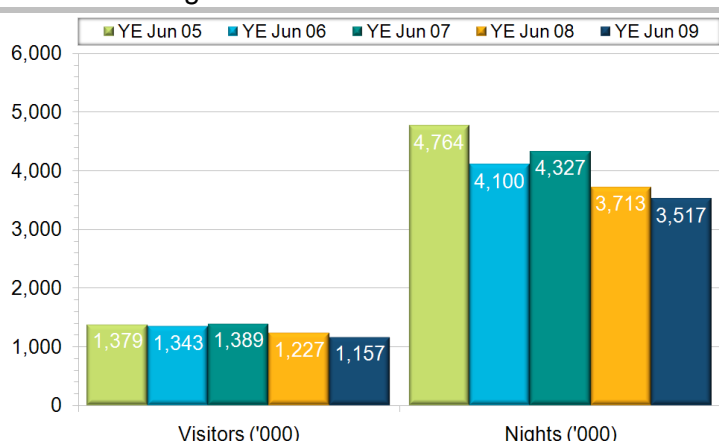




Domestic Overnight Travel

Visitors and nights



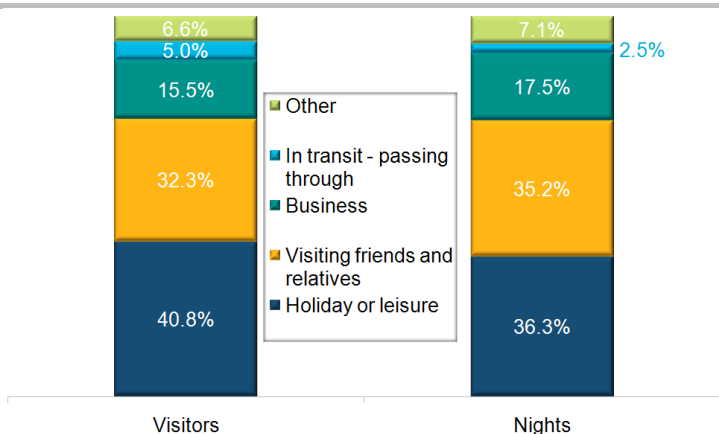
New England North West received nearly 1.2 million domestic overnight visitors - down by 5.7% on YE Jun 08. Visitors spent over 3.5 million nights in the region - down by 5.3% on YE Jun 08.

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

Market share

The region received 7.2% of visitors and 6.1% of nights in regional NSW. Compared to YE Jun 08, the share of visitors was up by 0.1% point and the share of nights was unchanged.

Purpose of visit to the region



'Holiday or leisure' (40.8%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (32.3%) and 'business' (15.5%).

'Holiday or leisure' (36.3%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (35.2%) and 'business' (17.5%).

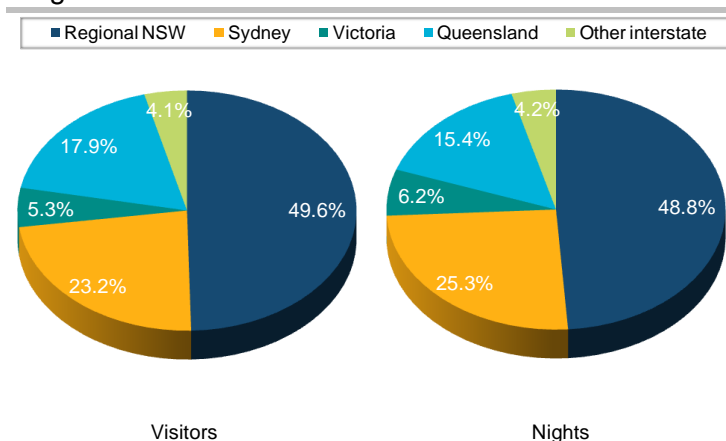
Accommodation

'Friends or relatives property' (46.7%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (22.4%) and 'caravan park or commercial camping ground' (10.1%).

Age

'35 to 44 years' and '65 years and over' (21.1% each) were the largest age groups of visitors to the region.

Origin



The region received 72.8% of visitors and 74.2% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 27.2% of visitors and 25.8% of nights in the region (Queensland was the biggest interstate market for both visitors and nights).

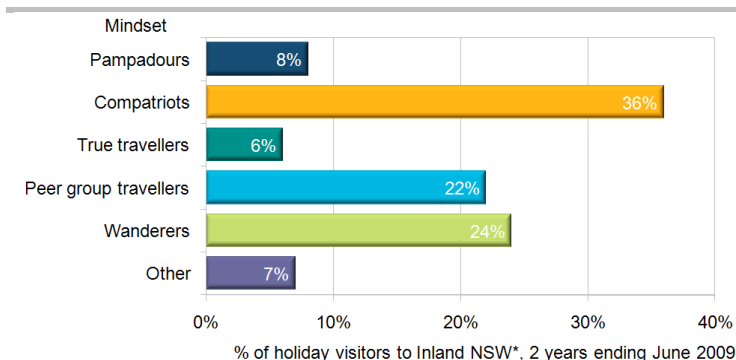
All transport

'Private or company car' (91.2%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (4.0%) and 'railway' (2.2%).

Activities

'Eat out at restaurants' (52.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (40.4%) and 'general sight seeing' (21.3%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (36%) was the largest travel mindset of holiday visitors to Inland NSW*, followed by the 'wanderers' (24%) 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 Jun 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 \$386 million in the region. On average, they spent \$110 per night in the region.

