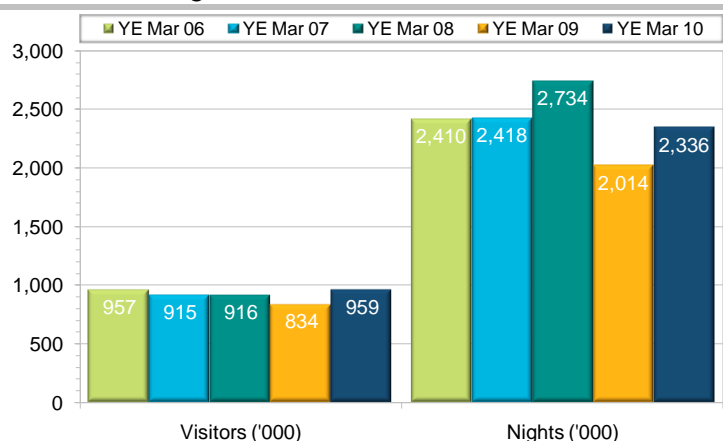




Domestic Overnight Travel ⁽¹⁾

Visitors and nights



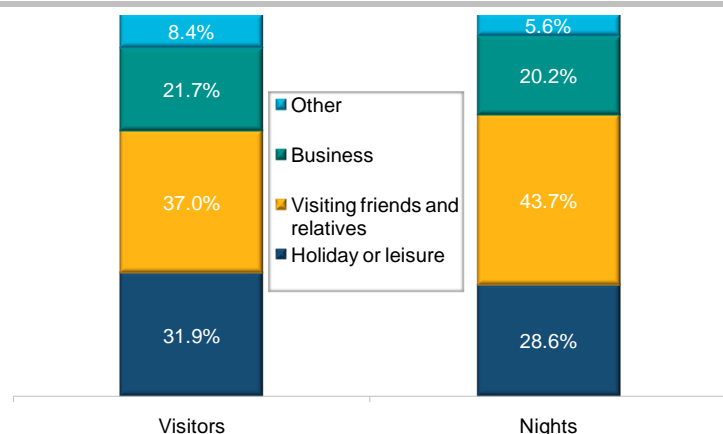
Riverina received 959,000 domestic overnight visitors - up by 15.0% on YE Mar 09. Visitors spent over 2.3 million nights in the region - up by 16.0% on YE Mar 09.

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 5.9% of visitors and 4.1% of nights in regional NSW. Compared to YE Mar 09, the share of visitors was up by 0.8% pts and the share of nights was up by 0.7% pts.

Purpose of visit to the region



'Visiting friends and relatives' (37.0%) was the largest purpose for **visitors** to the region, followed by 'holiday or leisure' (31.9%) and 'business' (21.7%).

'Visiting friends and relatives' (43.7%) was the largest purpose in terms of **nights** in the region, followed by 'holiday or leisure' (28.6%) and 'business' (20.2%).

Accommodation

'Friends or relatives property' (45.5%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (30.8%) and 'caravan park or commercial camping ground' (13.1%).

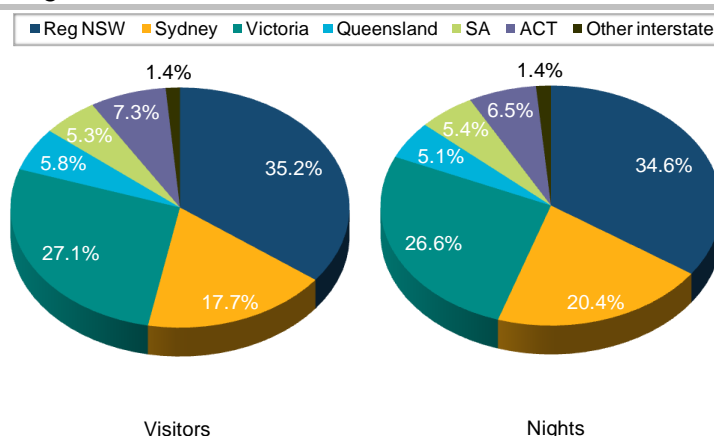
Age

'65 years and over' (23.5%) was the largest age group of visitors to the region, followed by '45 to 54 years' (19.4%).

Riverina is composed of: Bland; Carrathool; Conargo; Coolamon; Cootamundra; Deniliquin; Griffith; Gundagai; Hay; Junee; Leeton; Lockhart; Murrumbidgee; Narrandera; Temora; and Wagga Wagga. 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 53.1% of visitors and 55.1% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 47.0% of visitors and 45.0% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

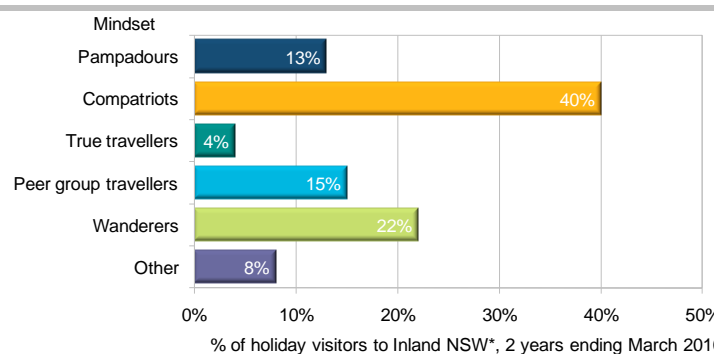
All transport

'Private or company vehicle' (85.7%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (6.9%) and 'camper van or motor home' (3.3%).

Activities

'Eat out at restaurants' (47.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (44.9%) and 'general sight seeing' (20.4%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (40%) was the largest travel mindset of holiday visitors to Inland NSW*, followed by the 'wanderers' (22%) and the 'peer group travellers' (15%).

