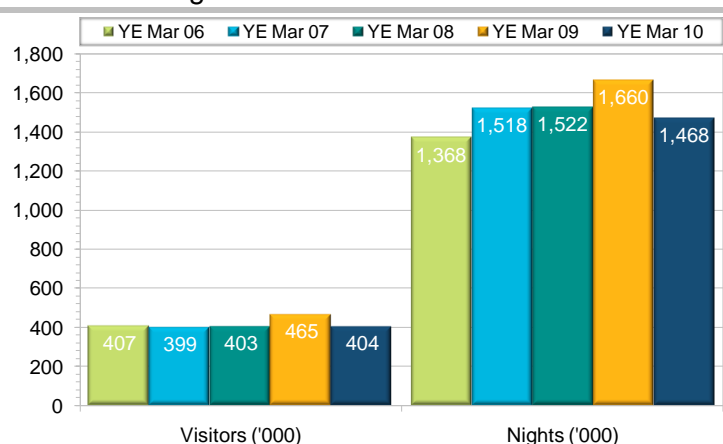


Domestic Overnight Travel ⁽¹⁾

Visitors and nights



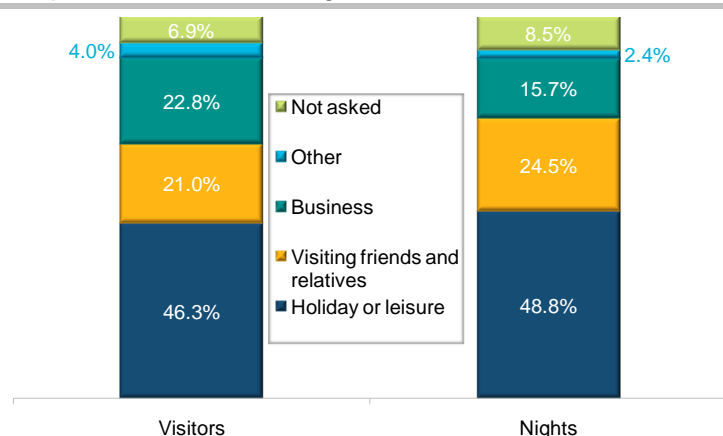
Outback NSW received 404,000 domestic overnight visitors - down by 13.1% on YE Mar 09. Visitors spent nearly 1.5 million nights in the region - down by 11.6% on YE Mar 09.

Note: The number of trips taken domestically by Australians decreased by 2.7 percent on last year and by 5.3 percent compared to four years ago.

Market share

The region received 2.5% of visitors and 2.6% of nights in regional NSW. Compared to YE Mar 09, the share of visitors and the share of nights were down by 0.3% pts each.

Purpose of visit to the region



'Holiday or leisure' (46.3%) was the largest purpose for **visitors** to the region, followed by 'business' (22.8%) and 'visiting friends and relatives' (21.0%).

'Holiday or leisure' (48.8%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (24.5%) and 'business' (15.7%).

Accommodation

'Standard hotel, motor inn, below 4 star' (26.3%) was the most popular accommodation used for nights in the region, followed by 'friends or relatives property' (25.6%) and 'caravan park or commercial camping ground' (20.1%).

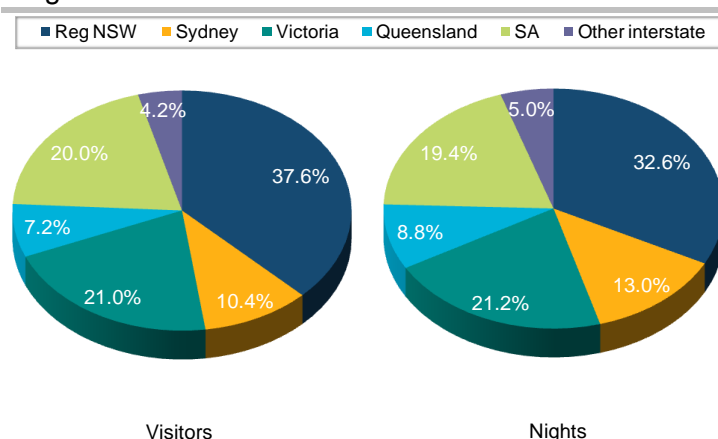
Age

'65 years and over' (30.0%) was the largest age group of visitors to the region, followed by '45 to 54 years' (27.0%).

