

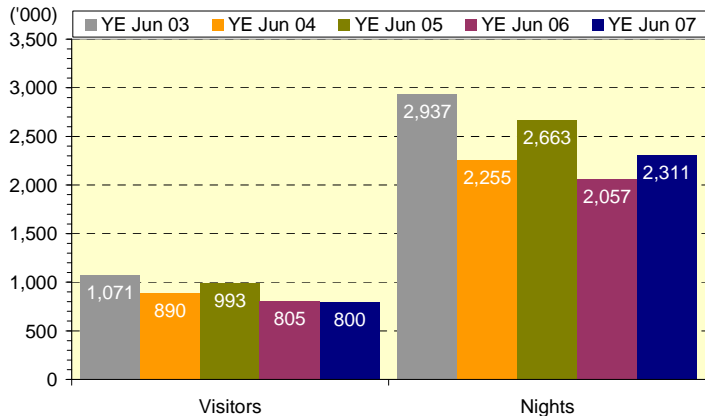


Total visitors ('000)	2,114
Domestic nights ('000)	2,311
Total expenditure (million)	\$432

Domestic Overnight Travel

Note: The number of trips taken domestically by Australians increased by 2.3 percent on last year, but was down by 2.2 percent compared to four years ago.

Visitors and nights

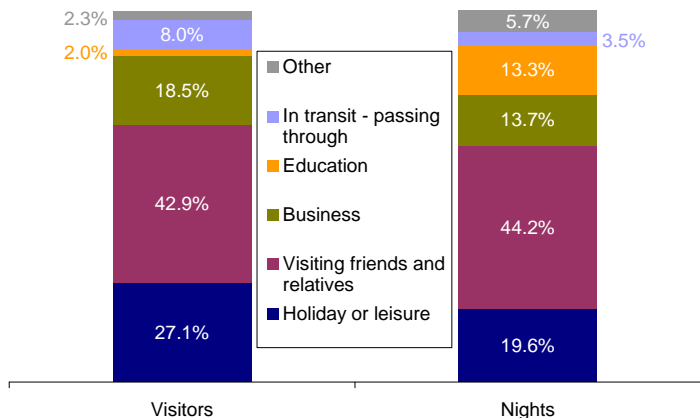


Riverina received 0.8 million domestic overnight visitors - down by 0.6% on YE Jun 06. Visitors spent over 2.3 million nights in the region - up by 12.3% on YE Jun 06.

Market share

The region received 4.5% of visitors to and 3.7% of nights in Regional NSW. Compared to YE Jun 06, the share of visitors was down by 0.2% points and share of nights was up by 0.3% points.

Purpose of visit



'Visiting friends and relatives' (42.9%) was the largest purpose for **visitors** to the region. 'Holiday or leisure' (27.1%) was the 2nd largest, followed by 'Business' (18.5%).

'Visiting friends and relatives' (44.2%) was the largest purpose in terms of **nights** in the region. 'Holiday or leisure' (19.6%) was the 2nd largest, followed by 'Business' (13.7%).

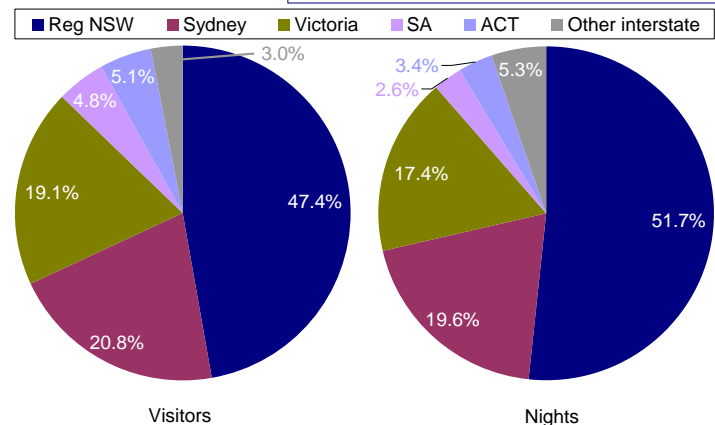
Accommodation

Nearly 2/3 (63.3%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (19.6%) was the 2nd most popular accommodation type used, followed by 'Hospital or hospital related accommodation' (5.0%) and 'Caravan park or commercial camping ground' (4.7%).

