

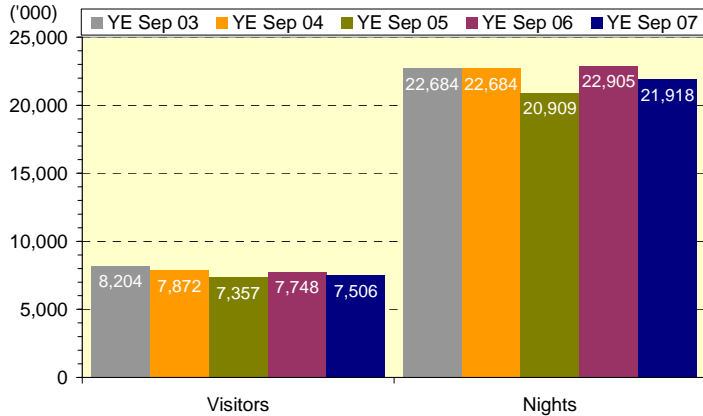


Total visitors ('000)	27,127
Total nights ('000)	72,273
- domestic nights	30.3%
- international nights	69.7%
Total expenditure (million)	\$11,158

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

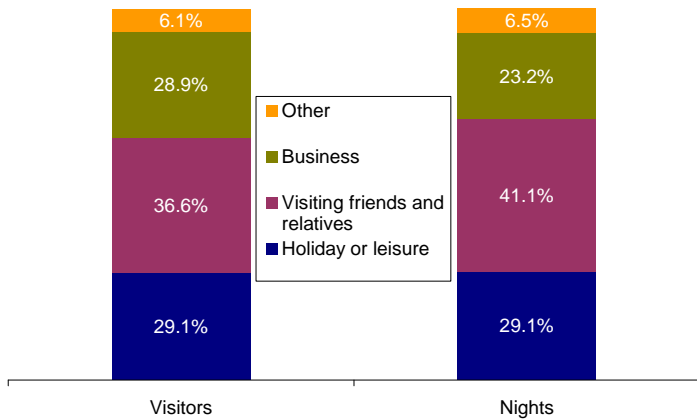


Sydney received over 7.5 million domestic overnight visitors - down by 3.1% on YE Sep 06. Visitors spent over 21.9 million nights in the region - down by 4.3% on YE Sep 06.

Market share

The region received 30.5% of visitors to and 26.4% of nights in NSW. Compared to YE Sep 06, the share of visitors was down by 1.2% points and share of nights was down by 0.7% points.

Purpose of visit



'Visiting friends and relatives' (36.6%) was the largest purpose for **visitors** to the region. 'Holiday or leisure' (29.1%) was the 2nd largest, followed by 'Business' (28.9%).

'Visiting friends and relatives' (41.1%) was the largest purpose in terms of **nights** in the region. 'Holiday or leisure' (29.1%) was the 2nd largest, followed by 'Business' (23.2%).

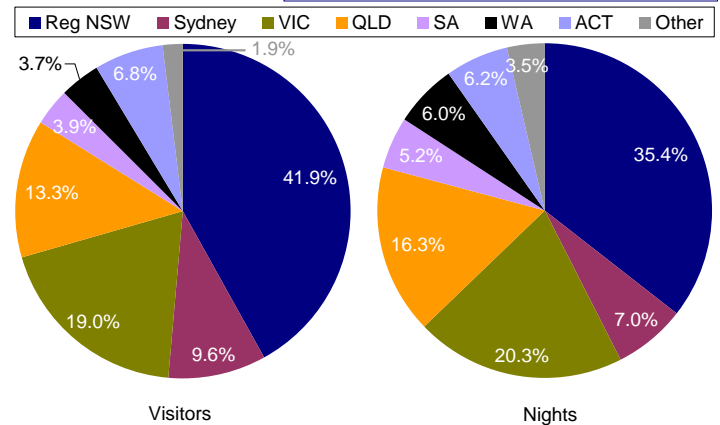
Accommodation

Almost 1/2 (49.7%) of nights in the region were spent in 'Friends or relatives property'. 'Luxury hotel or luxury resort, 4 or 5 star' (16.8%) was the 2nd most popular accommodation type used, followed by 'Standard hotel, motor inn, below 4 star' (15.8%) and 'Rented house, apartment, flat or unit' (3.6%).

