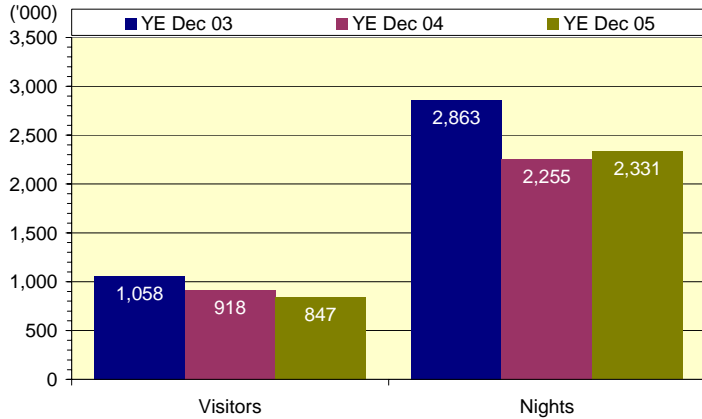




Total visitors ('000)	1,872
Domestic nights ('000)	2,331
Total expenditure* (\$m)	\$468

## Domestic Overnight Travel

### Visitors and nights

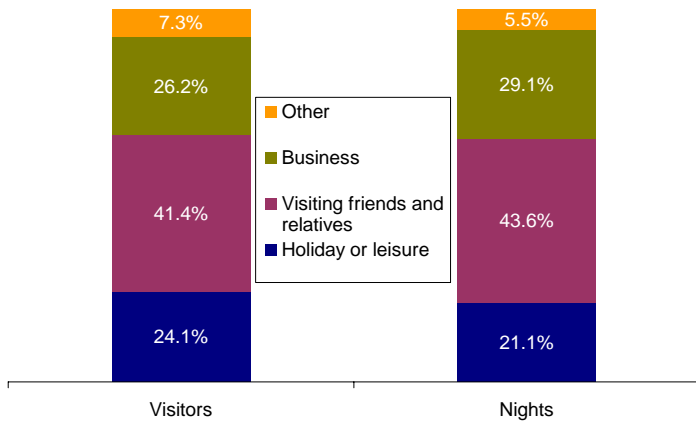


The region received over 0.8 million domestic overnight visitors - down by 7.7% on YE Dec 04. Visitors spent over 2.3 million nights in the region - up by 3.4% on YE Dec 04.

### Market share

The region received 5.0% of visitors to and 3.8% of nights in Regional NSW. Compared to YE Dec 04, the share of visitors was unchanged and share of nights was up by 0.4% points.

### Purpose of visit



**Visitors** - 'Visiting friends and relatives' (41.4%) was the largest purpose for visitors to the region. 'Business' (26.2%) was the 2<sup>nd</sup> largest, followed by 'Holiday or leisure' (24.1%).

**Nights** - 'Visiting friends and relatives' (43.6%) was the largest purpose in terms of nights in the region. 'Business' (29.1%) was the 2<sup>nd</sup> largest, followed by 'Holiday or leisure' (21.1%).

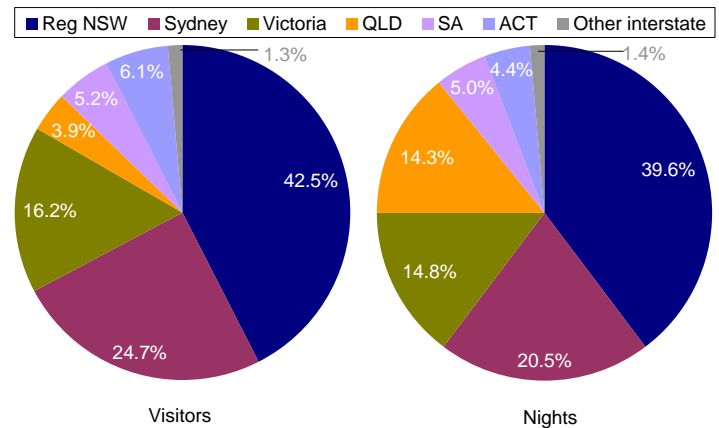
### Accommodation

Nearly 3/5 (58.6%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (20.5%) was the 2<sup>nd</sup> most popular, followed by 'Caravan park or commercial camping ground' (11.2%).

