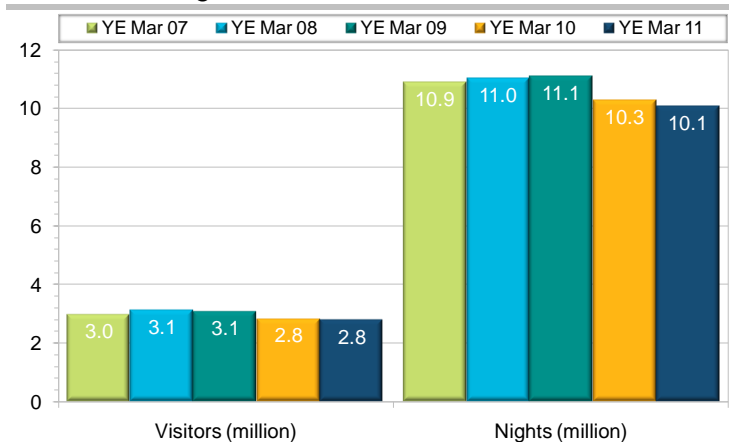


South Coast NSW region is composed of: Kiama; Shellharbour; Wollongong; Bega Valley; Eurobodalla; Shoalhaven and Jervis Bay Territory.

Domestic Overnight Travel ⁽¹⁾

Visitors and nights



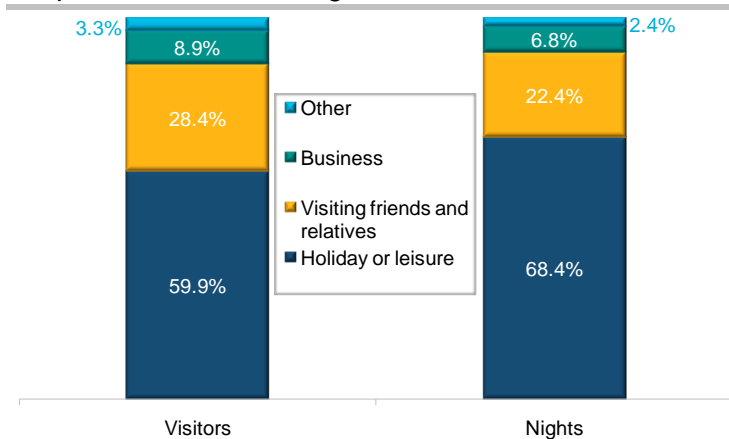
South Coast NSW region received almost 2.8 million domestic overnight visitors - down by 1.4% on YE Mar 10. Visitors spent 10.1 million nights in the region - down by 2.0% on YE Mar 10.

Note: The number of domestic overnight trips to regional New South Wales increased by 3.1 percent on last year, but was down by 4.2 percent compared to four years ago.

Market share

The region received 16.6% of visitors and 17.2% of nights in regional NSW. Compared to YE Mar 10, the share of visitors and the share of nights were down by 0.8% pts each.

Purpose of visit to the region



'Holiday or leisure' (59.9%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (28.4%) and 'business' (8.9%).

'Holiday or leisure' (68.4%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (22.4%) and 'business' (6.8%).

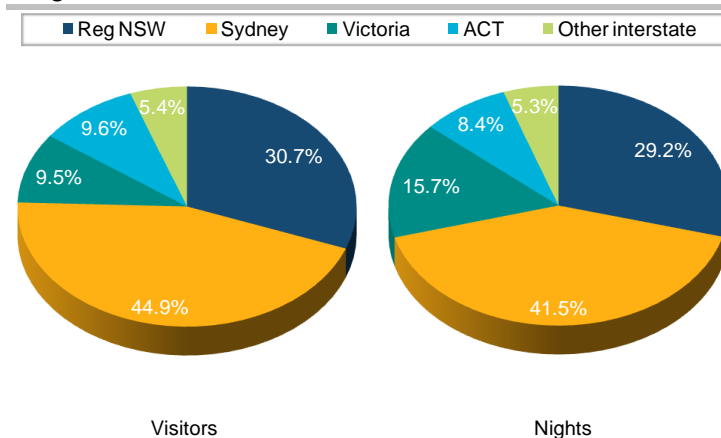
Accommodation

'Friends or relatives property' (32.2%) was the most popular accommodation used for nights in the region. 'Caravan park or commercial camping ground' (21.6%) was the 2nd most popular, followed by 'rented house, apartment, flat or unit' (15.5%).

