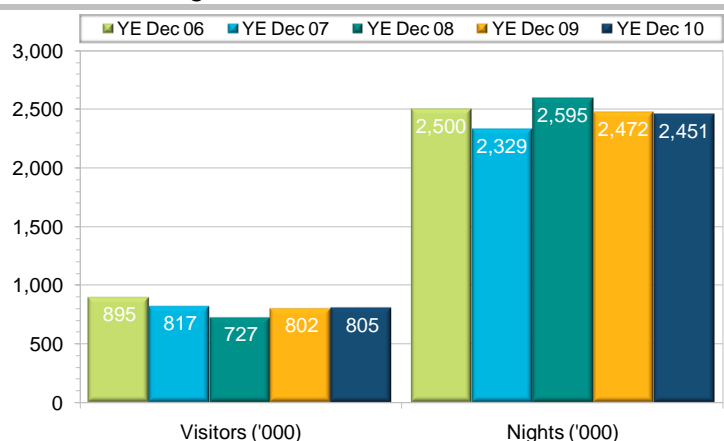


Domestic Overnight Travel ⁽¹⁾

Visitors and nights



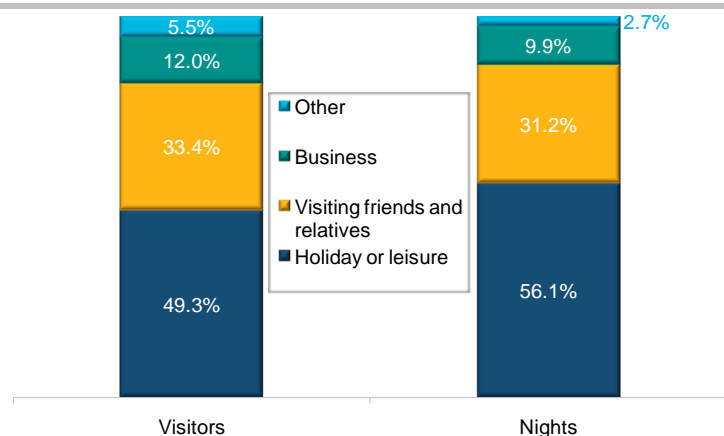
The Murray received 805,000 domestic overnight visitors - up by 0.4% on YE Dec 09. Visitors spent nearly 2.5 million nights in the region - down by 0.8% on YE Dec 09.

Note: The number of domestic overnight trips to regional New South Wales increased by 1.7 percent on last year, but was down by 5.9 percent compared to four years ago.

Market share

The region received 4.9% of visitors and 4.2% of nights in regional NSW. Compared to YE Dec 09, the share of visitors was down by 0.1 pt and the share of nights was unchanged.

Purpose of visit to the region



'Holiday or leisure' (49.3%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (33.4%) and 'business' (12.0%).

'Holiday or leisure' (56.1%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (31.2%) and 'business' (9.9%).

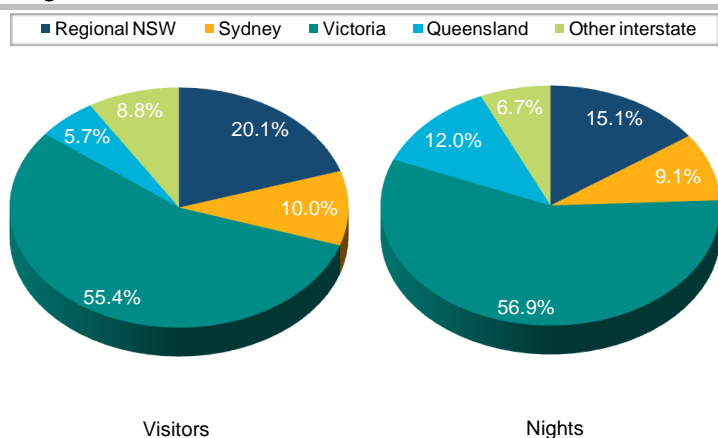
Accommodation

'Friends or relatives property' (31.1%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (28.0%) and 'caravan park or commercial camping ground' (19.2%).

