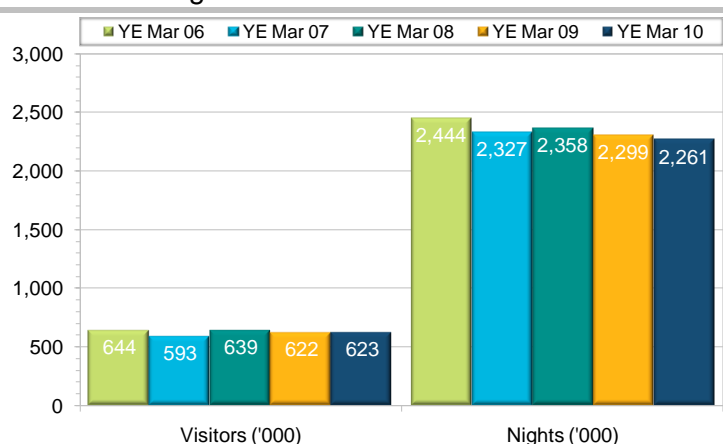




Domestic Overnight Travel ⁽¹⁾

Visitors and nights



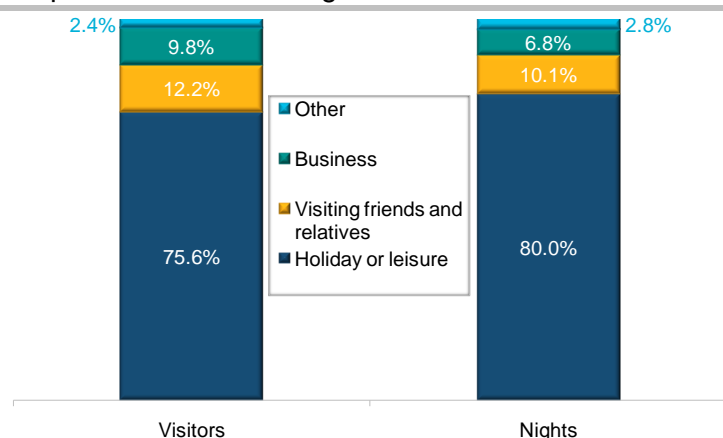
Snowy Mountains received 623,000 domestic overnight visitors - up by 0.2% on YE Mar 09. Visitors spent nearly 2.3 million nights in the region - down by 1.7% on YE Mar 09.

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 3.8% of visitors and 4.0% of nights in regional NSW. Compared to YE Mar 09, the share of visitors was unchanged and the share of nights was up by 0.1 pt.

Purpose of visit to the region



'Holiday or leisure' (75.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (12.2%) and 'business' (9.8%).

'Holiday or leisure' (80.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (10.1%) and 'business' (6.8%).

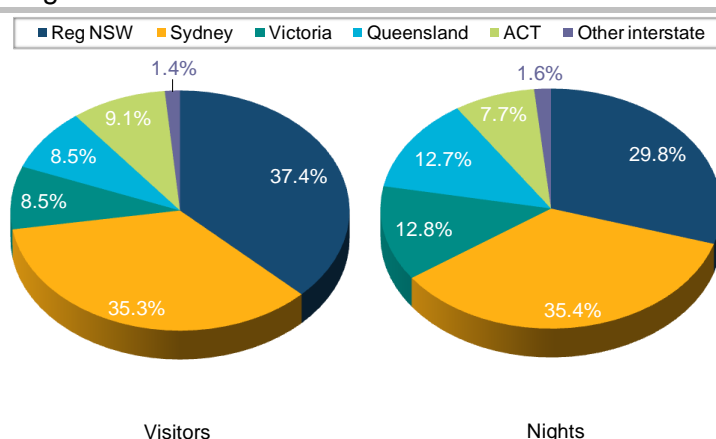
Accommodation

'Rented house, apartment, flat or unit' (23.0%) was the most popular accommodation used for nights in the region, followed by 'caravan park or commercial camping ground' (19.8%) and 'standard hotel, motor inn, below 4 star' (18.8%).

Age

'35 to 44 years' (24.2%) was the largest age group of visitors to the region, followed by '45 to 54 years' (20.5%).

Origin



The region received 72.8% of visitors and 65.2% of nights from **intrastate** (regional NSW contributed more visitors, while Sydney contributed more nights).

Interstate contributed 27.2% of visitors and 34.8% of nights in the region (ACT was the biggest interstate market for visitors, while Victoria was the biggest for nights).

All transport

'Private or company vehicle' (83.6%) was the most popular form of transport used by visitors to the region, followed by 'bus or coach' (7.9%) and 'air transport' (3.4%).

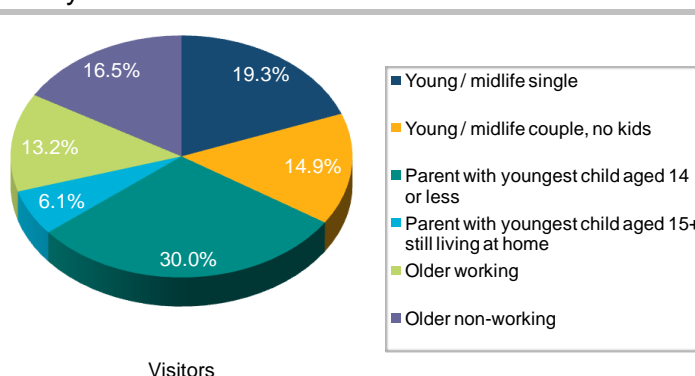
Activities

'Eat out at restaurants' (54.8%) was the most popular activity undertaken by visitors to the region, followed by 'snow skiing' (32.9%) and 'general sight seeing' (31.9%).

Gender

A larger proportion of visitors to the region were male (52.2%) than female (47.8%).

