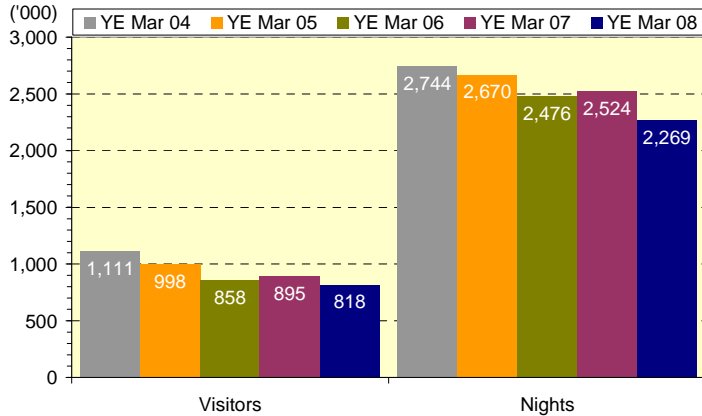




Total visitors ('000)	1,708
Total nights ('000)	2,269
Total expenditure (million)	\$395

## Domestic Overnight Travel

### Visitors and nights



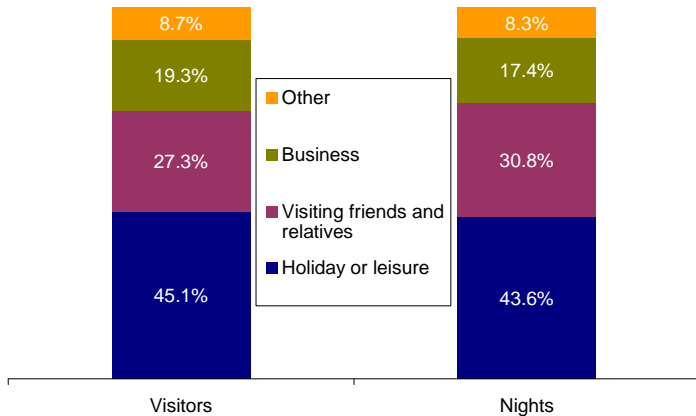
The Murray received over 0.8 million domestic overnight visitors - down by 8.6% on YE Mar 07. Visitors spent nearly 2.3 million nights in the region - down by 10.1% on YE Mar 07.

Note: The number of trips taken domestically by Australians increased by 1.7 percent on last year and by 0.9 percent compared to four years ago.

### Market share

The region received 4.6% of visitors and 3.6% of nights in Regional NSW. Compared to YE Mar 07, the share of visitors was down by 0.5% pts and share of nights was down by 0.4% pts.

### Purpose of visit



'Holiday or leisure' (45.1%) was the largest purpose for **visitors** to the region. 'Visiting friends and relatives' (27.3%) was the 2<sup>nd</sup> largest, followed by 'Business' (19.3%).

'Holiday or leisure' (43.6%) was the largest purpose in terms of **nights** in the region. 'Visiting friends and relatives' (30.8%) was the 2<sup>nd</sup> largest, followed by 'Business' (17.4%).

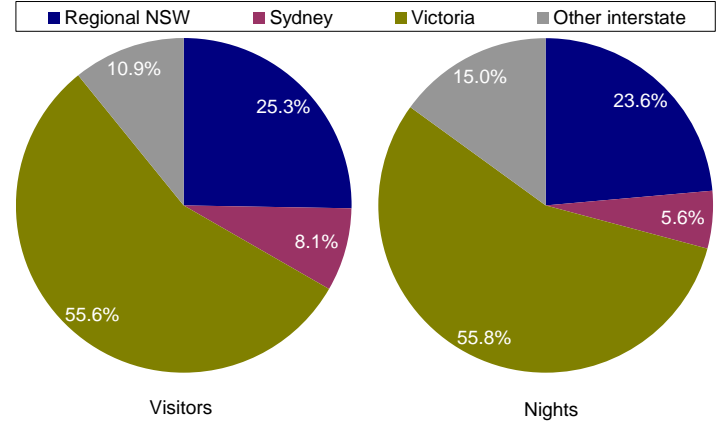
### Accommodation

Almost 3/10 (29.7%) of nights in the region were spent in 'Friends or relatives property'. 'Standard hotel, motor inn, below 4 star' (28.1%) was the 2<sup>nd</sup> most popular accommodation type used.

