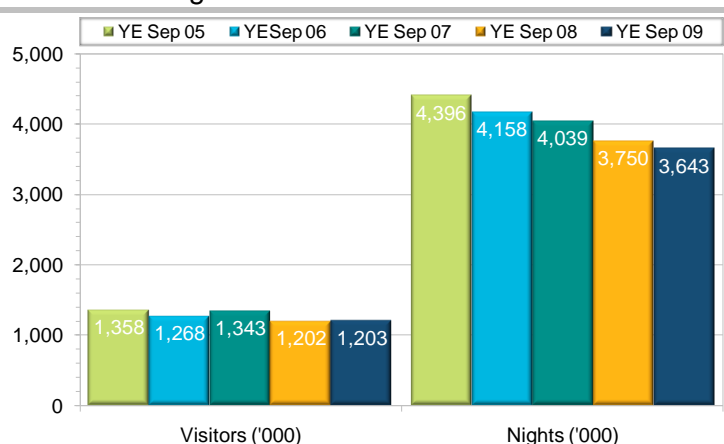




Domestic Overnight Travel

Visitors and nights



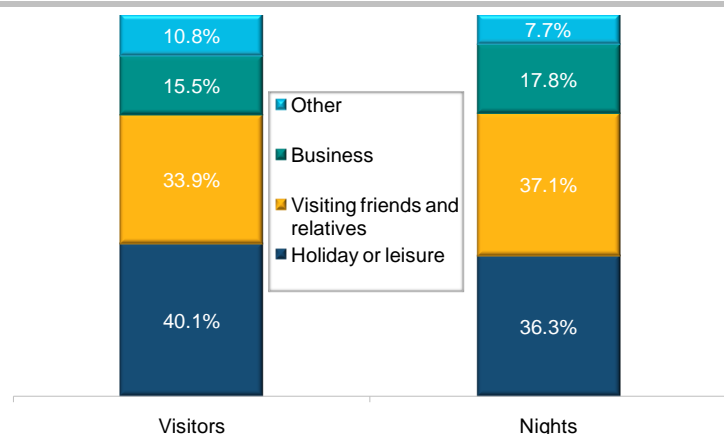
New England North West received over 1.2 million domestic overnight visitors - up by 0.1% on YE Sep 08. Visitors spent 3.6 million nights in the region - down by 2.9% on YE Sep 08.

Note: The number of trips taken domestically by Australians decreased by 7.1 percent on last year and by 5.9 percent compared to four years ago.

Market share

The region received 7.5% of visitors and 6.3% of nights in regional NSW. Compared to YE Sep 08, the share of visitors was up by 0.5% pts and the share of nights was up by 0.1% pt.

Purpose of visit to the region



'Holiday or leisure' (40.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (33.9%) and 'business' (15.5%).

'Visiting friends and relatives' (37.1%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (36.3%) and 'business' (17.8%).

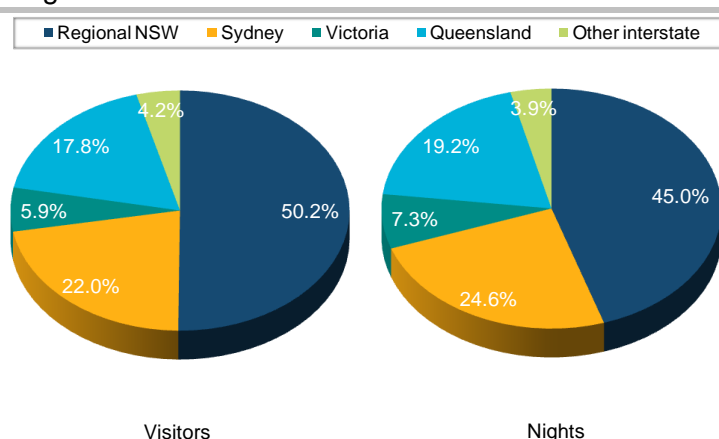
Accommodation

'Friends or relatives property' (45.5%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (24.6%) and 'caravan park or commercial camping ground' (11.4%).

