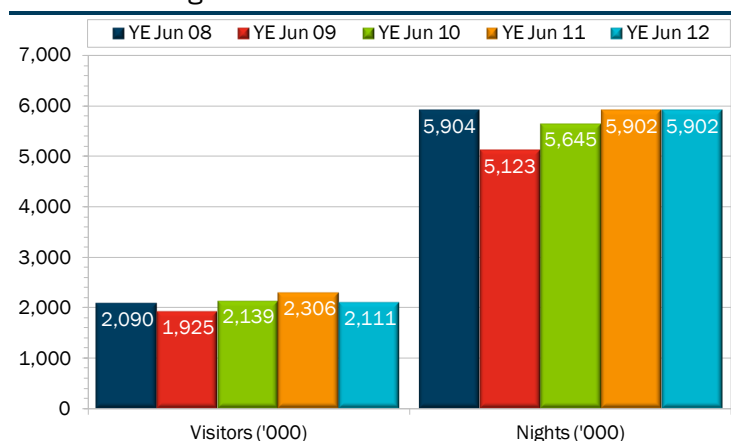


Domestic Overnight Travel (1)

Visitors and nights



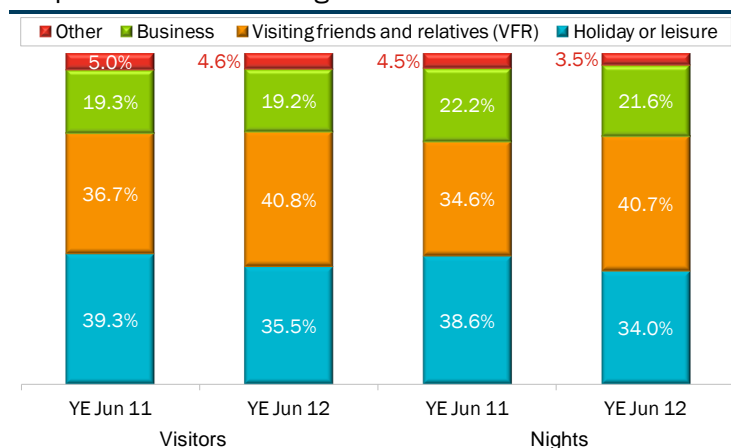
The Hunter received over 2.1 million domestic overnight visitors - down by 8.5% on YE Jun 11. Visitors spent over 5.9 million nights in the region - unchanged on YE Jun 11.

Note: The number of domestic overnight trips to regional New South Wales increased by 1.1 percent on last year and by 1.4 percent compared to four years ago.

Market share

The region received 12.0% of visitors and 9.5% of nights in regional NSW. Compared to YE Jun 11, the share of visitors was down by 1.2% pts and the share of nights was down by 0.1% pt.

Purpose of visit to the region



'Visiting friends and relatives (VFR)' (40.8%) was the largest purpose for visitors to the region, followed by 'holiday or leisure' (35.5%) and 'business' (19.2%). Compared to YE Jun 11, visitors who travelled for 'holiday or leisure' declined by 17.3%* while 'VFR' grew by 1.8% and 'business' decreased by 9.0%.

'VFR' (40.7%) was the largest purpose in terms of nights in the region, followed by 'holiday or leisure' (34.0%) and 'business' (21.6%). Compared to YE Jun 11, nights spent for 'holiday or leisure' declined by 11.9% while 'VFR' grew by 17.7% and 'business' decreased by 3.0%.

Accommodation

'Friends or relatives property' (42.6%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (16.1%) and 'rented house, apartment, flat or unit' (13.6%).

The Hunter includes Barrington Tops, Hunter Valley, Lake Macquarie, Newcastle, Singleton.

* The percentage change is statistically significant.

(1) Source: National Visitor Survey (NVS), YE Jun 12, Tourism Research Australia (TRA)

Origin

Origin	Share of visitors		Share of nights	
	YE Jun 11	YE Jun 12	YE Jun 11	YE Jun 12
Regional NSW	44.9%	41.9%	45.0%	37.9%
Sydney	37.6%	40.1%	33.3%	31.0%
Total intrastate	82.5%	82.1%	78.3%	68.9%
Victoria	4.1%	5.5%	3.3%	7.8%
Queensland	8.7%	7.4%	11.2%	15.7%
ACT	1.6%	2.2%	1.6%	2.5%
Other interstate	3.1%	2.9%	5.6%	5.2%
Total interstate	17.5%	17.9%	21.7%	31.1%

Regional NSW (41.9%) was the largest source of visitors to the region, followed by Sydney (40.1%) and Queensland (7.4%). Compared to YE Jun 11, the regional NSW source market declined by 14.5%* and Sydney decreased by 2.3%. Over the same period, Victoria grew by 23.4% while Queensland declined by 22.4% and the ACT increased by 24.3%.

