

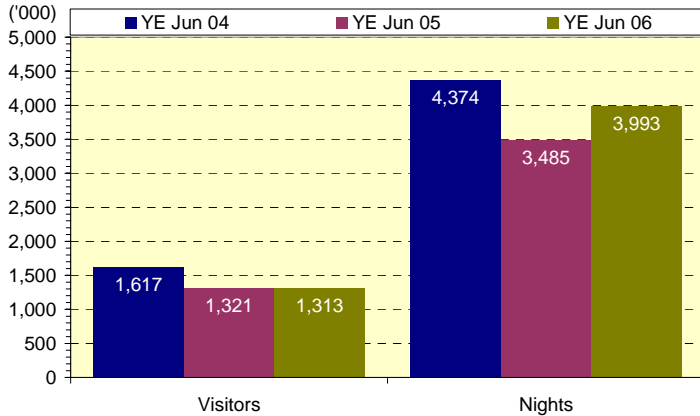


Total visitors ('000)	4,269
Domestic nights ('000)	3,993
Total expenditure (\$m)	\$669

## Domestic Overnight Travel

Note: The number of trips taken domestically by Australians decreased in this period by 0.3 percent and at the same time the number of Australians travelling overseas reached a record high.

### Visitors and nights

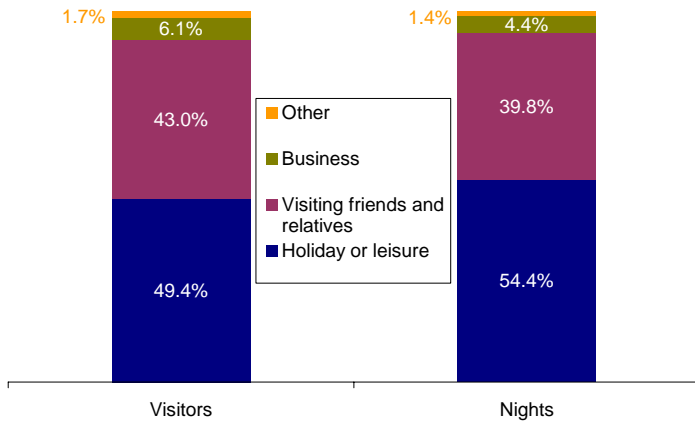


The region received over 1.3 million domestic overnight visitors - down by 0.6% on YE Jun 05. Visitors spent almost 4.0 million nights in the region - up by 14.6% on YE Jun 05.

### Market share

The region received 7.7% of visitors to and 6.6% of nights in Regional NSW. Compared to YE Jun 05, the share of visitors was up by 0.3% points and share of nights was up by 1.3% points.

### Purpose of visit



**Visitors** - 'Holiday or leisure' (49.4%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (43.0%) was the 2<sup>nd</sup> largest, followed by 'Business' (6.1%).

**Nights** - 'Holiday or leisure' (54.4%) was the largest purpose in terms of nights in the region. 'Visiting friends and relatives' (39.8%) was the 2<sup>nd</sup> largest, followed by 'Business' (4.4%).

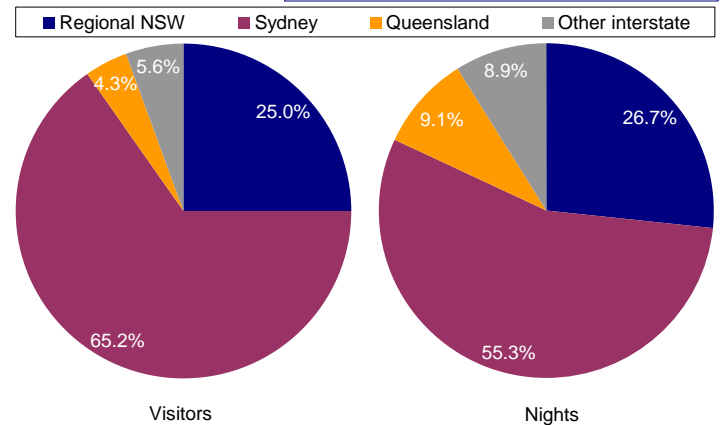
### Accommodation

Nearly ½ (47.0%) of nights in the region were spent in 'Friends or relatives property'. 'Rented house, apartment, flat or unit' (13.4%) was the 2<sup>nd</sup> most popular, followed by 'Caravan park or commercial camping ground' (11.7%).

