

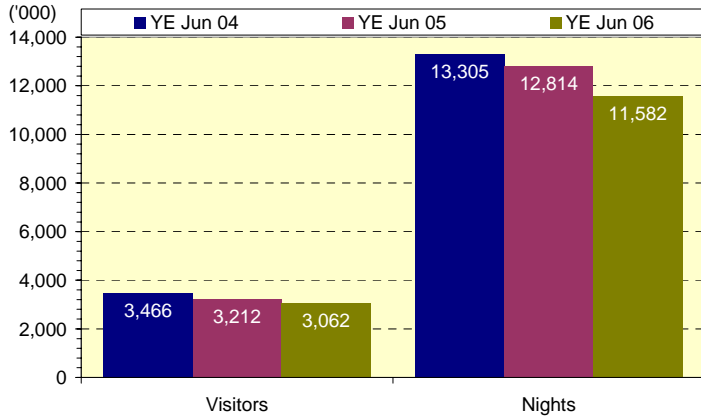


Total visitors ('000)	6,445
Domestic nights ('000)	11,582
Total expenditure (\$m)	\$1,809

## 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

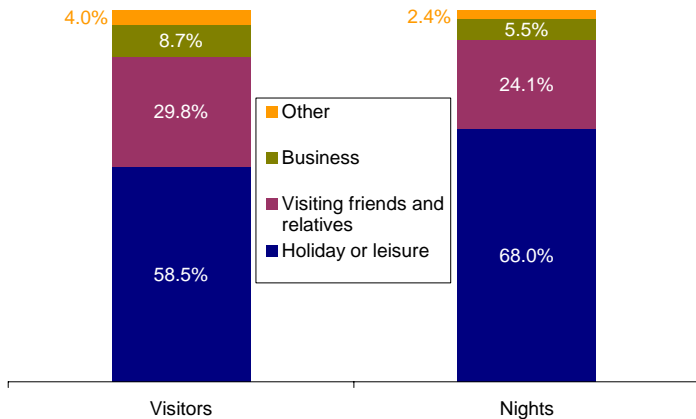


The region received nearly 3.1 million domestic overnight visitors - down by 4.7% on YE Jun 05. Visitors spent nearly 11.6 million nights in the region - down by 9.6% on YE Jun 05.

### Market share

The region received 17.9% of visitors to and 19.1% of nights in Regional NSW. Compared to YE Jun 05, the share of visitors was down by 0.1% point and share of nights was down by 0.4% points.

### Purpose of visit



**Visitors** - 'Holiday or leisure' (58.5%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (29.8%) was the 2<sup>nd</sup> largest, followed by 'Business' (8.7%).

**Nights** - 'Holiday or leisure' (68.0%) was the largest purpose in terms of nights in the region. 'Visiting friends and relatives' (24.1%) was the 2<sup>nd</sup> largest, followed by 'Business' (5.5%).

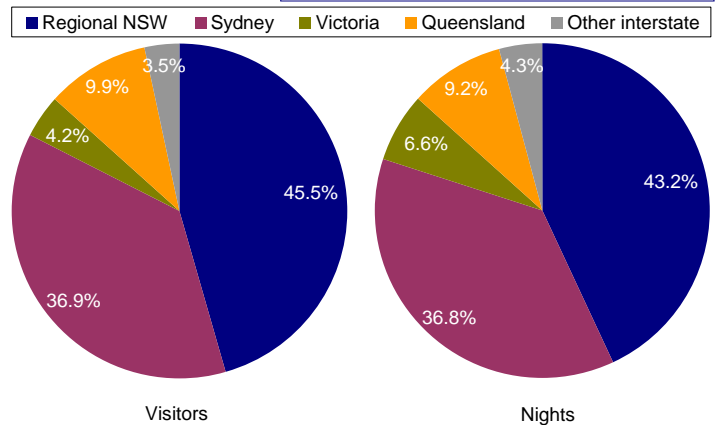
### Accommodation

Almost 3/10 (29.2%) of nights in the region were spent in 'Friends or relatives property'. 'Caravan park or commercial camping ground' (19.5%) was the 2<sup>nd</sup> most popular, followed by 'Rented house, apartment, flat or unit' (16.8%).

