

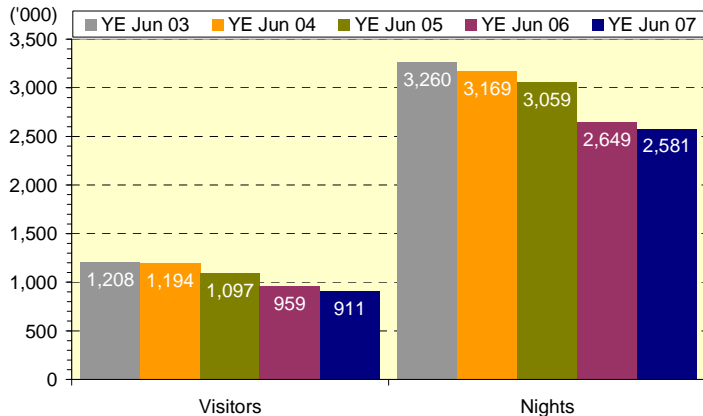


Total visitors ('000)	1,725
Total nights ('000)	2,581
Total expenditure (million)	\$420

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

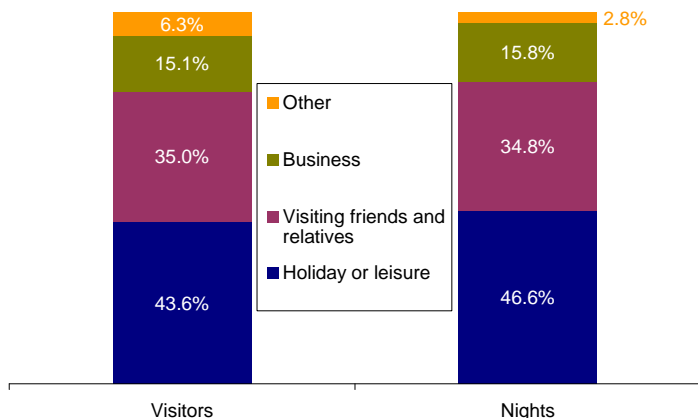


The Murray received over 0.9 million domestic overnight visitors - down by 5.0% on YE Jun 06. Visitors spent nearly 2.6 million nights in the region - down by 2.6% on YE Jun 06.

Market share

The region received 5.2% of visitors to and 4.1% of nights in Regional NSW. Compared to YE Jun 06, the share of visitors was down by 0.4% points and share of nights was down by 0.3% points.

Purpose of visit



'Holiday or leisure' (43.6%) was the largest purpose for **visitors** to the region. 'Visiting friends and relatives' (35.0%) was the 2nd largest, followed by 'Business' (15.1%).

'Holiday or leisure' (46.6%) was the largest purpose in terms of **nights** in the region. 'Visiting friends and relatives' (34.8%) was the 2nd largest, followed by 'Business' (15.8%).

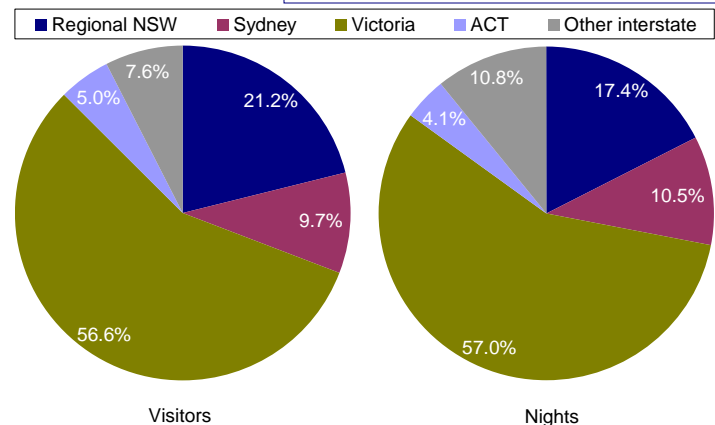
Accommodation

Over 1/3 (35.6%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (26.1%) was the 2nd most popular accommodation type, followed by 'Caravan park or commercial camping ground' (18.8%).

Activities

Nearly 1/2 (47.6%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (41.8%) was the 2nd most popular activity, followed by 'Pubs clubs discos etc' (30.4%) and 'General sight seeing' (22.5%).

Origin



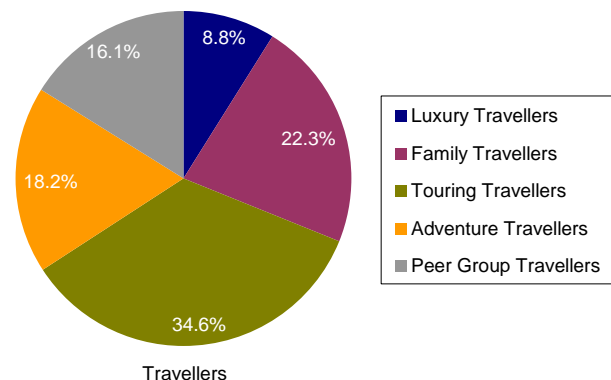
The region received over 2/3 (69.3%) of visitors and nearly 3/4 (72.1%) of nights from **interstate** (Victoria was the biggest interstate market for both visitors and nights).

Over 3/10 (30.8%) of visitors and nearly 3/10 (27.9%) of nights came from **intrastate** (Regional NSW contributed more than Sydney for both visitors and nights).

Transport

Nearly 9/10 (86.5%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (5.0%) was the 2nd most popular transport used, followed by 'Bus or coach' (4.9%).

Australian travel segments ⁽²⁾



Over 1/3 (34.6%) of visitors to the region were 'Touring travellers'. 'Family travellers' (22.3%) was the 2nd largest travel segment, followed by 'Adventure travellers' (18.2%).