Activities

Over 2/5 (44.3%) of visitors to the region 'Visited friends and relatives'. 'Eat out at restaurants' (40.6%) was the 2nd most popular activity, followed by 'Pubs clubs discos etc' (27.0%) and 'General sight seeing' (16.5%).

Origin



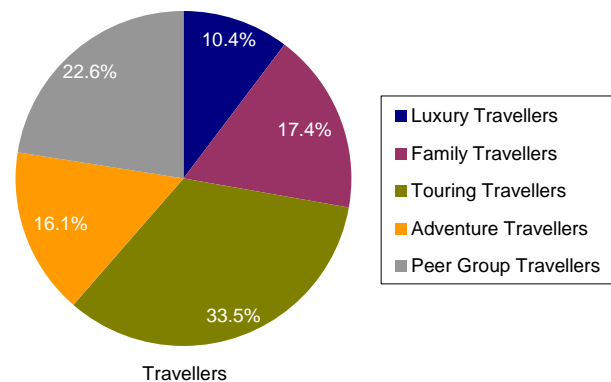
The region received over 2/3 (68.0%) of visitors and nearly 3/4 (71.3%) of nights from **intrastate** (Regional NSW contributed more than Sydney for both visitors and nights).

Nearly 1/3 (32.0%) of visitors and close to 3/10 (28.7%) of nights came from **interstate** (Victoria was the biggest interstate market for both visitors and nights).

Transport

Nearly 9/10 (86.1%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (5.9%) was the 2nd most popular transport used, followed by 'Railway' (3.1%).

Australian travel segments ⁽²⁾



Over 1/3 (33.5%) of visitors to the region were 'Touring travellers'. 'Peer group travellers' was the 2nd largest (22.6%), followed by 'Family travellers' (17.4%).

(2) Source: HTS, YE Jun 06, Roy Morgan Research

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent, on average, \$108 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 07, TRA

Tourism employment ⁽⁴⁾

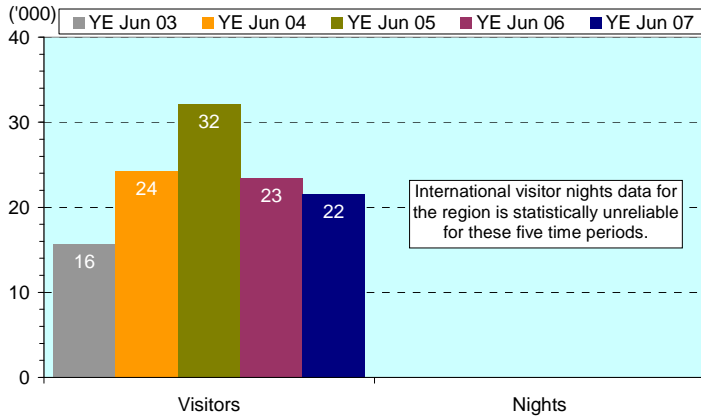
An estimated 3,500 (5.0%) of the region's workforce were employed in the tourism industry.

(4) Source: TTF Australia NSW Tourism Employment Atlas 2006, TTF Australia



International Overnight Travel

Visitors and nights



Riverina received 21,600 international overnight visitors – down by 8.1% on YE Jun 06. 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 increased by 3.1 percent on last year and by 21.0 percent compared to four years ago.

Market share

The region received 3.7% of visitors to and 4.2% of nights in Regional NSW. Compared to YE Jun 06, the share of visitors was down by 0.5 pts and the share of nights was up by 0.6% pts.

Purpose of visit

'Holiday/pleasure' (60.8%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (23.8%) was the 2nd largest, followed by 'Business' (11.0%).