### Age

Over 1/5 (20.9%) of visitors to the region were aged '35-44 years'. The 2<sup>nd</sup> largest age group was '65 years+' (19.8%).

### Origin



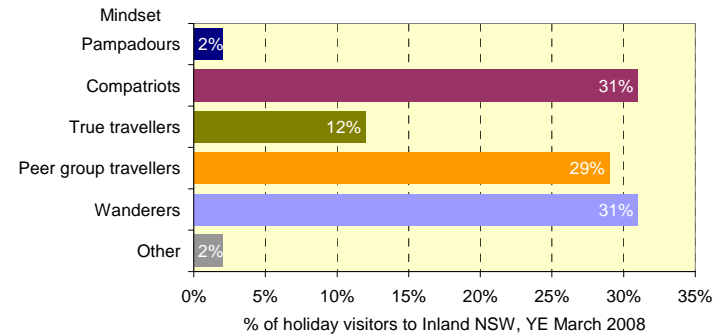
The region received almost 2/3 (66.6%) of visitors and nearly 3/4 (70.8%) of nights from **interstate** (Victoria was the biggest interstate market for both visitors and nights).

Over 1/3 (33.4%) of visitors and almost 3/10 (29.2%) of nights came from **intrastate** (Regional NSW contributed more than Sydney for both visitors and nights).

### Transport

Almost 9/10 (89.4%) of visitors to the region travelled by 'Private or company car'. 'Air transport' (5.3%) was the 2<sup>nd</sup> most popular transport used, followed by 'Bus or coach' (2.2%).

### Australian Travel Mindsets <sup>(2)</sup>



The 'Wanderers' and the 'Compatriots' (31% each) were the biggest mindsets amongst holiday visitors to Inland NSW\*.

*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, YE Mar 08

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

### Activities

Over 1/2 (54.6%) of visitors to the region 'Ate out at restaurants'. 'Pubs, clubs, discos etc' (35.9%) was the 2<sup>nd</sup> most popular activity, followed by 'Visit friends and relatives' (35.7%).

### Expenditure (incl airfares and transport costs) <sup>(3)</sup>

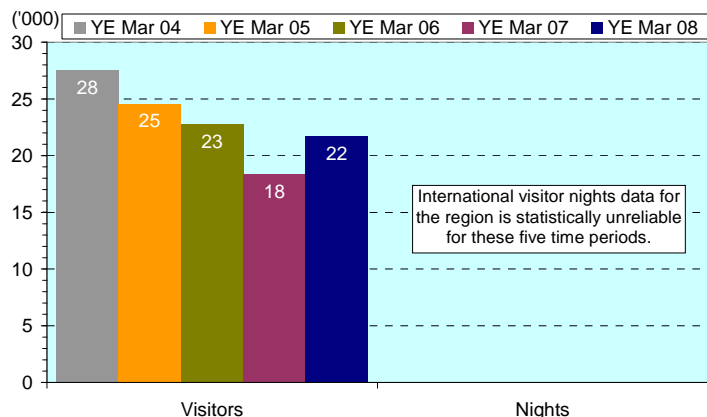
Visitors spent, on average, \$114 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 08, TRA



## International Overnight Travel

### Visitors and nights



The Murray received 21,700 international overnight visitors - up by 18.3% on YE Mar 07. 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 1.0 percent on last year and by 16.5 percent compared to four years ago.

### Market share

The region received 3.5% of visitors to Regional NSW. Compared to YE Mar 07, the share was up by 0.3%.

### Purpose of visit

'Holiday/pleasure' (65.1%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (18.6%) was the 2<sup>nd</sup> largest, followed by 'Business' (11.4%).

### Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	30.5%	14.	Switzerland	0.6%
2.	Germany	15.2%	15.	India	0.4%
3.	New Zealand	14.2%	16.	Indonesia	0.3%
4.	USA	8.2%	17.	Korea	0.3%
5.	Netherlands	6.5%	18.	Thailand	0.3%
6.	Scandinavia	4.1%	19.	Singapore	0.0%
7.	Japan	3.1%	20.	China	0.0%
8.	Canada	3.0%	21.	Italy	0.0%
9.	France	2.6%	22.	Middle East & Nth Africa	0.0%
10.	Hong Kong	2.1%		Other Asia	0.0%
11.	Ireland	2.0%		Other Europe	2.2%
12.	Taiwan	1.6%		Other Countries	2.1%
13.	Malaysia	0.7%			

'UK' (30.5%) was the region's largest source market of visitors, followed by 'Germany' (15.2%) and 'New Zealand' (14.2%).

### Accommodation

Almost 3/10 (29.2%) of nights in the region were spent in 'Standard hotel / motel / motor inn, below 4 star'. 'Home of friend or relative' (26.7%) was the 2<sup>nd</sup> most popular accommodation type used, followed by 'Caravan park or commercial camping ground' (19.9%).

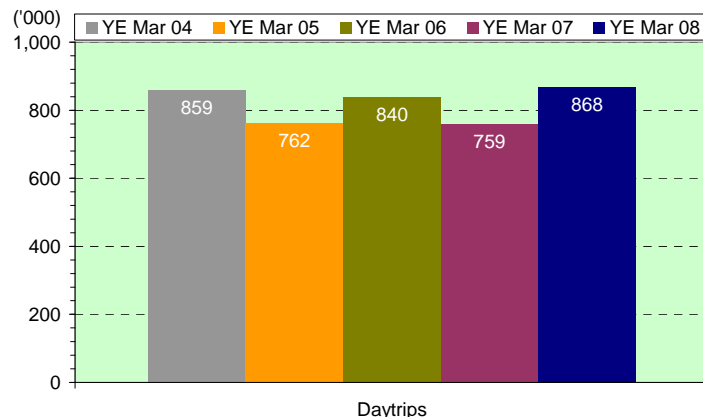
### Expenditure (excl package expenditure) <sup>(5)</sup>

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

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Mar 08, TRA

## Domestic Daytrip Travel

### Trips



The Murray received nearly 0.9 million domestic daytrip visitors - up by 14.4% on YE Mar 07.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 3.9 percent on last year and by 3.1 percent compared to four years ago.

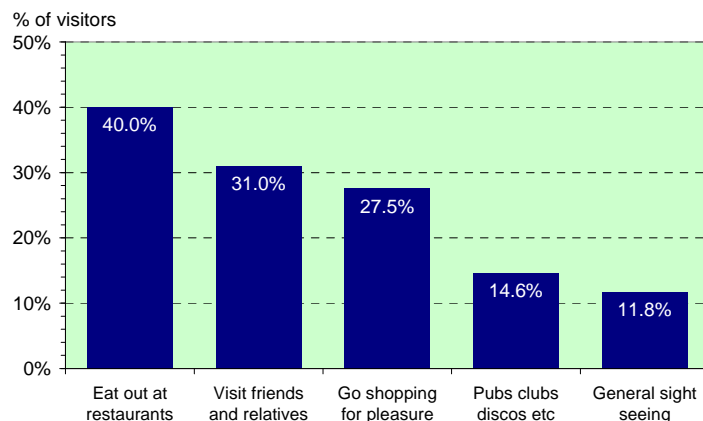
### Market share

The region received 2.8% of daytrips to Regional NSW. Compared to YE Mar 07, the share was up by 0.2% pts.

### Purpose of visit

'Holiday or leisure' (46.0%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (22.6%) was the 2<sup>nd</sup> largest, followed by 'Business' (15.9%).

### Activities



Two fifths (40.0%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (31.0%) was the 2<sup>nd</sup> most popular activity, followed by 'Go shopping for pleasure' (27.5%). Almost 1/5 (19.5%) undertook none of the listed activities.

### Age

Over 1/5 (20.9%) of visitors to the region were aged '45-54 years'. The 2<sup>nd</sup> largest age group was '35-44 years' (20.4%).

### Expenditure <sup>(6)</sup>

Domestic daytrip visitors spent, on average, \$149 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Mar 08, TRA