### Activities

Over ½ (52.4%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (51.1%) was the 2<sup>nd</sup> most popular activity, followed by 'Go to the beach' (47.1%) and 'Go shopping' (32.6%).

### Origin



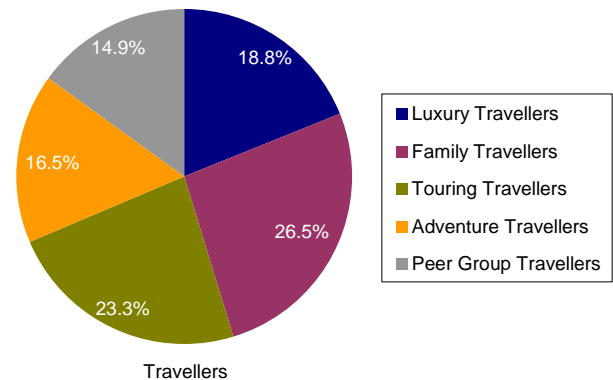
The region received over 9/10 (90.3%) of visitors and more than 4/5 (81.9%) of nights from intrastate (Sydney contributed more than Regional NSW for both visitors and nights).

Almost 1/10 (9.7%) of visitors and nearly 1/5 (18.1%) of nights came from interstate (Queensland was the biggest interstate market for both visitors and nights).

### Transport

Almost 9/10 (89.0%) of visitors to the region travelled by 'Private or company car'. 'Railway' (5.9%) was the 2<sup>nd</sup> most popular, followed by 'Air transport' (2.0%).

### Australian travel segments <sup>(1)</sup>



Over ¼ (26.5%) of visitors to the region were 'Family travellers'. 'Touring travellers' (23.3%) was the 2<sup>nd</sup> largest travel segment, followed by 'Luxury travellers' (18.8%).

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

### Expenditure (incl airfares and transport costs) <sup>(2)</sup>

Domestic overnight visitors spent, on average, \$104 per night in the region.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 06, TRA

### Tourism employment <sup>(3)</sup>

An estimated 6,800 (5.2%) of the region's workforce were employed in the tourism industry.

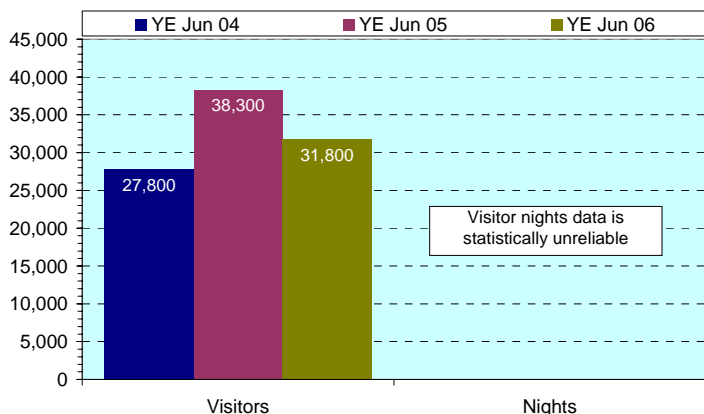
(3) Source: Estimates of Tourism Employment in All Statistical Local Areas and Statistical Subdivisions in Australia, 2003, TTF Australia



Total visitors ('000)	4,269
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### International Overnight Travel

#### Visitors and nights



The region received 31,800 international overnight visitors - down by 17.8% on YE Jun 05. Visitor nights data is statistically unreliable.

#### Market share

The region received 5.6% of visitors to and 6.4% of nights in Regional NSW. Compared to YE Jun 05, the share of visitors was down by 1.3% points and the share of nights was up by 1.1% points.

#### Purpose of visit

'Visiting friends and relatives' (47.8%) was the largest purpose for visitors to the region. 'Holiday/pleasure' (41.1%) was the 2<sup>nd</sup> largest, followed by 'Business' (7.6%).