### Activities

Over 2/5 (43.3%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (38.6%) was the 2<sup>nd</sup> most popular activity, followed by 'Pubs clubs discos etc' (21.0%) and 'Go shopping' (17.2%).

### Origin



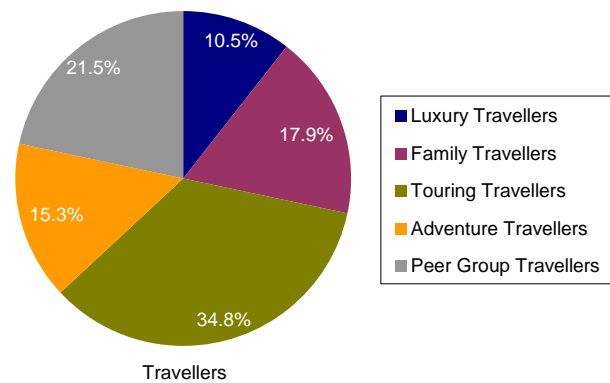
The region received over 2/3 of visitors (67.2%) and more than 3/5 of nights (60.1%) from intrastate (Regional NSW contributed more than Sydney for both visitors and nights).

Close to 1/3 of visitors (32.8%) and almost 2/5 of nights (39.9%) came from interstate (Victoria was the biggest interstate market for both visitors and nights).

### Transport

Nearly 9/10 (85.4%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (6.1%) was the 2<sup>nd</sup> most popular, followed by 'Bus or coach' (3.8%).

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



Over 1/3 (34.8%) of visitors to the region were 'Touring travellers'. 'Peer group travellers' was the 2<sup>nd</sup> largest (21.5%), followed by 'Family travellers' (17.9%).

(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, \$126 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 3,500 (5.1%) of the region's workforce were employed in the tourism industry.

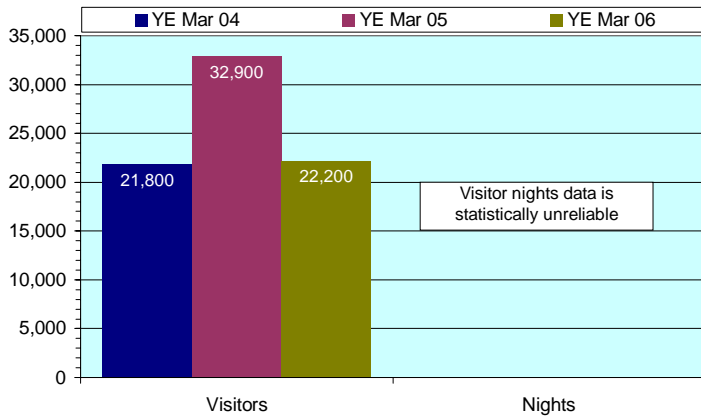
(3) Source: Estimates of Tourism Employment in All Statistical Local Areas and Statistical Subdivisions in Australia, 2003, TTF Australia



Total visitors ('000)	1,872
Domestic nights ('000)	2,331
Total expenditure* (\$m)	\$468

### International Overnight Travel

#### Visitors and nights



The region received 22,200 international overnight visitors – down by 32.5% on YE Mar 05. Visitor nights data is statistically unreliable.

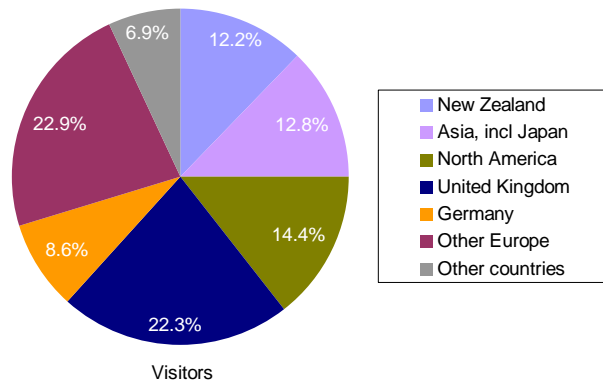
#### Market share

The region received 4.0% of visitors to and 4.8% of nights in Regional NSW. Compared to YE Mar 05, the share of visitors was down by 1.9% points and the share of nights was down by 2.4% points.