Age

'35 to 44 years' (23.4%) was the largest age group of visitors to the region, followed by '65 years and over' (20.4%).

Origin



The region received 72.2% of visitors and 69.6% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 27.8% of visitors and 30.4% of nights in the region (Queensland was the biggest interstate market for both visitors and nights).

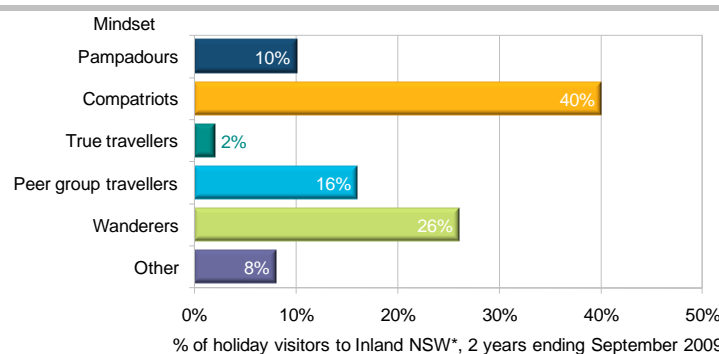
All transport

'Private or company vehicle' (90.5%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (3.7%) and 'railway' (2.1%).

Activities

'Eat out at restaurants' (51.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (40.3%) and 'general sight seeing' (22.1%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (40%) was the largest travel mindset of holiday visitors to Inland NSW*, followed by the 'wanderers' (26%) and the '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*, 2YE Sep 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 \$405 million in the region. On average, they spent \$111 per night in the region.

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

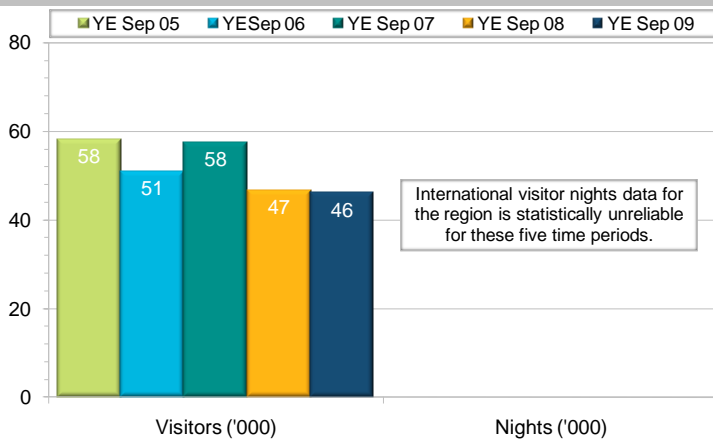
Travel to New England North West (4)

Year ended September 2009

Total visitors ('000)	3,110
Domestic nights ('000)	3,643
Total expenditure (million)	\$656

International Overnight Travel

Visitors and nights



New England North West received 46,000 international overnight visitors - down by 1.2% on YE Sep 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 2.0 percent on last year, but was up by 1.2 percent compared to four years ago.

Market share

The region received 7.9% of visitors to regional NSW. Compared to YE Sep 08, the share was up by 0.4% pts.

Purpose of visit to the region

'Holiday / pleasure' (68.5%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (18.3%) and 'business' (7.3%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	17.7%	12	Switzerland	2.1%
2	New Zealand	13.7%	13	Korea	1.9%
3	USA	12.2%	14	France	1.9%
4	Germany	8.0%	15	Singapore	1.5%
5	Japan	5.4%	16	Middle East & Nth Africa	0.8%
6	Netherlands	5.0%	17	India	0.8%
7	Mainland China & HK	4.9%	18	Indonesia	0.8%
	Mainland China	4.2%	19	Malaysia	0.8%
	Hong Kong	0.7%	20	Italy	0.4%
8	Scandinavia	3.9%	21	Thailand	0.3%
9	Canada	3.6%		Other Asia	1.0%
10	Ireland	2.3%		Other Europe	5.3%
11	Taiwan	2.2%		Other Countries	3.7%

'UK' (17.7%) was the region's largest source market of visitors, followed by 'New Zealand' (13.7%) and 'USA' (12.2%).

