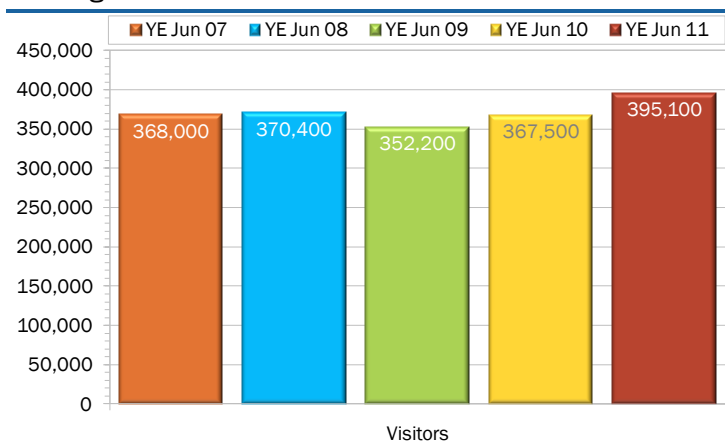


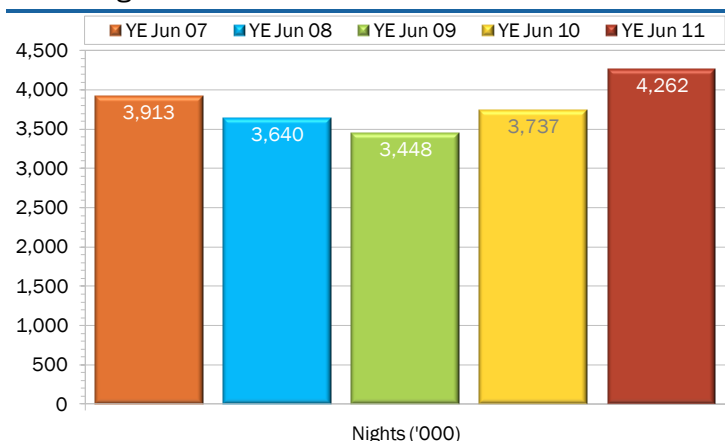
Overnight visitors



NSW received 395,100 overnight visitors from New Zealand - up by 7.5%* on YE Jun 10. New Zealand contributed 14.0% of visitors to the State - up by 0.8% points on YE Jun 10.

Note: The GFC, low consumer confidence and spending affected arrivals from New Zealand during 2008 and 2009. New Zealand's economic recovery boosted demand for outbound travel in 2010.

Visitor nights



Visitors from New Zealand spent nearly 4.3 million nights in NSW - up by 14.0% on YE Jun 10. New Zealand contributed 6.3% of international visitor nights in the State - up by 0.4% points on YE Jun 10.

Market share

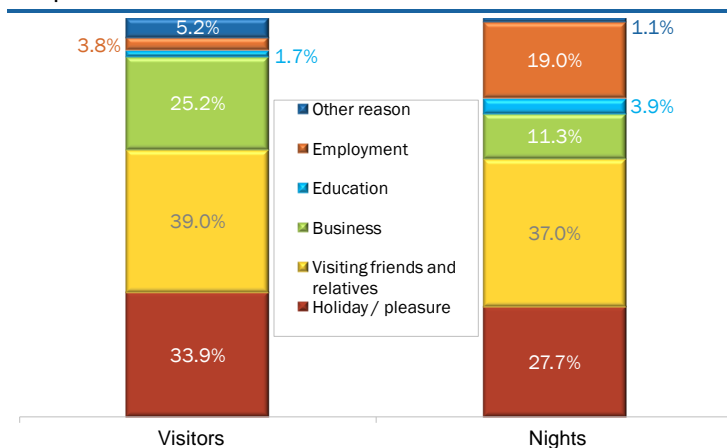
NSW received 36.8% of visitors and 28.7% of nights by New Zealand travellers in Australia. Compared to YE Jun 10, the share of visitors was up by 0.8% points and share of nights was up by 0.2% points.

Accommodation

'Home of friend or relative' (50.4%) was the most popular accommodation type used by New Zealand visitors for nights in NSW. 'Rented house / apartment / unit / flat' (18.5%) was the 2nd most popular, followed by 'standard hotel / motel / motor inn, below 4 star' (10.1%).

'Holiday / pleasure' visitors from New Zealand spent more nights in NSW in a 'home of friend or relative' (37.3%) than in any other accommodation. 'Rented house / apartment / unit / flat' (18.8%) was the 2nd most popular, followed by 'standard hotel / motel / motor inn, below 4 star' (14.5%).

