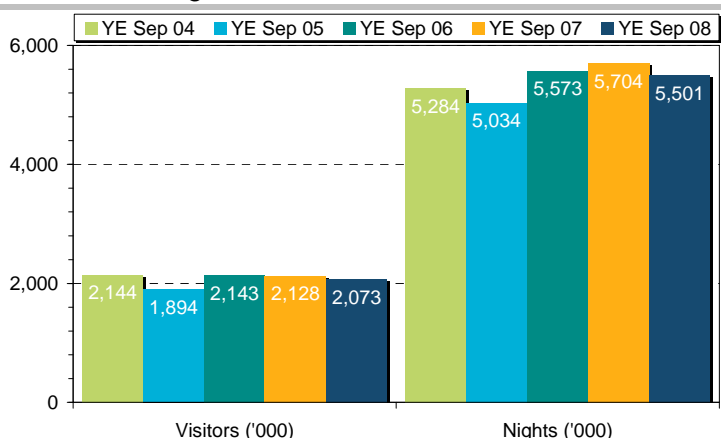


Domestic Overnight Travel

Visitors and nights



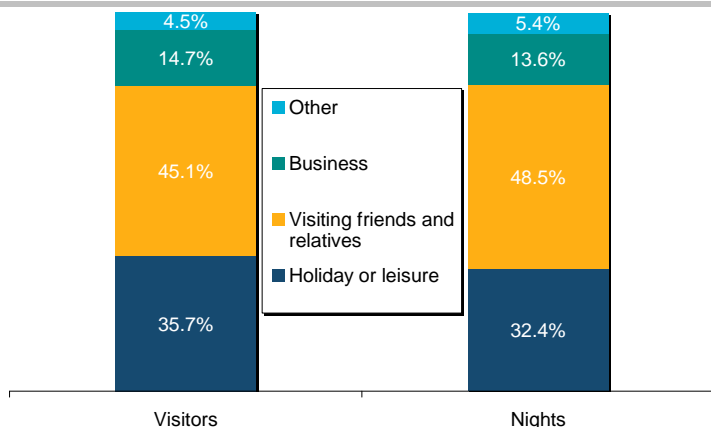
The Hunter received nearly 2.1 million domestic overnight visitors - down by 2.6% on YE Sep 07. Visitors spent over 5.5 million nights in the region - down by 3.6% on YE Sep 07.

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 12.1% of visitors and 9.2% of nights in regional NSW. Compared to YE Sep 07, the share of visitors was unchanged and the share of nights was down by 0.2% points.

Purpose of visit to the region



'Visiting friends and relatives' (45.1%) was the largest purpose for **visitors** to the region, followed by 'holiday or leisure' (35.7%) and 'business' (14.7%).

'Visiting friends and relatives' (48.5%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (32.4%) and 'business' (13.6%).

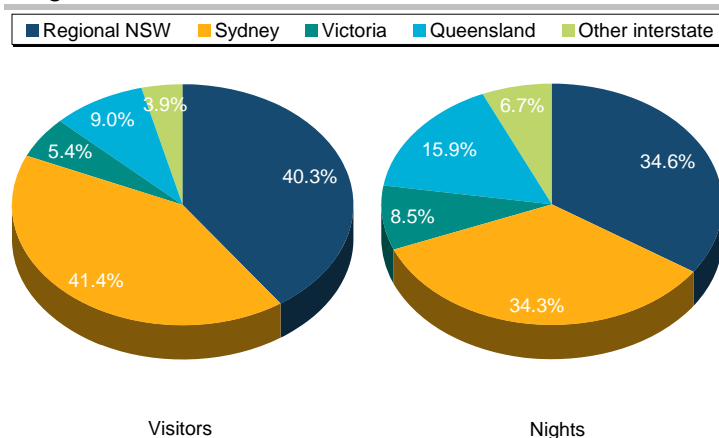
Accommodation

'Friends or relatives property' (50.9%) was the most popular accommodation used for nights in the region. 'Standard hotel, motor inn, below 4 star' (14.5%) was the 2nd most popular, followed by 'luxury hotel or resort, 4 or 5 star' (10.3%).