Accommodation

'Home of friend or relative' (40.8%) was the most popular form of accommodation used for nights in the region. 'Rented house / apartment / unit / flat' (21.4%) was the 2nd most popular, followed by 'educational institution' (9.3%).

Expenditure (excl package expenditure) (5)

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

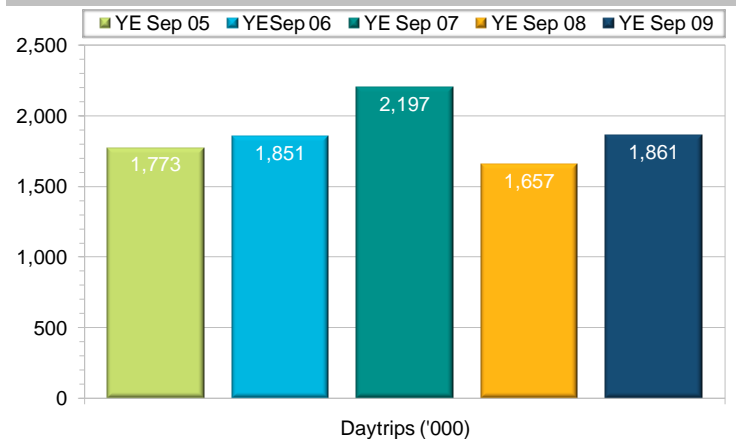
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 09, TRA.

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

(4) Sources: International Visitor Survey & National Visitor Survey, YE Sep 09, TRA (unless otherwise indicated)

Domestic Daytrip Travel

Daytrips



New England North West received nearly 1.9 million domestic daytrip visitors - up by 12.3% on YE Sep 08.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 5.1 percent on last year and by 10.8 percent compared to four years ago.

Market share

The region received 6.1% of daytrips to regional NSW. Compared to YE Sep 08, the share was up by 0.2% pts.

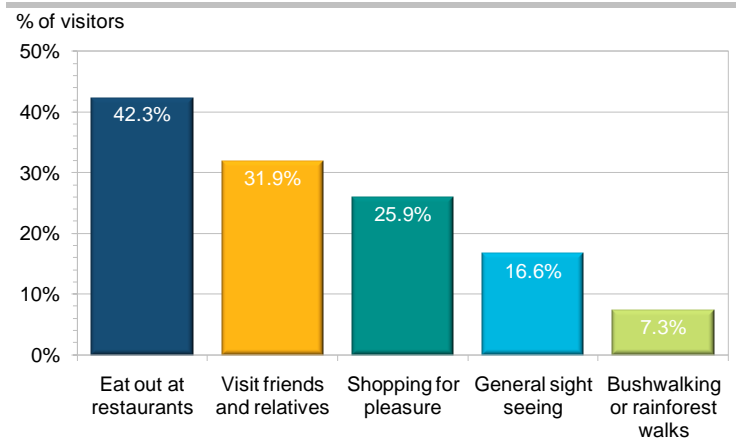
Main purpose of trip

'Holiday or leisure' (44.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (29.3%) and 'business' (9.9%).

Age

'35 to 44 years' (20.8%) was the largest age group of visitors to the region, followed by '45 to 54 years' (20.5%) and '65 years and over' (18.3%).

Activities



'Eat out at restaurants' (42.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (31.9%) and 'shopping for pleasure' (25.9%).

Expenditure (6)

Domestic daytrip visitors spent \$219 million in the region. On average, they spent \$118 per trip to the region.

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