Regional NSW (37.9%) was the largest source market in terms of nights in the region, followed by Sydney (31.0%) and Queensland (15.7%). Compared to YE Jun 11, nights spent by visitors from regional NSW declined by 15.9% and nights from Sydney decreased by 6.7%. Over the same period, nights by Victorians grew by 136%* and Queensland nights increased by 40.0% while nights by visitors from the ACT grew by 54.7%.

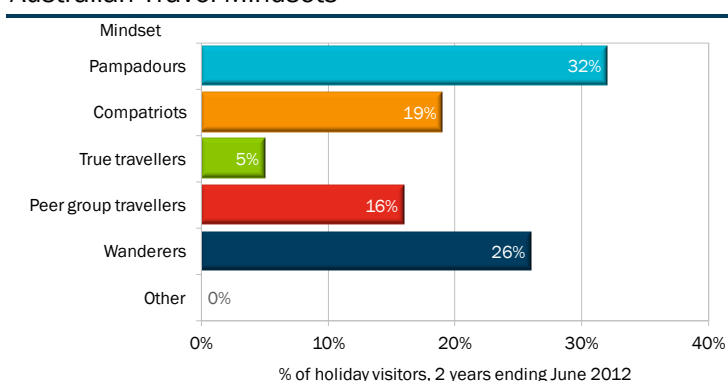
All transport

'Private or company vehicle' (85.8%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (6.9%) and 'railway' (3.2%).

Activities

'Eat out at restaurants' (53.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (49.1%) and 'general sightseeing' (21.9%).

Australian Travel Mindsets (2)



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 12

Expenditure (incl airfares and transport costs) (3)

Domestic overnight visitors spent \$850 million in the region - down by 7.5% on YE Jun 11. On average, visitors spent \$144 per night in the region - down by 7.7% on YE Jun 11.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 11 and YE Jun 12, TRA

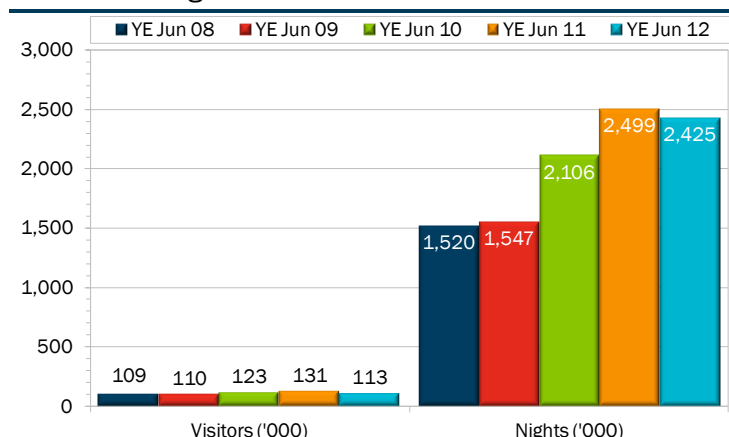
Travel to The Hunter

Year ended June 2012

Total visitors ('000)	7,660
Total nights ('000)	8,327
- domestic nights	70.9%
- international nights	29.1%
Total expenditure (million)	\$1,532

International Overnight Travel (4)

Visitors and nights



The Hunter received 113,100 international overnight visitors - down by 13.5%* on YE Jun 11. Visitors spent over 2.4 million nights in the region - down by 3.0% on YE Jun 11.

Note: The number of overnight trips to regional New South Wales by international visitors decreased by 7.0 percent* on last year and by 8.0 percent* compared to four years ago.

Market share

The region received 19.9% of visitors and 22.5% of nights in regional NSW. Compared to YE Jun 11, the share of visitors was down by 1.5% pts and share of nights was down by 0.9% pts.

Purpose of visit to the region

'Holiday / pleasure' (51.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives (VFR)' (31.3%) and 'business' (8.8%). Compared to YE Jun 11, visitors who travelled for 'holiday / pleasure' declined by 25.4%* while 'VFR' grew by 11.3% and 'business' decreased by 18.5%.

