

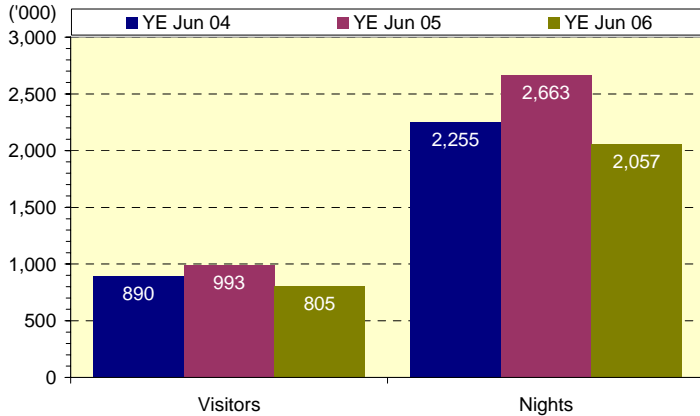


Total visitors ('000)	1,952
Domestic nights ('000)	2,057
Total expenditure (\$m)	\$448

## 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

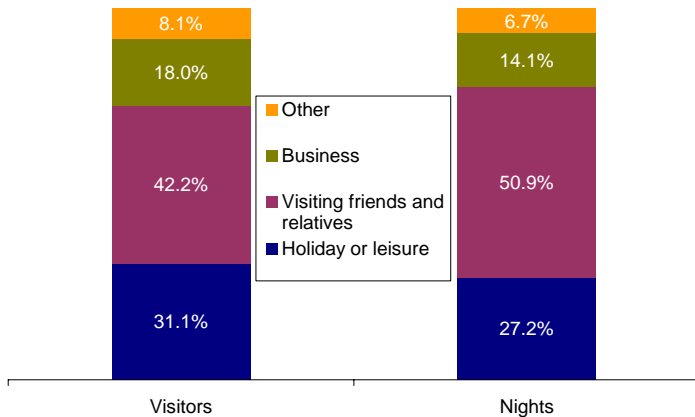


The region received over 0.8 million domestic overnight visitors - down by 18.9% on YE Jun 05. Visitors spent nearly 2.1 million nights in the region - down by 22.8% on YE Jun 05.

### Market share

The region received 4.7% of visitors to and 3.4% of nights in Regional NSW. Compared to YE Jun 05, the share of visitors was down by 0.9% points and share of nights was down by 0.6% points.

### Purpose of visit



**Visitors** - 'Visiting friends and relatives' (42.2%) was the largest purpose for visitors to the region. 'Holiday or leisure' (31.1%) was the 2<sup>nd</sup> largest, followed by 'Business' (18.0%).

**Nights** - 'Visiting friends and relatives' (50.9%) was the largest purpose in terms of nights in the region. 'Holiday or leisure' (27.2%) was the 2<sup>nd</sup> largest, followed by 'Business' (14.1%).

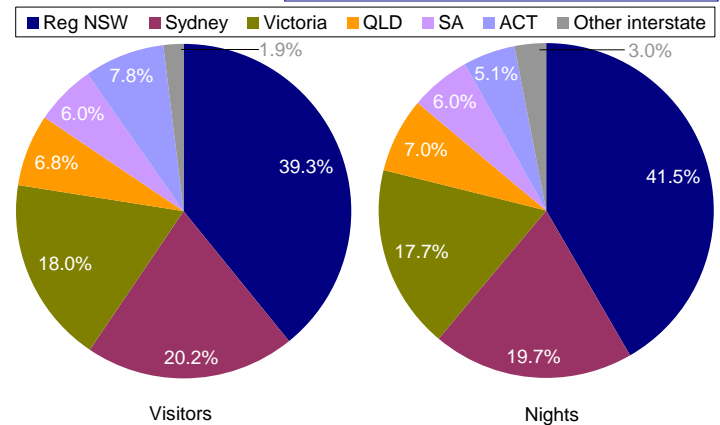
### Accommodation

Over 1/2 (52.6%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (23.7%) was the 2<sup>nd</sup> most popular, followed by 'Caravan park or commercial camping ground' (10.3%).

