

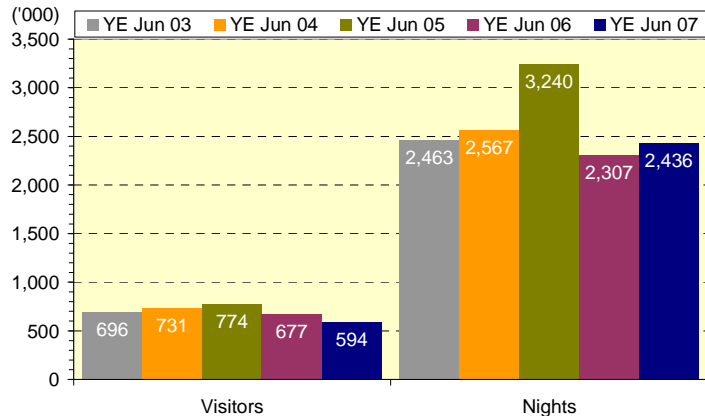


Total visitors ('000)	967
Domestic nights ('000)	2,436
Total expenditure (million)	\$384

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

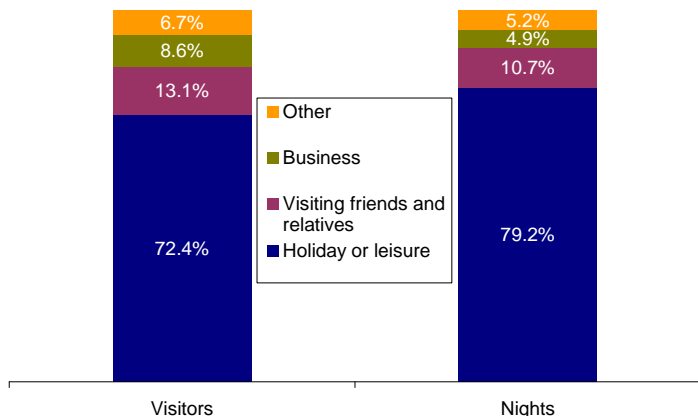


Snowy Mountains received almost 0.6 million domestic overnight visitors - down by 12.3% on YE Jun 06. Visitors spent over 2.4 million nights in the region - up by 5.6% on YE Jun 06.

Market share

The region received 3.4% of visitors to and 3.9% of nights in Regional NSW. Compared to YE Jun 06, the share of visitors was down by 0.6% points and the share of nights was up by 0.1% point.

Purpose of visit



'Holiday or leisure' (72.4%) was the largest purpose for **visitors** to the region. 'Visiting friends and relatives' (13.1%) was the 2nd largest, followed by 'Business' (8.6%).

'Holiday or leisure' (79.2%) was the largest purpose in terms of **nights** in the region. 'Visiting friends and relatives' (10.7%) was the 2nd largest, followed by 'Business' (4.9%).

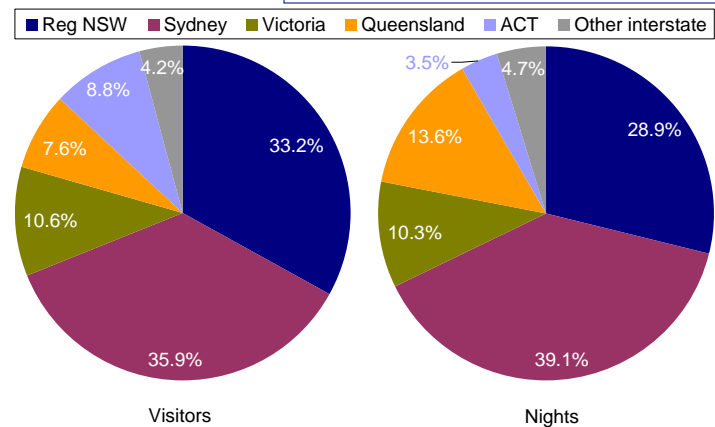
Accommodation

Nearly 1/5 (16.7%) of nights in the region were spent in 'Other non-commercial property'. 'Standard hotel, motor inn, below 4 star' (16.1%) was the 2nd most popular accommodation type used, followed by 'Friends or relatives property' (15.4%).

