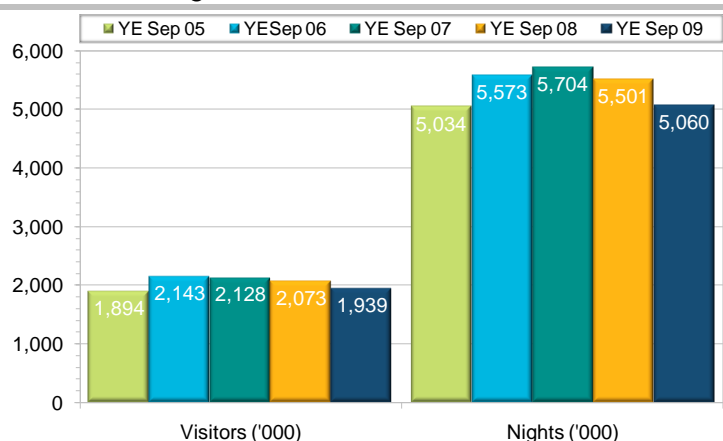




### Domestic Overnight Travel

#### Visitors and nights



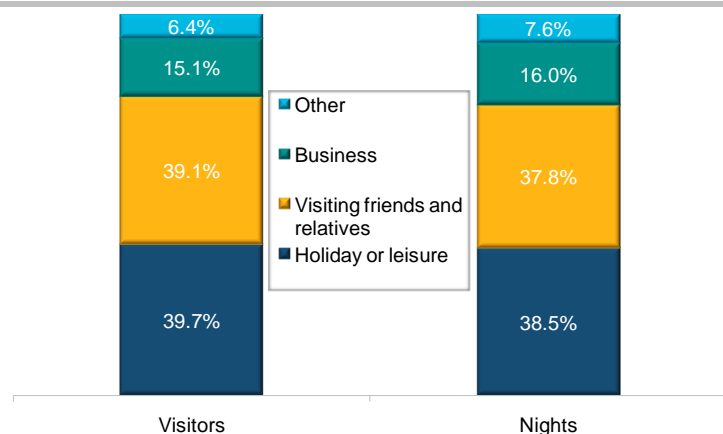
The Hunter received over 1.9 million domestic overnight visitors - down by 6.5% on YE Sep 08. Visitors spent nearly 5.1 million nights in the region - down by 8.0% on YE Sep 08.

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 12.1% of visitors and 8.8% of nights in regional NSW. Compared to YE Sep 08, the share of visitors was down by 0.1 pt and the share of nights was down by 0.4% pts.

#### Purpose of visit to the region



'Holiday or leisure' (39.7%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (39.1%) and 'business' (15.1%).

'Holiday or leisure' (38.5%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (37.8%) and 'business' (16.0%).

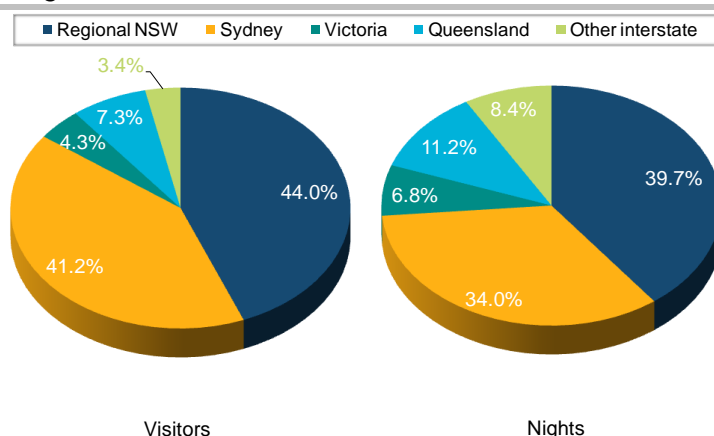
#### Accommodation

'Friends or relatives property' (42.5%) was the most popular accommodation used for nights in the region. 'Standard hotel, motor inn, below 4 star' (11.0%) was the 2<sup>nd</sup> most popular, followed by 'luxury hotel or resort, 4 or 5 star' (9.0%).

