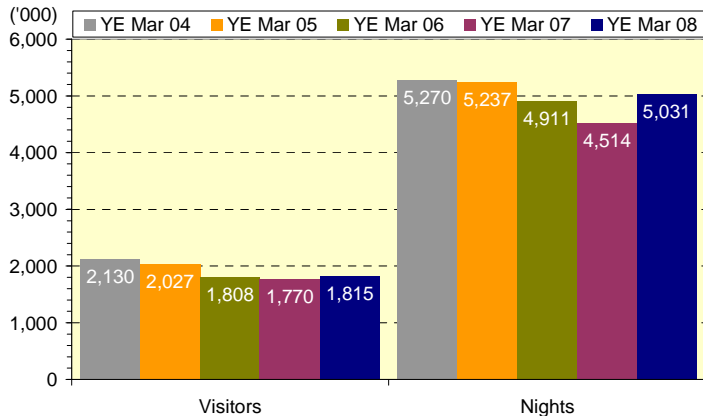




Total visitors ('000)	4,200
Domestic nights ('000)	5,031
Total expenditure (million)	\$943

## Domestic Overnight Travel

### Visitors and nights



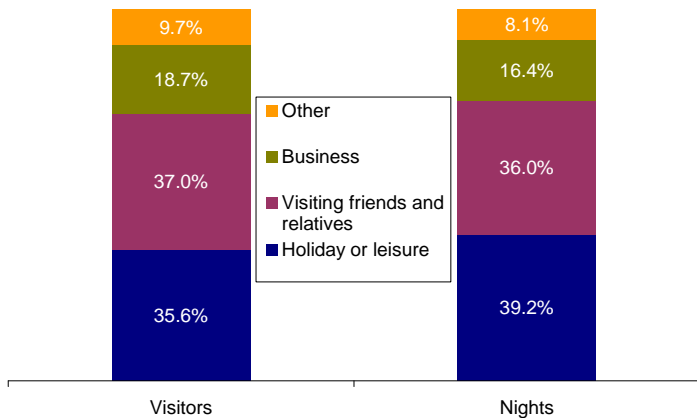
Central NSW received over 1.8 million domestic overnight visitors - up by 2.5% on YE Mar 07. Visitors spent over 5.0 million nights in the region - up by 11.5% on YE Mar 07.

Note: The number of trips taken domestically by Australians increased by 1.7 percent on last year and by 0.9 percent compared to four years ago.

### Market share

The region received 10.3% of visitors and 8.1% of nights in Regional NSW. Compared to YE Mar 07, the share of visitors was up by 0.2% pts and share of nights was up by 0.8% pts.

### Purpose of visit



'Visiting friends and relatives' (37.0%) was the largest purpose for **visitors** to the region. 'Holiday or leisure' (35.6%) was the 2<sup>nd</sup> largest, followed by 'Business' (18.7%).

'Holiday or leisure' (39.2%) was the largest purpose in terms of **nights** in the region. 'Visiting friends and relatives' (36.0%) was the 2<sup>nd</sup> largest, followed by 'Business' (16.4%).

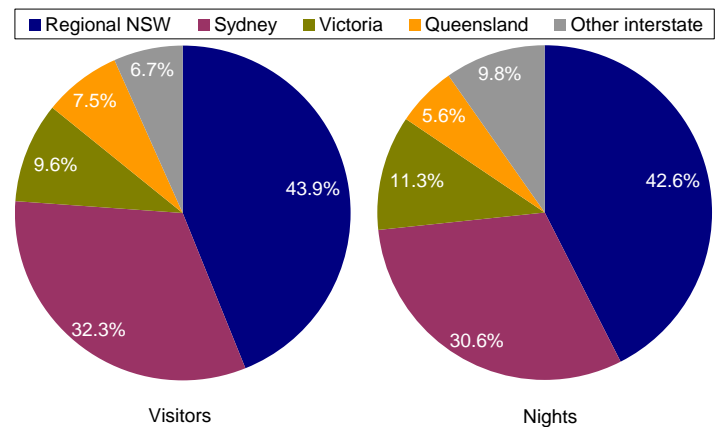
### Accommodation

Almost 2/5 (39.5%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (25.4%) was the 2<sup>nd</sup> most popular accommodation type, followed by 'Caravan park or commercial camping ground' (13.9%).

