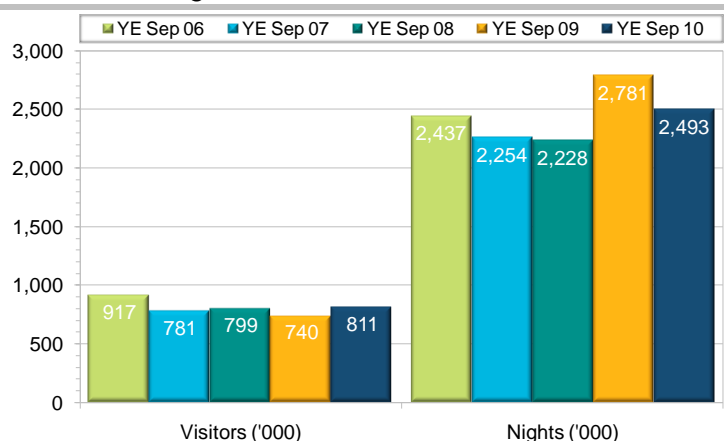


Domestic Overnight Travel ⁽¹⁾

Visitors and nights



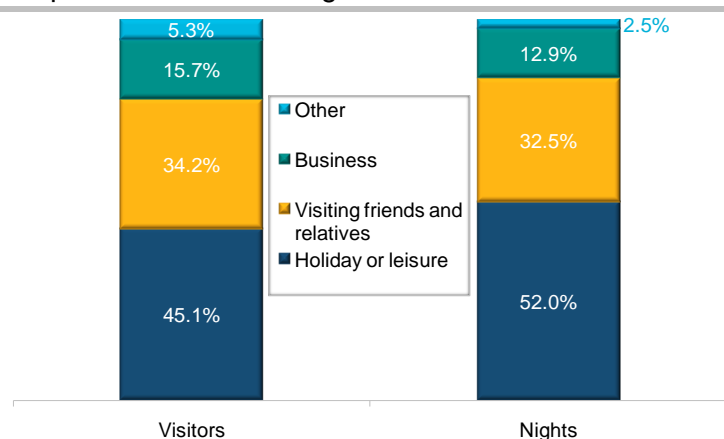
The Murray received 811,000 domestic overnight visitors - up by 9.6% on YE Sep 09. Visitors spent almost 2.5 million nights in the region - down by 10.4% on YE Sep 09.

Note: The number of domestic overnight trips to regional New South Wales increased by 5.0 percent on last year, but was down by 2.4 percent compared to four years ago.

Market share

The region received 4.8% of visitors and 4.2% of nights in regional NSW. Compared to YE Sep 09, the share of visitors was up by 0.2% pts and the share of nights was down by 0.6% pts.

Purpose of visit to the region



'Holiday or leisure' (45.1%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (34.2%) and 'business' (15.7%).

'Holiday or leisure' (52.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (32.5%) and 'business' (12.9%).

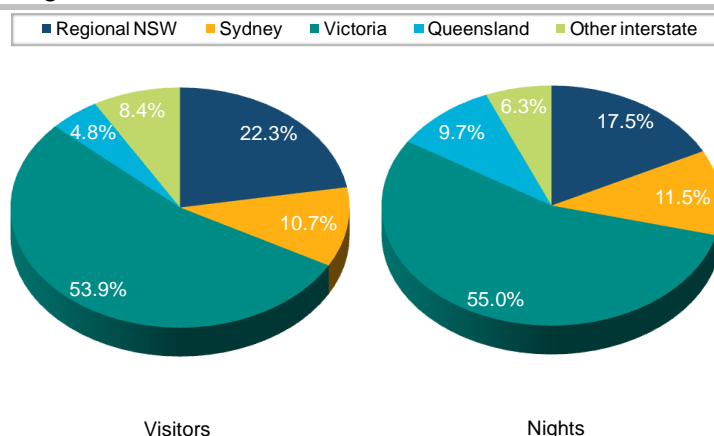
Accommodation

'Standard hotel, motor inn, below 4 star' (27.5%) was the most popular accommodation used for nights in the region, followed by 'friends or relatives property' (26.7%) and 'caravan park or commercial camping ground' (23.2%).