Age

'35 to 44 years' (22.4%) was the largest age group of visitors to the region, followed by '45 to 54 years' (18.7%).

Origin



The region received 75.6% of visitors and 70.7% of nights from **intrastate** (Sydney contributed more than regional NSW for both visitors and nights).

Interstate contributed 24.5% of visitors and 29.3% of nights in the region (ACT was the biggest interstate market for visitors, while Victoria was the biggest for nights).

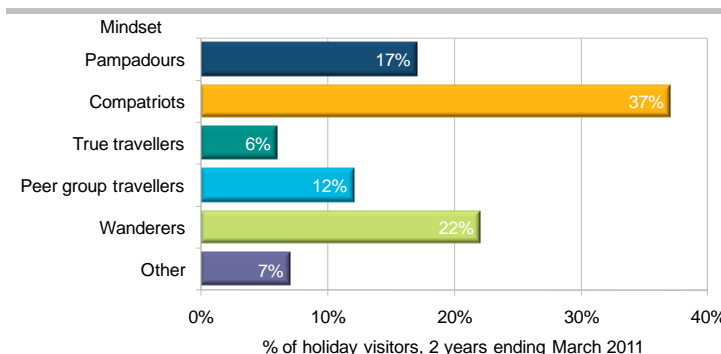
All transport

'Private or company vehicle' (89.9%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (2.9%) and 'railway' (2.5%).

Activities

'Eat out at restaurants' (53.6%) was the most popular activity undertaken by visitors to the region. 'Go to the beach' (47.2%) was the 2nd most popular, followed by 'visit friends and relatives' (40.9%) and 'general sightseeing' (32.0%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (37%) was the largest travel mindset of holiday visitors to the region, followed by the 'wanderers' (22%) and the 'pampadours' (17%).

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 Mar 11

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent \$1.3 billion in the region. On average, they spent \$125 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 11, TRA.

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

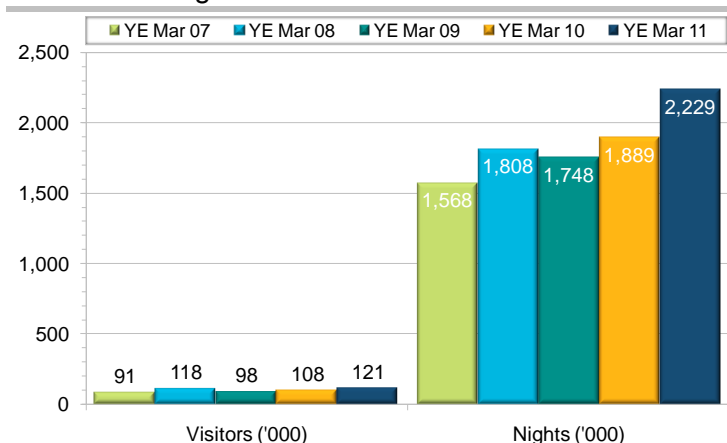
Travel to South Coast NSW region

Year ended March 2011

Total visitors (million)	8.0
Total nights (million)	12.3
- domestic nights	81.9%
- international nights	18.1%
Total expenditure (billion)	\$1.9

International Overnight Travel ⁽⁴⁾

Visitors and nights



South Coast NSW region received 121,500 international overnight visitors - up by 12.6% on YE Mar 10. Visitors spent over 2.2 million nights in the region - up by 18.0% on YE Mar 10.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 2.1 percent on last year and by 6.3 percent compared to four years ago.

Market share

The region received 19.8% of visitors and 21.0% of nights in regional NSW. Compared to YE Mar 10, the share of visitors was up by 1.8% pts and the share of nights was up by 1.5% pts.