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 Mar 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 \$277 million in the region. On average, they spent \$118 per night in the region.

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

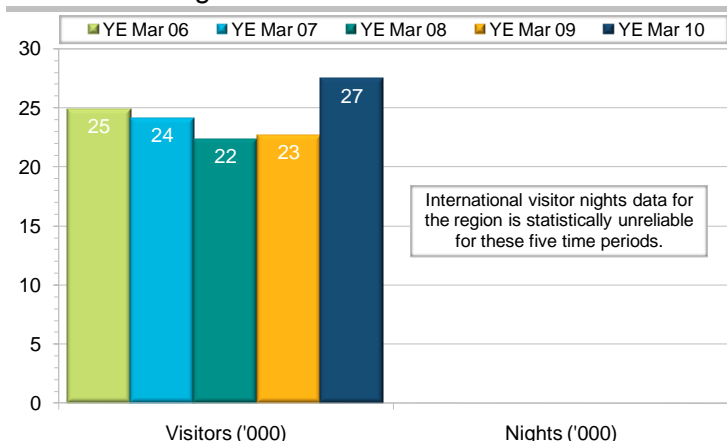
Travel to Riverina

Year ended March 2010

Total visitors ('000)	2,257
Domestic nights ('000)	2,336
Total expenditure (million)	\$473

International Overnight Travel ⁽⁴⁾

Visitors and nights



Riverina received 27,400 international overnight visitors - up by 21.0% 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 4.6% of visitors to regional NSW. Compared to YE Mar 09, the share was up by 0.7% pts.

Purpose of visit to the region

'Holiday / pleasure' (53.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (27.0%) and 'business' (10.6%).

Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	21.6%	14	Malaysia	1.4%
2	United Kingdom	14.5%	15	Italy	0.7%
3	USA	14.3%	16	India	0.4%
4	Canada	10.3%	17	Thailand	0.3%
5	Germany	6.9%	18	Singapore	0.0%
6	Ireland	3.9%	18	Indonesia	0.0%
7	Korea	3.4%	18	Taiwan	0.0%
8	France	3.2%	18	Middle East & Nth Africa	0.0%
9	Scandinavia	2.9%			
10	Netherlands	2.2%			
11	Switzerland	1.9%			
12	Japan	1.6%			
13	Mainland China & HK	1.6%		Other Asia	0.3%
	Mainland China	1.0%		Other Europe	3.6%
	Hong Kong	0.5%		Other Countries	5.0%

New Zealand (21.6%) was the region's largest source of visitors.

Accommodation

'Rented house / apartment / unit / flat' (29.7%) was the most popular form of accommodation used for nights in the region. 'Home of friend or relative' (20.6%) was the 2nd most popular, followed by 'backpacker / hostel' (17.1%).

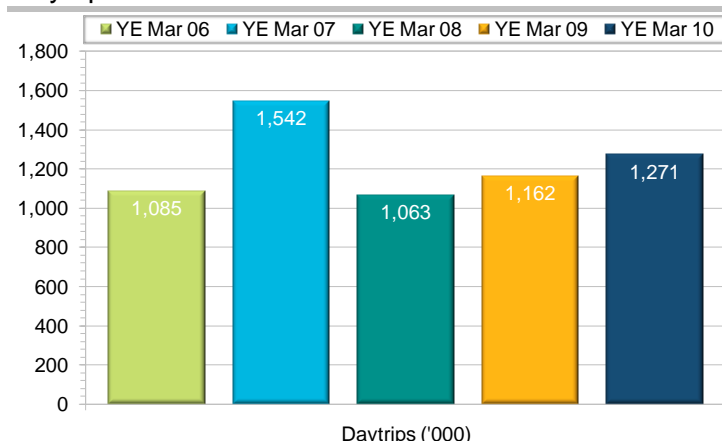
Expenditure (excl package expenditure) ⁽⁵⁾

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

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

Domestic Daytrip Travel ⁽¹⁾

Daytrips



Riverina received nearly 1.3 million domestic daytrip visitors - up by 9.4% 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 4.1% of daytrips to regional NSW. Compared to YE Mar 09, the share was unchanged.

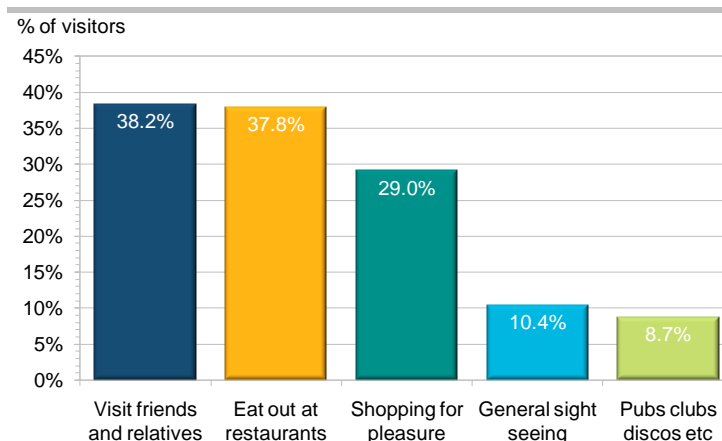
Main purpose of trip

'Holiday or leisure' (44.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (27.6%) and 'health-related' (14.2%).

Age

'45 to 54 years' (22.1%) was the largest age group of visitors to the region, followed by '35 to 44 years' (17.4%) and '15 to 24 years' (17.1%).

Activities



'Visit friends and relatives' (38.2%) was the most popular activity undertaken by visitors to the region, followed by 'eat out at restaurants' (37.8%) and 'shopping for pleasure' (29.0%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$173 million in the region. On average, they spent \$136 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.

www.tourism.nsw.gov.au

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

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

Page 2