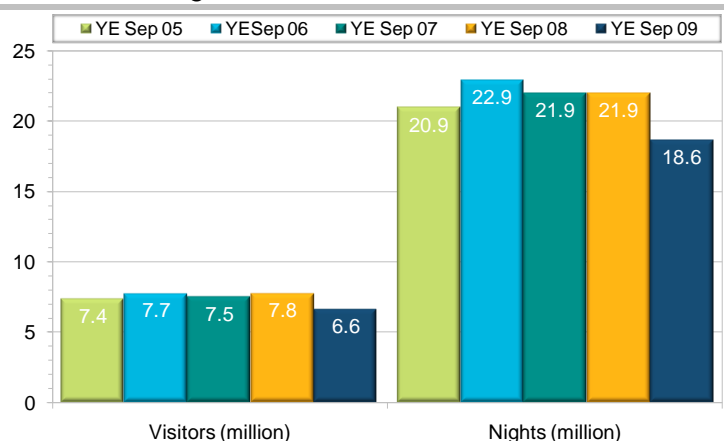




Domestic Overnight Travel

Visitors and nights



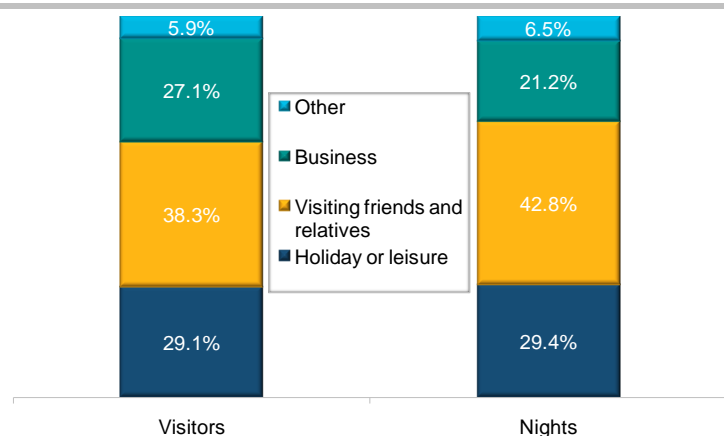
Sydney received over 6.6 million domestic overnight visitors - down by 14.6% on YE Sep 08. Visitors spent nearly 18.6 million nights in the region - down by 15.2% on YE Sep 08.

Note: The number of trips taken domestically by Australians decreased by 7.1 percent on last year and by 5.9 percent compared to four years ago.

Market share

The region received 29.8% of visitors and 24.3% of nights in NSW. Compared to YE Sep 08, the share of visitors was down by 2.1% pts and share of nights was down by 2.4% pts.

Purpose of visit to Sydney



'Visiting friends and relatives' (38.3%) was the largest purpose for **visitors** to the region, followed by 'holiday or leisure' (29.1%) and 'business' (27.1%).

'Visiting friends and relatives' (42.8%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (29.4%) and 'business' (21.2%).

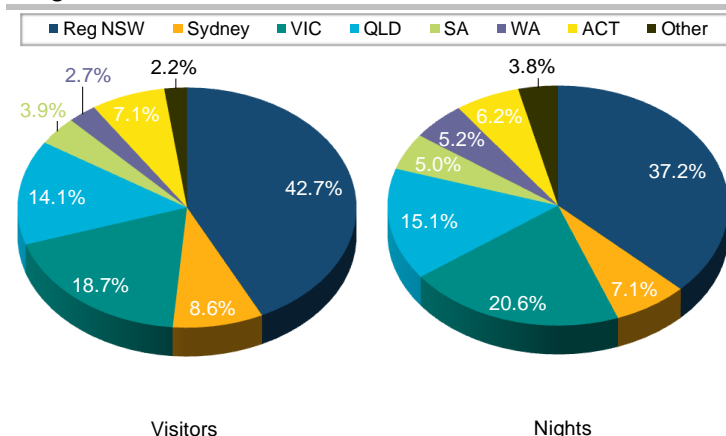
Accommodation

'Friends or relatives property' (51.8%) was the most popular accommodation type used for nights in the region. 'Luxury hotel or luxury resort, 4 or 5 star' (16.6%) was the 2nd most popular, followed by 'standard hotel, motor inn, below 4 star' (14.7%).