Activities

Nearly 3/5 (56.0%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (47.7%) was the 2nd most popular activity, followed by 'Go shopping for pleasure' (28.0%) and 'General sight seeing' (23.2%).

Origin



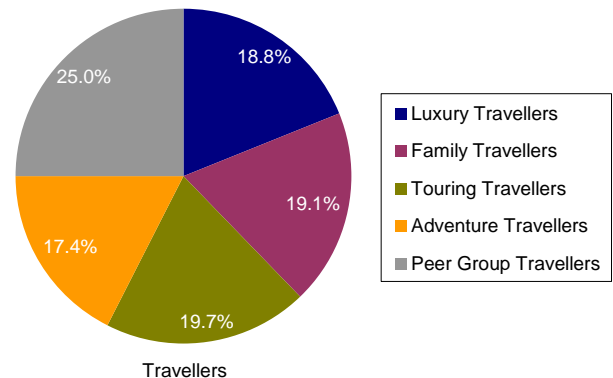
The region received nearly 1/2 (48.5%) of visitors and close to 3/5 (57.6%) of nights from **interstate** (Victoria was the biggest interstate market for both visitors and nights, followed by Queensland).

Over 1/2 (51.5%) of visitors and more than 2/5 (42.4%) of nights came from **intrastate** (Regional NSW contributed over 4/5 of intrastate travel, 81.5% of visitors and 83.5% of nights).

Transport

Over 1/2 (52.9%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (38.4%) was the 2nd most popular transport used, followed by 'Railway' (5.9%).

Australian travel segments ⁽²⁾



One quarter (25.0%) of visitors to the region were 'Peer group travellers'. 'Touring travellers' (19.7%) was the 2nd largest travel segment, followed by 'Family travellers' (19.1%).

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

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent, on average, \$212 per night in the region.

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

Tourism employment ⁽⁴⁾

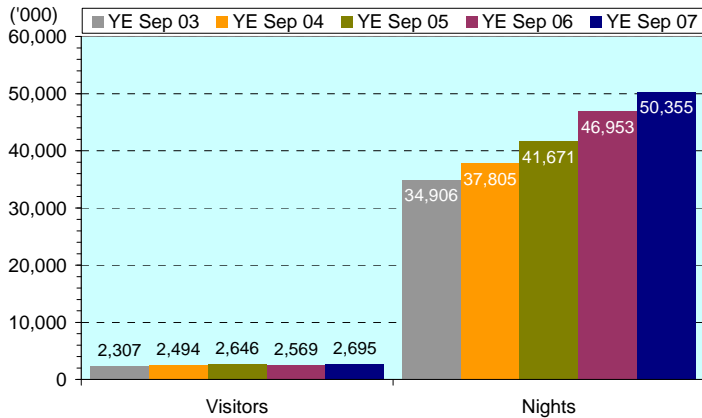
An estimated 112,300 (5.7%) of the region's workforce were employed in the tourism industry.

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



International Overnight Travel

Visitors and nights



Sydney received almost 2.7 million international overnight visitors - up by 4.9% on YE Sep 06. Visitors spent nearly 50.4 million nights in the region - up by 7.2% on YE Sep 06.

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 94.2% of visitors to and 85.3% of nights in NSW. Compared to YE Sep 06, the share of visitors was down by 0.1% point and the share of nights was down by 0.5% points.