Age

'65 years and over' (21.0%) was the largest age group of visitors to the region, followed by '55 to 64 years' (20.2%).

Origin



The region received 30.1% of visitors and 24.3% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 69.9% of visitors and 75.7% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

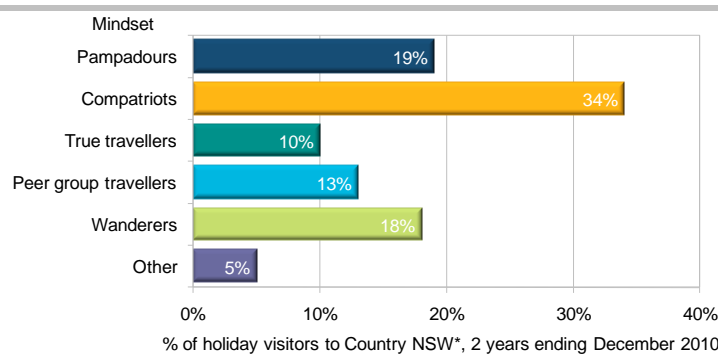
All transport

'Private or company vehicle' (85.2%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (6.8%) and 'bus or coach' (3.7%).

Activities

'Eat out at restaurants' (54.5%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (40.0%) and 'pubs, clubs, discos etc' (26.8%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (34%) was the largest travel mindset of holiday visitors to Country NSW*, followed by the 'pampadours' (19%) and the 'wanderers' (18%).

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 Dec 10

* combined regions of Capital Country, Central NSW, The Murray, New England North West and Riverina, plus selected Local Areas of The Hunter region.

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent \$324 million in the region. On average, they spent \$132 per night in the region.

(3) Source: *Modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 10, TRA*

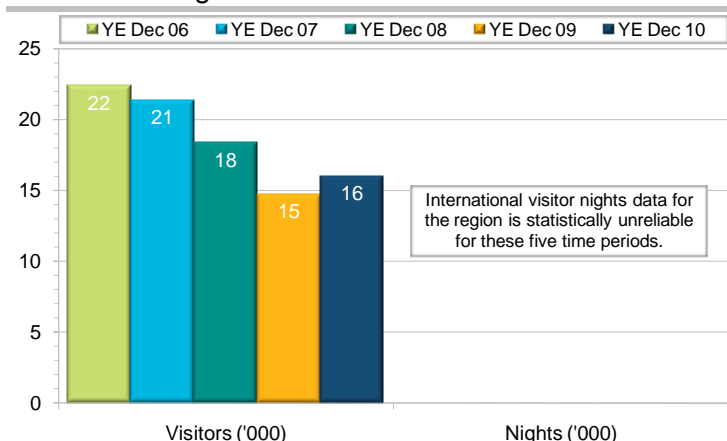
Travel to The Murray

Year ended December 2010

Total visitors ('000)	1,585
Domestic nights ('000)	2,451
Total expenditure (million)	\$434

International Overnight Travel ⁽⁴⁾

Visitors and nights



The Murray received 16,000 international overnight visitors - up by 8.4% on YE Dec 09. International visitor nights data for the region is statistically unreliable for these five time periods.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 6.3 percent on last year and by 9.6 percent compared to four years ago.

Market share

The region received 2.6% of visitors to regional NSW. Compared to YE Dec 09, the share was unchanged.

Purpose of visit to the region

'Holiday / pleasure' (41.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (37.4%) and 'business' (17.2%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	21.6%	12	Middle East & Nth Africa	1.3%
2	United Kingdom	19.2%	13	Indonesia	1.0%
3	USA	12.2%	14	Thailand	1.0%
4	Netherlands	10.1%	15	Canada	1.0%
5	Switzerland	6.1%	16	Italy	0.7%
6	Japan	4.7%	17	Malaysia	0.5%
7	Germany	3.2%	18	Korea	0.2%
8	Singapore	3.2%	19	Taiwan	0.0%
9	France	2.3%	19	Ireland	0.0%
10	India	2.1%	19	Scandinavia	0.0%
11	Mainland China & HK	1.8%		Other Asia	3.1%
	Mainland China	1.6%		Other Europe	1.6%
	Hong Kong	0.2%		Other Countries	3.0%

New Zealand (21.6%) was the region's largest source market of visitors, followed by the UK (19.2%).

