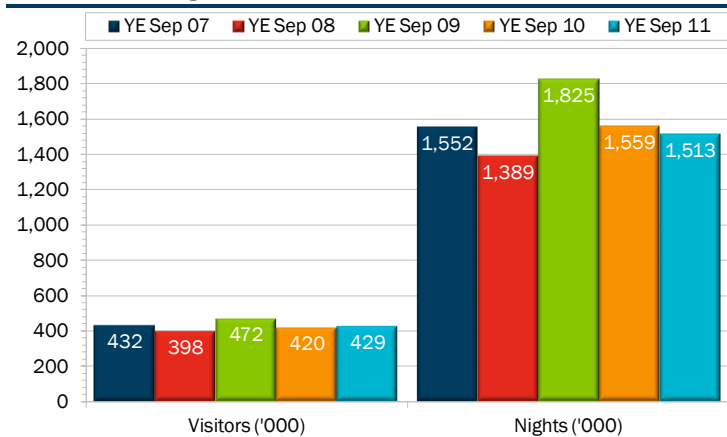


Domestic Overnight Travel (1)

Visitors and nights



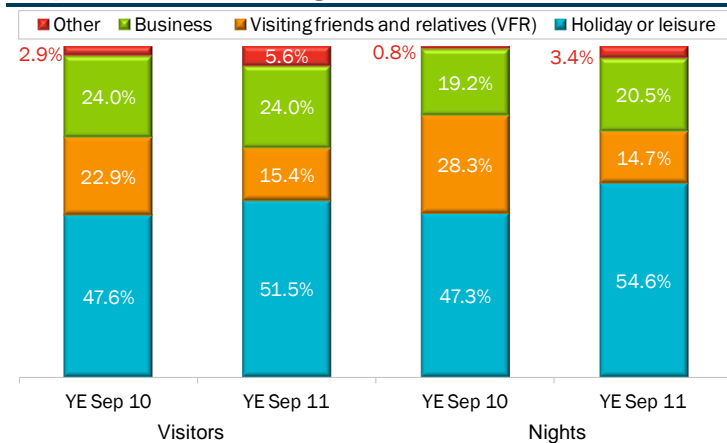
Outback NSW received 429,000 domestic overnight visitors - up by 2.1% on YE Sep 10. Visitors spent over 1.5 million nights in the region - down by 3.0% on YE Sep 10.

Note: The number of domestic overnight trips to regional New South Wales increased by 0.3 percent on last year, but was down by 4.0 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 Sep 10, the share of visitors was unchanged and the share of nights was down by 0.1% pt.

Purpose of visit to the region



'Holiday or leisure' (51.5%) was the largest purpose for visitors to the region, followed by 'business' (24.0%) and 'visiting friends and relatives (VFR)' (15.4%). Compared to YE Sep 10, visitors who travelled for 'holiday or leisure' grew by 10.5% and 'business' increased by 2.0% while 'VFR' decreased by 31.3%.

'Holiday or leisure' (54.6%) was the largest purpose in terms of nights in the region, followed by 'business' (20.5%) and 'VFR' (14.7%). Compared to YE Sep 10, nights spent for 'holiday or leisure' grew by 11.9% and 'business' increased by 3.7% while 'VFR' declined by 49.7%.

Accommodation

'Standard hotel, motor inn, below 4 star' (34.6%) was the most popular accommodation used for nights in the region, followed by 'caravan park or commercial camping ground' (30.1%) and 'caravan or camping near road or on private property' (11.4%).

Outback NSW is composed of: Balranald; Bogan; Bourke; Brewarrina; Broken Hill; Central Darling; Cobar; Unincorporated Far West; Walgett; and Wentworth.

* The percentage change is statistically significant.

(1) Source: National Visitor Survey, YE Sep 11, Tourism Research Australia (TRA)

Origin

Origin	Share of visitors		Share of nights	
	YE Sep 10	YE Sep 11	YE Sep 10	YE Sep 11
Regional NSW	46.2%	36.1%	50.2%	34.6%
Sydney	9.0%	8.6%	9.2%	7.1%
Total intrastate	55.2%	44.8%	59.5%	41.6%
Victoria	14.0%	27.7%	14.4%	28.0%
Queensland	9.0%	8.9%	7.2%	13.1%
South Australia	19.5%	15.6%	15.8%	13.1%
Other interstate	2.1%	3.0%	3.0%	4.2%
Total interstate	44.8%	55.2%	40.5%	58.4%

Regional NSW (36.1%) was the largest source of visitors to the region, followed by Victoria (27.7%) and South Australia (15.6%). Compared to YE Sep 10, the regional NSW source market declined by 20.1% and Sydney decreased by 2.6%. Over the same period, Victoria grew by 102%* while Queensland was unchanged and South Australia declined by 18.3%.