Activities

Over 2/5 (43.1%) of visitors to the region 'Ate out at restaurants'. 'General sight seeing' (30.3%) was the 2nd most popular activity, followed by 'Snow skiing' (29.1%) and 'Visit national parks or State parks' (27.1%).

Origin



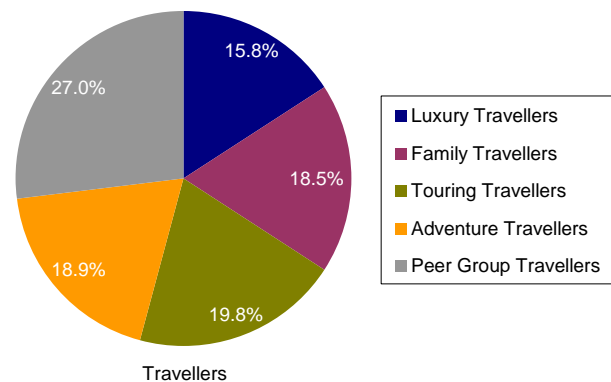
The region received over 2/3 (69.0%) of visitors and more than 2/3 (67.9%) of nights from **intrastate** (Sydney contributed more visitors and nights than Regional NSW).

Over 3/10 (31.0%) of visitors and nearly 1/3 (32.1%) of nights came from **interstate** (Victoria was the biggest interstate market for visitors, while Queensland was the biggest for nights).

Transport

Over 4/5 (84.5%) of visitors to the region travelled by 'Private or company car'. 'Bus or coach' (11.6%) was the 2nd most popular transport used, followed by 'Air transport' (2.2%).

Australian travel segments ⁽²⁾



Over 1/4 (27.0%) of visitors to the region were 'Peer group travellers'. 'Touring travellers' (19.8%) was the 2nd largest travel segment, followed by 'Adventure travellers' (18.9%).

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

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent, on average, \$144 per night in the region.

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

Tourism employment ⁽⁴⁾

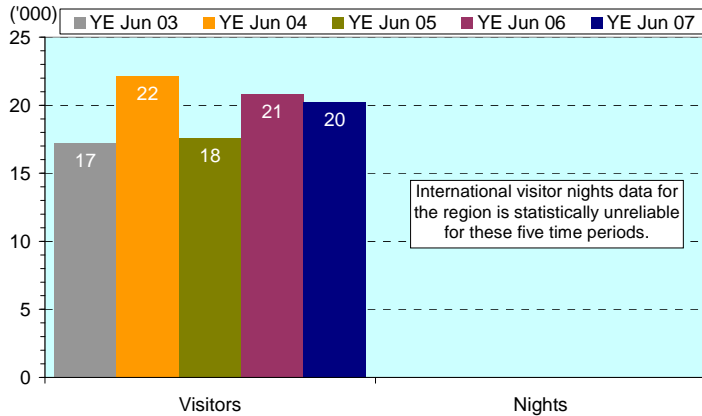
An estimated 2,400 (13.8%) of the region's workforce were employed in the tourism industry.

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



International Overnight Travel

Visitors and nights



Snowy Mountains received 20,200 international overnight visitors - down by 2.9% 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 3.4% of visitors to and 1.2% of nights in Regional NSW. Compared to YE Jun 06, the share of visitors was down by 0.3% pts and the share of nights was down by 0.4% pts.