Age

'35 to 44 years' (21.3%) was the largest age group of visitors to the region, followed by '45 to 54 years' (20.4%).

Origin



The region received 81.8% of visitors and 68.9% of nights from **intrastate** (Sydney contributed more visitors, while regional NSW provided more nights).

Interstate contributed 18.2% of visitors and 31.1% of nights in the region (Queensland was the biggest interstate market for both visitors and nights).

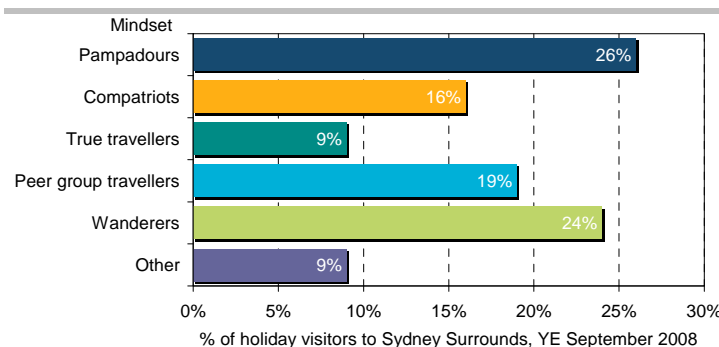
All transport

'Private or company car' (84.7%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (9.1%) and 'railway' (4.0%).

Activities

'Eat out at restaurants' (51.7%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (50.7%) and 'general sight seeing' (20.8%).

Australian Travel Mindsets⁽²⁾



The 'pampadours' (26%) was the largest travel mindset of holiday visitors to Sydney Surrounds*, followed by the 'wanderers', (24%) and 'peer group travellers' (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*, YE Sep 08

* combined regions of Blue Mountains, Central Coast and Illawarra, plus selected local areas of the Capital Country, Hunter, Mid North Coast and Sydney regions.

Expenditure (incl airfares and transport costs)⁽³⁾

Visitors spent, on average, \$140 per night in the region.

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

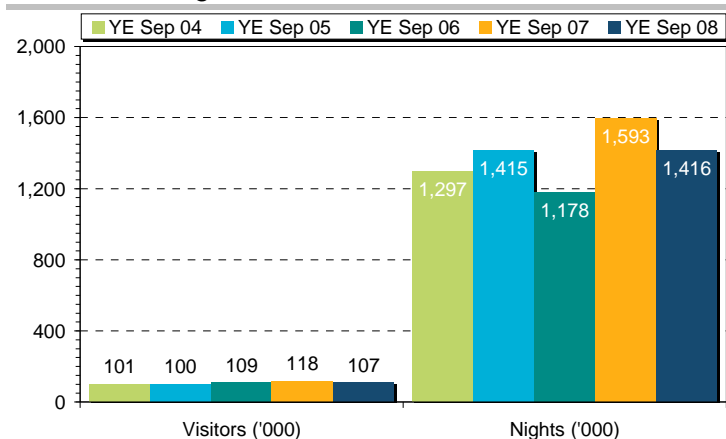
Travel to The Hunter (4)

Year ended September 2008

Total visitors ('000)	6,589
Total nights ('000)	6,917
- domestic nights	79.5%
- international nights	20.5%
Total expenditure (million)	\$1,369

International Overnight Travel

Visitors and nights



The Hunter received 107,000 international overnight visitors - down by 9.1% on YE Sep 07. Visitors spent over 1.4 million nights in the region - down by 11.1% 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 17.3% of visitors and 16.1% of nights in regional NSW. Compared to YE Sep 07, the share of visitors was down by 2.2% pts and the share of nights was down by 2.3% pts.

