

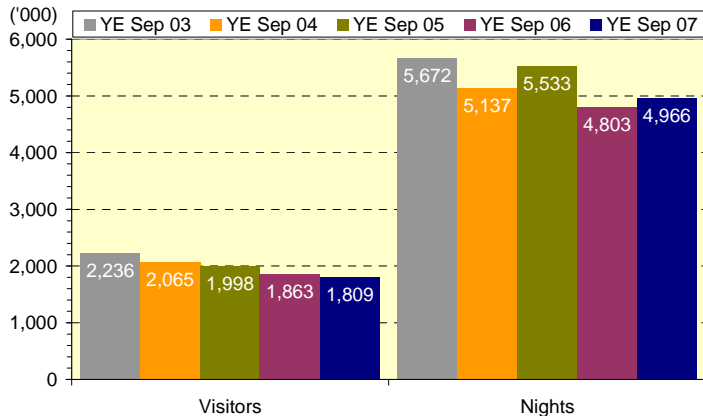


Total visitors ('000)	4,356
Domestic nights ('000)	4,966
Total expenditure (million)	\$909

Domestic Overnight Travel

Note: The number of trips taken domestically by Australians increased by 3.1 percent on last year and by 0.3 percent compared to four years ago.

Visitors and nights

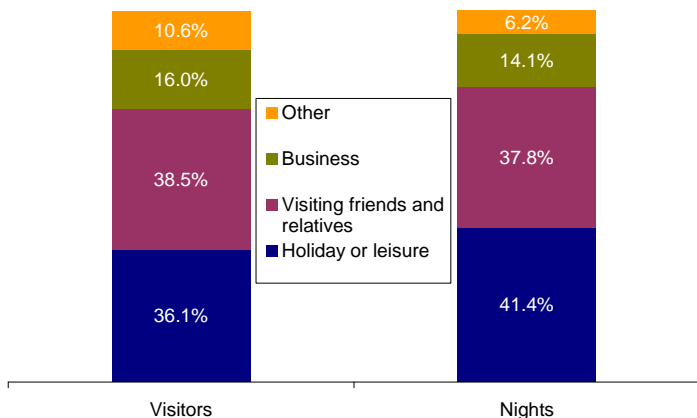


Central NSW received over 1.8 million domestic overnight visitors - down by 2.9% on YE Sep 06. Visitors spent nearly 5.0 million nights in the region - up by 3.4% on YE Sep 06.

Market share

The region received 10.3% of visitors to and 8.1% of nights in Regional NSW. Compared to YE Sep 06, the share of visitors was down by 0.5% points and share of nights was up by 0.3% points.

Purpose of visit



'Visiting friends and relatives' (38.5%) was the largest purpose for **visitors** to the region. 'Holiday or leisure' (36.1%) was the 2nd largest, followed by 'Business' (16.0%).

'Holiday or leisure' (41.4%) was the largest purpose in terms of **nights** in the region. 'Visiting friends and relatives' (37.8%) was the 2nd largest, followed by 'Business' (14.1%).

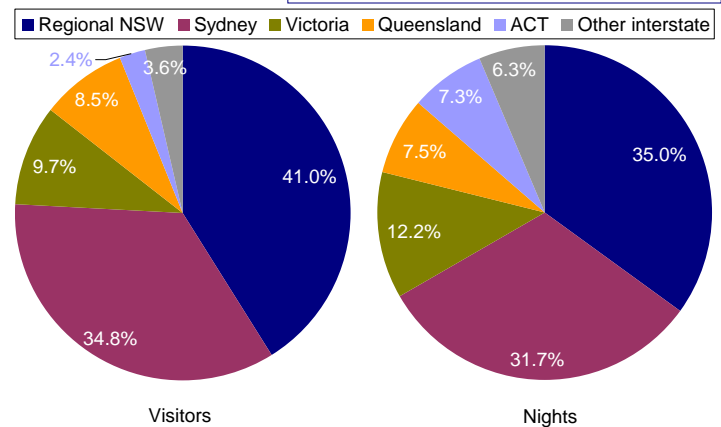
Accommodation

Nearly 1/2 (45.1%) 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' (11.2%) and 'Caravan or camping near road or on private property' (5.0%).

