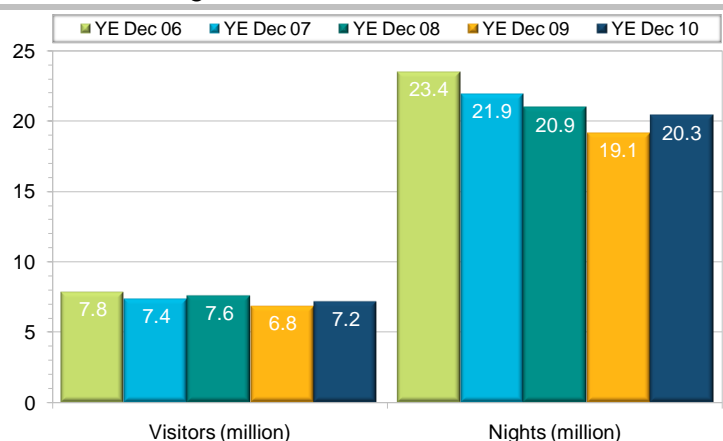


Domestic Overnight Travel ⁽¹⁾

Visitors and nights



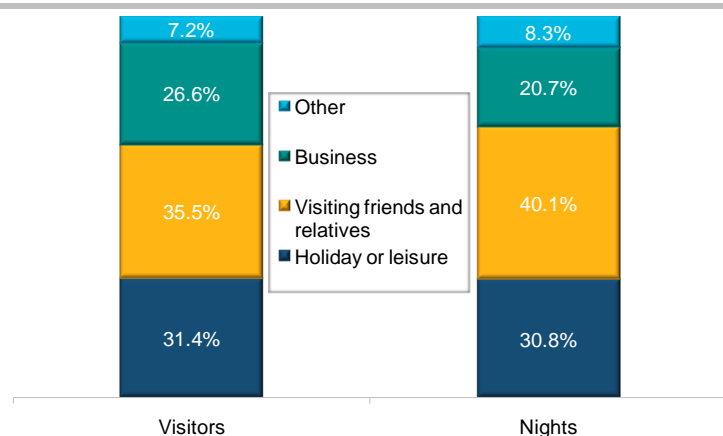
Sydney received nearly 7.2 million domestic overnight visitors - up by 4.9% on YE Dec 09. Visitors spent over 20.3 million nights in the region - up by 6.5% on YE Dec 09.

Note: The number of domestic overnight trips to New South Wales increased by 2.0 percent on last year, but was down by 7.2 percent compared to four years ago.

Market share

The region received 31.0% of visitors and 25.9% of nights in NSW. Compared to YE Dec 09, the share of visitors was up by 0.9% pts and share of nights was up by 1.2% pts.

Purpose of visit to Sydney



'Visiting friends and relatives' (35.5%) was the largest purpose for **visitors** to the region, followed by 'holiday or leisure' (31.4%) and 'business' (26.6%).

'Visiting friends and relatives' (40.1%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (30.8%) and 'business' (20.7%).

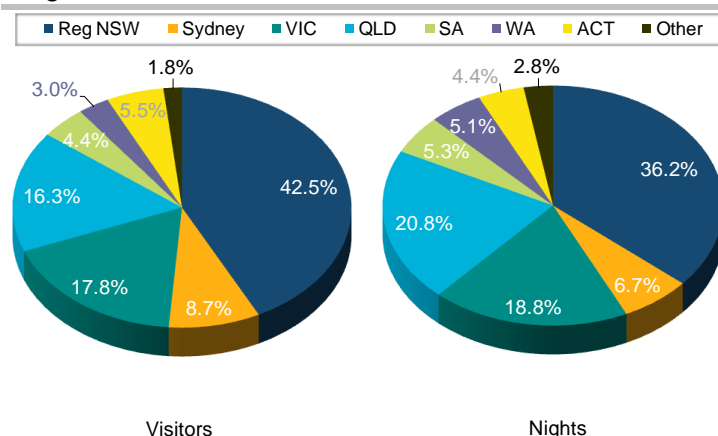
Accommodation

'Friends or relatives property' (46.8%) was the most popular accommodation type used for nights in the region. 'Luxury hotel or luxury resort, 4 or 5 star' (17.2%) was the 2nd most popular, followed by 'standard hotel, motor inn, below 4 star' (16.6%).