Lifecycle



'Parent with youngest child aged 14 or less' (30.0%) was the largest lifecycle grouping of visitors to the region, followed by 'young / midlife single' (19.3%).

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$586 million in the region. On average, they spent \$259 per night in the region.

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

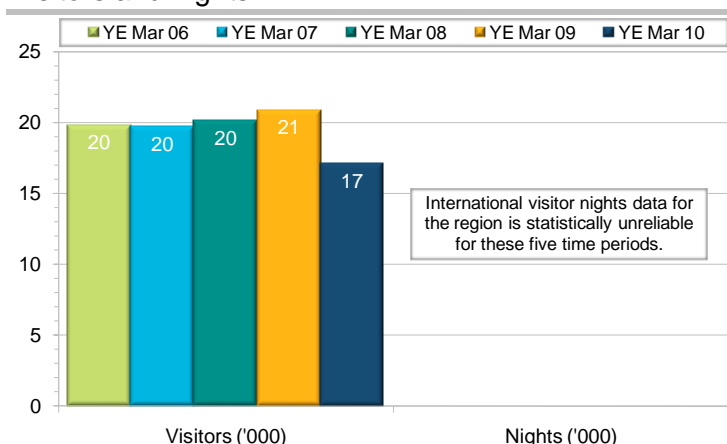
Travel to Snowy Mountains

Year ended March 2010

Total visitors ('000)	1,078
Domestic nights ('000)	2,261
Total expenditure (million)	\$639

International Overnight Travel ⁽³⁾

Visitors and nights



Snowy Mountains received 17,000 international overnight visitors - down by 18.4% 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 2.8% of visitors to regional NSW. Compared to YE Mar 09, the share was down by 0.7% pts.

Purpose of visit to the region

'Holiday / pleasure' (87.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (4.9%) and 'business' (3.7%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	27.9%	13	Middle East & Nth Africa	2.2%
2	Germany	10.5%	14	Taiwan	2.2%
3	USA	10.2%	15	Ireland	2.1%
4	Netherlands	5.3%	16	Malaysia	1.2%
5	New Zealand	4.2%	17	Italy	1.1%
6	Canada	3.9%	18	Japan	1.0%
7	Singapore	3.7%	19	Thailand	0.3%
8	France	3.1%	20	Indonesia	0.0%
9	Switzerland	2.8%	20	India	0.0%
10	Scandinavia	2.6%			
11	Korea	2.5%			
12	Mainland China & HK	2.2%		Other Asia	0.0%
	Mainland China	2.2%		Other Europe	9.0%
	Hong Kong	0.0%		Other Countries	2.1%

The UK (27.9%) was the region's largest source market of visitors.

Accommodation

'Home of friend or relative' (34.3%) was the most popular form of accommodation used for nights in the region, followed by 'rented house / apartment / unit / flat' (25.1%) and 'standard hotel / motel / motor inn, below 4 star' (16.9%).

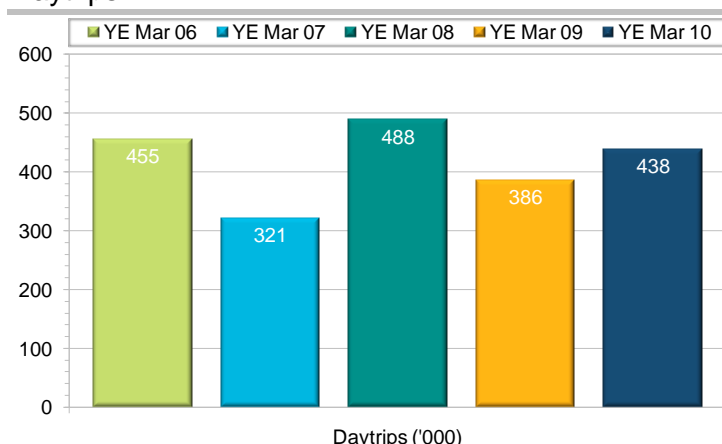
Expenditure (excl package expenditure) ⁽⁴⁾

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



Snowy Mountains received 438,000 domestic daytrip visitors - up by 13.5% 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 1.4% of daytrips to regional NSW. Compared to YE Mar 09, the share was unchanged.

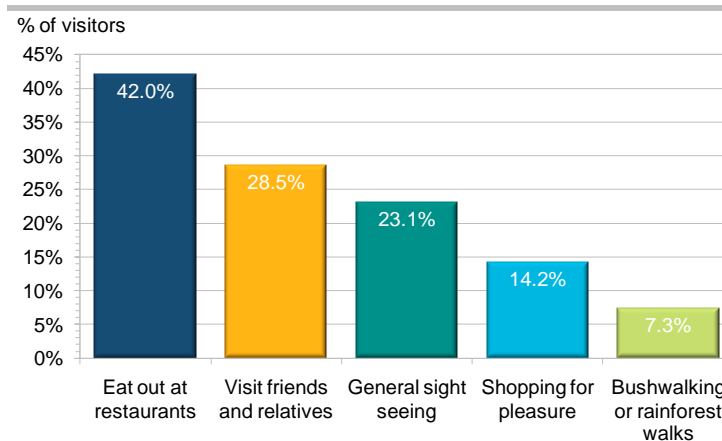
Main purpose of trip

'Holiday or leisure' (48.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (28.8%) and 'business' (16.0%).

Age

'45 to 54 years' (24.7%) was the largest age group of visitors to the region, followed by '65 years and over' (21.5%) and '15 to 24 years' (19.9%).

Activities



'Eat out at restaurants' (42.0%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (28.5%) and 'general sight seeing' (23.1%).

Expenditure ⁽⁵⁾

Domestic daytrip visitors spent \$47 million in the region. On average, they spent \$107 per trip to the region.

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