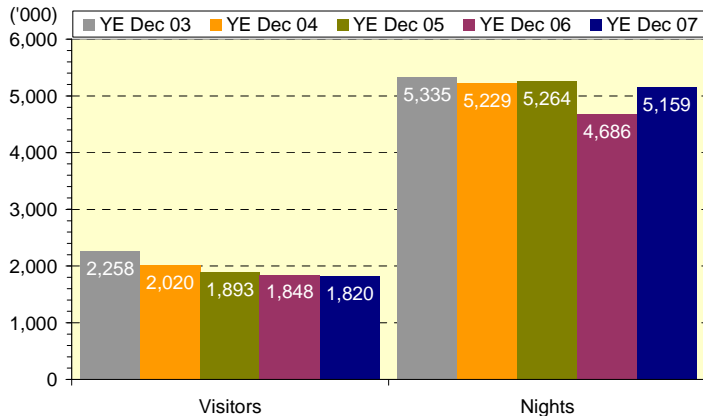




Total visitors ('000)	4,514
Domestic nights ('000)	5,159
Total expenditure (million)	\$961

Domestic Overnight Travel

Visitors and nights



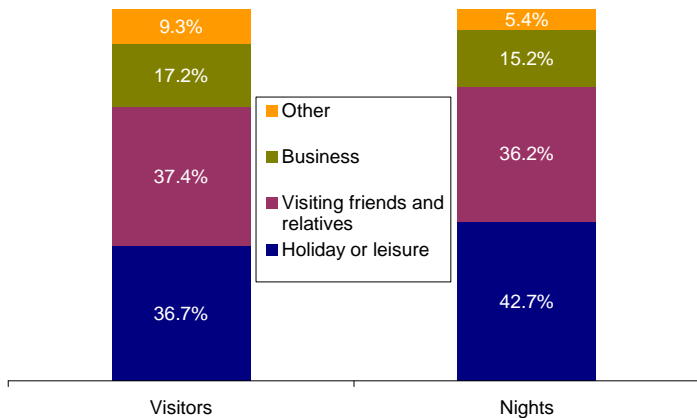
Central NSW received over 1.8 million domestic overnight visitors - down by 1.5% on YE Dec 06. Visitors spent nearly 5.2 million nights in the region - up by 10.1% on YE Dec 06.

Note: The number of trips taken domestically by Australians increased by 0.3 percent on last year and by 0.2 percent compared to four years ago.

Market share

The region received 10.5% of visitors and 8.4% of nights in Regional NSW. Compared to YE Dec 06, the share of visitors was unchanged and share of nights was up by 0.9% pts.

Purpose of visit



'Visiting friends and relatives' (37.4%) was the largest purpose for **visitors** to the region. 'Holiday or leisure' (36.7%) was the 2nd largest, followed by 'Business' (17.2%).

'Holiday or leisure' (42.7%) was the largest purpose in terms of **nights** in the region. 'Visiting friends and relatives' (36.2%) was the 2nd largest, followed by 'Business' (15.2%).

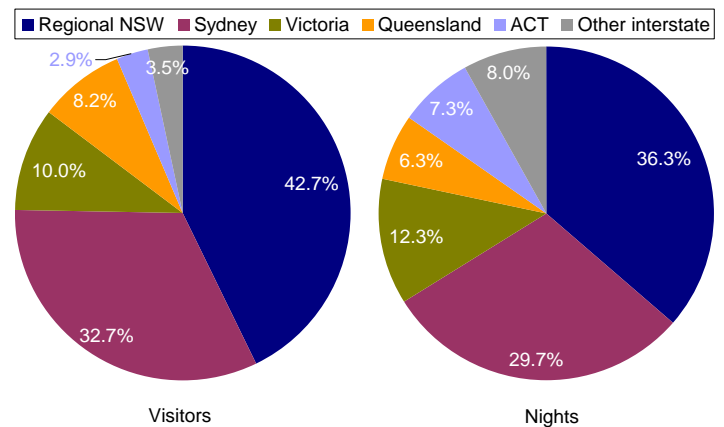
Accommodation

Over 2/5 (43.9%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (25.3%) was the 2nd most popular accommodation type, followed by 'Caravan park or commercial camping ground' (13.5%).

