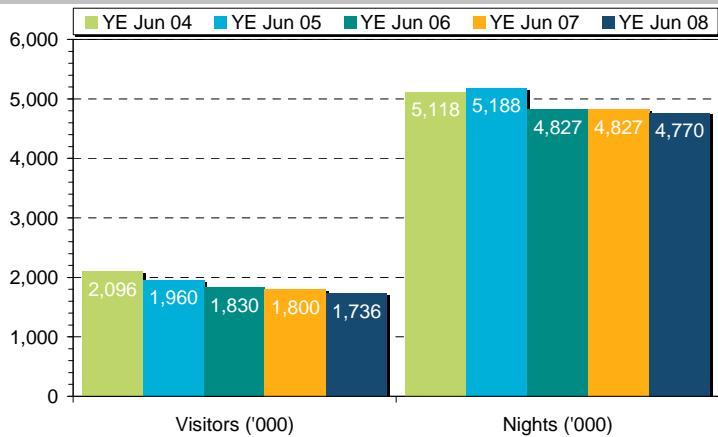




Domestic Overnight Travel

Visitors and nights



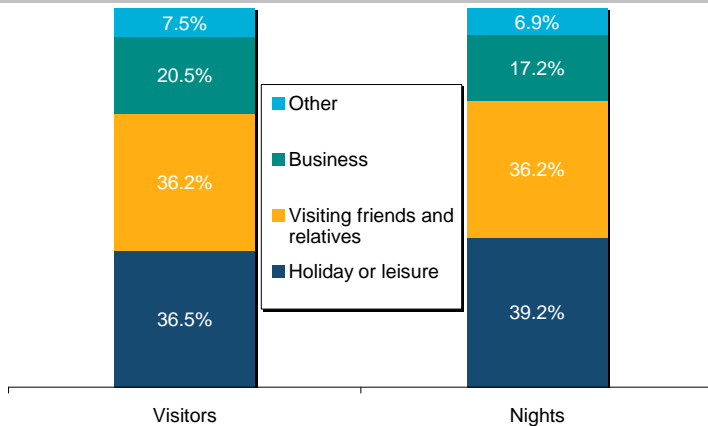
Central NSW received over 1.7 million domestic overnight visitors - down by 3.6% on YE Jun 07. Visitors spent nearly 4.8 million nights in the region - down by 1.2% on YE Jun 07.

Note: The number of trips taken domestically by Australians decreased by 1.8 percent on last year and by 2.9 percent compared to four years ago.

Market share

The region received 10.1% of visitors and 7.9% of nights in regional NSW. Compared to YE Jun 07, the share of visitors was down by 0.1% point and the share of nights was up by 0.2% points.

Purpose of visit to the region



'Holiday or leisure' (36.5%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (36.2%) and 'business' (20.5%).

'Holiday or leisure' (39.2%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (36.2%) and 'business' (17.2%).

Accommodation

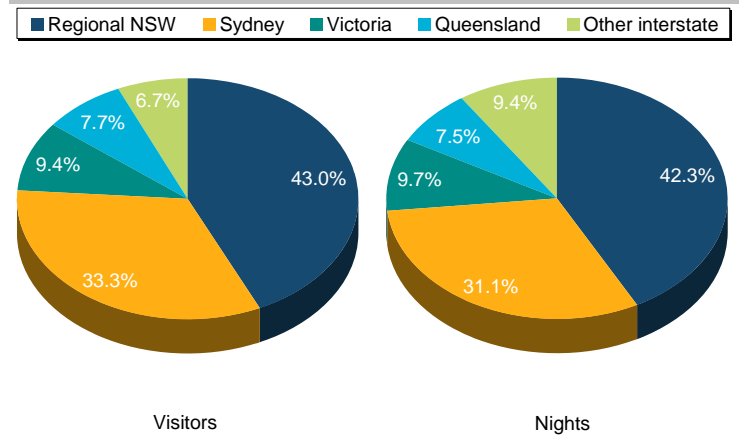
'Friends or relatives property' (38.3%) was the most popular accommodation used for nights in the region. 'Standard hotel, motor inn, below 4 star' (27.8%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (13.6%).

Age

'35 to 44 years' (20.2%) was the largest age group of visitors to the region, followed by '45 to 54 years' (19.4%).