### Activities

Nearly 1/2 (46.0%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (42.7%) was the 2<sup>nd</sup> most popular activity, followed by 'Pubs clubs discos etc' (20.9%) and 'Go shopping' (19.8%).

### Origin



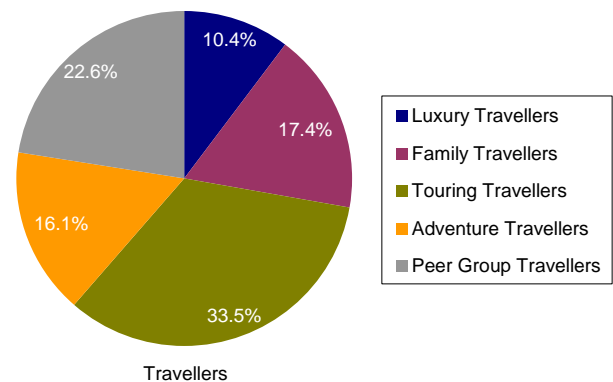
The region received almost 3/5 (59.5%) of visitors and over 3/5 (61.3%) of nights from intrastate (Regional NSW contributed more than Sydney for both visitors and nights).

Over 2/5 (40.5%) of visitors and nearly 2/5 (38.7%) of nights came from interstate (Victoria was the biggest interstate market for both visitors and nights).

### Transport

Over 4/5 (83.0%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (6.8%) was the 2<sup>nd</sup> most popular, followed by 'Bus or coach' (3.6%).

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



Over 1/3 (33.5%) of visitors to the region were 'Touring travellers'. 'Peer group travellers' was the 2<sup>nd</sup> largest (22.6%), followed by 'Family travellers' (17.4%).

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

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

Domestic overnight visitors spent, on average, \$126 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 3,500 (5.1%) of the region's workforce were employed in the tourism industry.

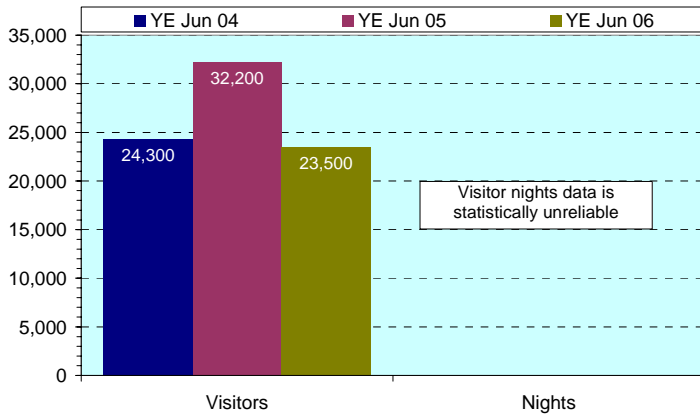
(3) Source: Estimates of Tourism Employment in All Statistical Local Areas and Statistical Subdivisions in Australia, 2003, TTF Australia



Total visitors ('000)	1,952
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## International Overnight Travel

### Visitors and nights



The region received 23,500 international overnight visitors – down by 27.0% on YE Jun 05. Visitor nights data is statistically unreliable.

### Market share

The region received 4.2% of visitors to and 3.6% of nights in Regional NSW. Compared to YE Jun 05, the share of visitors was down by 1.6% points and the share of nights was down by 5.0% points.

### Purpose of visit

'Holiday/pleasure' (55.9%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (16.1%) was the 2<sup>nd</sup> largest, followed by 'Business' (12.3%).