Age

'45 to 54 years' (21.5%) was the largest age group of visitors to the region, followed by '35 to 44 years' (21.0%).

Origin



The region received 51.3% of visitors and 42.9% of nights from **intrastate** (regional NSW contributed 83.0% of intrastate visitors and 84.4% of intrastate nights).

Interstate contributed 48.7% of visitors and 57.1% of nights in the region (Victoria was the biggest interstate market for visitors, while Queensland was the biggest for nights).

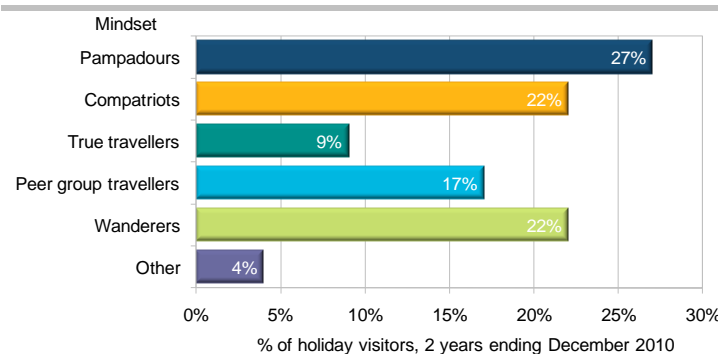
All transport

'Private or company vehicle' (51.4%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (39.8%) and 'railway' (5.8%).

Activities

'Eat out at restaurants' (63.0%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (50.1%) was the 2nd most popular, followed by 'shopping for pleasure' (28.4%) and 'general sightseeing' (24.2%).

Australian Travel Mindsets ⁽²⁾



The 'pampadours' (27%) was the largest mindset of holiday visitors to the region, followed by the 'wanderers' and the 'compatriots' (22% each).

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 Dec 10

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent \$4.6 billion in the region. On average, they spent \$227 per night in the region.

(3) Source: *Modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 10, TRA*

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

(1) Source: *National Visitor Survey, YE Dec 10, Tourism Research Australia (TRA)*

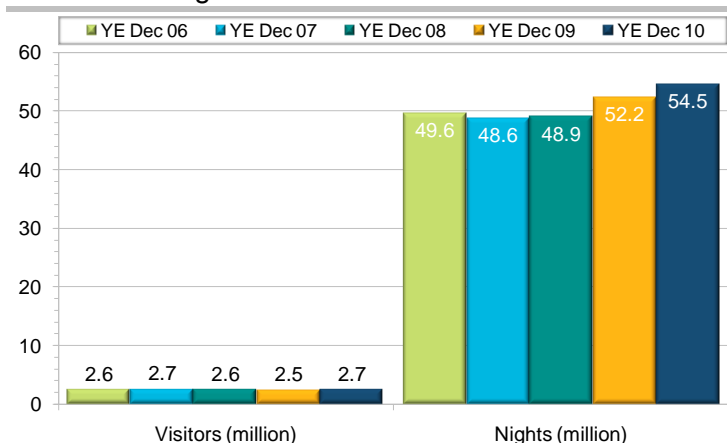
Travel to Sydney

Year ended December 2010

Total visitors (million)	27.2
Total nights (million)	74.8
- domestic nights	27.2%
- international nights	72.8%
Total expenditure (billion)	\$11.5

International Overnight Travel ⁽⁴⁾

Visitors and nights



Sydney received nearly 2.7 million international overnight visitors - up by 4.3% on YE Dec 09. Visitors spent nearly 54.5 million nights in the region - up by 4.3% on YE Dec 09.

Note: The number of overnight trips to New South Wales by international visitors increased by 4.7 percent on last year and by 1.9 percent compared to four years ago.

Market share

The region received 93.7% of visitors and 83.5% of nights in NSW. Compared to YE Dec 09, the share of visitors was down by 0.4% pts and the share of nights was down by 1.7% pts.

Purpose of visit to Sydney

'Holiday / pleasure' (55.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (22.6%) and 'business' (14.9%).