Central NSW is composed of: Bathurst; Blayney; Cabonne; Coonamble; Cowra; Dubbo; Forbes; Gilgandra; Lachlan; Mid-Western Regional; Narramine; Orange; Parkes; Warren; Warrumbungle Shire; Weddin; Wellington. For information on shaded areas, click on http://corporate.tourism.nsw.gov.au/LocalAreaStatistics_p2821.aspx

Origin



The region received 76.3% of visitors and 73.4% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 23.7% of visitors and 26.6% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

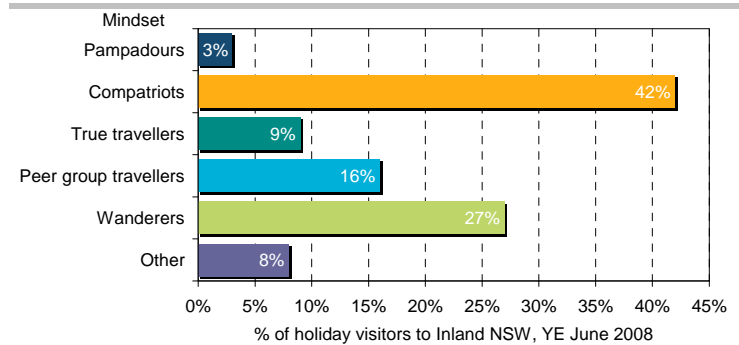
All transport

'Private or company car' (88.0%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (6.0%) and 'bus or coach' (2.6%).

Activities

'Eat out at restaurants' (42.5%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (39.4%) and 'pubs, clubs, discos etc' (22.7%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (42%) was the largest travel mindset of holiday visitors to Inland NSW*, followed by the 'wanderers' (27%) and 'peer group travellers' (16%).

Pampadours - want luxury; *Compatriots* - mostly families; *True travellers* - want depth of experience; *Peer group travellers* - seeking a fun experience with friends; and *Wanderers* - taking time to explore and discover.

(2) Source: *Inside Story*, YE Jun 08

* combined regions of Capital Country, Central NSW, The Murray, New England North West and Riverina, plus selected Local Areas of The Hunter region.

Expenditure (incl airfares and transport costs) ⁽³⁾

Visitors spent, on average, \$127 per night in the region.

(3) Source: *Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 08, TRA*

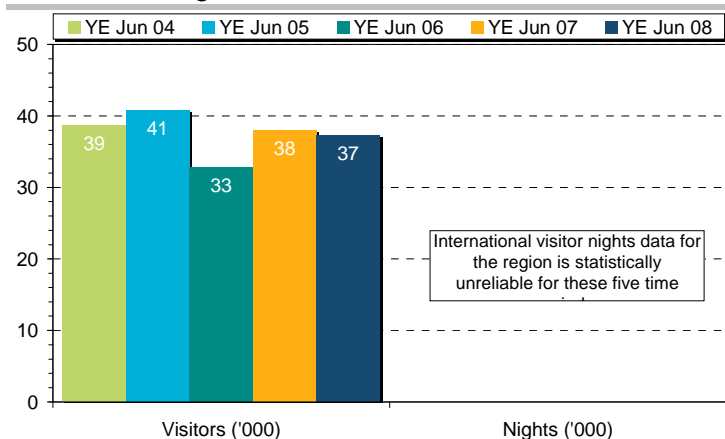
Travel to Central NSW (4)

Year ended June 2008

Total visitors ('000)	4,072
Domestic nights ('000)	4,770
Total expenditure (million)	\$933

International Overnight Travel

Visitors and nights



Central NSW received 37,300 international overnight visitors - down by 1.8% on YE Jun 07. International visitor nights data for the region is statistically unreliable for these five time periods.

Note: The number of overnight trips to Australia by international visitors increased marginally on last year and by 11.1 percent compared to four years ago.

Market share

The region received 6.0% of visitors to regional NSW. Compared to YE Jun 07, the share was down by 0.4% points.

Purpose of visit to the region

'Holiday / pleasure' (54.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.8%) and 'business' (10.8%).