Age

'65 years and over' (21.2%) was the largest age group of visitors to the region, followed by '35 to 44 years' (19.4%).

Origin



The region received 32.9% of visitors and 29.0% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 67.1% of visitors and 71.0% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

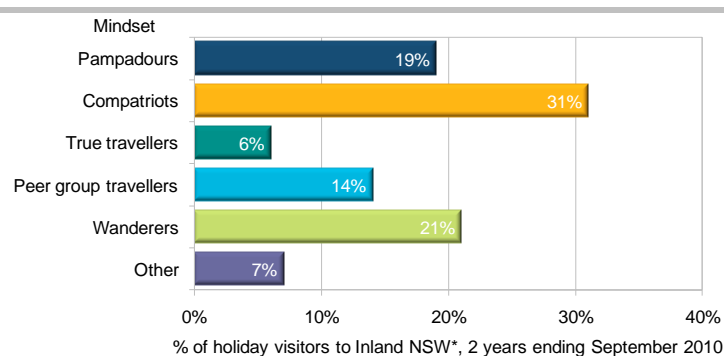
All transport

'Private or company vehicle' (84.5%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (5.4%) and 'bus or coach' (3.1%).

Activities

'Eat out at restaurants' (51.4%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (39.7%) and 'pubs, clubs, discos etc' (24.6%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (31%) was the largest travel mindset of holiday visitors to Inland NSW*, followed by the 'wanderers' (21%) and the 'pampadours' (19%).

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 Sep 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 \$306 million in the region. On average, they spent \$123 per night in the region.

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

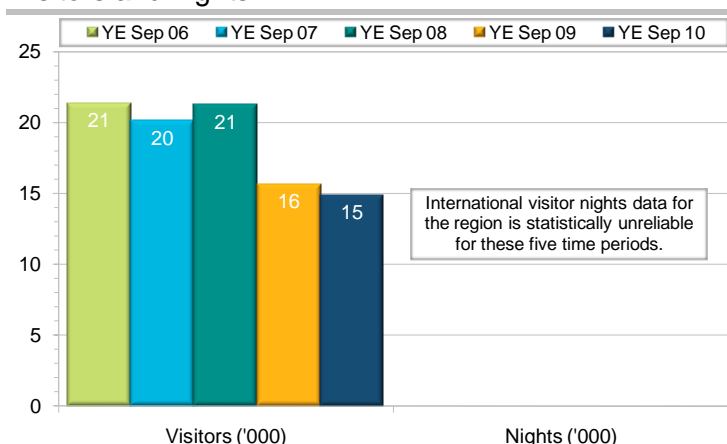
Travel to The Murray

Year ended September 2010

Total visitors ('000)	1,638
Domestic nights ('000)	2,493
Total expenditure (million)	\$444

International Overnight Travel ⁽⁴⁾

Visitors and nights



The Murray received 14,900 international overnight visitors - down by 4.9% on YE Sep 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 4.7 percent on last year and by 7.2 percent compared to four years ago.

Market share

The region received 2.4% of visitors to regional NSW. Compared to YE Sep 09, the share was down by 0.2% pts.