### Age

Almost 1/5 (19.8%) of visitors to the region were aged '45-54 years'. The 2<sup>nd</sup> largest age group was '35-44 years' (18.9%).

### Origin



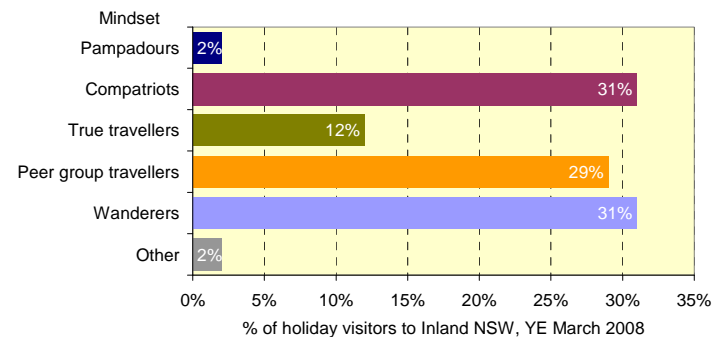
The region received over 3/4 (76.2%) of visitors and nearly 3/4 (73.3%) of nights from **intrastate** (Regional NSW contributed more than Sydney for both visitors and nights).

Nearly 1/4 (23.8%) of visitors and over 1/4 (26.7%) of nights came from **interstate** (Victoria was the biggest interstate market for both visitors and nights).

### Transport

Almost 9/10 (89.5%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (4.3%) was the 2<sup>nd</sup> most popular transport used, followed by 'Bus or coach' (2.4%).

### Australian Travel Mindsets <sup>(2)</sup>



The 'Wanderers' and the 'Compatriots' (31% each) were the biggest mindsets amongst holiday visitors to Inland NSW\*.

*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 Mar 08

\* 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' (42.2%) was the 2<sup>nd</sup> most popular activity, followed by 'Pubs, clubs, discos etc' (25.8%).

### Expenditure (incl airfares and transport costs) <sup>(3)</sup>

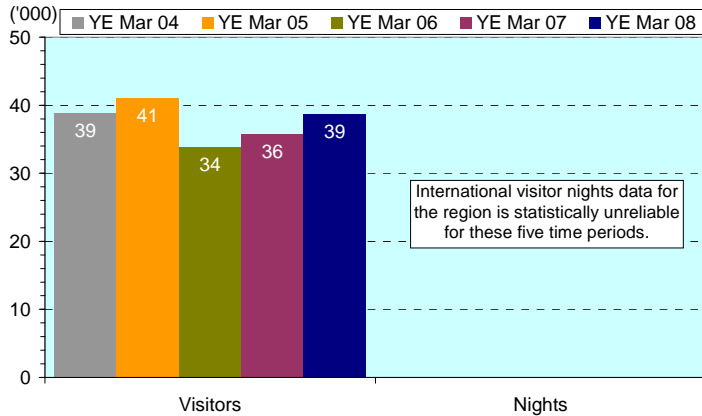
Visitors spent, on average, \$120 per night in the region.

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



## International Overnight Travel

### Visitors and nights



Central NSW received 38,800 international overnight visitors - up by 8.5% on YE Mar 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 by 1.0 percent on last year and by 16.5 percent compared to four years ago.

### Market share

The region received 6.2% of visitors to Regional NSW. Compared to YE Mar 07, the share was unchanged.

### Purpose of visit

'Holiday/pleasure' (53.4%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (26.3%) was the 2<sup>nd</sup> largest, followed by 'Business' (11.9%).

