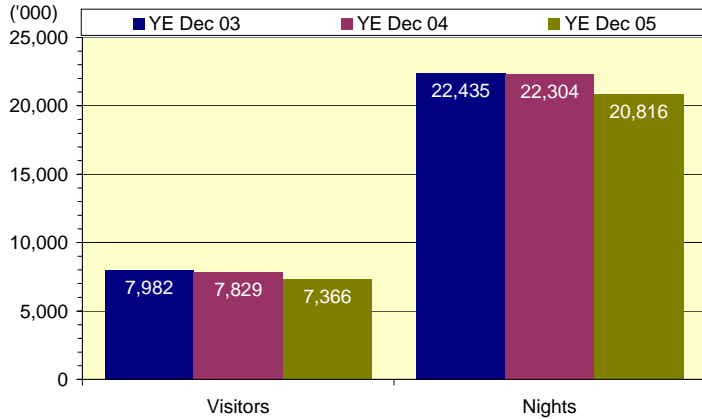




Total visitors ('000)	23,593
Total nights ('000)	63,450
- domestic nights	32.8%
- international nights	67.2%
Total expenditure (\$m)	\$10,294

### Domestic Overnight Travel

#### Visitors and nights

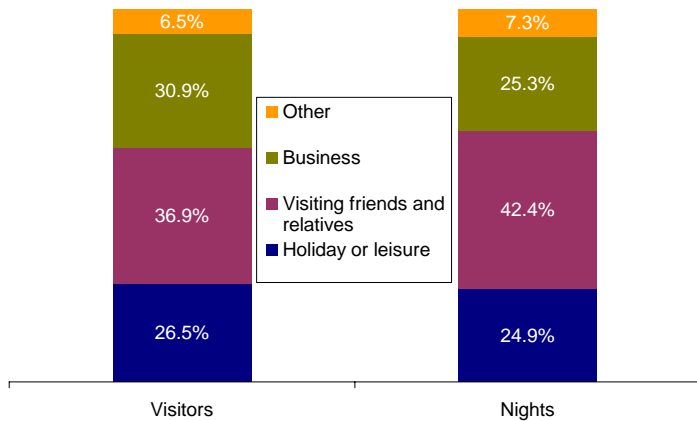


The region received nearly 7.4 million domestic overnight visitors - down by 5.9% on YE Dec 04. Visitors spent over 20.8 million nights in the region - down by 6.7% on YE Dec 04.

#### Market share

The region received 30.9% of visitors to and 25.2% of nights in NSW. Compared to YE Dec 04, the share of visitors was up by 0.3% points and share of nights was up by 0.2% points.

#### Purpose of visit



**Visitors** - 'Visiting friends and relatives' (36.9%) was the largest purpose for visitors to the region. 'Business' (30.9%) was the 2<sup>nd</sup> largest, followed by 'Holiday or leisure' (26.5%).

**Nights** - 'Visiting friends and relatives' (42.4%) was the largest purpose in terms of nights in the region. 'Business' (25.3%) was the 2<sup>nd</sup> largest, followed by 'Holiday or leisure' (24.9%).

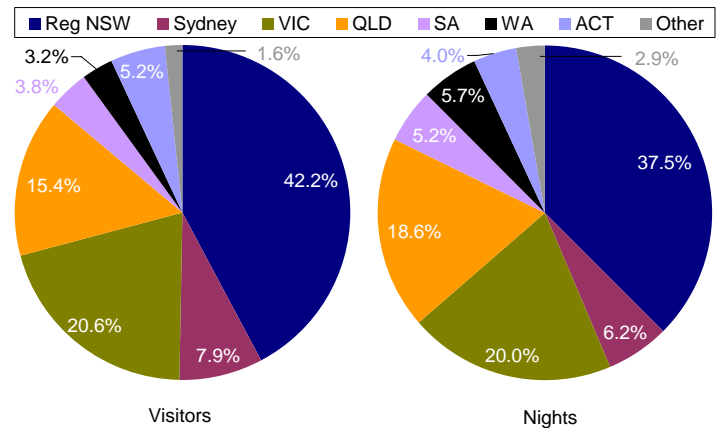
#### Accommodation

Over 1/2 (52.5%) of nights in the region were spent in 'Friends or relatives property'. 'Luxury hotel or luxury resort, 4 or 5 star' (16.4%) was the 2<sup>nd</sup> most popular, followed by 'Standard hotel, motor inn, below 4 star' (15.7%).

