europe	4.3%
10.	Switzerland	1.6%		Other Asia	0.5%
11.	China	1.1%		Middle East & Nth Africa	0.0%
12.	India	0.8%		Other Countries	4.7%

'UK' (20.0%) was the region's largest source market of visitors, followed by 'New Zealand (15.6%) and 'USA' (11.5%).

### Accommodation

Nearly 1/2 (46.4%) of nights in the region were spent in 'Home of friend or relative'. 'Rented house / apartment / unit / flat' (21.6%) was the 2<sup>nd</sup> most popular accommodation type used, followed by 'Caravan park or commercial camping ground' (12.5%).

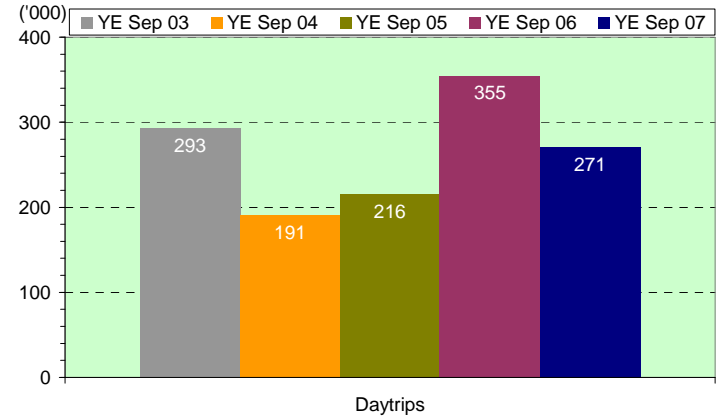
### Expenditure (excl package expenditure) <sup>(6)</sup>

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

(6) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 07, TRA.

## Domestic Daytrip Travel

### Trips



Outback NSW received 271,000 domestic daytrip visitors - down by 23.7% on YE Sep 06.

Note: Nationally, the number of daytrips trips taken domestically by Australians increased by 9.0 percent on last year and by 2.3 percent compared to four years ago.

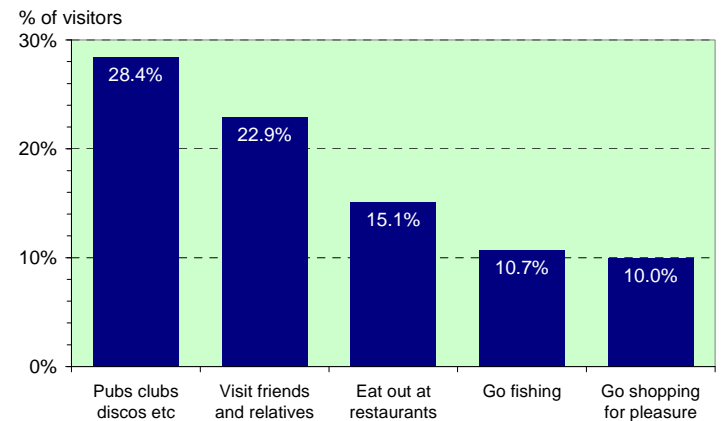
### Market share

The region received 0.9% of daytrips to Regional NSW. Compared to YE Sep 06, the share was down by 0.3% points.

### Purpose of visit

'Holiday or leisure' (54.6%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (20.7%) was the 2<sup>nd</sup> largest, followed by 'Business' (18.5%).

### Activities



Nearly 3/10 (28.4%) of visitors to the region 'Visited pubs, clubs, discos etc'. 'Visit friends and relatives' (22.9%) was the 2<sup>nd</sup> most popular activity, followed by 'Eat out at restaurants' (15.1%). Nearly 1/3 (32.1%) undertook none of the listed activities.

### Age

Over 1/3 (34.7%) of visitors to the region were aged '15-24 years'. The 2<sup>nd</sup> largest age group was '35-44 years' (23.6%).

### Expenditure <sup>(7)</sup>

Domestic daytrip visitors spent, on average, \$98 per trip to the region.

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