### Activities

Nearly 3/5 (55.9%) of visitors to the region 'Ate out at restaurants'. 'Go to the beach' (44.5%) was the 2<sup>nd</sup> most popular activity, followed by 'Visit friends and relatives' (35.9%) and 'General sight seeing' (33.1%).

### Origin



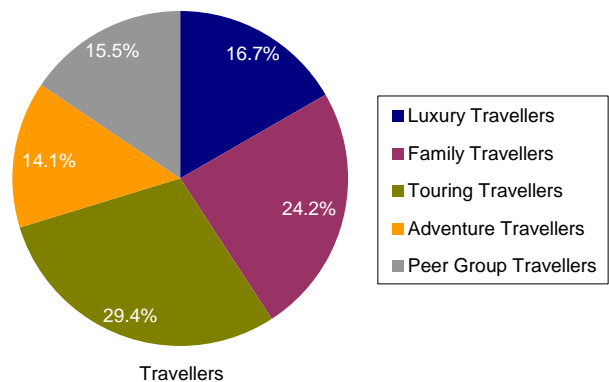
The region received over 4/5 (82.5%) of visitors and almost 4/5 (79.9%) of nights from intrastate (Regional NSW contributed more than Sydney for both visitors and nights).

Nearly 1/5 (17.5%) of visitors and more than 1/5 (20.1%) of nights came from interstate (Queensland was the biggest interstate market for both visitors and nights).

### Transport

Nine tenths (90.0%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (4.2%) was the 2<sup>nd</sup> most popular, followed by 'Bus or coach' (1.8%).

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



Almost 3/10 (29.4%) of visitors to the region were 'Touring travellers'. 'Family travellers' (24.2%) was the 2<sup>nd</sup> largest travel segment, followed by 'Luxury travellers' (16.7%).

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

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

Domestic overnight visitors spent, on average, \$121 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 9,000 (7.4%) of the region's workforce were employed in the tourism industry.

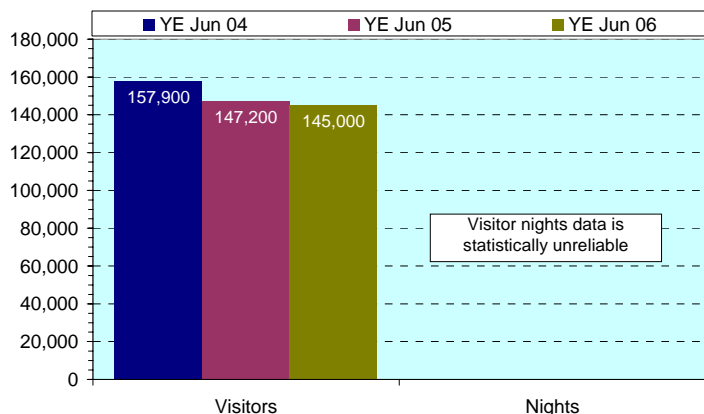
(3) Source: Estimates of Tourism Employment in All Statistical Local Areas and Statistical Subdivisions in Australia, 2003, TTF Australia



Total visitors ('000)	6,445
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### International Overnight Travel

#### Visitors and nights



The region received 145,000 international overnight visitors - down by 1.5% on YE Jun 05. Visitor nights data is statistically unreliable.

#### Market share

The region received 25.7% of visitors to and 11.8% of nights in Regional NSW. Compared to YE Jun 05, the share of visitors was down by 0.7% points and the share of nights was up by 3.2% points.

#### Purpose of visit

'Holiday/pleasure' (82.5%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (15.0%) was the 2<sup>nd</sup> largest. 'Business' accounted for 1.6% of visitors.

