

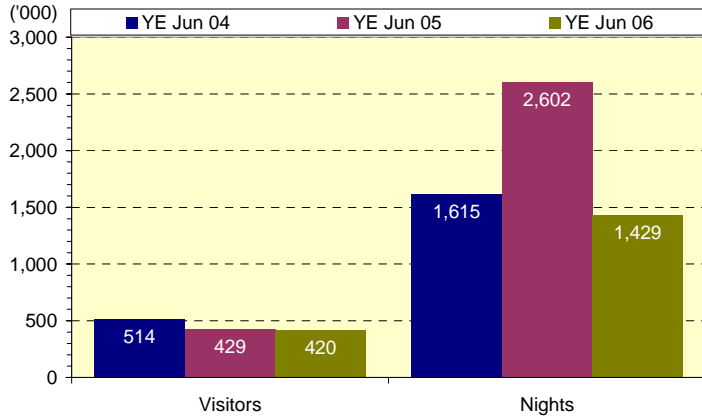


Total visitors ('000)	745
Domestic nights ('000)	1,429
Total expenditure (\$m)	\$203

## 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

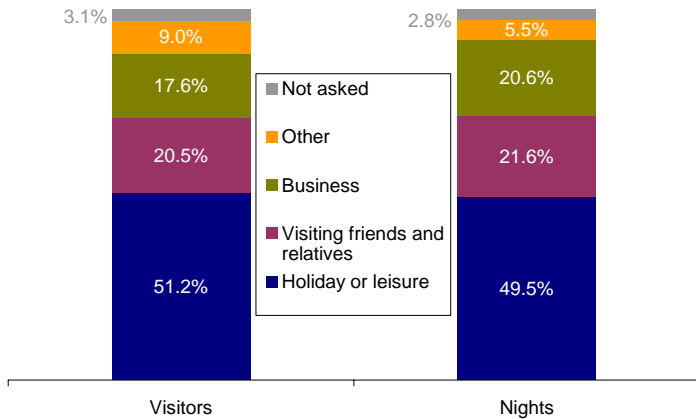


The region received 420,000 domestic overnight visitors - down by 2.1% on YE Jun 05. Visitors spent over 1.4 million nights in the region - down by 45.1% on YE Jun 05.

### Market share

The region received 2.5% of visitors to and 2.4% of nights in Regional NSW. Compared to YE Jun 05, the share of visitors was up by 0.1% point and share of nights was down by 1.6% points.

### Purpose of visit



**Visitors** - 'Holiday or leisure' (51.2%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (20.5%) was the 2<sup>nd</sup> largest, followed by 'Business' (17.6%).

**Nights** - 'Holiday or leisure' (49.5%) was the largest purpose in terms of nights in the region. 'Visiting friends and relatives' (21.6%) was the 2<sup>nd</sup> largest, followed by 'Business' (20.6%).

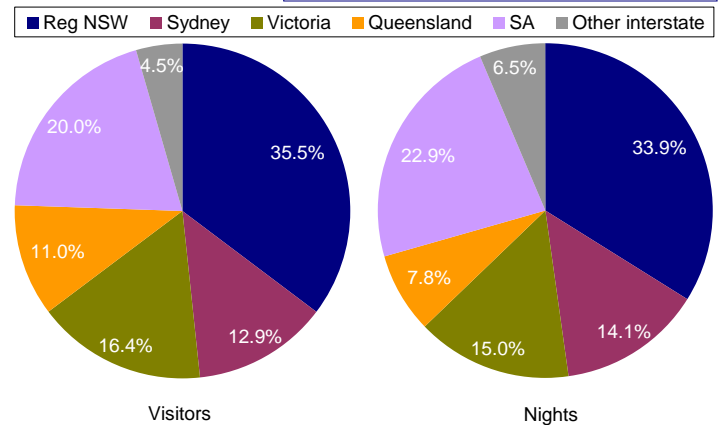
### Accommodation

Over 1/4 (25.5%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (20.2%) was the 2<sup>nd</sup> most popular, followed by 'Caravan park or commercial camping ground' (15.6%).

