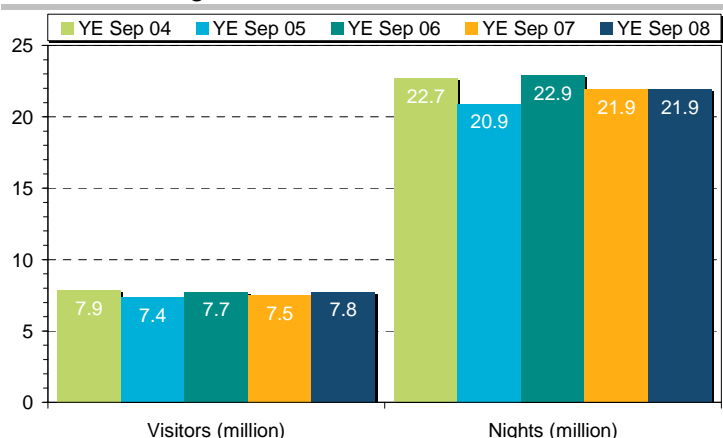




Domestic Overnight Travel

Visitors and nights



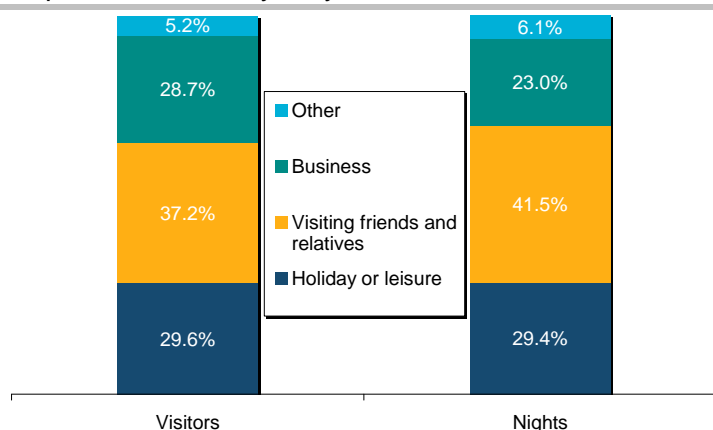
Sydney received nearly 7.8 million domestic overnight visitors - up by 3.3% on YE Sep 07. Visitors spent over 21.9 million nights in the region - up by 0.1% on YE Sep 07.

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 31.9% of visitors and 26.7% of nights in NSW. Compared to YE Sep 07, the share of visitors was up by 1.4% points and share of nights was up by 0.3% points.

Purpose of visit to Sydney



'Visiting friends and relatives' (37.2%) was the largest purpose for **visitors** to the region, followed by 'holiday or leisure' (29.6%) and 'business' (28.7%).

'Visiting friends and relatives' (41.5%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (29.4%) and 'business' (23.0%).

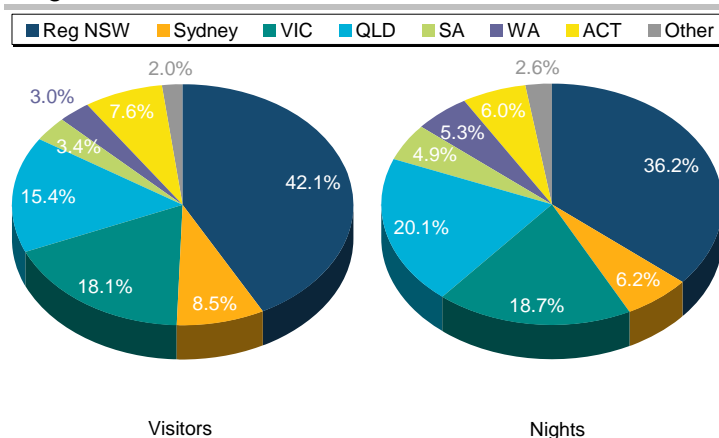
Accommodation

'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' (17.9%) was the 2nd most popular, followed by 'standard hotel, motor inn, below 4 star' (15.1%).