#### Activities

Almost 3/5 (59.1%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (48.0%) was the 2<sup>nd</sup> most popular activity, followed by 'Go shopping' (32.9%) and 'General sightseeing' (23.6%).

#### Origin



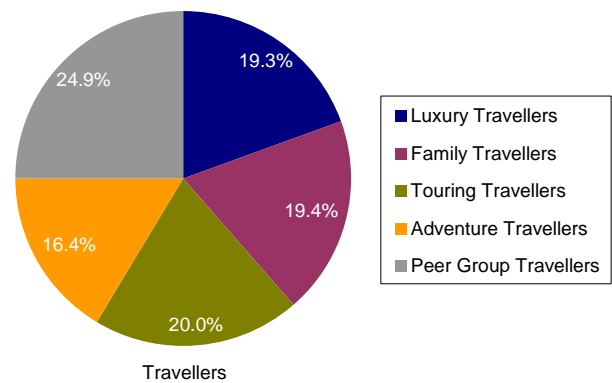
The region received almost 1/2 of visitors (49.8%) and nearly 3/5 of nights (56.4%) from interstate (Victoria was the biggest interstate market for both visitors and nights. Queensland was the 2<sup>nd</sup> biggest for both visitors and nights).

Over 1/2 of visitors (50.2%) and more than 2/5 of nights (43.6%) came from intrastate.

#### Transport

Over 1/2 (51.2%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (40.4%) was the 2<sup>nd</sup> most popular, followed by 'Railway' (5.8%).

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



Almost 1/4 (24.9%) of visitors to the region were 'Peer group travellers'. 'Touring travellers' (20.0%) was the 2<sup>nd</sup> largest travel segment, followed by 'Family travellers' (19.4%).

(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, \$215 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 111,800 (5.8%) of the region's workforce were employed in the tourism industry.

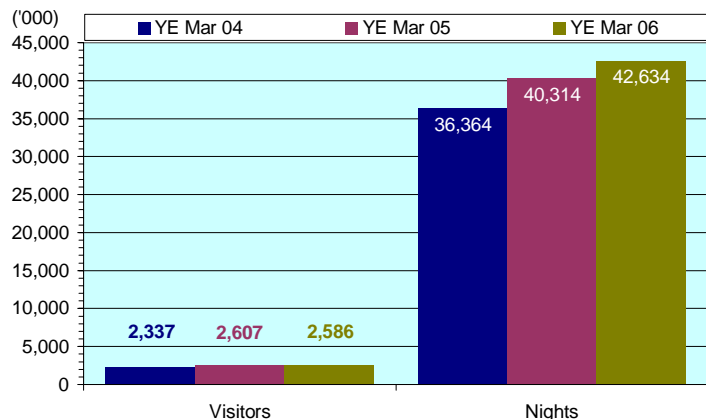
(3) Source: Estimates of Tourism Employment in All Statistical Local Areas and Statistical Subdivisions in Australia, 2003, TTF Australia



Total visitors ('000)	23,593
Total nights ('000)	63,450
- domestic nights	32.8%
- international nights	67.2%
Total expenditure (\$m)	\$10,294

## International Overnight Travel

### Visitors and nights



The region received nearly 2.6 million international overnight visitors - down by 0.8% on YE Mar 05. Visitors spent over 42.6 million nights in the region - up by 5.8% on YE Mar 05.

### Market share

The region received 94.6% of visitors to and 85.4% of nights in NSW. Compared to YE Mar 05, the share of visitors was down by 0.4% points and the share of nights was up by 2.4% points.

### Purpose of visit

'Holiday/pleasure' (56.6%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (22.2%) was the 2<sup>nd</sup> largest, followed by 'Business' (15.4%).