### Activities

Over 1/3 (36.4%) of visitors to the region 'Ate out at restaurants'. 'General sight seeing' (29.0%) was the 2<sup>nd</sup> most popular activity, followed by 'Pubs clubs discos etc' (26.0%) and 'Visit friends and relatives' (21.7%).

### Origin



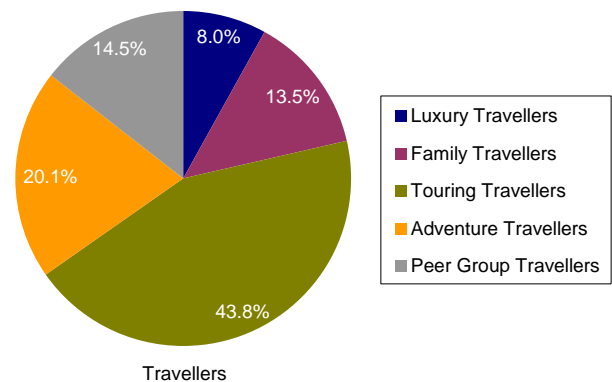
The region received nearly 1/2 (48.3%) of visitors and close to 1/2 (47.9%) of nights from intrastate (Regional NSW contributed more than Sydney for both visitor and nights).

More than 1/2 (51.7%) of visitors and over 1/2 (52.1%) of nights came from interstate (SA was the biggest interstate market for both visitors and nights).

### Transport

Over 4/5 (81.2%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (5.7%) was the 2<sup>nd</sup> most popular, followed by 'Bus or coach' (5.2%).

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



Over 2/5 (43.8%) of visitors to the region were 'Touring travellers'. 'Adventure travellers' (20.1%) was the 2<sup>nd</sup> largest travel segment, followed by 'Peer group travellers' (14.5%).

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

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

Domestic overnight visitors spent, on average, \$114 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 1,300 (5.3%) of the region's workforce were employed in the tourism industry.

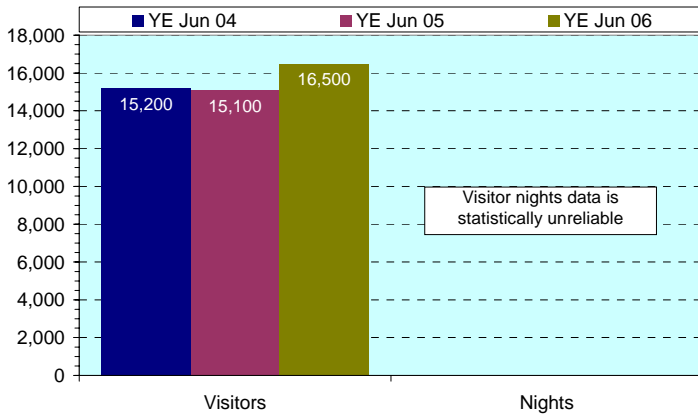
(3) Source: Estimates of Tourism Employment in All Statistical Local Areas and Statistical Subdivisions in Australia, 2003, TTF Australia



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## International Overnight Travel

### Visitors and nights



The region received 16,500 international overnight visitors - up by 8.8% on YE Jun 05. Visitor nights data is statistically unreliable.

### Market share

The region received 2.9% of visitors to and 3.9% of nights in Regional NSW. Compared to YE Jun 05, the share of visitors was up by 0.2% points and the share of nights was up by 3.2% points.

### Purpose of visit

'Holiday/pleasure' (86.0%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (8.6%) was the 2<sup>nd</sup> largest, followed by 'Employment' (3.4%).

