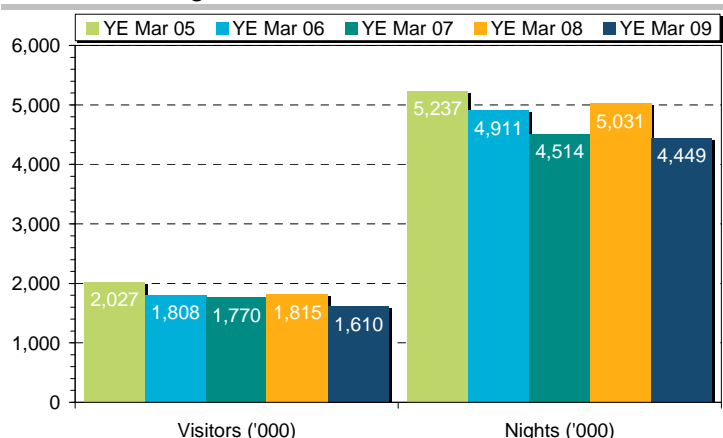




Domestic Overnight Travel

Visitors and nights



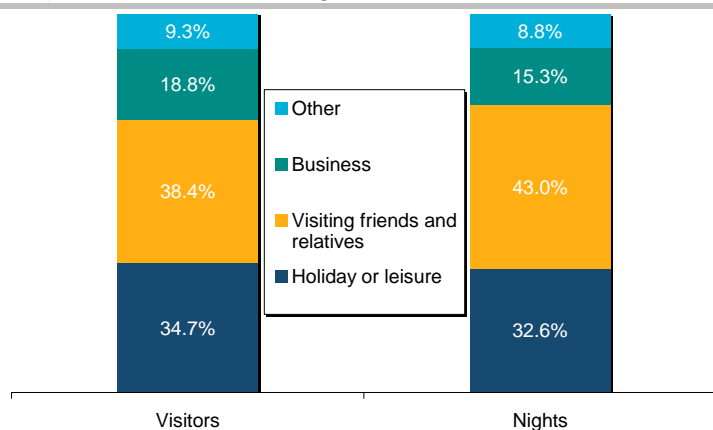
Central NSW received over 1.6 million domestic overnight visitors - down by 11.3% on YE Mar 08. Visitors spent over 4.4 million nights in the region - down by 11.6% on YE Mar 08.

Note: The number of trips taken domestically by Australians decreased by 9.0 percent on last year and by 9.2 percent compared to four years ago. Year-on-year trend comparison may be misleading as the results for the year ending March 2009 do not include an Easter period (the year ending March 2008 included two Easter periods).

Market share

The region received 9.8% of visitors and 7.6% of nights in regional NSW. Compared to YE Mar 08, the share of visitors and the share of nights were down by 0.5% points each.

Purpose of visit to the region



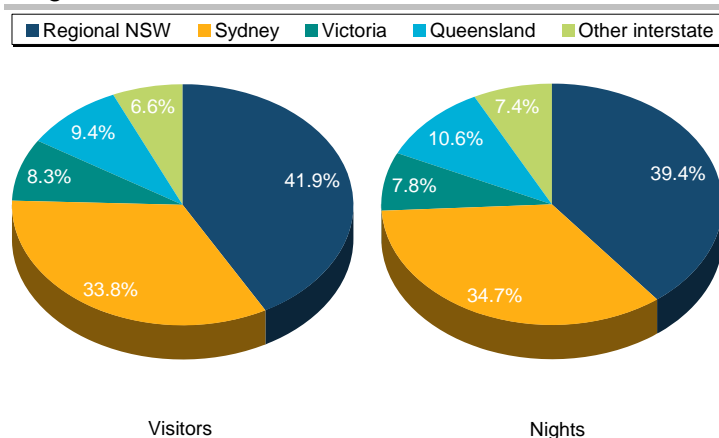
'Visiting friends and relatives' (38.4%) was the largest purpose for **visitors** to the region, followed by 'holiday or leisure' (34.7%) and 'business' (18.8%).

