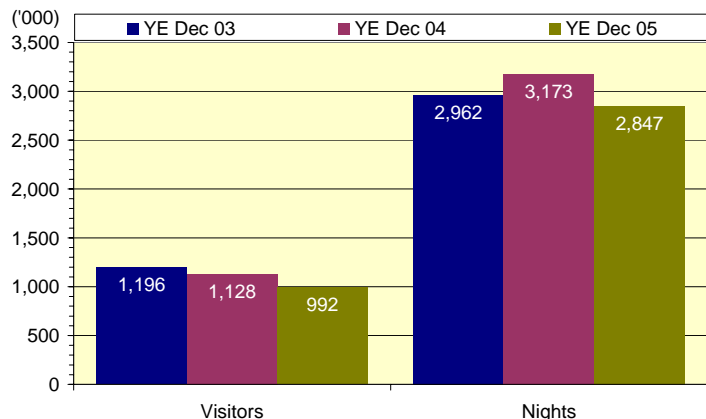




Total visitors ('000)	1,883
Domestic nights ('000)	2,847
Total expenditure* (\$m)	\$434

## Domestic Overnight Travel

### Visitors and nights

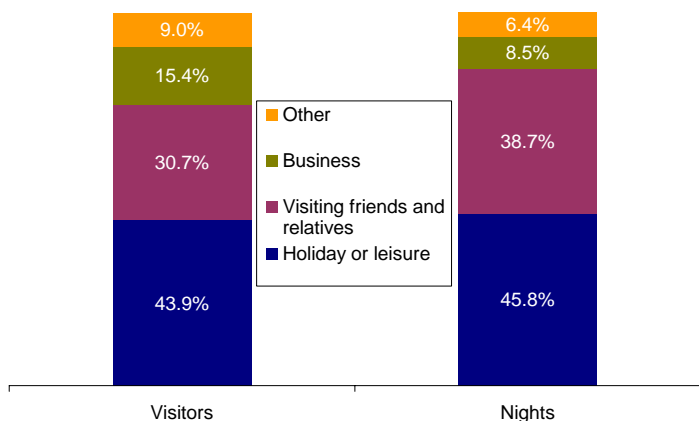


The region received almost 0.9 million domestic overnight visitors - down by 12.1% on YE Dec 04. Visitors spent over 2.8 million nights in the region - down by 10.3% on YE Dec 04.

### Market share

The region received 5.8% of visitors to and 4.7% of nights in Regional NSW. Compared to YE Dec 04, the share of visitors was down by 0.3% points and share of nights was down by 0.1% point.

### Purpose of visit



**Visitors** - 'Holiday or leisure' (43.9%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (30.7%) was the 2<sup>nd</sup> largest, followed by 'Business' (15.4%).

**Nights** - 'Holiday or leisure' (45.8%) was the largest purpose in terms of nights in the region. 'Visiting friends and relatives' (38.7%) was the 2<sup>nd</sup> largest, followed by 'Business' (8.5%).

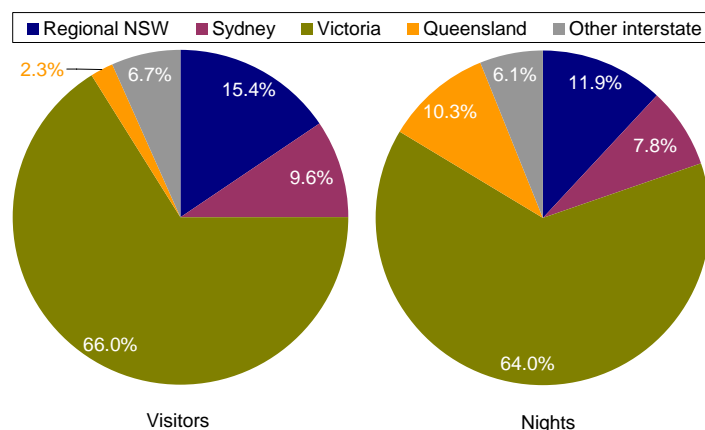
### Accommodation

Nearly 2/5 (38.7%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (27.2%) was the 2<sup>nd</sup> most popular, followed by 'Caravan park or commercial camping ground' (15.8%).