Outback NSW is composed of: **Balranald**; **Bogan**; **Bourke**; **Brewarrina**; **Broken Hill**; **Central Darling**; **Cobar**; **Unincorporated Far West**; **Walgett**; and **Wentworth**. For information on the shaded areas, please click on http://corporate.tourism.nsw.gov.au/LocalAreaStatistics_p2821.aspx

(1) Source: National Visitor Survey, YE Mar 10, Tourism Research Australia (TRA)

Origin



The region received 48.0% of visitors and 45.6% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitor and nights).

Interstate contributed 52.0% of visitors and 54.4% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

All transport

'Private or company vehicle' (79.0%) was the most popular form of transport used by visitors to the region, followed by 'bus or coach' (6.6%) and 'air transport' (5.8%).

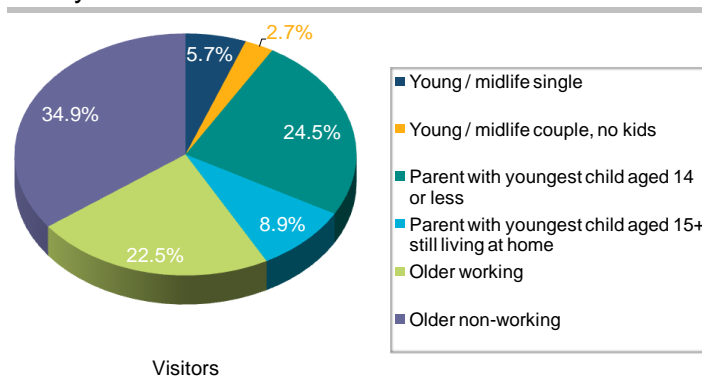
Activities

'Eat out at restaurants' (43.8%) was the most popular activity undertaken by visitors to the region, followed by 'general sight seeing' (29.4%) and 'visit friends and relatives' (27.1%).

Gender

A larger proportion of visitors to the region were male (58.2%) than female (41.8%).

Lifecycle



'Older non-working' (34.9%) was the largest lifecycle grouping of visitors to the region. 'Parent with youngest child aged 14 or less' (24.5%) was the 2nd largest, followed by 'older working' (22.5%).

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$150 million in the region. On average, they spent \$102 per night in the region.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 10, TRA

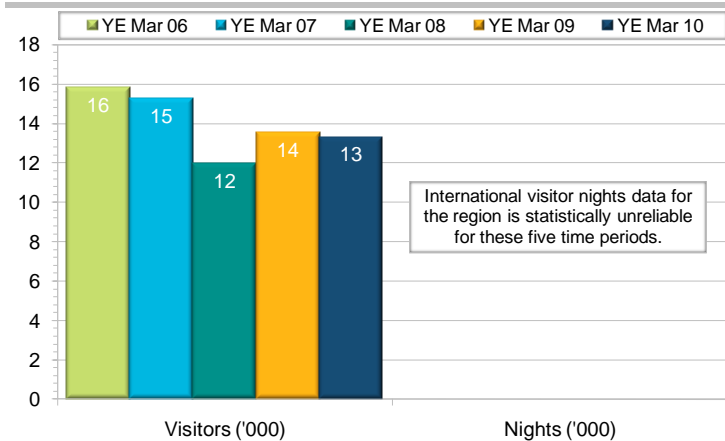
Travel to Outback NSW

Year ended March 2010

Total visitors ('000)	604
Domestic nights ('000)	1,468
Total expenditure (million)	\$176

International Overnight Travel ⁽³⁾

Visitors and nights



Outback NSW received 13,300 international overnight visitors - down by 1.7% on YE Mar 09. 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 2.6 percent on last year and by 4.7 percent compared to four years ago.

Market share

The region received 2.2% of visitors to regional NSW. Compared to YE Mar 09, the share was down by 0.1% pt.