Purpose of visit

'Holiday/pleasure' (84.4%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (7.8%) was the 2nd largest, followed by 'Business' (3.5%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	26.9%	13.	Malaysia	1.8%
2.	USA	11.0%	14.	Taiwan	1.7%
3.	New Zealand	8.5%	15.	Japan	1.1%
4.	Germany	7.0%	16.	China	0.6%
5.	Scandinavia	6.7%	17.	Indonesia	0.0%
6.	Canada	4.5%	18.	Thailand	0.0%
7.	Singapore	4.3%	19.	India	0.0%
8.	Netherlands	4.1%	20.	Italy	0.0%
9.	Switzerland	3.8%		Other Europe	8.2%
10.	Korea	2.4%		Other Asia	0.3%
11.	Hong Kong	2.2%		Middle East & Nth Africa	0.0%
12.	France	2.0%		Other Countries	2.9%

'UK' (26.9%) was the region's largest source market of visitors, followed by 'USA' (11.0%) and 'New Zealand' (8.5%).

Accommodation

Over ¼ (25.1%) of nights in the region were spent in 'Rented house / apartment / unit / flat'. 'Standard hotel / motel / motor inn, below 4 star' (19.1%) was the 2nd most popular accommodation type, followed by 'Home of friend or relative' (14.2%).

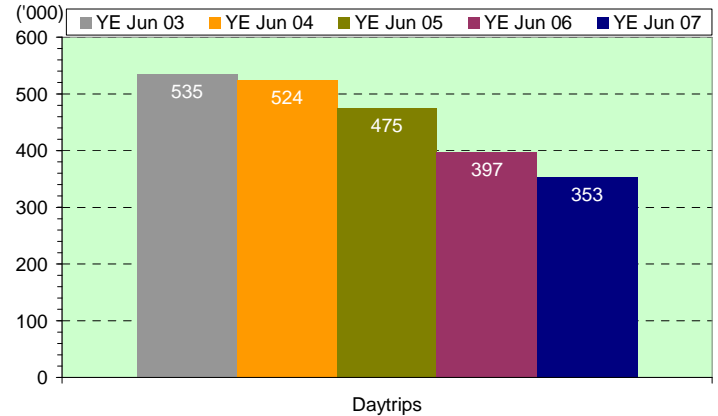
Expenditure (excl package expenditure) ⁽⁶⁾

International overnight visitors spent, on average, \$81 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



Snowy Mountains received 353,000 domestic daytrip visitors - down by 11.1% 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.

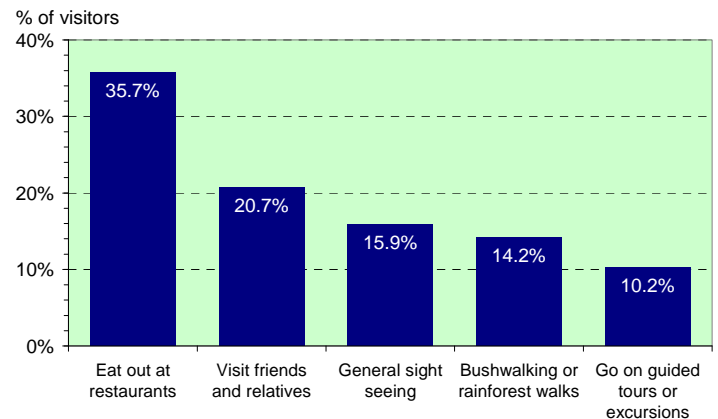
Market share

The region received 1.2% of daytrips to Regional NSW. Compared to YE Jun 06, the share was down by 0.2% points.

Purpose of visit

'Holiday or leisure' (62.0%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (19.0%) was the 2nd largest, followed by 'Business' (12.2%).

Activities



Over 1/3 (35.7%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (20.7%) was the 2nd most popular activity, followed by 'General sight seeing' (15.9%) and 'Bushwalking or rainforest walks' (14.2%).

Age

Nearly ¼ (23.5%) of visitors to the region were aged '65 years and over'. The 2nd largest age group was '15-24 years' (21.0%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent, on average, \$69 per trip to the region.

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