Origin

No.	Market	Share	No.	Market	Share
1	Mainland China & HK	13.1%	12	Scandinavia	2.0%
	Mainland China	10.3%	13	Taiwan	1.9%
	Hong Kong	2.8%	14	Indonesia	1.8%
2	New Zealand	12.8%	15	Malaysia	1.5%
3	United Kingdom	12.4%	16	Italy	1.3%
4	USA	10.6%	17	Thailand	1.3%
5	Korea	6.0%	18	Ireland	1.1%
6	Japan	5.5%	19	Middle East & Nth Africa	1.1%
7	Germany	3.6%	20	Netherlands	1.1%
8	Singapore	3.3%	21	Switzerland	1.0%
9	Canada	2.8%		Other Asia	2.3%
10	India	2.3%		Other Europe	2.8%
11	France	2.3%		Other Countries	6.0%

Mainland China and HK (13.1%) was the region's largest source market of visitors, followed by New Zealand (12.8%).

Accommodation

'Rented house / apartment / unit / flat' (42.0%) was the most popular accommodation type used for nights in the region. 'Home of friend or relative' (29.6%) was the 2nd most popular, followed by 'backpacker / hostel' (6.6%).

Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent \$5.2 billion in the region. On average, they spent \$96 per night in the region.

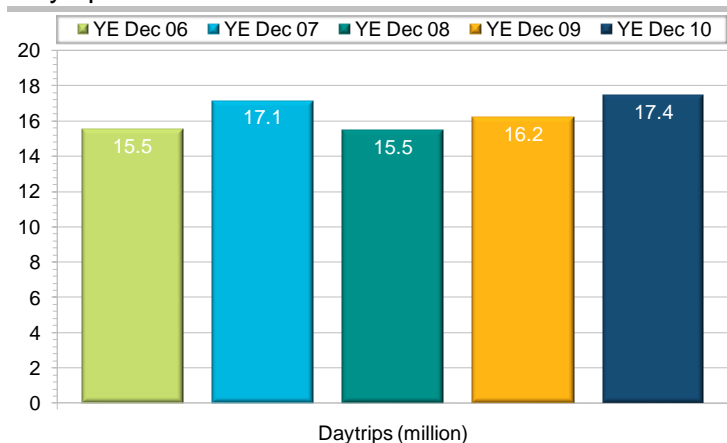
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 10, TRA

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

(4) Source: International Visitor Survey, YE Dec 10, TRA

Domestic Daytrip Travel ⁽⁶⁾

Daytrips



Sydney received over 17.4 million domestic daytrip visitors - up by 7.8% on YE Dec 09.

Note: The number of domestic daytrips to New South Wales increased by 5.4 percent on last year and by 10.9 percent compared to four years ago.

Market share

The region received 35.5% of daytrips to NSW. Compared to YE Dec 09, the share was up by 0.8% pts.

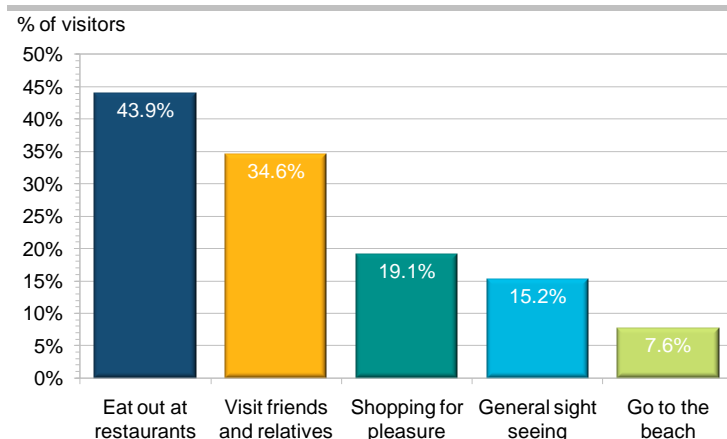
Main purpose of trip

'Holiday or leisure' (44.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (30.7%) and 'business' (11.3%).

Age

'35 to 44 years' (20.3%) was the largest age group of visitors to the region, followed by '65 years and over' (17.7%) and '45 to 54 years' (17.7%).

Activities



'Eat out at restaurants' (43.9%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (34.6%) and 'shopping for pleasure' (19.1%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent \$1.7 billion in the region. On average, they spent \$96 per trip to the region.

(7) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Dec 10, TRA