Purpose of visit to the region

'Holiday / pleasure' (73.2%) was the largest purpose for visitors to the region, followed by 'business' (9.3%) and 'visiting friends and relatives' (9.1%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	23.7%	14	Mainland China & HK	0.1%
2	USA	14.9%		Mainland China	0.1%
3	United Kingdom	12.1%		Hong Kong	0.0%
4	Canada	6.3%	15	Singapore	0.0%
5	Germany	4.1%	15	Malaysia	0.0%
6	Switzerland	3.8%	15	Indonesia	0.0%
7	Scandinavia	3.1%	15	Taiwan	0.0%
8	Netherlands	2.7%	15	Thailand	0.0%
9	Korea	2.7%	15	India	0.0%
10	Italy	2.3%	15	Middle East & Nth Africa	0.0%
11	Ireland	2.2%		Other Asia	2.4%
12	Japan	1.9%		Other Europe	4.9%
13	France	0.4%		Other Countries	12.3%

New Zealand (23.7%) was the region's largest source market of visitors, followed by the USA (14.9%).

Accommodation

'Guest house / bed and breakfast' (26.3%) was the most popular form of accommodation used for nights in the region, followed by 'home of friend or relative' (25.6%) and 'standard hotel / motel / motor inn, below 4 star' (16.8%).

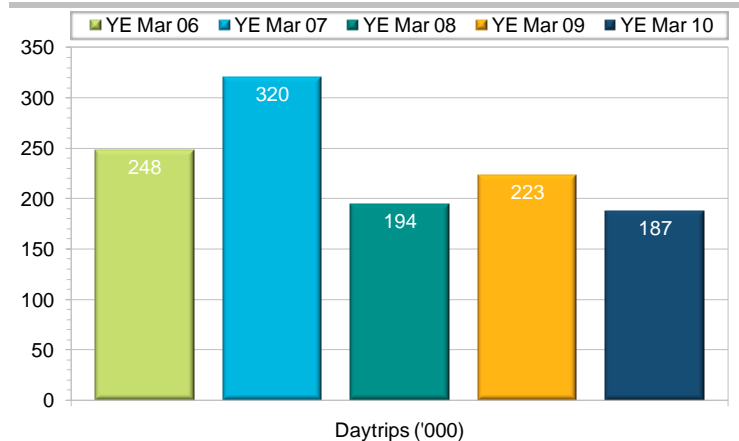
Expenditure (excl package expenditure) ⁽⁴⁾

International overnight visitors spent \$7 million in the region. On average, they spent \$80 per night in the region.

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

Domestic Daytrip Travel ⁽¹⁾

Daytrips



Outback NSW received 187,000 domestic daytrip visitors - down by 16.1% on YE Mar 09.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 8.7 percent on last year and by 12.9 percent compared to four years ago.

Market share

The region received 0.6% of daytrips to regional NSW. Compared to YE Mar 09, the share was down 0.2% pts.

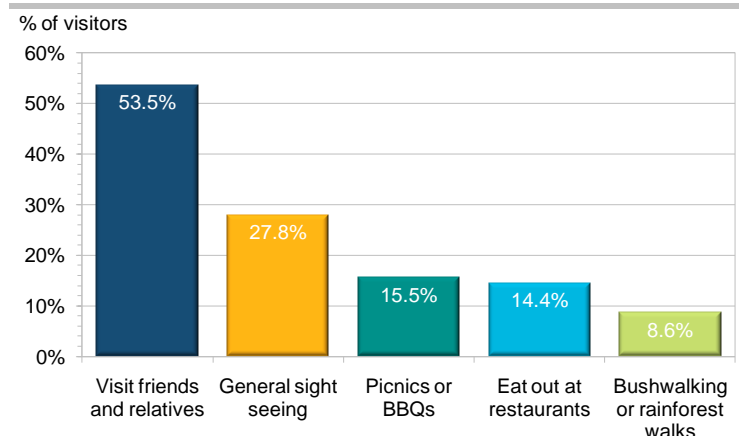
Main purpose of trip

'Visiting friends and relatives' (45.5%) was the largest purpose for visitors to the region, followed by 'holiday or leisure' (37.4%) and 'business' (10.7%).

Age

'45 to 54 years' (32.1%) was the largest age group of visitors to the region, followed by '15 to 24 years' (26.7%) and '25 to 34 years' (17.6%).

Activities



'Visit friends and relatives' (53.5%) was the most popular activity undertaken by visitors to the region, followed by 'general sight seeing' (27.8%) and 'picnic or bbqs' (15.5%).

Expenditure ⁽⁵⁾

Domestic daytrip visitors spent \$19 million in the region. On average, they spent \$100 per trip to the region.

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

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