### Activities

Nearly 1/2 (48.5%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (35.9%) was the 2<sup>nd</sup> most popular activity, followed by 'Pubs clubs discos etc' (30.8%) and 'General sight seeing' (23.8%).

### Origin



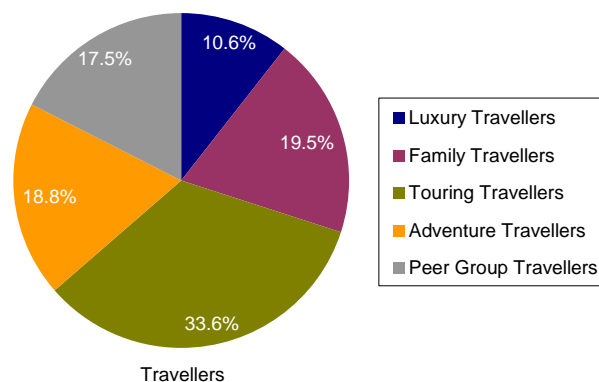
The region received over 3/4 of visitors (75.1%) and more than 4/5 of nights (80.4%) from interstate (Victoria was the biggest interstate market for both visitors and nights).

Almost 1/4 of visitors (24.9%) and close to 1/5 of nights (19.6%) came from intrastate (Regional NSW contributed more than Sydney for both visitors and nights).

### Transport

Nearly 9/10 (87.7%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (4.3%) was the 2<sup>nd</sup> most popular, followed by 'Bus or coach' (3.8%).

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



Over 1/3 (33.6%) of visitors to the region were 'Touring travellers'. 'Family travellers' (19.5%) was the 2<sup>nd</sup> largest travel segment, followed by 'Adventure travellers' (18.8%).

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

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

In the year ended December 2005, domestic overnight visitors spent, on average, \$107 per night in the region.

(2) Source: Travel Exp. by Visitors in Australia's Regions, YE Dec 05, TRA

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

An estimated 2,800 (5.9%) of the region's workforce were employed in the tourism industry.

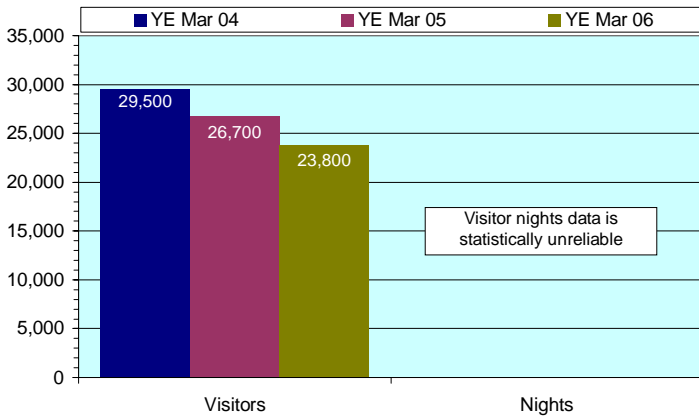
(3) Source: Estimates of Tourism Employment in All Statistical Local Areas and Statistical Subdivisions in Australia, 2003, TTF Australia



Total visitors ('000)	1,883
Domestic nights ('000)	2,847
Total expenditure* (\$m)	\$434

## International Overnight Travel

### Visitors and nights



The region received 23,800 international overnight visitors - down by 10.8% on YE Mar 05. Visitor nights data is statistically unreliable.

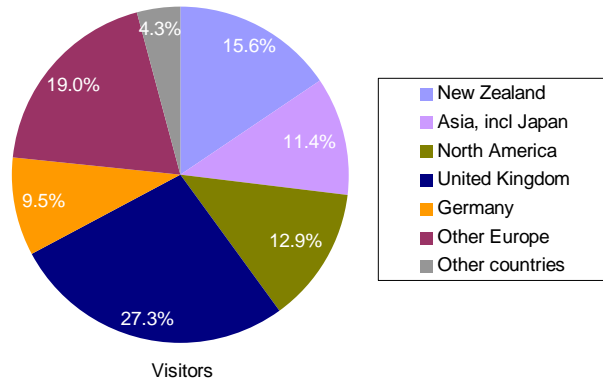
### Market share

The region received 4.3% of visitors to and 2.2% of nights in Regional NSW. Compared to YE Mar 05, the share of visitors was down by 0.5% points and the share of nights was down by 0.6% points.