Age

Almost 1/5 (19.8%) of visitors to the region were aged '45-54 years'. The 2nd largest age group was '35-44 years' (18.1%).

Origin



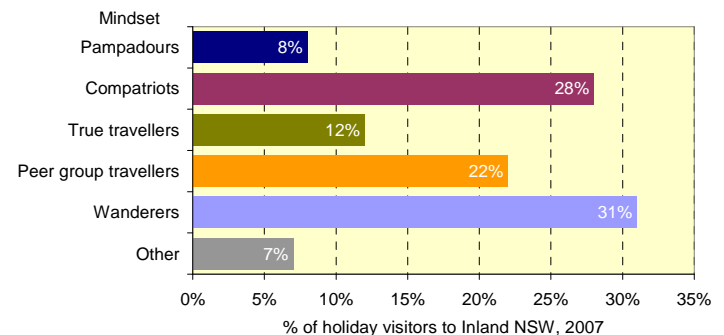
The region received over 3/4 (75.4%) of visitors and almost 2/3 (66.0%) of nights from **intrastate** (Regional NSW contributed more than Sydney for both visitors and nights).

Almost 1/4 (24.6%) of visitors and over 1/3 (34.0%) of nights came from **interstate** (Victoria was the biggest interstate market for both visitors and nights).

Transport

Almost 9/10 (89.2%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (4.2%) was the 2nd most popular transport used, followed by 'Bus or coach' (2.5%).

Australian Travel Mindsets ⁽²⁾



Over 3/10 (31%) of holiday visitors to Inland NSW* belonged to the 'Wanderers' mindset, followed by the 'Compatriots' (28%).

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, Dec 07

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

Activities

Nearly 1/2 (46.1%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (42.4%) was the 2nd most popular activity, followed by 'Pubs, clubs, discos etc' (25.3%).

Expenditure (incl airfares and transport costs) ⁽³⁾

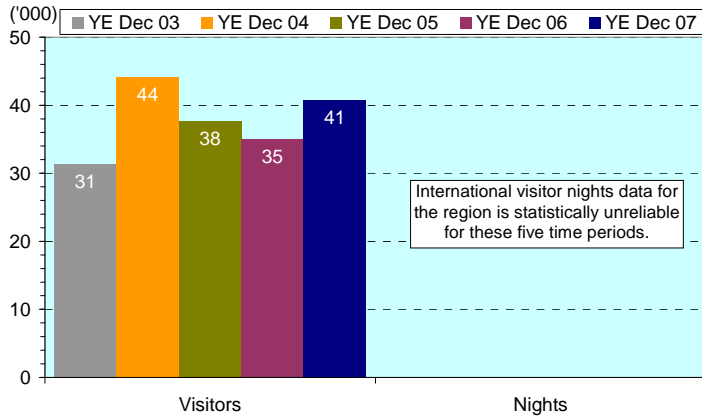
Visitors spent, on average, \$111 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 07, TRA



International Overnight Travel

Visitors and nights



Central NSW received 40,800 international overnight visitors - up by 16.4% on YE Dec 06. 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 by 1.9 percent on last year and by 18.5 percent compared to four years ago.

Market share

The region received 6.6% of visitors and 5.4% of nights in Regional NSW. Compared to YE Dec 06, the share of visitors was up by 0.5% pts and share of nights was down by 0.8% pts.

Purpose of visit

'Holiday/pleasure' (55.5%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (24.8%) was the 2nd largest, followed by 'Business' (12.9%).