Accommodation

'Home of friend or relative' (45.4%) was the most popular form of accommodation used by visitors to the region, followed by 'standard hotel / motel / motor inn, below 4 star' (28.4%) and 'caravan park or commercial camping ground' (14.0%).

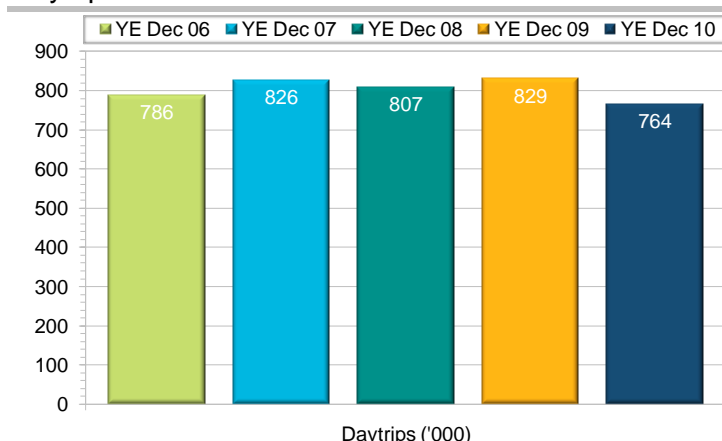
Expenditure (excl package expenditure) ⁽⁵⁾

Expenditure by international overnight visitors in the region is statistically unreliable.

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 10, TRA

Domestic Daytrip Travel ⁽⁶⁾

Daytrips



The Murray received 764,000 domestic daytrip visitors - down by 7.8% on YE Dec 09.

Note: The number of domestic daytrips to regional New South Wales increased by 4.2 percent on last year and by 10.3 percent compared to four years ago.

Market share

The region received 2.4% of daytrips to regional NSW. Compared to YE Dec 09, the share was down by 0.3 pts.

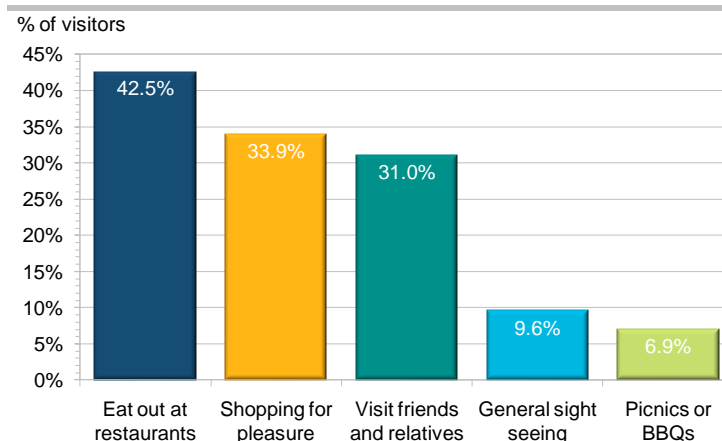
Main purpose of trip

'Holiday or leisure' (54.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (19.5%) and 'business' (11.0%).

Age

'65 years and over' (31.0%) was the largest age group of visitors to the region, followed by '55 to 64 years' (21.7%) and '35 to 44 years' (15.8%).

Activities



'Eat out at restaurants' (42.5%) was the most popular activity undertaken by visitors to the region, followed by 'shopping for pleasure' (33.9%) and 'visit friends and relatives' (31.0%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent \$103 million in the region. On average, they spent \$135 per trip to the region.

(7) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Dec 10, TRA

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

www.tourism.nsw.gov.au

(4) Source: International Visitor Survey, YE Dec 10, TRA

(6) Source: National Visitor Survey, YE Dec 10, TRA

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