Origin

No.	Market	Share	No.	Market	Share
1.	New Zealand	21.2%	14.	India	1.2%
2.	United Kingdom	15.9%	15.	Italy	1.2%
3.	USA	13.4%	16.	Taiwan	1.2%
4.	Germany	7.9%	17.	France	0.9%
5.	Ireland	4.9%	18.	Middle East & Nth Africa	0.7%
6.	Canada	4.5%	19.	Singapore	0.6%
7.	China	4.2%	20.	Thailand	0.6%
8.	Japan	3.9%	21.	Indonesia	0.5%
9.	Scandinavia	3.1%	22.	Hong Kong	0.0%
10.	Netherlands	3.0%		Other Asia	2.2%
11.	Switzerland	1.7%		Other Europe	1.5%
12.	Malaysia	1.6%		Other Countries	3.1%
13.	Korea	1.2%			

'New Zealand' (21.2%) was the region's largest source market of visitors, followed by 'UK' (15.9%) and 'USA' (13.4%).

Accommodation

'Home of friend or relative' (43.6%) was the most popular form of accommodation used for nights in the region. 'Rented house / apartment / unit / flat' (23.9%) was the 2nd most popular, followed by 'standard hotel / motel / motor inn, below 4 star' (6.6%) and 'educational institution' (5.8%).

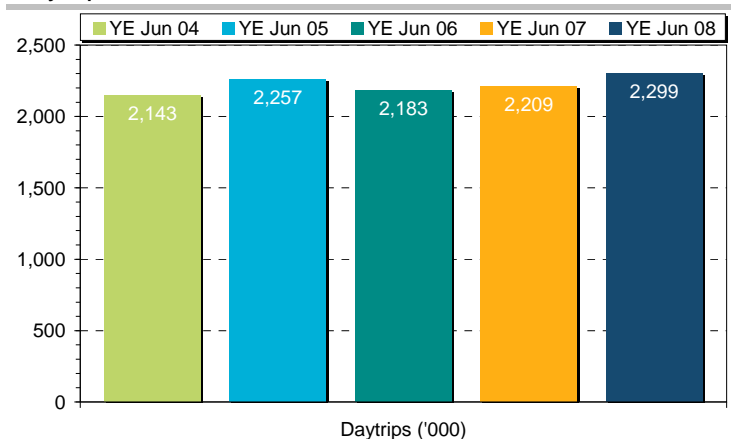
Expenditure (excl package expenditure) (5)

Visitors spent, on average, \$35 per night in the region.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 08, TRA.

Domestic Daytrip Travel

Daytrips



Central NSW received almost 2.3 million domestic daytrip visitors - up by 4.1% on YE Jun 07.

Note: Nationally, the number of domestic daytrips taken by Australians decreased by 0.7 percent on last year and marginally compared to four years ago.

Market share

The region received 7.8% of daytrips to regional NSW. Compared to YE Jun 07, the share was up by 0.2% points.

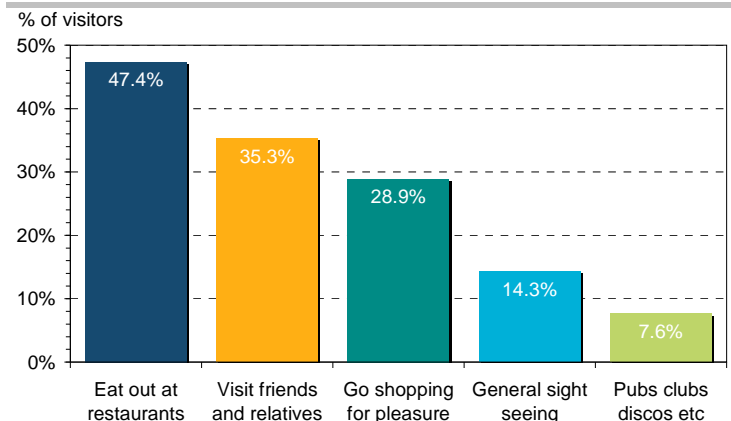
Main purpose of trip

'Holiday or leisure' (48.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (23.7%) and 'health-related' (10.0%).

Age

'35 to 44 years' (21.1%) was the largest age group of visitors to the region, followed by '45 to 54 years' (19.1%) and '65 years and over' (17.2%).

Activities



'Eat out at restaurants' (47.4%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (35.3%) and 'go shopping for pleasure' (28.9%).

Expenditure (6)

Visitors spent, on average, \$134 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Jun 08, TRA

Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.