Purpose of visit

'Holiday/pleasure' (58.5%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (20.3%) was the 2nd largest, followed by 'Business' (16.4%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	15.1%	13.	India	1.7%
2.	New Zealand	12.0%	14.	France	1.6%
3.	USA	10.0%	15.	Malaysia	1.5%
4.	China	9.4%	16.	Thailand	1.3%
5.	Japan	8.5%	17.	Italy	1.3%
6.	Korea	7.7%	18.	Indonesia	1.1%
7.	Germany	3.5%	19.	Switzerland	1.0%
8.	Hong Kong	2.9%	20.	Netherlands	0.9%
9.	Singapore	2.5%		Other Europe	4.1%
10.	Canada	2.5%		Other Asia	1.8%
11.	Scandinavia	1.8%		Middle East & Nth Africa	0.8%
12.	Taiwan	1.8%		Other Countries	5.4%

'UK' (15.1%) was the region's largest source market of visitors, followed by 'New Zealand' (12.0%) and 'USA' (10.0%).

Accommodation

Nearly 2/5 (36.7%) of nights in the region were spent in 'Rented house / apartment / unit / flat'. 'Home of friend or relative' (29.0%) was the 2nd most popular accommodation type used, followed by 'Backpacker / hostel' (7.0%).

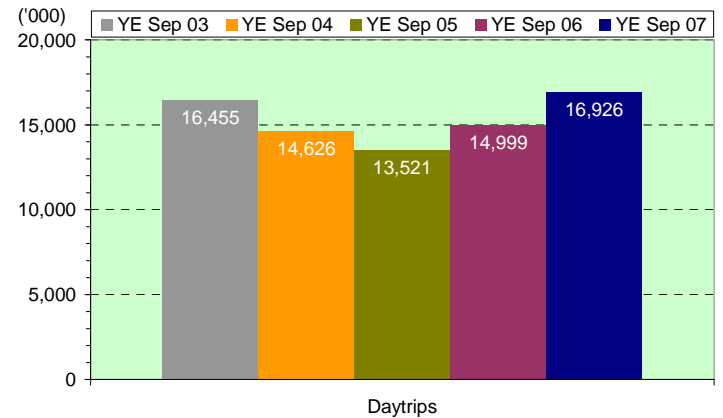
Expenditure (excl package expenditure) ⁽⁶⁾

International overnight visitors spent, on average, \$95 per night in the region.

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

Domestic Daytrip Travel

Trips



Sydney received over 16.9 million domestic daytrip visitors - up by 12.8% on YE Sep 06.

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

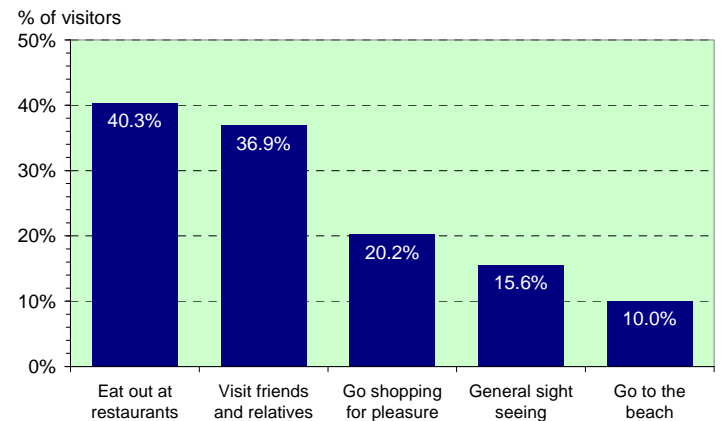
Market share

The region received 35.5% of daytrips to NSW. Compared to YE Sep 06, the share was up by 1.1% points.

Purpose of visit

'Holiday or leisure' (46.9%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (31.4%) was the 2nd largest, followed by 'Business' (9.9%).

Activities



Over 2/5 (40.3%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (36.9%) was the 2nd most popular activity, followed by 'Go shopping for pleasure' (20.2%) and 'General sight seeing' (15.6%).

Age

Over 1/5 (21.1%) of visitors to the region were aged '15-24 years'. The 2nd largest age group was '35-44 years' (17.8%).

Expenditure ⁽⁷⁾

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

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