Activities

Over 2/5 (44.6%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (43.7%) was the 2nd most popular activity, followed by 'Pubs, clubs, discos etc' (25.7%) and 'General sight seeing' (23.3%).

Origin



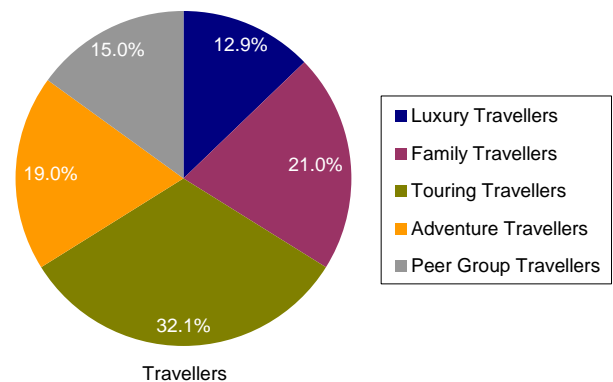
The region received over 3/4 (75.8%) of visitors and 2/3 (66.7%) of nights from **intrastate** (Regional NSW contributed more than Sydney for both visitors and nights).

Almost 1/4 (24.2%) of visitors and 1/3 (33.3%) of nights came from **interstate** (Victoria was the biggest interstate market for both visitors and nights).

Transport

Nearly 9/10 (88.5%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (4.4%) was the 2nd most popular transport used, followed by 'Bus or coach' (2.7%).

Australian travel segments ⁽²⁾



Almost 1/3 (32.1%) of visitors to the region were 'Touring travellers'. 'Family travellers' (21.0%) was the 2nd largest travel segment, followed by 'Adventure travellers' (19.0%).

(2) Source: HTS, YE Jun 06, Roy Morgan Research

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent, on average, \$109 per night in the region.

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

Tourism employment ⁽⁴⁾

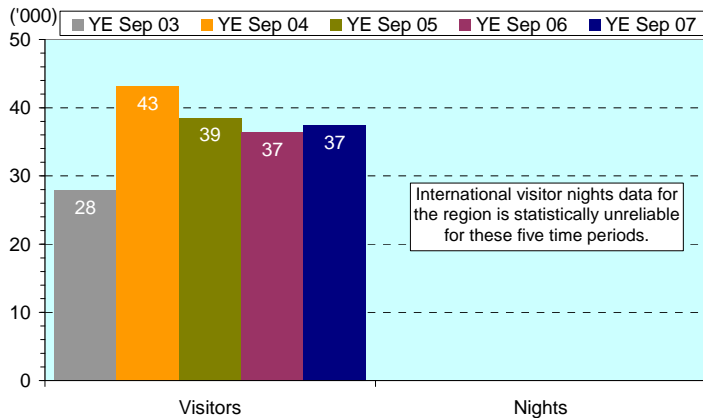
An estimated 5,900 (5.0%) of the region's workforce were employed in the tourism industry.

(4) Source: TTF Australia NSW Tourism Employment Atlas 2006, TTF Australia



International Overnight Travel

Visitors and nights



Central NSW received 37,400 international overnight visitors - up by 2.5% on YE Sep 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 4.1 percent on last year and by 21.2 percent compared to four years ago.

Market share

The region received 6.2% of visitors to and 4.8% of nights in Regional NSW. Compared to YE Sep 06, the share of visitors was down by 0.3 pts and the share of nights was down by 1.8% pts.