#### Origin

Market	Share	Market	Share
Hong Kong	0.7%	New Zealand	11.5%
Singapore	1.9%	Japan	2.1%
Malaysia	0.5%	USA	11.6%
Indonesia	0.0%	Canada	5.7%
Taiwan	0.2%	United Kingdom	26.8%
Thailand	0.1%	Germany	9.0%
Korea	1.5%	Scandinavia	4.5%
China	0.3%	Other Europe	18.1%
India	0.3%	Gulf Countries	0.1%
Other Asia	0.9%	Other Countries	4.1%

'United Kingdom' (26.8%) was the largest source market of visitors to the region. 'USA' (11.6%) was the 2<sup>nd</sup> largest, followed by 'New Zealand' (11.5%).

#### Accommodation

Nearly 1/3 (31.6%) of nights in the region were spent in 'Home of friend or relative'. 'Backpacker / hostel' (19.8%) was the 2<sup>nd</sup> most popular, followed by 'Standard hotel/motel/motor inn, below 4 star' (9.5%).

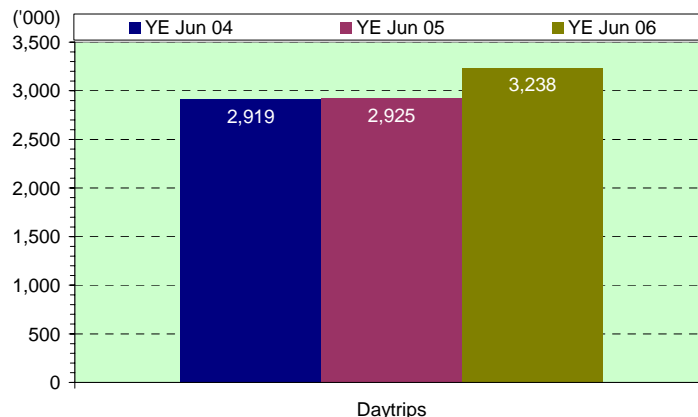
#### Expenditure (incl package expenditure) <sup>(4)</sup>

International overnight visitors spent, on average, \$59 per night in the region.

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

### Domestic Daytrip Travel

#### Trips



The region received over 3.2 million domestic daytrip visitors - up by 10.7% on YE Jun 05.

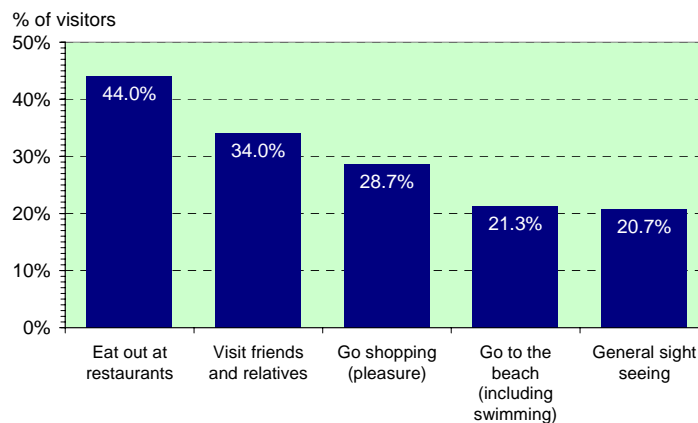
#### Market share

The region received 11.5% of daytrips to Regional NSW. Compared to YE Jun 05, the share was up by 0.9% points.

#### Purpose of visit

'Holiday or leisure' (57.7%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (24.6%) was the 2<sup>nd</sup> largest, followed by 'Business' (7.3%).

#### Activities



Over 2/5 (44.0%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (34.0%) was the 2<sup>nd</sup> most popular activity, followed by 'Go shopping' (28.7%) and 'Go to the beach' (21.3%).

#### Age

Almost 1/5 (19.8%) to the region were aged '35-44 years'. The 2<sup>nd</sup> largest age group was '65 years and over' (19.3%).

'Young' travellers (aged below 35) made up 30.3% of visitors. 'Mid-Life' travellers (aged 35-54) contributed 35.8%, while 33.8% were 'Older' (aged 55 and over).

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

Domestic daytrip visitors spent, on average, \$110 per trip to the region.

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