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

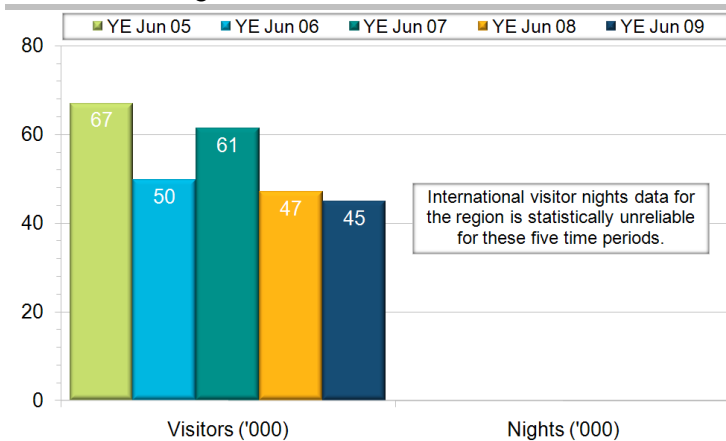
Travel to New England North West (4)

Year ended June 2009

Total visitors ('000)	2,807
Domestic nights ('000)	3,517
Total expenditure (million)	\$596

International Overnight Travel

Visitors and nights



New England North West received 44,800 international overnight visitors - down by 4.6% on YE Jun 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 1.4 percent on last year, but was up by 3.0 percent compared to four years ago.

Market share

The region received 7.6% of visitors to regional NSW. Compared to YE Jun 08, the share was unchanged.

Purpose of visit to the region

'Holiday / pleasure' (65.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (19.5%) and 'business' (8.1%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	16.6%	12	Italy	2.0%
2	New Zealand	14.5%	13	Ireland	1.8%
3	USA	11.2%	14	Korea	1.8%
4	Germany	8.5%	15	France	1.3%
5	Japan	5.6%	16	Singapore	1.2%
6	Mainland China & HK	5.1%	17	Taiwan	1.2%
	Mainland China	4.2%	18	India	1.1%
	Hong Kong	0.8%	19	Malaysia	0.9%
7	Netherlands	4.3%	20	Indonesia	0.5%
8	Scandinavia	4.2%	21	Thailand	0.4%
9	Middle East & Nth Africa	3.2%		Other Asia	1.8%
10	Canada	2.5%		Other Europe	5.4%
11	Switzerland	2.4%		Other Countries	2.8%

'UK' (16.6%) was the region's largest source market of visitors, followed by 'New Zealand' (14.5%) and 'USA' (11.2%).

Accommodation

'Home of friend or relative' (46.7%) was the most popular form of accommodation used for nights in the region. 'Rented house / apartment / unit / flat' (18.4%) was the 2nd most popular, followed by 'other non-commercial property' (9.9%).

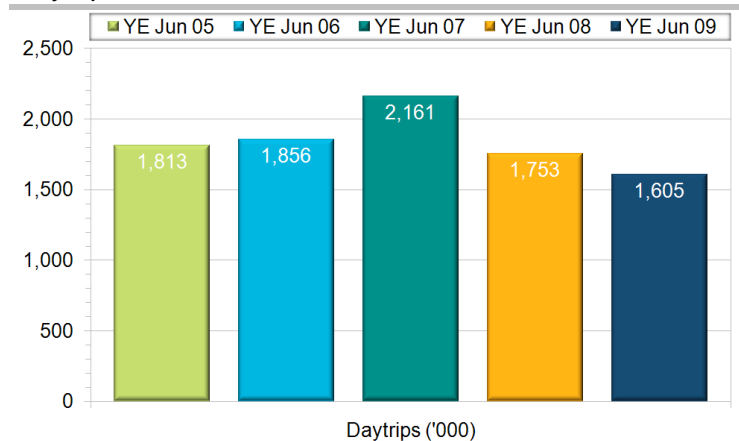
Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent \$32 million in the region. On average, they spent \$64 per night in the region.

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

Domestic Daytrip Travel

Daytrips



New England North West received over 1.6 million domestic daytrip visitors - down by 8.4% on YE Jun 08.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 2.6 percent on last year and by 7.8 percent compared to four years ago.

Market share

The region received 5.5% of daytrips to regional NSW. Compared to YE Jun 08, the share was down by 0.4% points.

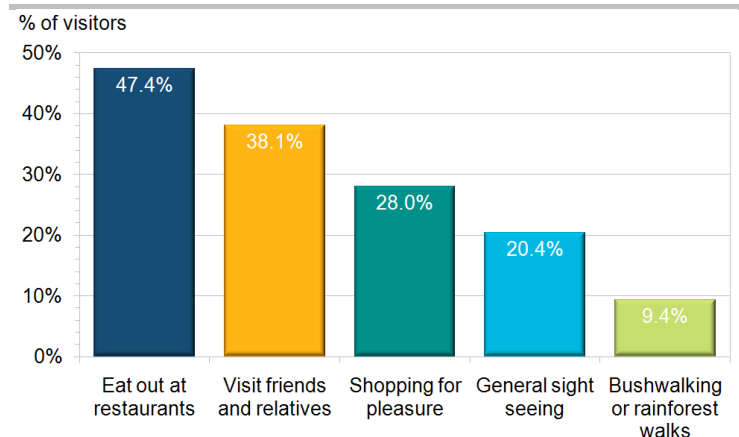
Main purpose of trip

'Holiday or leisure' (45.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (29.2%) and 'business' (9.4%).

Age

'45 to 54 years' (20.6%) was the largest age group of visitors to the region, followed by '35 to 44 years' (18.9%) and '65 years and over' (17.4%).

Activities



'Eat out at restaurants' (47.4%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (38.1%) and 'shopping for pleasure' (28.0%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$178 million in the region. On average, they spent \$111 per trip to the region.

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