### Origin

Market	Share	Market	Share
Hong Kong	2.8%	New Zealand	9.3%
Singapore	0.4%	Japan	0.3%
Malaysia	0.2%	USA	12.4%
Indonesia	0.0%	Canada	6.5%
Taiwan	0.0%	United Kingdom	18.4%
Thailand	0.1%	Germany	8.9%
Korea	1.0%	Scandinavia	9.3%
China	3.1%	Other Europe	20.5%
India	0.2%	Gulf Countries	0.0%
Other Asia	1.1%	Other Countries	5.6%

'United Kingdom' (18.4%) was the largest source market of visitors to the region. 'USA' (12.4%) was the 2<sup>nd</sup> largest, followed by 'New Zealand' and 'Scandinavia' (9.3% each).

### Accommodation

Nearly 3/5 (58.6%) of nights in the region were spent in 'Home of friend or relative'. 'Rented house / apartment / unit / flat' (20.0%) was the 2<sup>nd</sup> most popular, followed by 'Backpacker / hostel' (7.6%).

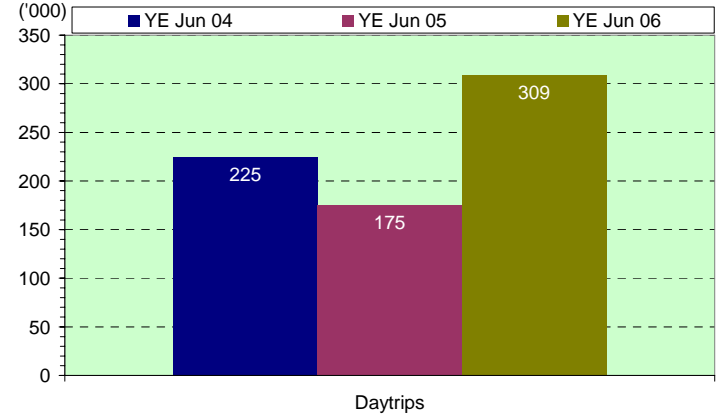
### Expenditure (incl package expenditure) <sup>(4)</sup>

International overnight visitors spent, on average, \$13 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 309,000 domestic daytrip visitors - up by 76.6% on YE Jun 05.

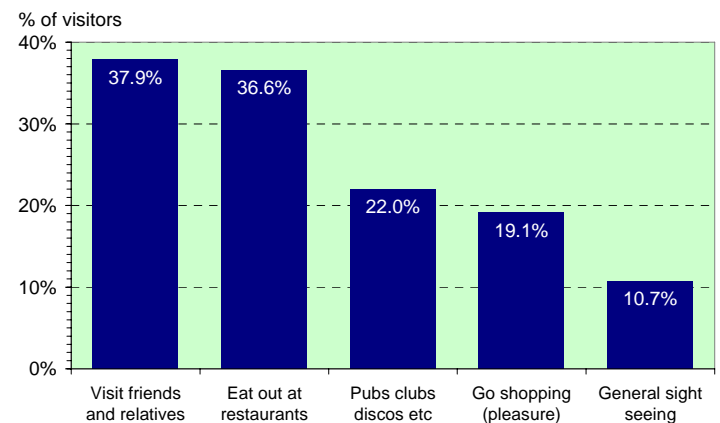
### Market share

The region received 1.1% of daytrips to Regional NSW. Compared to YE Jun 05, the share was up by 0.5% points.

### Purpose of visit

'Holiday or leisure' (40.8%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (35.3%) was the 2<sup>nd</sup> largest, followed by 'Business' (16.2%).

### Activities



Nearly 2/5 (37.9%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (36.6%) was the 2<sup>nd</sup> most popular activity, followed by 'Pubs clubs discos etc' (22.0%) and 'Go shopping' (19.1%).

### Age

Over 1/4 (25.2%) of visitors to the region were aged '15-24 years'. The 2<sup>nd</sup> largest age group was '35-44 years' (23.6%).

'Young' travellers (aged below 35) made up 41.4% of visitors. 'Mid-Life' travellers (aged 35-54) contributed 38.2%, while 20.7% were 'Older' (aged 55 and over).

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

Domestic daytrip visitors spent, on average, \$117 per trip to the region.

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