Purpose of visit

'Holiday/pleasure' (57.3%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (24.0%) was the 2nd largest, followed by 'Business' (14.8%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	25.7%	13.	India	1.4%
2.	New Zealand	22.0%	14.	Singapore	1.3%
3.	USA	11.7%	15.	Taiwan	1.1%
4.	Germany	5.5%	16.	Malaysia	0.8%
5.	Scandinavia	3.2%	17.	Switzerland	0.7%
6.	France	3.1%	18.	Thailand	0.7%
7.	Canada	3.1%	19.	Indonesia	0.6%
8.	Netherlands	2.6%	20.	Italy	0.3%
9.	Japan	2.3%		Other Europe	3.3%
10.	Hong Kong	1.6%		Other Asia	1.2%
11.	China	1.4%		Middle East & Nth Africa	1.0%
12.	Korea	1.4%		Other Countries	4.0%

'UK' (25.7%) was the region's largest source market of visitors, followed by 'New Zealand' (22.0%) and 'USA' (11.7%).

Accommodation

Over 3/10 (31.1%) of nights in the region were spent in 'Home of friend or relative'. 'Rented house / apartment / unit / flat' (23.1%) was the 2nd most popular accommodation type used, followed by 'Educational institution' (17.1%).

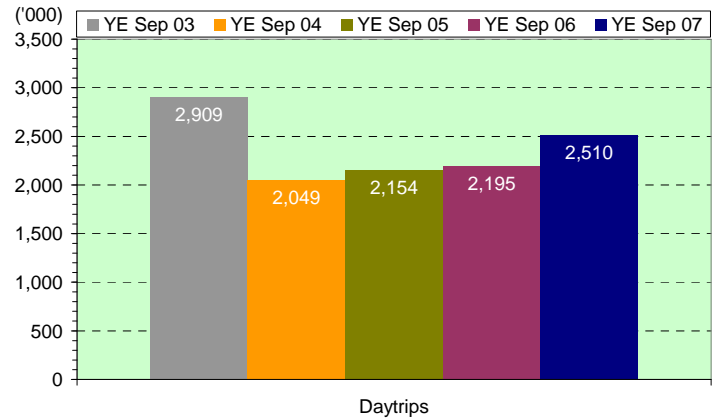
Expenditure (excl package expenditure) ⁽⁶⁾

International overnight visitors spent, on average, \$59 per night in the region.

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

Domestic Daytrip Travel

Trips



Central NSW received over 2.5 million domestic daytrip visitors - up by 14.4% on YE Sep 06.

Note: Nationally, the number of daytrips trips taken domestically by Australians increased by 9.0 percent on last year and by 2.3 percent compared to four years ago.

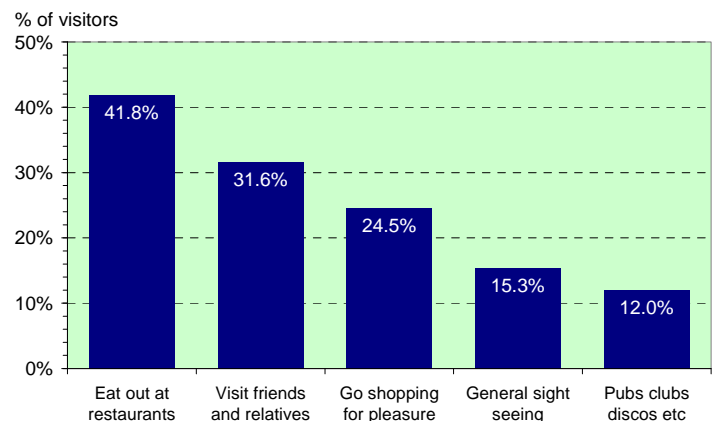
Market share

The region received 8.2% of daytrips to Regional NSW. Compared to YE Sep 06, the share was up by 0.5% points.

Purpose of visit

'Holiday or leisure' (48.0%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (26.3%) was the 2nd largest, followed by 'Business' (10.6%).

Activities



Over 2/5 (41.8%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (31.6%) was the 2nd most popular activity, followed by 'Go shopping for pleasure' (24.5%) and 'General sight seeing' (15.3%).

Age

Over 1/5 (21.3%) of visitors to the region were aged '35-44 years'. The 2nd largest age group was '65 years +' (19.3%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent, on average, \$137 per trip to the region.

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