### Origin

Market	Share	Market	Share
Hong Kong	0.0%	New Zealand	14.1%
Singapore	0.6%	Japan	2.9%
Malaysia	1.3%	USA	10.3%
Indonesia	0.0%	Canada	4.4%
Taiwan	0.8%	United Kingdom	22.1%
Thailand	0.0%	Germany	8.4%
Korea	1.8%	Scandinavia	6.6%
China	2.9%	Other Europe	15.7%
India	1.1%	Gulf Countries	0.6%
Other Asia	0.4%	Other Countries	6.2%

'United Kingdom' (22.1%) was the largest source market of visitors to the region. 'New Zealand' (14.1%) was the 2<sup>nd</sup> largest, followed by 'USA' (10.3%).

### Accommodation

Over ¼ (25.7%) of nights in the region were spent in 'Home of friend or relative'. 'Homestay' (19.5%) was the 2<sup>nd</sup> most popular, followed by 'Rented house / apartment / unit / flat' (16.2%).

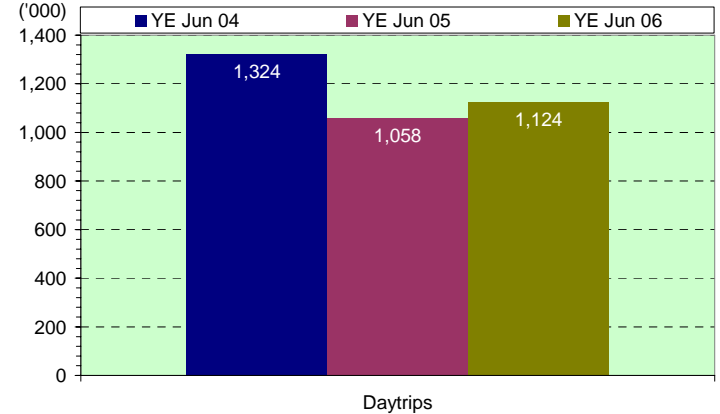
### Expenditure (incl package expenditure) <sup>(4)</sup>

International overnight visitors spent, on average, \$36 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 1.1 million domestic daytrip visitors – up by 6.2% on YE Jun 05.

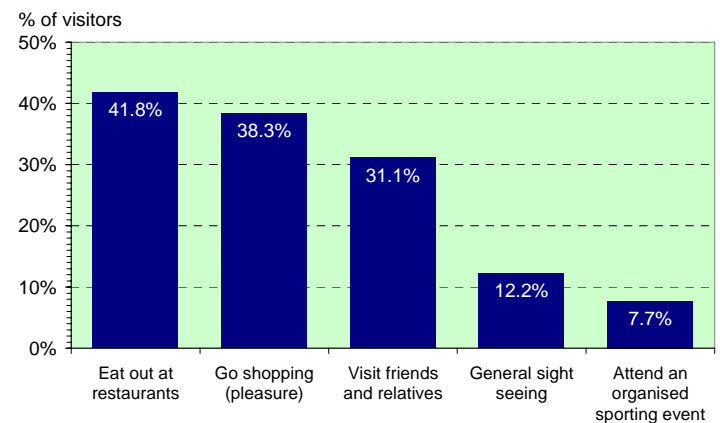
### Market share

The region received 4.0% of daytrips to Regional NSW. Compared to YE Jun 05, the share was up by 0.2% points.

### Purpose of visit

'Holiday or leisure' (47.0%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (26.3%) was the 2<sup>nd</sup> largest, followed by 'Health related' (15.0%).

### Activities



Over 2/5 (41.8%) of visitors to the region 'Ate out at restaurants'. 'Go shopping' (38.3%) was the 2<sup>nd</sup> most popular activity, followed by 'Visit friends and relatives' (31.1%) and 'General sight seeing' (12.2%).

### Age

Over ¼ (25.2%) of visitors to the region were aged '15-24 years'. The 2<sup>nd</sup> largest age group was '35-44 years' (20.2%).

'Young' travellers (aged below 35) made up 38.6% of visitors. 'Mid-Life' travellers (aged 35-54) contributed 31.9%, while 29.5% were 'Older' (aged 55 and over).

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

Domestic daytrip visitors spent, on average, \$159 per trip to the region.

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