### Origin

No.	Market	Share	No.	Market	Share
1.	New Zealand	22.6%	14.	France	1.1%
2.	United Kingdom	16.5%	15.	Italy	1.0%
3.	USA	13.0%	16.	Singapore	1.0%
4.	Germany	7.9%	17.	Taiwan	0.9%
5.	Ireland	4.8%	18.	Malaysia	0.9%
6.	Canada	4.1%	19.	Indonesia	0.8%
7.	Japan	3.9%	20.	Thailand	0.5%
8.	China	3.0%	21.	Middle East & Nth Africa	0.3%
9.	Netherlands	2.8%	22.	Hong Kong	0.3%
10.	Scandinavia	2.7%		Other Asia	2.4%
11.	Korea	1.6%		Other Europe	1.5%
12.	India	1.6%		Other Countries	3.4%
13.	Switzerland	1.3%			

'New Zealand' (22.6%) was the region's largest source market of visitors, followed by 'UK' (16.5%) and 'USA' (13.0%).

### Accommodation

Over 3/10 (30.2%) of nights in the region were spent in 'Rented house / apartment / unit / flat'. 'Home of friend or relative' (30.0%) was the 2<sup>nd</sup> most popular accommodation type used, followed by 'Educational institution' (12.6%) and 'Standard hotel / motel / motor inn, below 4 star' (7.2%).

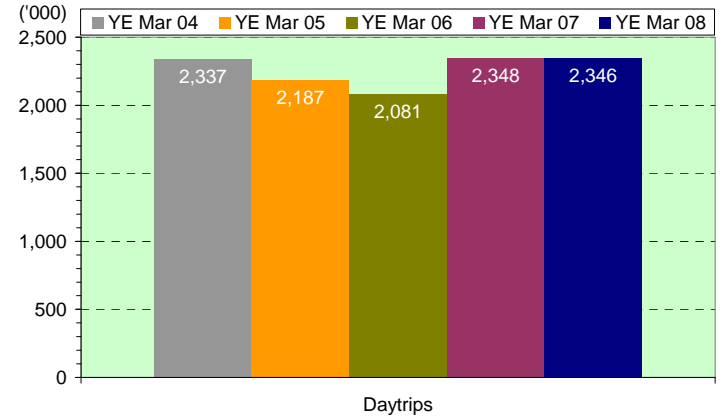
### Expenditure (excl package expenditure) <sup>(5)</sup>

International overnight visitors spent, on average, \$48 per night in the region.

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

## Domestic Daytrip Travel

### Trips



Central NSW received over 2.3 million domestic daytrip visitors - down by 0.1% on YE Mar 07.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 3.9 percent on last year and by 3.1 percent compared to four years ago.

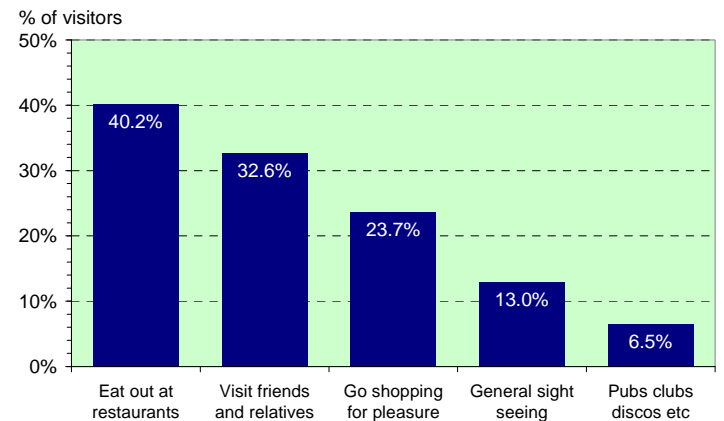
### Market share

The region received 7.7% of daytrips to Regional NSW. Compared to YE Mar 07, the share was down by 0.4% pts.

### Purpose of visit

'Holiday or leisure' (49.4%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (25.1%) was the 2<sup>nd</sup> largest, followed by 'Business' (9.9%).

### Activities



Over 2/5 (40.2%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (32.6%) was the 2<sup>nd</sup> most popular activity, followed by 'Go shopping for pleasure' (23.7%) and 'General sight seeing' (13.0%).

### Age

Over 1/5 (20.5%) of visitors to the region were aged '35-44 years'. The 2<sup>nd</sup> largest age group was '15-24 years' (17.3%).

### Expenditure <sup>(6)</sup>

Domestic daytrip visitors spent, on average, \$134 per trip to the region.

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

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

(4) Sources: International Visitor Survey & National Visitor Survey, YE Mar 08, TRA (unless otherwise indicated)