Purpose of visit to the region

'Holiday / pleasure' (61.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (25.9%) and 'education' (7.4%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	21.9%	12	India	2.5%
2	New Zealand	10.6%	13	Middle East & North Africa	2.2%
3	USA	10.3%	14	Japan	1.6%
4	Germany	7.1%	15	Italy	1.5%
5	Mainland China & HK	6.8%	16	Thailand	1.2%
	Mainland China	4.8%	17	Korea	1.1%
	Hong Kong	2.0%	18	Malaysia	0.7%
6	Canada	5.6%	19	Taiwan	0.7%
7	Switzerland	3.3%	20	Singapore	0.7%
8	Ireland	2.8%	21	Indonesia	0.6%
9	Netherlands	2.7%		Other Asia	1.7%
10	Scandinavia	2.7%		Other Europe	4.5%
11	France	2.6%		Other Countries	4.6%

The UK (21.9%) was the region's largest source market of visitors, followed by New Zealand (10.6%) and the USA (10.3%).

Accommodation

'Rented house / apartment / unit / flat' (48.3%) was the most popular form of accommodation used for nights in the region, followed by 'home of friend or relative' (24.2%) and 'educational institution' (10.1%).

Expenditure (excl package expenditure) ⁽⁵⁾

International overnight visitors spent \$173 million in the region. On average, they spent \$77 per night in the region.

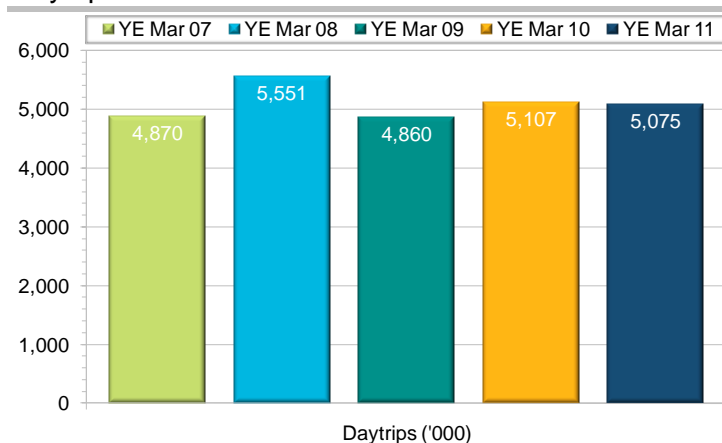
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Mar 11, TRA.

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

(4) Source: International Visitor Survey, YE Mar 11, TRA

Domestic Daytrip Travel ⁽⁶⁾

Daytrips



South Coast NSW region received nearly 5.1 million domestic daytrip visitors - down by 0.6% on YE Mar 10.

Note: The number of domestic daytrips to regional New South Wales increased by 0.9 percent on last year and by 9.0 percent compared to four years ago.

Market share

The region received 16.0% of daytrips to regional NSW. Compared to YE Mar 10, the share was down by 0.3% pts.

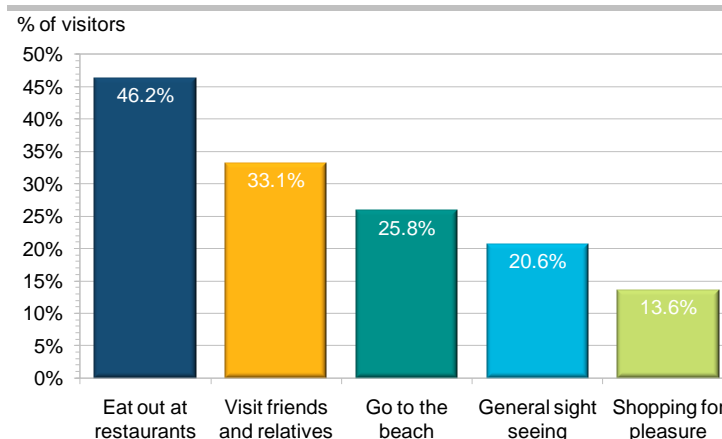
Main purpose of trip

'Holiday or leisure' (54.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (29.5%) and 'business' (7.4%).

Age

'35 to 44 years' (23.6%) was the largest age group of visitors to the region, followed by '45 to 54 years' (22.0%) and '55 to 64 years' (15.9%).

Activities



'Eat out at restaurants' (46.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (33.1%) and 'go to the beach' (25.8%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent \$420 million in the region. On average, they spent \$83 per trip to the region.

(7) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Mar 11, TRA.