#### Age

'45 to 54 years' (20.6%) was the largest age group of visitors to the region, followed by '35 to 44 years' (18.8%).

#### Origin



The region received 85.1% of visitors and 73.6% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 14.9% of visitors and 26.4% of nights in the region (Queensland was the biggest interstate market for both visitors and nights).

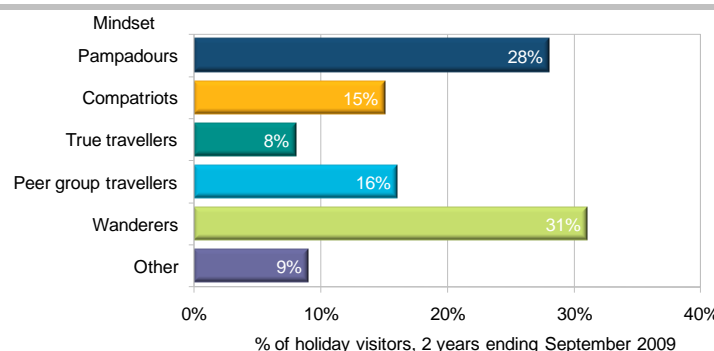
#### All transport

'Private or company vehicle' (83.2%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (9.2%) and 'railway' (4.9%).

#### Activities

'Eat out at restaurants' (49.1%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (47.9%) and 'general sight seeing' (23.1%).

#### Australian Travel Mindsets<sup>(2)</sup>



The 'wanderers' (31%) was the largest travel mindset of holiday visitors to the region, followed by the 'pampadours' (28%) and the 'peer group travellers' (16%).

*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)<sup>(3)</sup>

Domestic overnight visitors spent \$815 million in the region. On average, they spent \$161 per night in the region.

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

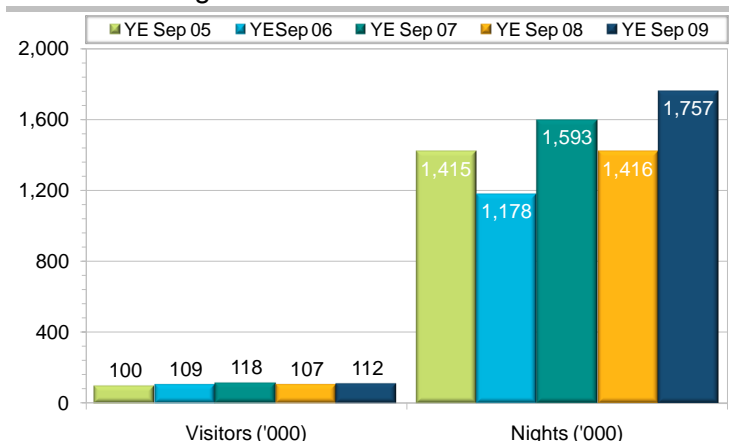
# Travel to The Hunter (4)

## Year ended September 2009

Total visitors ('000)	6,625
Total nights ('000)	6,817
- domestic nights	74.2%
- international nights	25.8%
Total expenditure (million)	\$1,375

### International Overnight Travel

#### Visitors and nights



The Hunter received 112,300 international overnight visitors - up by 5.0% on YE Sep 08. Visitors spent nearly 1.8 million nights in the region - up by 24.1% 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 19.4% each of both visitors and nights in regional NSW. Compared to YE Sep 08, the share of visitors was up by 2.1 pts and the share of nights was up by 3.3% pts.

#### Purpose of visit to the region

'Holiday / pleasure' (60.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (23.0%) and 'business' (9.1%).

#### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	26.9%	12	Netherlands	1.7%
2	USA	11.2%	13	Japan	1.6%
3	New Zealand	10.5%	14	Taiwan	1.5%
4	Germany	7.0%	15	Malaysia	1.2%
5	Canada	5.5%	16	Singapore	1.0%
6	Mainland China & HK	4.5%	17	Middle East & Nth Africa	1.0%
	Mainland China	3.1%	18	Italy	0.7%
	Hong Kong	1.5%	19	Thailand	0.7%
7	Scandinavia	3.9%	20	Indonesia	0.7%
8	France	2.6%	21	India	0.4%
9	Korea	2.4%		Other Asia	2.0%
10	Switzerland	2.3%		Other Europe	2.9%
11	Ireland	2.1%		Other Countries	5.5%

'UK' (26.9%) was the region's largest source market of visitors, followed by 'USA' (11.2%) and 'New Zealand' (10.5%).

#### Accommodation

'Rented house / apartment / unit / flat' (40.7%) was the most popular form of accommodation used for nights in the region. 'Home of friend or relative' (27.4%) was the 2<sup>nd</sup> most popular, followed by 'educational institution' (9.4%).

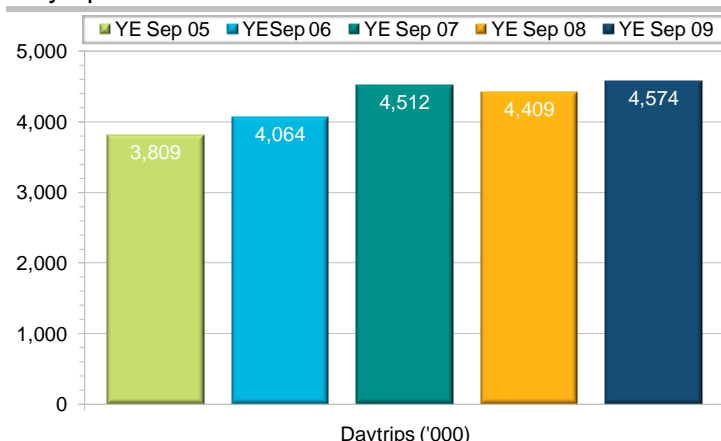
#### Expenditure (excl package expenditure) <sup>(5)</sup>

International overnight visitors spent \$123 million in the region. On average, they spent \$70 per night in the region.

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

### Domestic Daytrip Travel

#### Daytrips



The Hunter received nearly 4.6 million domestic daytrip visitors - up by 3.7% 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 14.9% of daytrips to regional NSW. Compared to YE Sep 08, the share was down by 0.6% pts.

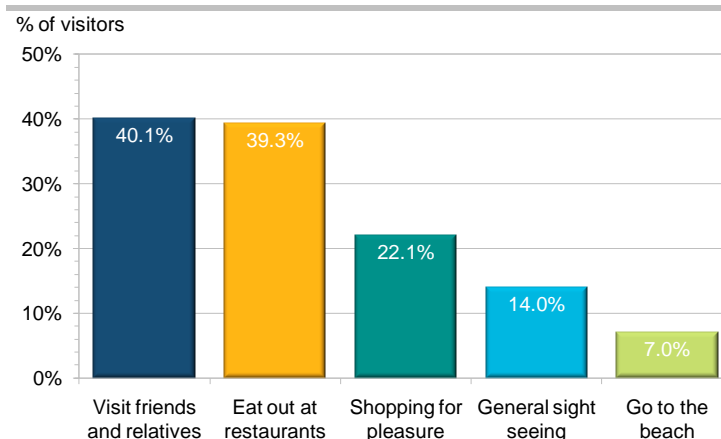
#### Main purpose of trip

'Holiday or leisure' (44.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (32.9%) and 'business' (13.3%).

#### Age

'45 to 54 years' (18.5%) was the largest age group of visitors to the region, followed by '35 to 44 years' (18.2%) and '65 years and over' (18.1%).

#### Activities



'Visit friends and relatives' (40.1%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (39.3%) and 'shopping for pleasure' (22.1%).

#### Expenditure <sup>(6)</sup>

Domestic daytrip visitors spent \$437 million in the region. On average, they spent \$95 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.