### Purpose of visit

'Holiday/pleasure' (52.2%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (29.0%) was the 2<sup>nd</sup> largest, followed by 'Business' (12.3%).

### Origin



'United Kingdom' (27.3%) was the largest source market of visitors to the region. 'Other Europe' (19.0%) was the 2<sup>nd</sup> largest, followed by 'New Zealand' (15.6%).

### Accommodation

Nearly 3/5 (56.1%) of nights in the region were spent in 'Home of friend or relative'. 'Standard hotel/motel/motor inn, below 4 star' (13.6%) was the 2<sup>nd</sup> most popular, followed by 'Caravan park or commercial camping ground' (10.8%).

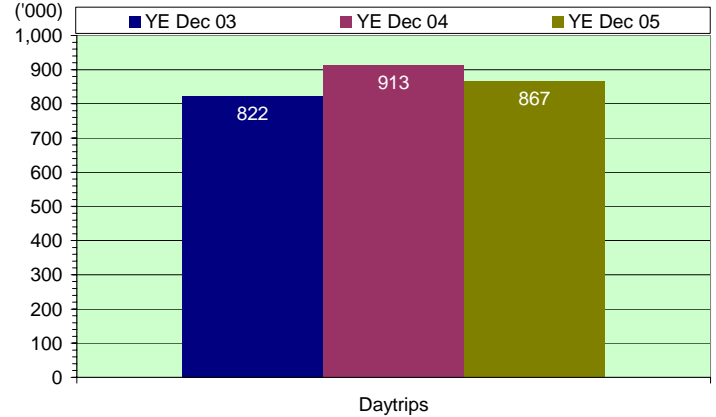
### Expenditure (incl package expenditure) <sup>(2)</sup>

In the year ended December 2005, international overnight visitors spent, on average, \$47 per night in the region\*.

(2) Source: Travel Exp. by Visitors in Australia's Regions, YE Dec 05, TRA

## Domestic Daytrip Travel

### Trips



The region received nearly 0.9 million domestic daytrip visitors - down by 5.0% on YE Dec 04.

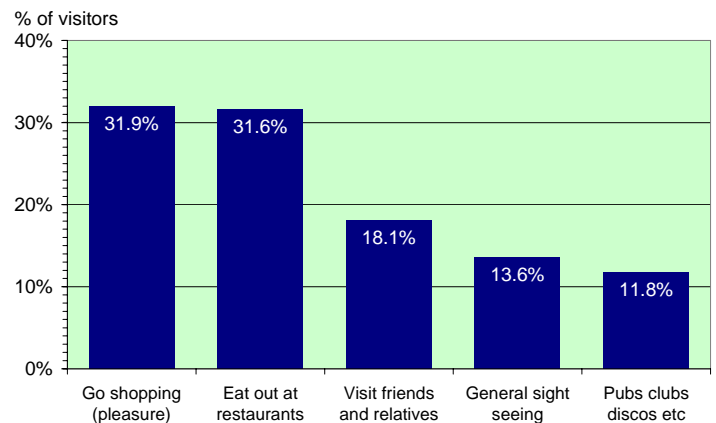
### Market share

The region received 3.1% of daytrips to Regional NSW. Compared to YE Dec 04, the share was down by 0.4% points.

### Purpose of visit

'Holiday or leisure' (57.9%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' accounted for 14.2% of visitors, while 'Business' accounted for 13.4%.

### Activities



Nearly 1/3 (31.9%) of visitors to the region 'Went shopping'. 'Eat out at restaurants' (31.6%) was the 2<sup>nd</sup> most popular activity, followed by 'Visit friends and relatives' (18.1%). Over 1/6 (17.1%) of visitors undertook none of the listed activities.

### Age

Nearly 1/4 (22.6%) of visitors to the region were aged '45-54 years'. The 2<sup>nd</sup> largest age group was '35-44 years' (21.1%).

'Young' travellers (aged below 35) made up 23.5% of visitors. 'Mid-Life' travellers (aged 35-54) contributed 43.7%, while 32.8% were 'Older' (aged 55 and over).

### Expenditure <sup>(2)</sup>

In the year ended December 2005, domestic daytrip visitors spent, on average, \$143 per trip to the region.

(2) Source: Travel Exp. by Visitors in Australia's Regions, YE Dec 05, TRA