Purpose of visit to the region

'Holiday / pleasure' (59.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (26.7%) and 'business' (8.5%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	22.8%	14.	Japan	1.6%
2.	USA	13.8%	15.	Switzerland	1.5%
3.	New Zealand	12.5%	16.	France	1.4%
4.	Germany	7.0%	17.	Middle East & Nth Africa	1.1%
5.	Canada	6.6%	18.	Thailand	1.0%
6.	China	3.6%	19.	India	1.0%
7.	Scandinavia	3.4%	20.	Malaysia	0.8%
8.	Netherlands	3.3%	21.	Taiwan	0.8%
9.	Korea	2.1%	22.	Indonesia	0.2%
10.	Italy	1.9%		Other Asia	0.7%
11.	Singapore	1.9%		Other Europe	3.3%
12.	Ireland	1.8%		Other Countries	4.5%
13.	Hong Kong	1.6%			

'UK' (22.8%) was the region's largest source market of visitors, followed by 'USA' (13.8%) and 'New Zealand' (12.5%).

Accommodation

'Rented house / apartment / unit / flat' (47.2%) was the most popular form of accommodation used for nights in the region. 'Home of friend or relative' (25.2%) was the 2nd most popular, followed by 'educational institution' (6.7%).

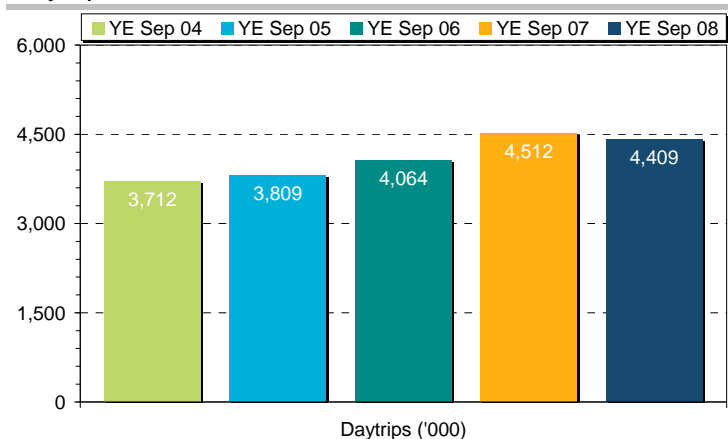
Expenditure (excl package expenditure) ⁽⁵⁾

Visitors spent, on average, \$93 per night in the region.

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

Domestic Daytrip Travel

Daytrips



The Hunter received over 4.4 million domestic daytrip visitors - down by 2.3% 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 15.5% of daytrips to regional NSW. Compared to YE Sep 07, the share was up by 0.8% points.

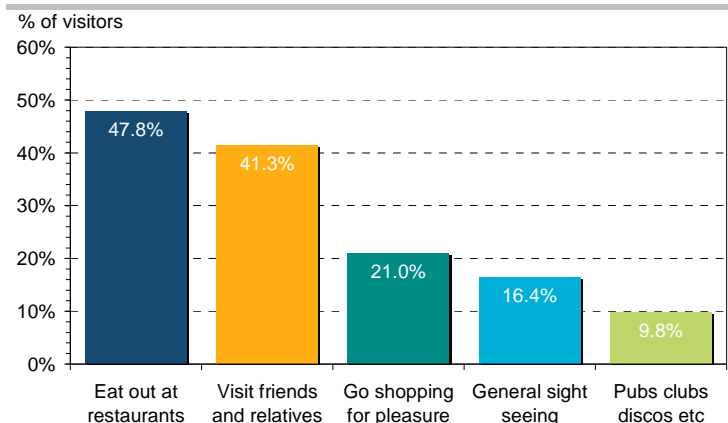
Main purpose of trip

'Holiday or leisure' (42.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (34.9%) and 'business' (13.5%).

Age

'55 to 64 years' (21.5%) was the largest age group of visitors to the region, followed by '45 to 54 years' (21.3%) and '65 years and over' (17.2%).

Activities



'Eat out at restaurants' (47.8%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (41.3%) and 'go shopping for pleasure' (21.0%).

Expenditure ⁽⁶⁾

Visitors spent, on average, \$106 per trip to the region.

(6) Source: Modelled domestic day 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.