Age

'35 to 44 years' (21.9%) was the largest age group of visitors to the region, followed by '45 to 54 years' (20.0%).

Origin



The region received 51.4% of visitors and 44.3% of nights from **intrastate** (regional NSW contributed 83.2% of intrastate visitors and 84.1% of intrastate nights).

Interstate contributed 48.6% of visitors and 55.7% of nights in the region (Victoria was the biggest interstate market for both visitors and nights, while Queensland was the 2nd biggest).

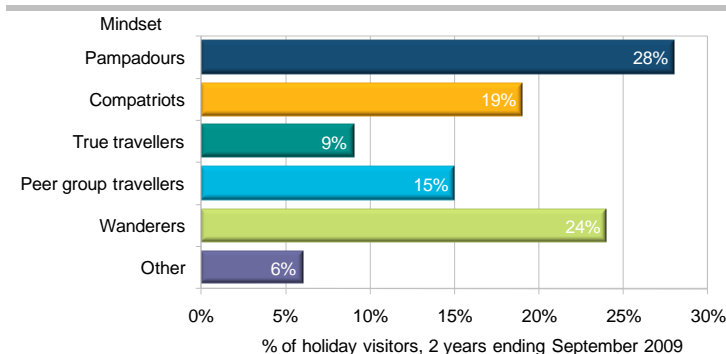
All transport

'Private or company vehicle' (53.1%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (38.8%) and 'railway' (6.1%).

Activities

'Eat out at restaurants' (60.7%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (51.2%) was the 2nd most popular, followed by 'shopping for pleasure' (32.0%) and 'general sight seeing' (22.8%).

Australian Travel Mindsets ⁽²⁾



The 'pampadours' (28%) was the largest mindset of holiday visitors to the region, followed by the 'wanderers' (24%) and the 'compatriots' (19%).

Pampadours - want luxury; *Compatriots* - mostly families; *True travellers* - want depth of experience; *Peer group travellers* - seeking a fun experience with friends; and *Wanderers* - taking time to explore and discover.

(2) Source: *Inside Story*, 2YE Sep 09

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent \$4.2 billion in the region. On average, they spent \$227 per night in the region.

(3) Source: *Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 09, TRA*

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

(1) Sources: *International Visitor Survey & National Visitor Survey, YE Sep 09, TRA (unless otherwise indicated)*

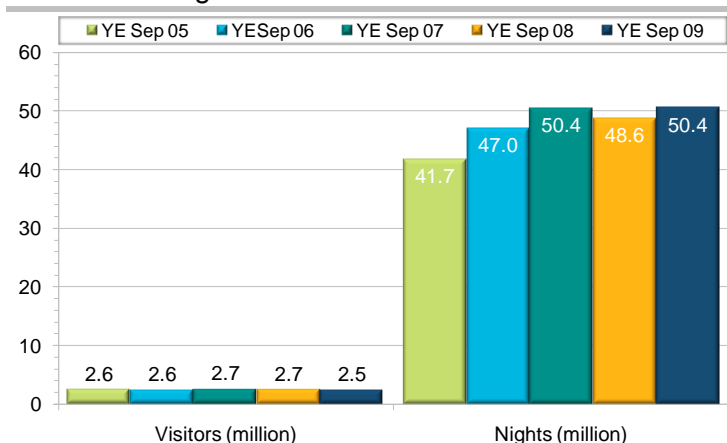
Travel to Sydney ⁽⁴⁾

Year ended September 2009

Total visitors (million)	24.7
Total nights (million)	69.0
- domestic nights	26.9%
- international nights	73.1%
Total expenditure (billion)	\$10.9

International Overnight Travel

Visitors and nights



Sydney received almost 2.5 million international overnight visitors - down by 6.0% on YE Sep 08. Visitors spent over 50.4 million nights in the region - up by 3.7% on YE Sep 08.

Note: The number of overnight trips to Australia by international visitors decreased by 2.0 percent on last year, but was up by 1.2 percent compared to four years ago.

Market share

The region received 93.9% of visitors and 84.8% of nights in NSW. Compared to YE Sep 08, the share of visitors was down by 0.3% pts and the share of nights was up by 0.1% pt.