'Visiting friends and relatives' (43.0%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (32.6%) and 'business' (15.3%).

Accommodation

'Friends or relatives property' (47.9%) was the most popular accommodation used for nights in the region. 'Standard hotel, motor inn, below 4 star' (27.1%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (8.8%) and 'rented house, apartment, flat or unit' (5.1%).

Origin



The region received 75.7% of visitors and 74.2% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 24.3% of visitors and 25.8% of nights in the region (Queensland was the biggest interstate market for both visitors and nights).

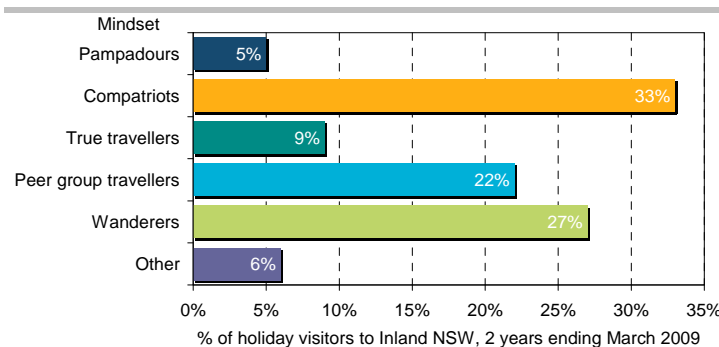
All transport

'Private or company car' (85.7%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (7.1%) and 'bus or coach' (4.0%).

Activities

'Eat out at restaurants' (47.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (43.1%) and 'pubs, clubs, discos etc' (20.0%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (33%) was the largest travel mindset of holiday visitors to Inland NSW*, followed by the 'wanderers' (27%) and the 'peer group travellers' (22%).

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*, 2YE Mar 09

* 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⁾

Domestic overnight visitors spent \$594 million in the region. On average, they spent \$133 per night in the region.

(3) Source: *Modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 09, TRA*

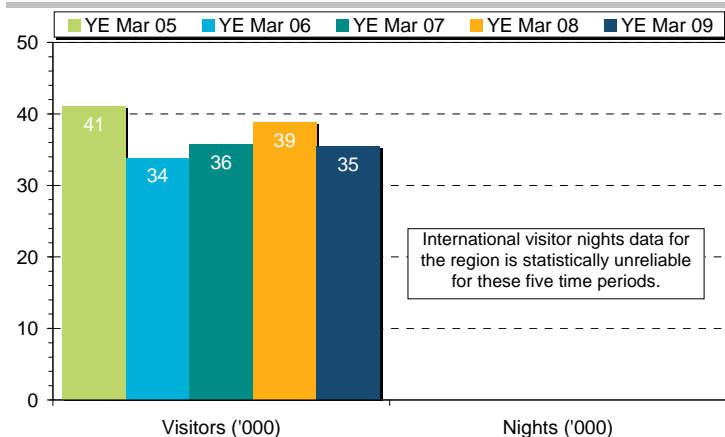
Travel to Central NSW (4)

Year ended March 2009

Total visitors ('000)	3,841
Domestic nights ('000)	4,449
Total expenditure (million)	\$878

International Overnight Travel

Visitors and nights



Central NSW received 35,500 international overnight visitors - down by 8.4% on YE Mar 08. 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 decreased by 1.6 percent on last year, but was up by 3.7 percent compared to four years ago.

Market share

The region received 6.0% of visitors to regional NSW. Compared to YE Mar 08, the share was down by 0.2% points.

Purpose of visit to the region

'Holiday / pleasure' (60.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (22.7%) and 'business' (11.6%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	18.7%	12	Scandinavia	2.3%
2	United Kingdom	16.4%	13	France	1.7%
3	USA	12.0%	14	Ireland	1.6%
4	Germany	10.4%	15	Korea	1.5%
5	Canada	4.4%	16	Thailand	1.2%
6	Mainland China & HK	3.6%	17	Middle East & Nth Africa	1.0%
	Mainland China	2.9%	18	Taiwan	1.0%
	Hong Kong	0.7%	19	Malaysia	0.9%
7	Switzerland	2.8%	20	Singapore	0.2%
8	Netherlands	2.6%	21	Indonesia	0.1%
9	Italy	2.4%		Other Asia	1.5%
10	Japan	2.4%		Other Europe	4.4%
11	India	2.4%		Other Countries	4.3%

'New Zealand' (18.7%) was the region's largest source market of visitors, followed by 'UK' (16.4%) and 'USA' (12.0%).