Purpose of visit



'Visiting friends and relatives (VFR)' (39.0%) was the largest purpose for New Zealand visitors to the State. 'Holiday / pleasure' (33.9%) was the 2nd largest, followed by 'business' (25.2%). Compared to YE Jun 10, visitors who travelled for 'VFR' grew by 9.2%, 'holiday or leisure' declined by 1.2% while 'business' increased by 5.1%.

'VFR' (37.0%) was the largest purpose in terms of nights by New Zealand visitors in NSW. 'Holiday / pleasure' (27.7%) was the 2nd largest, followed by 'employment' (19.0%). Compared to YE Jun 10, nights spent for 'VFR' grew by 13.1%, 'holiday or leisure' increased by 12.3% and 'employment' grew by 61.0%*.

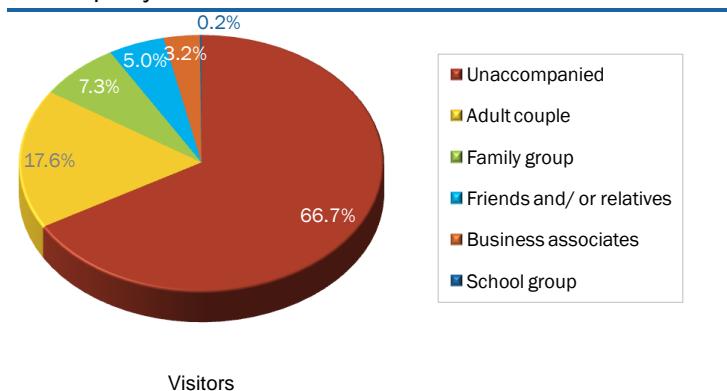
Length of stay

Purpose of visit	Ave length of stay (nights)		Median stay (nights)	
	NSW	Australia	NSW	Australia
Holiday / pleasure	8.8	12.2	5	7
Visiting friends and relatives	10.2	12.5	6	8
Business	4.8	7.1	3	4
Education	24.8	35.9	7	7
Employment	53.7	77.3	34	50
Other reason	2.2	10.4	1	2
Total	10.8	13.8	5	7

Visitors from New Zealand stayed, on average, 10.8 nights in NSW, while their average stay in Australia was 13.8 nights. The median length of stay in the State was 5 nights, compared to 7 nights in Australia.

'Holiday / pleasure' visitors from New Zealand had an average stay of 8.8 nights and a median stay of 5 nights in NSW.

Travel party



'Unaccompanied' (66.7%) was the most common travel party description for New Zealand overnight visitors to the State.

Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

New Zealand Market Profile

Year ended June 2011

Visitors to NSW	395,100
Nights in NSW (million)	4.3
Expenditure in NSW (million)	\$428
Expenditure per visitor in NSW	\$1,083

Top 5 places visited in NSW

Rank	Region	% of visitors to NSW
1	Sydney	87.6%
2	Northern Rivers	5.1%
3	The Hunter	4.1%
4	Mid North Coast	3.1%
5	Central NSW	2.0%

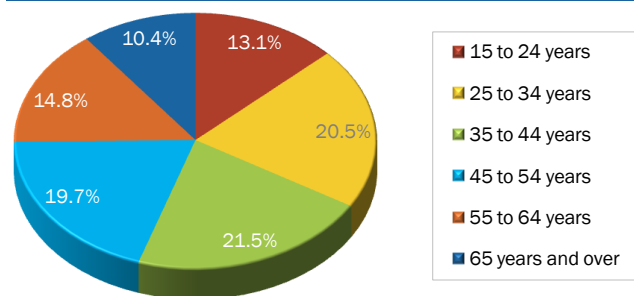
'Sydney' (87.6%) was by far the most visited region in NSW by New Zealand overnight visitors. 'Northern Rivers' (5.1%) was the 2nd most visited region, followed by 'The Hunter' (4.1%).

New Zealand overnight visitors to Australia: 'Sydney' (32.3%) was the most visited region, followed by 'Melbourne' (22.0%) and 'Gold Coast' (17.0%).

Gender

A larger proportion of New Zealand overnight visitors to the State were female (50.1%) than male (49.9%).