### Origin

Market	% contribution	Market	% contribution
Hong Kong	2.9%	New Zealand	12.3%
Singapore	2.4%	Japan	10.0%
Malaysia	1.6%	USA	10.6%
Indonesia	1.1%	Canada	2.5%
Taiwan	2.5%	United Kingdom	15.4%
Thailand	1.3%	Europe	14.5%
Korea	7.4%	Germany	3.6%
China	7.4%	Other Europe	11.0%
Other Asia	2.8%	Other Countries	5.3%

'United Kingdom' (15.4%) was the largest source market of visitors to the region. 'Europe' (14.5%) was the 2<sup>nd</sup> largest, followed by 'New Zealand' (12.3%).

### Accommodation

Nearly 2/5 (37.8%) of nights in the region were spent in 'Rented house / apartment / unit / flat'. 'Home of friend or relative' (26.7%) was the 2<sup>nd</sup> most popular, followed by 'Backpacker / hostel' (7.5%).

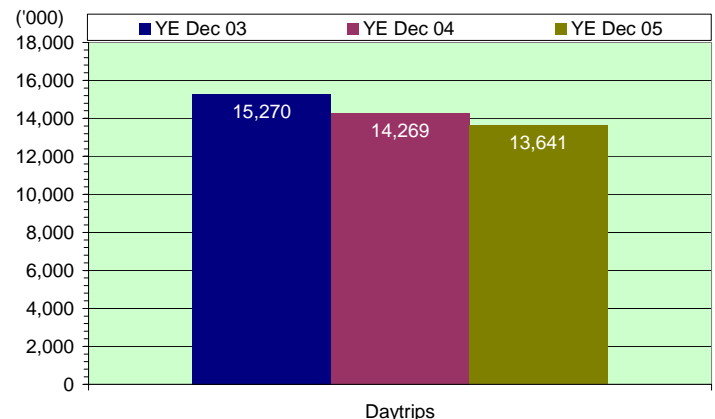
### Expenditure (incl package expenditure) <sup>(4)</sup>

In the year ended March 2006, international overnight visitors spent, on average, \$101 per night in the region.

(4) Source: International Visitors in Australia, March 2006, TRA

## Domestic Daytrip Travel

### Trips



The region received over 13.6 million domestic daytrip visitors - down by 4.4% on YE Dec 04.

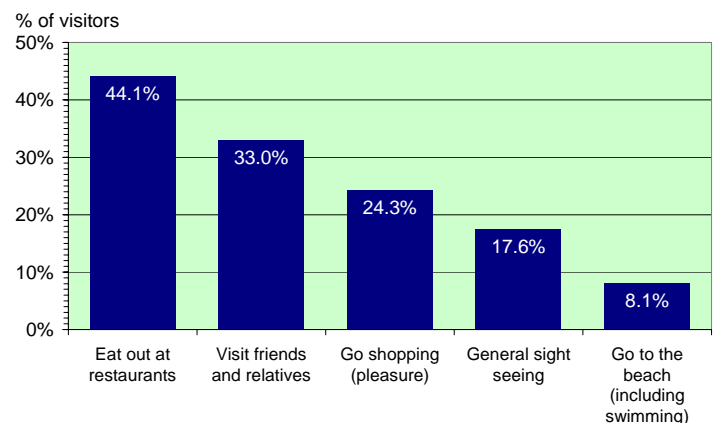
### Market share

The region received 32.6% of daytrips to NSW. Compared to YE Dec 04, the share was down by 2.6% points.

### Purpose of visit

'Holiday or leisure' (49.6%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (28.8%) was the 2<sup>nd</sup> largest. 'Business' accounted for 10.6% of visitors.

### Activities



Over 2/5 (44.1%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (33.0%) was the 2<sup>nd</sup> most popular activity, followed by 'Go shopping' (24.3%) and 'General sight seeing' (17.6%).

### Age

Over 1/5 (21.7%) of visitors to the region were aged '15-24 years'. The 2<sup>nd</sup> largest age group was '35-44 years' (19.0%).

'Young' travellers (aged below 35) made up 38.8% of visitors. 'Mid-Life' travellers (aged 35-54) contributed 35.6%, while 25.6% were 'Older' (aged 55 and over).

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

In the year ended December 2005, domestic daytrip visitors spent, on average, \$112 per trip to the region.

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