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

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent, on average, \$130 per night in the region.

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

Tourism employment ⁽⁴⁾

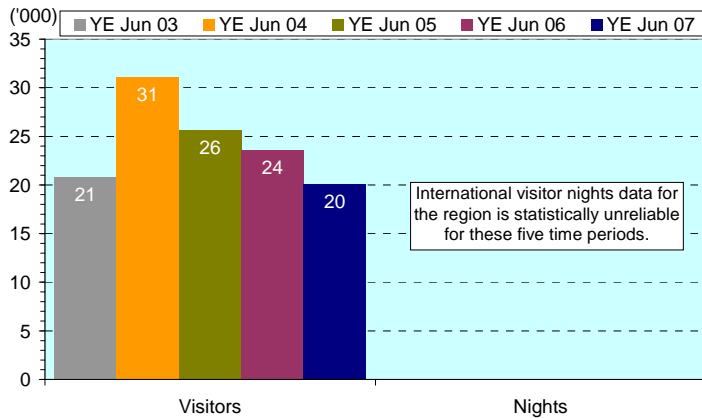
An estimated 2,900 (5.8%) of the region's workforce were employed in the tourism industry.

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



International Overnight Travel

Visitors and nights



The Murray received 20,000 international overnight visitors - down by 15.0% 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 1.6% of nights in Regional NSW. Compared to YE Jun 06, the share of visitors was down by 0.8% pts and the share of nights was down by 0.7% pts.

Purpose of visit

'Holiday/pleasure' (59.3%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (23.6%) was the 2nd largest, followed by 'Business' (12.9%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	21.6%	13.	Korea	0.9%
2.	New Zealand	17.4%	14.	Malaysia	0.7%
3.	USA	17.3%	15.	India	0.5%
4.	Germany	7.7%	16.	Indonesia	0.4%
5.	Canada	5.8%	17.	Switzerland	0.4%
6.	Japan	3.9%	18.	Taiwan	0.3%
7.	Netherlands	3.8%	19.	Singapore	0.1%
8.	Scandinavia	2.9%	20.	China	0.0%
9.	France	2.9%		Other Europe	5.4%
10.	Thailand	2.0%		Other Asia	0.5%
11.	Hong Kong	1.2%		Middle East & Nth Africa	0.0%
12.	Italy	1.0%		Other Countries	3.3%

'UK' (21.6%) was the region's largest source market of visitors, followed by 'New Zealand' (17.4%) and 'USA' (17.3%).

Accommodation

Over 2/5 (41.9%) of nights in the region were spent in 'Home of friend or relative'. 'Caravan park or commercial camping ground' (23.7%) was the 2nd most popular accommodation type, followed by 'Standard hotel / motel / motor inn, below 4 star' (15.1%).

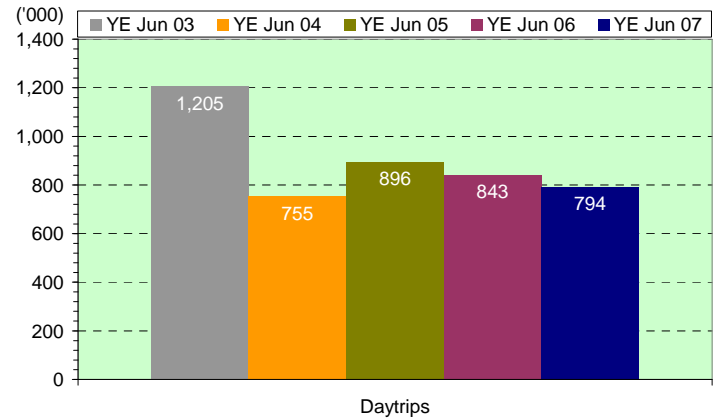
Expenditure (excl package expenditure) ⁽⁶⁾

International overnight visitors spent, on average, \$77 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



The Murray received almost 0.8 million domestic daytrip visitors - down by 5.8% 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.

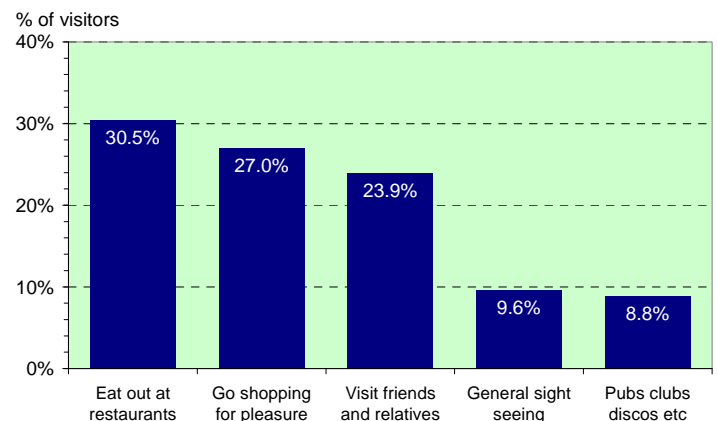
Market share

The region received 2.7% of daytrips to Regional NSW. Compared to YE Jun 06, the share was down by 0.3% points.

Purpose of visit

'Holiday or leisure' (42.4%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (23.6%) was the 2nd largest, followed by 'Business' (12.8%).

Activities



Over 3/10 (30.5%) of visitors to the region 'Ate out at restaurants'. 'Go shopping for pleasure' (27.0%) was the 2nd most popular activity, followed by 'Visit friends and relatives' (23.9%). Over 1/5 (20.2%) undertook none of the listed activities.

Age

Over 1/5 (20.3%) of visitors to the region were aged '55-64 years'. The 2nd largest age group was '35-44 years' (19.6%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent, on average, \$94 per trip to the region.

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