Purpose of visit to Sydney

'Holiday / pleasure' (56.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (22.5%) and 'business' (14.3%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	13.9%	12	India	2.1%
2	Mainland China & HK	12.3%	13	Scandinavia	1.9%
	Mainland China	9.1%	14	Ireland	1.7%
	Hong Kong	3.3%	15	Indonesia	1.5%
3	New Zealand	12.3%	16	Thailand	1.5%
4	USA	10.9%	17	Malaysia	1.5%
5	Korea	5.3%	18	Italy	1.3%
6	Japan	5.2%	19	Middle East & Nth Africa	1.2%
7	Germany	3.8%	20	Netherlands	1.1%
8	Canada	3.0%	21	Switzerland	1.0%
9	Singapore	2.8%		Other Asia	2.1%
10	Taiwan	2.4%		Other Europe	2.8%
11	France	2.2%		Other Countries	6.0%

'UK' (13.9%) was the region's largest source market of visitors, followed by 'Mainland China & Hong Kong' (12.3%).

Accommodation

'Rented house / apartment / unit / flat' (42.5%) was the most popular accommodation type used for nights in the region. 'Home of friend or relative' (25.2%) was the 2nd most popular, followed by 'backpacker / hostel' (7.3%).

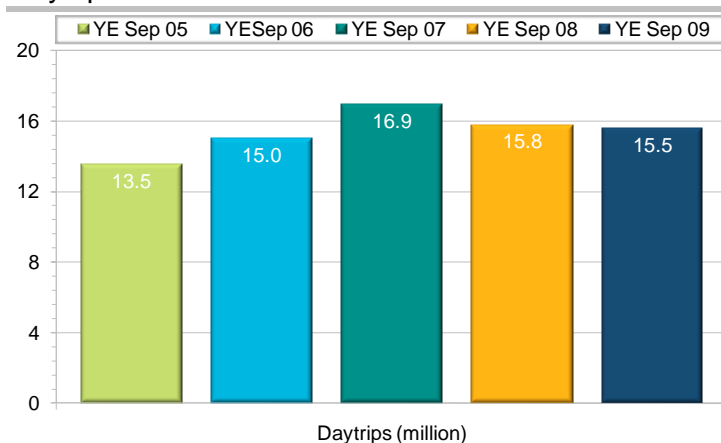
Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent \$5.1 billion in the region. On average, they spent \$101 per night in the region.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 09, TRA.

Domestic Daytrip Travel

Daytrips



Sydney received over 15.5 million domestic daytrip visitors - down by 1.5% on YE Sep 08.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 5.1 percent on last year and by 10.8 percent compared to four years ago.

Market share

The region received 33.7% of daytrips to NSW. Compared to YE Sep 08, the share was down by 2.0% pts.

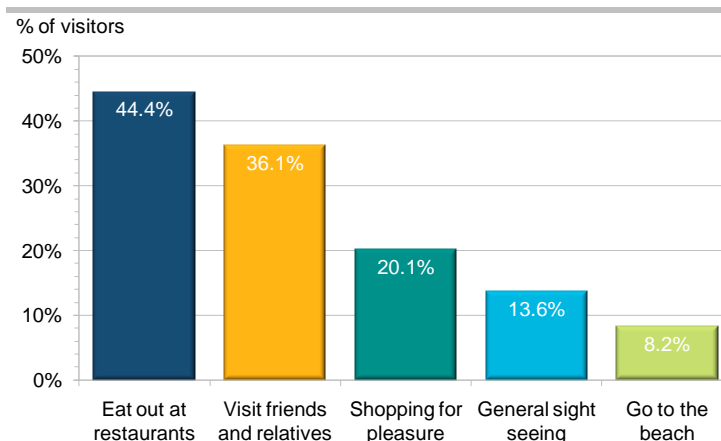
Main purpose of trip

'Holiday or leisure' (45.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (32.5%) and 'business' (12.0%).

Age

'35 to 44 years' (21.4%) was the largest age group of visitors to the region, followed by '65 years and over' (17.1%) and '15 to 24 years' (16.3%).

Activities



'Eat out at restaurants' (44.4%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (36.1%) and 'shopping for pleasure' (20.1%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$1.6 billion in the region. On average, they spent \$105 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 09, TRA

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