Age



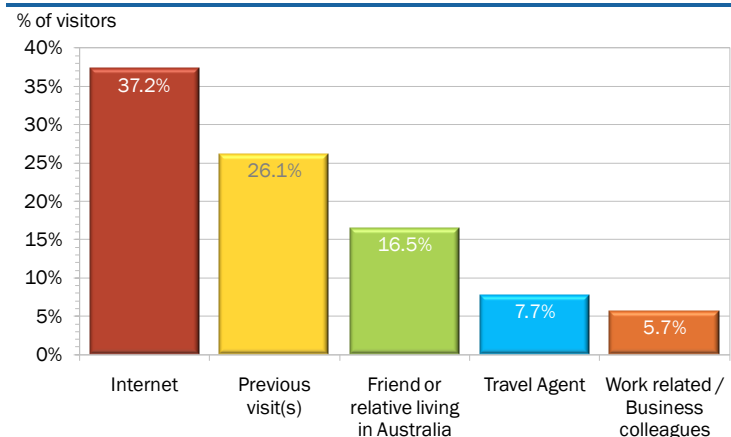
Visitors

'35 to 44 years' (21.5%) was the biggest age group of New Zealand overnight visitors to NSW, followed by '25 to 34 years' (20.5%) and '45 to 54 years' (19.7%).

Transport

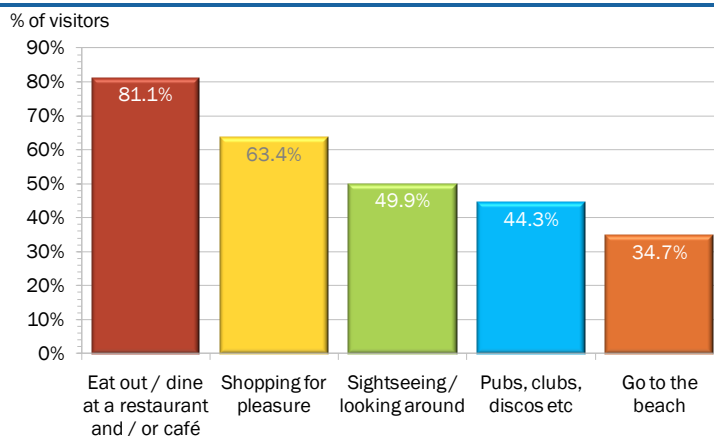
'Private or company car' (33.4%) was the most common transport used to destinations in NSW by New Zealand overnight visitors, followed by 'taxi or chauffeur driven hire car' (23.7%) and 'local public transport' (19.6%).

Top 5 information sources



The 'internet' (37.2%) was the most popular information source for the trip to Australia by New Zealand overnight visitors who had been to NSW, followed by 'previous visit(s)' (26.1%).

Top 5 activities in Australia



'Eat out / dine at a restaurant and / or cafe' (81.1%) was the most popular activity undertaken during the trip to Australia by New Zealand overnight visitors who had been to NSW. 'Shopping for pleasure' (63.4%) was the 2nd most popular activity.

First time or repeat visit

Most New Zealand overnight visitors who had been to NSW (92.9%) were on a repeat visit to Australia.

Travel package

Over 1/20 (5.8%) of New Zealand overnight visitors who had been to the State, arrived in Australia on a travel package. 'All accommodation' (73.7%) was the most popular travel arrangement included in the package (other than 'international airfares'), followed by 'most meals within Australia' (23.4%).

Group tours

The rate of group tour travel to Australia, amongst New Zealand overnight visitors who had been to NSW, was 1.2%.

Expenditure (incl package expenditure) ⁽¹⁾

Expenditure	Destination			
	New South Wales		Australia	
	YE Jun 10	YE Jun 11	YE Jun 10	YE Jun 11
Total (\$ million)	\$375	\$428	\$1,390	\$1,481
Per visitors (\$)	\$1,020	\$1,083	\$1,362	\$1,380
Per night (\$)	\$100	\$100	\$106	\$100

New Zealand overnight visitors spent \$428 million in NSW – up by 14.1% on YE Jun 10. On average, they spent \$1,083 per visitor and \$100 per night in the State.

In total, visitors from New Zealand spent nearly \$1.5 billion in Australia – up by 6.5% on YE Jun 10.

(1) Caution: international expenditure now includes 30% of pre-paid package expenditure but still excludes all pre-paid international airfares. Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 10 and YE Jun 11, TRA. For more details go to www.tourism.nsw.gov.au/StateTourismStats

Forecast ⁽²⁾

New Zealand visitors to Australia are expected to increase from nearly 1.2 million[#] in 2010 to over 1.4 million[#] in 2020, an average annual growth rate of 2.0%.

*(2) Source: Forecast 2011 Issue 1, Tourism Forecasting Committee
Includes children less than 15 years*