Accommodation

'Home of friend or relative' (49.9%) was the most popular form of accommodation used for nights in the region. 'Rented house / apartment / unit / flat' (14.6%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (9.7%) and 'other non-commercial property' (7.5%).

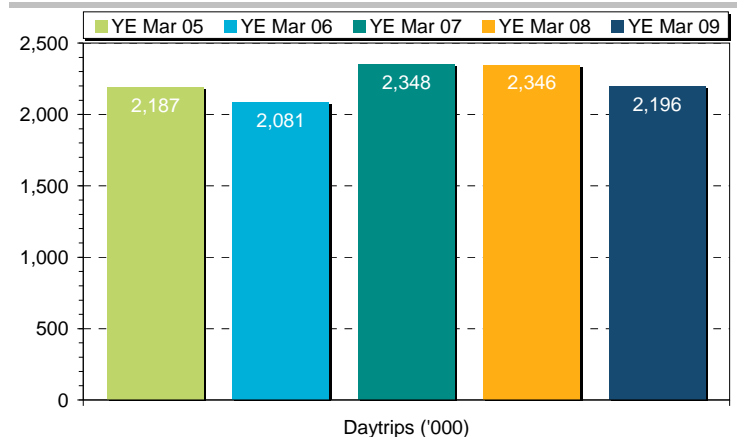
Expenditure (excl package expenditure) (5)

Expenditure by international overnight visitors in the region is statistically unreliable.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Mar 09, TRA.

Domestic Daytrip Travel

Daytrips



Central NSW received almost 2.2 million domestic daytrip visitors - down by 6.4% on YE Mar 08.

Note: Nationally, the number of domestic daytrips taken by Australians decreased by 5.1 percent on last year, but was up by 3.3 percent compared to four years ago. Year-on-year trend comparison may be misleading as the results for the year ending March 2009 do not include an Easter period (the year ending March 2008 included two Easter periods).

Market share

The region received 7.7% of daytrips to regional NSW. Compared to YE Mar 08, the share was unchanged.

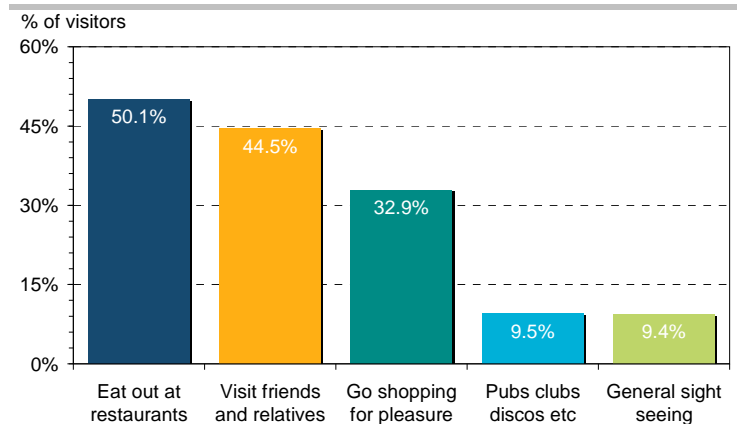
Main purpose of trip

'Holiday or leisure' (36.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (34.2%) and 'business' (11.8%).

Age

'45 to 54 years' (22.0%) was the largest age group of visitors to the region, followed by '35 to 44 years' (19.2%) and '15 to 24 years' (17.4%).

Activities



Expenditure (6)

Domestic daytrip visitors spent \$266 million in the region. On average, they spent \$121 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Mar 09, TRA