Origin

No.	Market	Share	No.	Market	Share
1.	New Zealand	18.3%	13.	India	1.7%
2.	United Kingdom	18.3%	14.	Hong Kong	1.5%
3.	USA	10.8%	15.	Thailand	1.3%
4.	Germany	6.9%	16.	Switzerland	0.9%
5.	China	6.0%	17.	Singapore	0.6%
6.	Korea	4.9%	18.	Malaysia	0.0%
7.	Japan	4.6%	19.	Indonesia	0.0%
8.	Canada	4.3%	20.	Taiwan	0.0%
9.	France	2.6%		Other Europe	4.1%
10.	Scandinavia	2.4%		Other Asia	1.4%
11.	Italy	2.0%		Middle East & Nth Africa	0.5%
12.	Netherlands	1.9%		Other Countries	5.1%

'New Zealand' and 'UK' (18.3% each) were the region's largest source markets of visitors, followed by 'USA' (10.8%).

Accommodation

Almost 2/5 (39.8%) of nights in the region were spent in 'Home of friend or relative'. 'Backpacker / hostel' (23.4%) was the 2nd most popular accommodation type used, followed by 'Rented house / apartment / unit / flat' (15.6%).

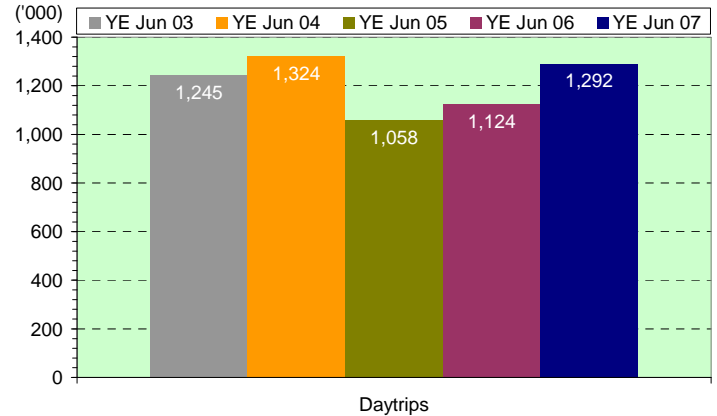
Expenditure (excl package expenditure) ⁽⁶⁾

International overnight visitors spent, on average, \$46 per night in the region.

(6) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 07, TRA. Note: previous regional snapshots reported international expenditure including package expenditure.

Domestic Daytrip Travel

Trips



Riverina received almost 1.3 million domestic daytrip visitors - up by 14.9% on YE Jun 06.

Note: Nationally, the number of daytrips trips taken domestically by Australians increased by 5.5 percent on last year, but was down by 3.1 percent compared to four years ago.

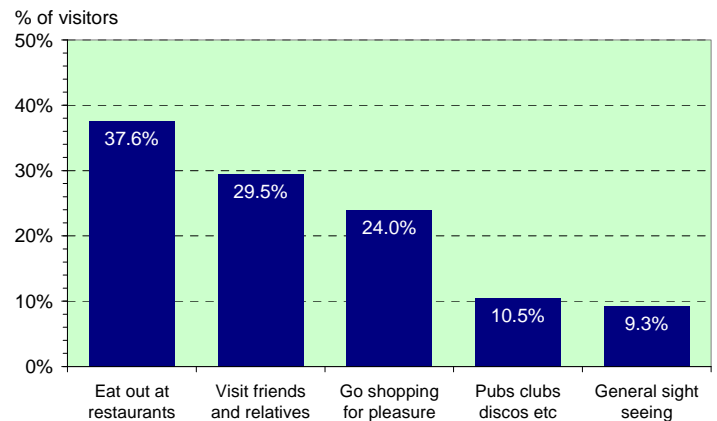
Market share

The region received 4.4% of daytrips to Regional NSW. Compared to YE Jun 06, the share was up by 0.4% points.

Purpose of visit

'Holiday or leisure' (39.3%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (17.4%) was the 2nd largest, followed by 'Business' (16.6%).

Activities



Nearly 2/5 (37.6%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (29.5%) was the 2nd most popular activity, followed by 'Go shopping for pleasure' (24.0%). Almost 1/4 (24.7%) undertook none of the listed activities.

Age

Nearly 1/5 (17.9%) of visitors to the region were aged '25-34 years'. The 2nd largest age group was '45-54 years' (17.4%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent, on average, \$129 per trip to the region.

(7) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Jun 07, TRA