Age

'35 to 44 years' (21.3%) was the largest age group of visitors to the region, followed by '45 to 54 years' (20.5%).

Origin



The region received 50.6% of visitors and 42.4% of nights from **intrastate** (regional NSW contributed 83.2% of intrastate visitors and 85.3% of intrastate nights).

Interstate contributed 49.4% of visitors and 57.6% of nights in the region (Victoria was the biggest interstate market for visitors, while Queensland was the biggest for nights).

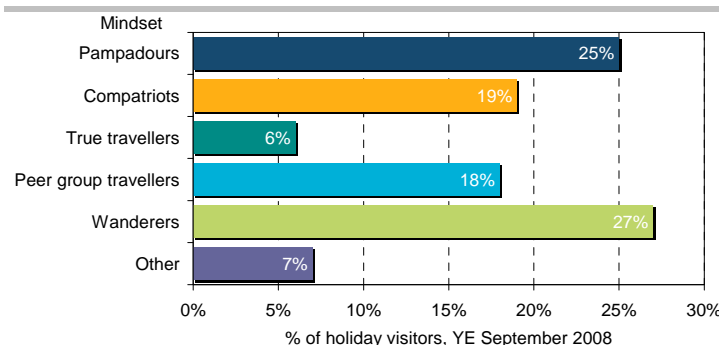
All transport

'Private or company car' (51.0%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (39.1%) and 'railway' (7.1%).

Activities

'Eat out at restaurants' (60.1%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (49.7%) was the 2nd most popular, followed by 'go shopping for pleasure' (27.8%) and 'pubs, clubs, discos etc' (21.4%).

Australian Travel Mindsets ⁽²⁾



The 'wanderers' (27%) was the largest mindset of holiday visitors to the region. The 'pampadours' (25%) was the 2nd largest mindset, followed by the 'compatriots' (19%) and 'peer group travellers' (18%).

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, YE Sep 08

Expenditure (incl airfares and transport costs) ⁽³⁾

Visitors spent, on average, \$222 per night in the region.

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

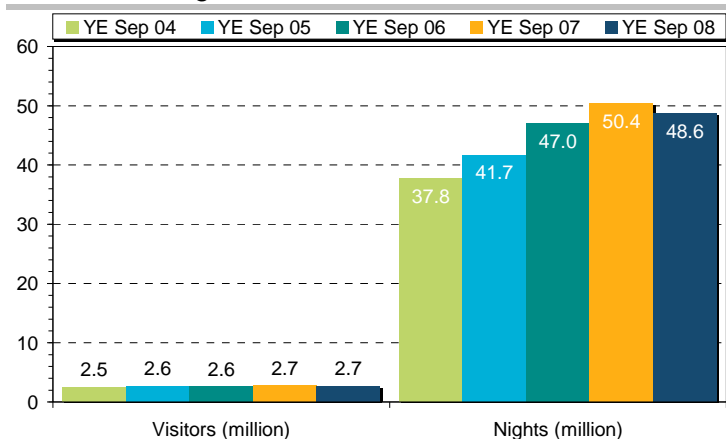
Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

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

Total visitors (million)	26.2
Total nights (million)	70.6
- domestic nights	31.1%
- international nights	68.9%
Total expenditure (billion)	\$11.4

International Overnight Travel

Visitors and nights



Sydney received nearly 2.7 million international overnight visitors - down by 1.3% on YE Sep 07. Visitors spent over 48.6 million nights in the region - down by 3.4% on YE Sep 07.

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 94.3% of visitors and 84.7% of nights in NSW. Compared to YE Sep 07, the share of visitors was unchanged and the share of nights was down by 0.7% points.