Regional NSW (34.6%) was the largest source market in terms of nights in the region, followed by Victoria (28.0%), Queensland and South Australia (13.1% each). Compared to YE Sep 10, nights spent by visitors from regional NSW declined by 33.1% and nights from Sydney decreased by 25.7%. Over the same period, nights by Victorians grew by 88.4%* and Queensland nights increased by 75.2% while nights by visitors from South Australia declined by 19.8%.

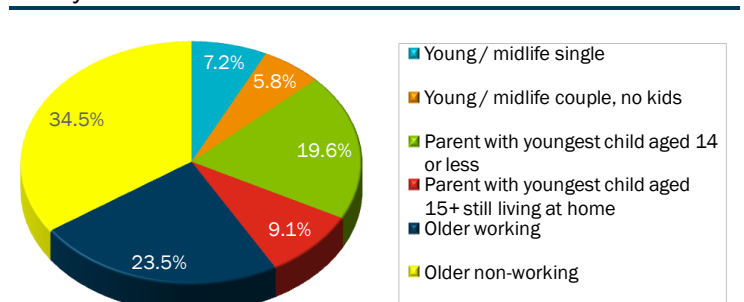
All transport

'Private or company vehicle' (83.7%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (5.1%) and 'bus or coach' (4.4%).

Activities

'Eat out at restaurants' (46.1%) was the most popular activity undertaken by visitors to the region, followed by 'general sightseeing' (31.3%) and 'pubs, clubs, discos etc' (22.8%).

Lifecycle



Visitors

'Older non-working' (34.5%) was the largest lifecycle grouping of visitors to the region, followed by 'older working' (23.5%).

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$187 million in the region - down by 7.4% on YE Sep 10. On average, visitors spent \$123 per night in the region - down by 4.7% on YE Sep 10.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 10 and YE Sep 11, TRA

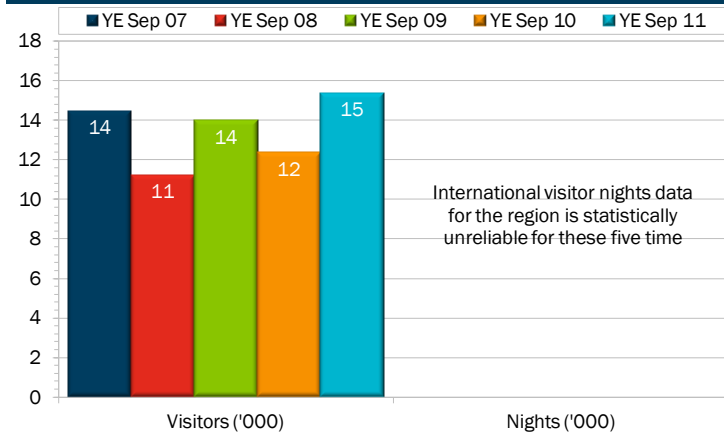
Travel to Outback NSW

Year ended September 2011

Total visitors ('000)	636
Domestic nights ('000)	1,513
Total expenditure (million)	\$214

International Overnight Travel (3)

Visitors and nights



Outback NSW received 15,300 international overnight visitors - up by 24.4% on YE Sep 10. 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 decreased by 1.2 percent on last year and by 0.8 percent compared to four years ago.

Market share

The region received 2.6% of visitors to regional NSW. Compared to YE Sep 10, the share was up by 0.5% pts.

Purpose of visit to the region

'Holiday / pleasure' (64.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives (VFR)' (17.0%) and 'business' (13.0%). Compared to YE Sep 10, visitors who travelled for 'holiday / pleasure' grew by 13.4%, 'VFR' increased by 112%* and 'business' grew by 85.7%.

Origin - share of visitors to the region

Share of international visitors to Outback NSW							
Rank	Market	YE Sep 10	YE Sep 11	Rank	Market	YE Sep 10	YE Sep 11
1	New Zealand	14.6%	18.3%	14	Mainland China & HK	0.0%	1.6%
2	Germany	6.8%	12.5%		Mainland China	0.0%	1.6%
3	USA	17.9%	12.3%		Hong Kong	0.0%	0.0%
4	United Kingdom	14.1%	9.0%	15	Switzerland	1.4%	1.5%
5	Netherlands	2.5%	5.9%	16	Malaysia	2.5%	0.4%
6	Ireland	2.2%	5.7%	16	Italy	2.4%	0.4%
7	Scandinavia	1.5%	4.4%	18	India	1.4%	0.2%
8	Canada	3.7%	4.0%	19	Singapore	0.0%	0.0%
9	Taiwan	0.0%	3.0%	19	Indonesia	3.2%	0.0%
10	Japan	2.0%	2.3%	19	Middle East & Nth Africa	1.9%	0.0%
11	Thailand	1.0%	2.0%		Other Asia	4.0%	0.5%
12	France	2.9%	1.9%		Other Europe	4.2%	6.4%
13	Korea	1.2%	1.8%		Other Countries	8.4%	6.1%

New Zealand (18.3%) was the region's largest source of visitors.