Purpose of visit to the region

'Holiday / pleasure' (44.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (28.3%) and 'business' (21.4%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	23.7%	12	France	1.3%
2	United Kingdom	16.5%	13	Middle East & Nth Africa	1.3%
3	USA	10.1%	14	Indonesia	1.1%
4	Netherlands	7.1%	15	Thailand	1.0%
5	Switzerland	5.9%	16	Italy	0.8%
6	Japan	5.5%	17	Korea	0.4%
7	Malaysia	4.7%	18	Canada	0.2%
8	Germany	4.7%	19	Taiwan	0.0%
9	Singapore	2.8%	19	Ireland	0.0%
10	India	2.3%	19	Scandinavia	0.0%
11	Mainland China & HK	2.2%		Other Asia	3.4%
	Mainland China	1.7%		Other Europe	1.8%
	Hong Kong	0.5%		Other Countries	3.3%

New Zealand (23.7%) was the region's largest source market of visitors. The UK (16.5%) was the 2nd largest, followed by the USA (10.1%) and the Netherlands (7.1%).

Accommodation

'Home of friend or relative' (52.8%) was the most popular form of accommodation used for nights in the region, followed by 'standard hotel / motel / motor inn, below 4 star' (13.2%).

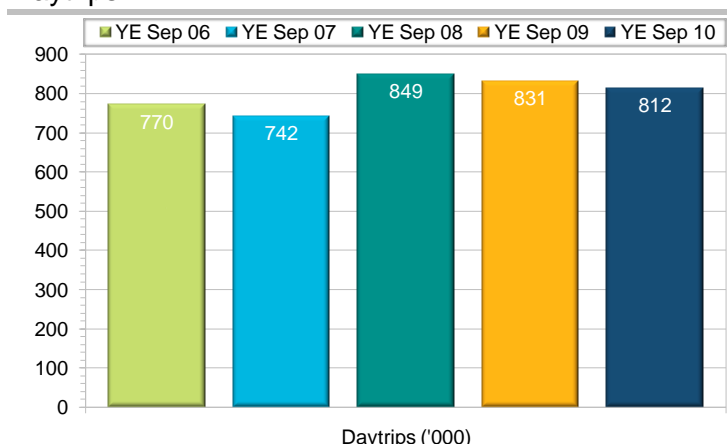
Expenditure (excl package expenditure) ⁽⁵⁾

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

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

Domestic Daytrip Travel ⁽¹⁾

Daytrips



The Murray received 812,000 domestic daytrip visitors - down by 2.3% on YE Sep 09.

Note: The number of domestic daytrips to regional New South Wales increased by 3.3 percent on last year and by 10.7 percent compared to four years ago.

Market share

The region received 2.6% of daytrips to regional NSW. Compared to YE Sep 09, the share was down by 0.1% pt.

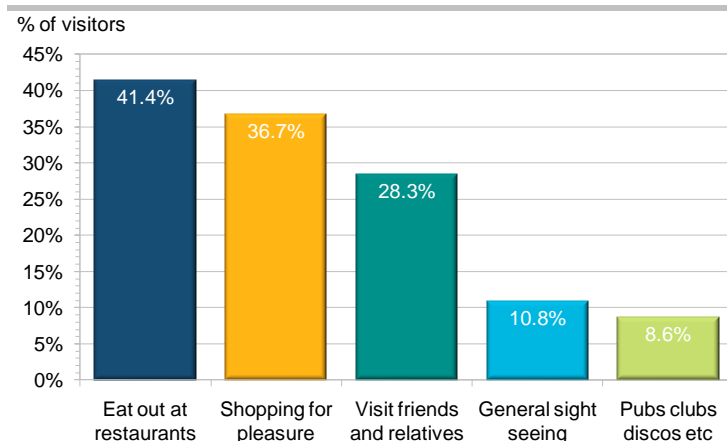
Main purpose of trip

'Holiday or leisure' (59.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (16.3%) and 'business' (9.2%).

Age

'65 years and over' (24.0%) was the largest age group of visitors to the region, followed by '55 to 64 years' (21.1%) and '35 to 44 years' (18.8%).

Activities



'Eat out at restaurants' (41.4%) was the most popular activity undertaken by visitors to the region, followed by 'shopping for pleasure' (36.7%) and 'visit friends and relatives' (28.3%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$132 million in the region. On average, they spent \$162 per trip to the region.

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