Origin

No.	Market	Share	No.	Market	Share
1.	New Zealand	22.1%	14.	Singapore	1.4%
2.	United Kingdom	18.5%	15.	India	1.3%
3.	USA	13.3%	16.	Taiwan	1.1%
4.	Germany	5.8%	17.	Italy	1.0%
5.	Ireland	4.2%	18.	Hong Kong	0.9%
6.	Canada	3.9%	19.	Middle East & Nth Africa	0.8%
7.	Scandinavia	3.3%	20.	Malaysia	0.7%
8.	China	2.9%	21.	Indonesia	0.4%
9.	Netherlands	2.7%	22.	Thailand	0.3%
10.	Japan	2.7%			
11.	France	2.5%		Other Europe	0.5%
12.	Korea	1.6%		Other Asia	1.8%
13.	Switzerland	1.5%		Other Countries	3.9%

'New Zealand' (22.1%) was the region's largest source market of visitors, followed by 'UK' (18.5%) and 'USA' (13.3%).

Accommodation

Over 1/3 (36.1%) of nights in the region were spent in 'Home of friend or relative'. 'Rented house / apartment / unit / flat' (20.0%) was the 2nd most popular accommodation type used, followed by 'Educational institution' (14.1%).

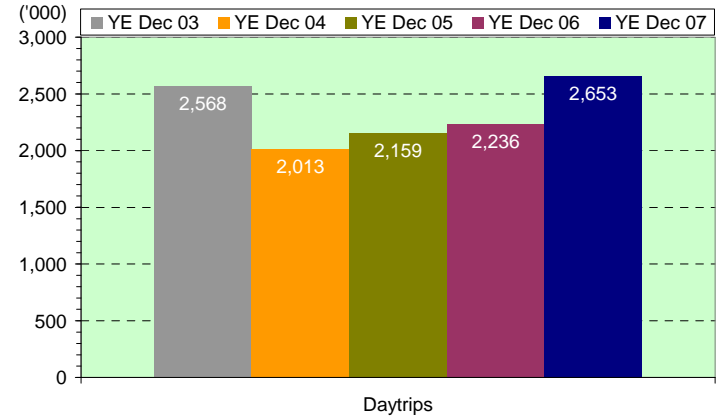
Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent, on average, \$58 per night in the region.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 07, TRA.

Domestic Daytrip Travel

Trips



Central NSW received nearly 2.7 million domestic daytrip visitors - up by 18.6% on YE Dec 06.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 9.9 percent on last year and by 6.2 percent compared to four years ago.

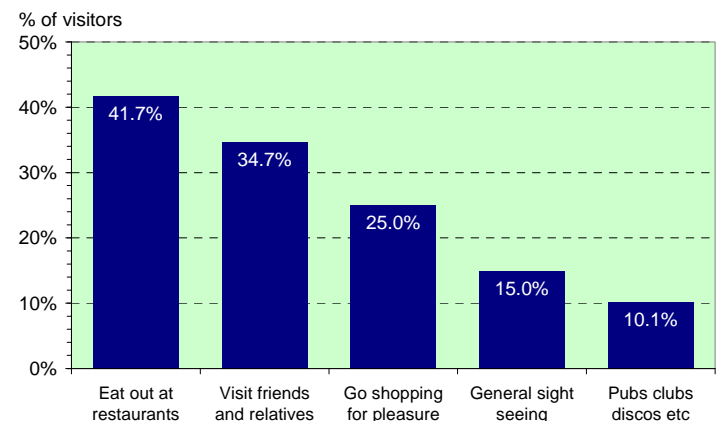
Market share

The region received 8.5% of daytrips to Regional NSW. Compared to YE Dec 06, the share was up by 0.7% pts.

Purpose of visit

'Holiday or leisure' (50.4%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (26.3%) was the 2nd largest, followed by 'Business' (8.4%).

Activities



Over 2/5 (41.7%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (34.7%) was the 2nd most popular activity, followed by 'Go shopping for pleasure' (25.0%) and 'General sight seeing' (15.0%).

Age

Over 1/5 (21.4%) of visitors to the region were aged '35-44 years'. The 2nd largest age group was '65 years +' (18.8%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent, on average, \$136 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Dec 07, TRA