Origin – share of visitors to the region

Share of international visitors to The Hunter							
Rank	Market	YE Jun 11	YE Jun 12	Rank	Market	YE Jun 11	YE Jun 12
1	United Kingdom	19.8%	16.1%	12	Switzerland	1.5%	2.0%
2	New Zealand	12.4%	12.7%	13	Indonesia	1.0%	2.0%
3	USA	12.3%	9.0%	14	Middle East & Nth Africa	2.0%	1.8%
4	Germany	6.7%	7.7%	15	Korea	1.3%	1.7%
5	Mainland China & HK	5.9%	7.1%	16	Netherlands	3.0%	1.6%
	Mainland China	3.9%	5.3%	17	Japan	2.4%	1.4%
	Hong Kong	2.0%	1.8%	18	Taiwan	0.7%	1.4%
6	France	1.7%	4.4%	19	Italy	0.7%	1.3%
7	Canada	4.3%	3.9%	20	Thailand	1.9%	0.7%
8	Singapore	4.2%	3.5%	21	India	1.5%	0.6%
9	Malaysia	0.9%	3.5%		Other Asia	2.0%	1.7%
10	Scandinavia	2.8%	3.1%		Other Europe	3.4%	3.5%
11	Ireland	3.2%	2.5%		Other Countries	4.5%	6.9%

The United Kingdom (16.1%) was the region's largest source market of visitors, followed by New Zealand (12.7%).

Accommodation

'Rented house / apartment / unit / flat' (40.8%) was the most popular form of accommodation used for nights in the region, followed by 'home of friend or relative' (27.2%).

Expenditure (incl pre-paid package expenditure) (5)

International overnight visitors spent \$161 million in the region - down by 2.1% on YE Jun 11. On average, visitors spent \$66 per night in the region - unchanged on YE Jun 11.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 11 and YE Jun 12, TRA.

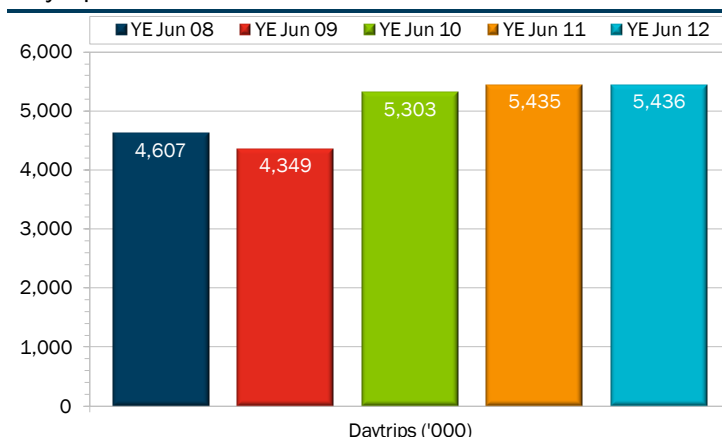
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

(4) Source: International Visitor Survey (IVS), YE Jun 12, TRA

Domestic Daytrip Travel (6)

Daytrips



The Hunter received over 5.4 million domestic daytrip visitors - up marginally on YE Jun 11.

Note: The number of domestic daytrips to regional New South Wales increased by 8.2 percent* on last year and by 15.6 percent* compared to four years ago.

Market share

The region received 15.8% of daytrips to regional NSW. Compared to YE Jun 11, the share was down by 1.3% pts.

Main purpose of trip

'Holiday or leisure' (37.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives (VFR)' (32.0%) and 'business' (16.5%). Compared to YE Jun 11, visitors who travelled for 'holiday or leisure' declined by 10.2% while 'VFR' grew by 1.5% and 'business' increased by 5.2%.

Activities

'Eat out at restaurants' (39.8%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (37.0%) and 'shopping for pleasure' (19.1%).

Expenditure (7)

Domestic daytrip visitors spent \$521 million in the region - up by 4.0% on YE Jun 11. On average, they spent \$96 per trip to the region - up by 4.3% on YE Jun 11.

(7) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Jun 11 and YE Jun 12, TRA

Notes and further information

Enhancements to the NVS and the IVS were introduced in 2012. Tourism region boundaries have changed in both surveys with the introduction of the new Australian Statistical Geography Standard.

The NVS has new population benchmarks and the reporting of business expenditure has been improved.

The categories of education and employment in the IVS are now benchmarked separately to the overseas arrivals data collected by the Department of Immigration and Citizenship.

Please see www.destinationnsw.com.au for more information on the enhancements to the IVS and NVS, as well as profiles on travel to the other regions in NSW and information on international and domestic travel to the State.

(6) Source: NVS, YE Jun 12, TRA

www.destinationnsw.com.au