#### Purpose of visit

'Holiday/pleasure' (55.6%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (15.9%) was the 2<sup>nd</sup> largest, followed by 'Business' (10.3%).

#### Origin



'Other Europe' (22.9%) was the largest source of visitors to the region. 'United Kingdom' (22.3%) was the 2<sup>nd</sup> largest source market, followed by 'North America' (14.4%).

#### Accommodation

Over 1/5 (22.1%) of nights in the region were spent in 'Homestay' accommodation. 'Home of friend or relative' (21.2%) was the 2<sup>nd</sup> most popular, followed by 'Backpacker / hostel' (15.5%).

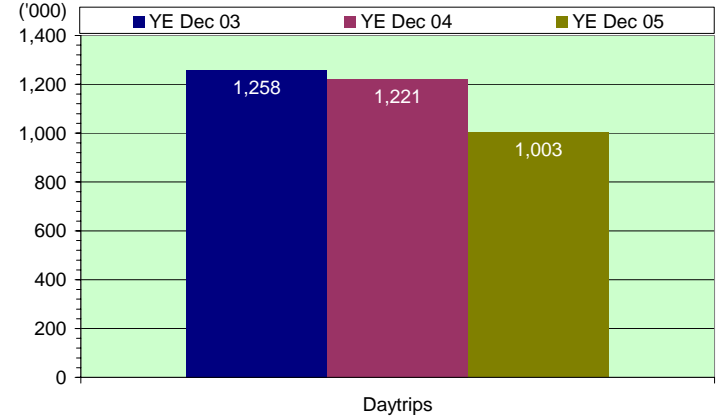
#### Expenditure (incl package expenditure) <sup>(2)</sup>

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 over 1.0 million domestic daytrip visitors – down by 17.9% on YE Dec 04.

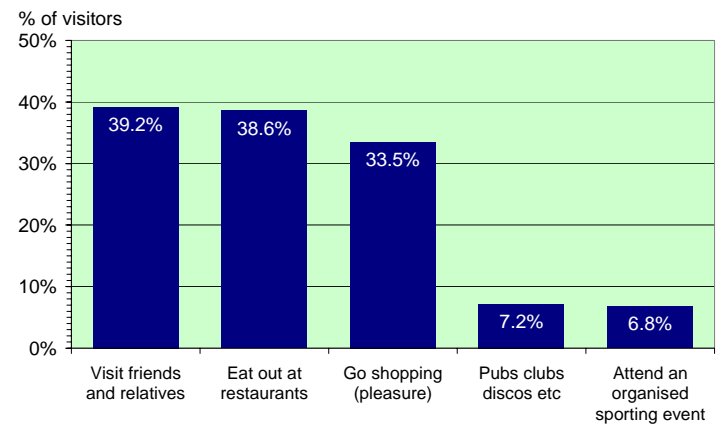
#### Market share

The region received 3.6% of daytrips to Regional NSW. Compared to YE Dec 04, the share was down by 1.1% points.

#### Purpose of visit

'Holiday or leisure' (41.0%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (29.8%) was the 2<sup>nd</sup> largest. 'Business' accounted for 8.4% of visitors.

#### Activities



Almost 2/5 (39.2%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (38.6%) was the 2<sup>nd</sup> most popular activity, followed by 'Go shopping' (33.5%). Nearly 1/6 (14.4%) of visitors did not undertake any of the listed activities.

#### Age

Almost 1/4 (24.1%) of visitors to the region were aged '15-24 years'. The 2<sup>nd</sup> largest age group was '35-44 years' (20.6%).

'Young' travellers (aged below 35) made up 38.2% of visitors. 'Mid-Life' travellers (aged 35-54) contributed 36.8%, while 25.1% 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