Accommodation

'Home of friend or relative' (25.9%) was the most popular form of accommodation used for nights in the region, followed by 'other non-commercial property' (25.0%).

Expenditure (incl pre-paid package expenditure) (4)

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

(4) Caution: international expenditure now includes 30% of pre-paid package expenditure but still excludes all pre-paid international airfares.

Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 10 and YE Sep 11, TRA. For more details go to www.tourism.nsw.gov.au/StateTourismStats

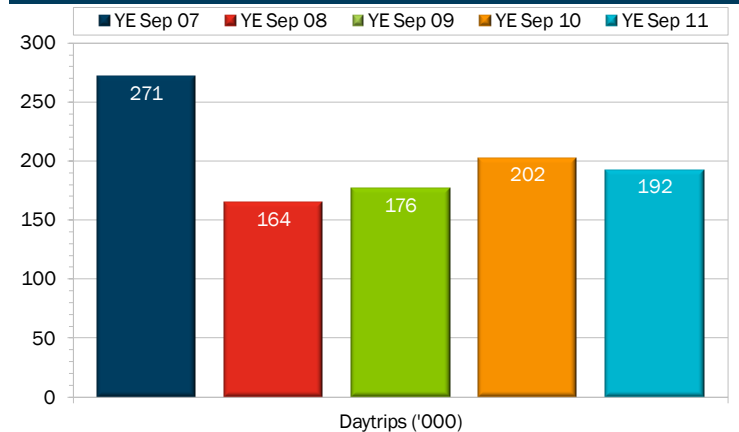
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

(3) Source: International Visitor Survey, YE Sep 11, TRA

Domestic Daytrip Travel (5)

Daytrips



Outback NSW received 192,000 domestic daytrip visitors - down by 5.0% on YE Sep 10.

Note: The number of domestic daytrips to regional New South Wales increased by 1.4 percent on last year and was up by 4.3 percent compared to four years ago.

Market share

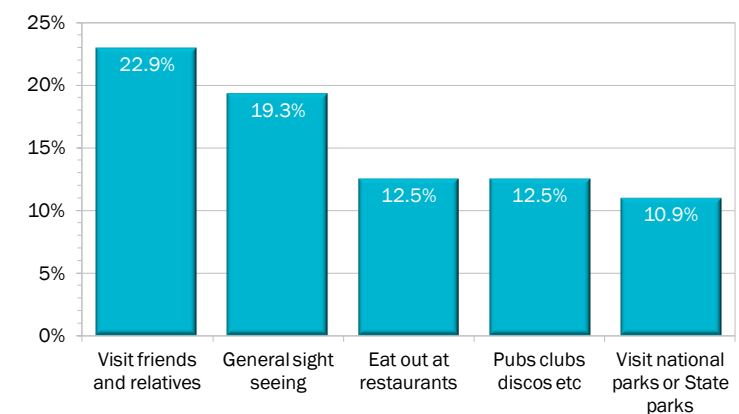
The region received 0.6% of daytrips to regional NSW. Compared to YE Sep 10, the share was unchanged.

Main purpose of trip

'Other reasons' (37.0%) was the largest purpose for visitors to the region, followed by 'business' (28.6%) and 'holiday or leisure' (19.8%). Compared to YE Sep 10, visitors who travelled for 'other reasons' grew by 154%* and 'business' increased by 129% while 'holiday or leisure' declined by 42.4%.

Activities

% of visitors



'Visit friends and relatives' (22.9%) was the most popular activity undertaken by visitors to the region. 'General sightseeing' (19.3%) was the 2nd most popular, followed by 'eat out at restaurants' and 'pubs, clubs, discos etc' (12.5% each).

Note: Nearly 2/5 (39.1%) undertook none of the listed activities.

Expenditure (6)

Expenditure by domestic daytrip visitors in the region is statistically unreliable.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 10 and YE Sep 11, TRA

www.tourism.nsw.gov.au

(5) Source: National Visitor Survey, YE Sep 11, TRA

Page 2 of 2