#### Origin

Market	Share	Market	Share
Hong Kong	0.9%	New Zealand	23.1%
Singapore	1.4%	Japan	3.1%
Malaysia	0.5%	USA	8.5%
Indonesia	1.8%	Canada	4.0%
Taiwan	0.0%	United Kingdom	30.0%
Thailand	1.0%	Germany	3.9%
Korea	2.0%	Scandinavia	1.8%
China	1.5%	Other Europe	8.4%
India	0.0%	Gulf Countries	0.0%
Other Asia	2.6%	Other Countries	5.3%

'United Kingdom' (30.0%) was the largest source market of visitors to the region. 'New Zealand' (23.1%) was the 2<sup>nd</sup> largest, followed by 'USA' (8.5%).

#### Accommodation

Nearly ½ (46.9%) of nights in the region were spent in 'Home of friend or relative'. 'Rented house / apartment / unit / flat' (28.9%) was the 2<sup>nd</sup> most popular, followed by 'Homestay' (12.6%).

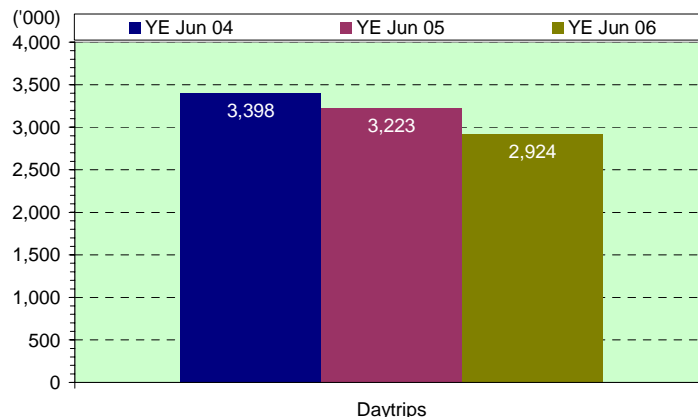
#### Expenditure (incl package expenditure) <sup>(4)</sup>

International overnight visitors spent, on average, \$39 per night in the region.

(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 06, TRA

### Domestic Daytrip Travel

#### Trips



The region received over 2.9 million domestic daytrip visitors - down by 9.3% on YE Jun 05.

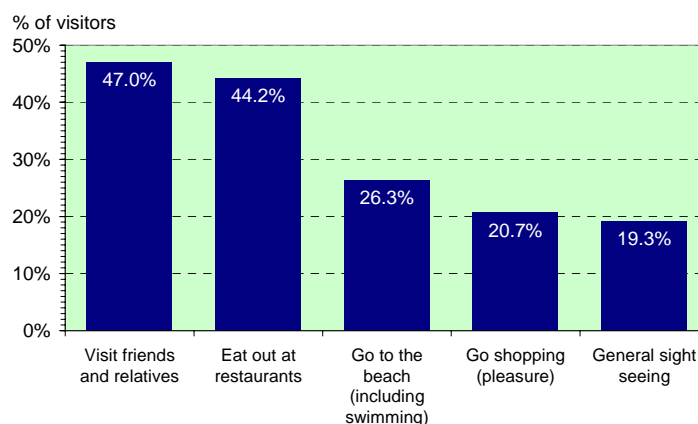
#### Market share

The region received 10.4% of daytrips to Regional NSW. Compared to YE Jun 05, the share was down by 1.2% points.

#### Purpose of visit

'Holiday or leisure' (48.4%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (41.6%) was the 2<sup>nd</sup> largest, followed by 'Business' (7.1%).

#### Activities



Nearly ½ (47.0%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (44.2%) was the 2<sup>nd</sup> most popular activity, followed by 'Go to the beach' (26.3%) and 'Go shopping' (20.7%).

#### Age

Over 1/5 (21.6%) of visitors to the region were aged '35-44 years'. The 2<sup>nd</sup> largest age group was '55-64 years' (17.6%).

'Young' travellers (aged below 35) made up 31.4% of visitors. 'Mid-Life' travellers (aged 35-54) contributed 35.5%, while 33.1% were 'Older' (aged 55 and over).

#### Expenditure <sup>(5)</sup>

Domestic daytrip visitors spent, on average, \$80 per trip to the region.

(5) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Jun 06, TRA