Purpose of visit to Sydney

'Holiday / pleasure' (55.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (20.9%) and 'business' (16.8%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	13.8%	14.	Ireland	1.8%
2.	New Zealand	11.7%	15.	Taiwan	1.5%
3.	USA	10.8%	16.	Italy	1.5%
4.	China	9.0%	17.	Thailand	1.5%
5.	Japan	6.7%	18.	Malaysia	1.4%
6.	Korea	6.4%	19.	Indonesia	1.4%
7.	Germany	4.0%	20.	Netherlands	1.1%
8.	Canada	2.9%	21.	Middle East & Nth Africa	1.0%
9.	Hong Kong	2.9%	22.	Switzerland	0.9%
10.	Singapore	2.7%			
11.	India	2.2%		Other Asia	2.0%
12.	France	2.0%		Other Europe	3.0%
13.	Scandinavia	1.9%		Other Countries	5.8%

'UK' (13.8%) was the region's largest source market of visitors, followed by 'New Zealand' (11.7%) and 'USA' (10.8%).

Accommodation

'Rented house / apartment / unit / flat' (40.6%) was the most popular accommodation type used for nights in the region. 'Home of friend or relative' (25.1%) was the 2nd most popular, followed by 'backpacker / hostel' and 'luxury hotel, serviced apartment, resort, 4 or 5 star' (6.4% each).

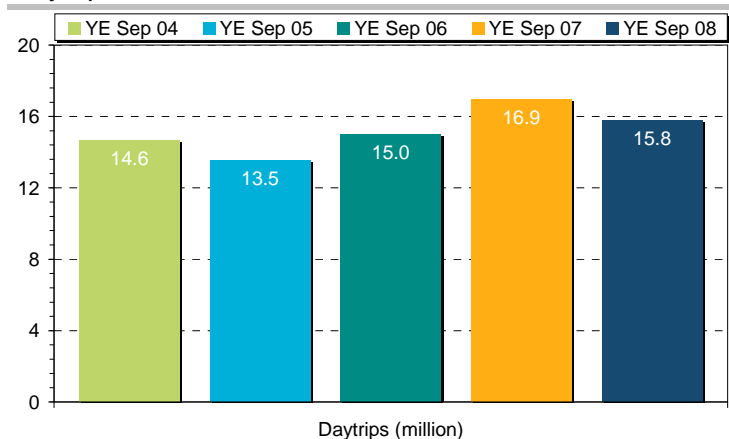
Expenditure (excl package expenditure) ⁽⁵⁾

Visitors spent, on average, \$104 per night in the region.

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

Domestic Daytrip Travel

Daytrips



Sydney received nearly 15.8 million domestic daytrip visitors - down by 6.8% 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 35.7% of daytrips to NSW. Compared to YE Sep 07, the share was up by 0.2% points.

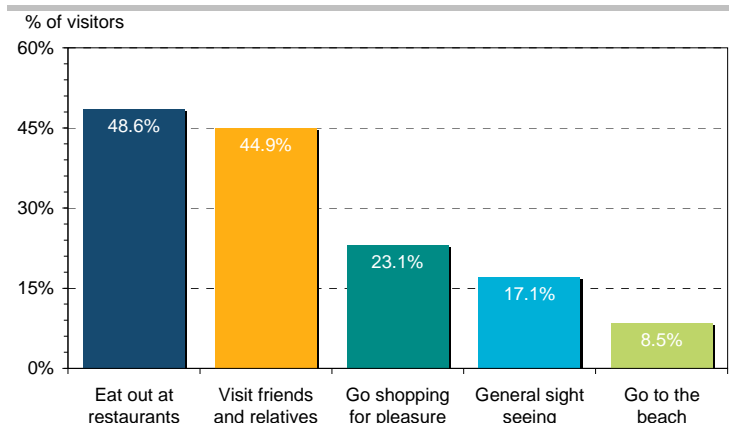
Main purpose of trip

'Holiday or leisure' (44.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (34.0%) and 'business' (11.9%).

Age

'45 to 54 years' (17.8%) was the largest age group of visitors to the region, followed by '35 to 44 years' (17.7%).

Activities



'Eat out at restaurants' (48.6%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (44.9%) was the 2nd most popular activity, followed by 'go shopping for pleasure' (23.1%) and 'general sight seeing' (17.1%).

Expenditure ⁽⁶⁾

Visitors spent, on average, \$97 per trip to the region.

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