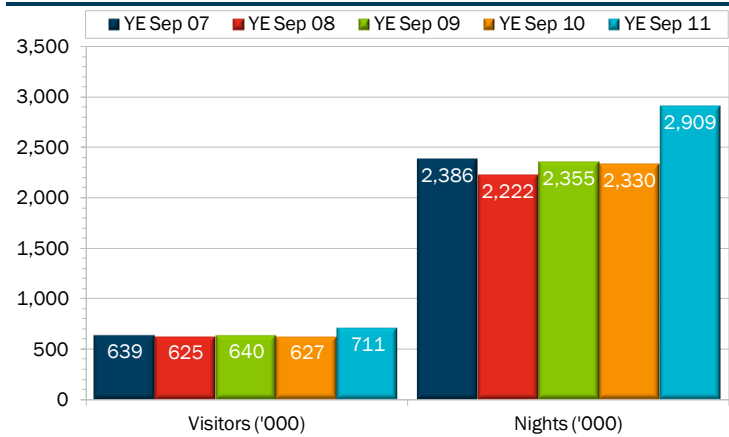


Domestic Overnight Travel (1)

Visitors and nights



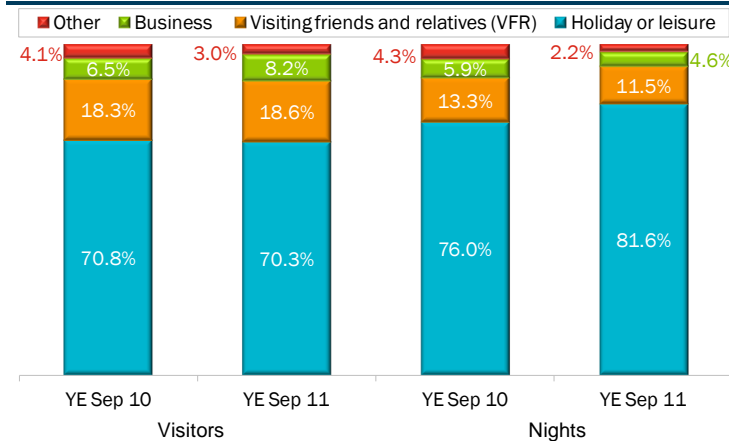
Snowy Mountains received 711,000 domestic overnight visitors - up by 13.4% on YE Sep 10. Visitors spent over 2.9 million nights in the region - up by 24.8% on YE Sep 10.

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 4.2% of visitors and 4.9% of nights in regional NSW. Compared to YE Sep 10, the share of visitors was up by 0.5% pts and the share of nights was up by 1.0% pt.

Purpose of visit to the region



'Holiday or leisure' (70.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives (VFR)' (18.6%) and 'business' (8.2%). Compared to YE Sep 10, visitors who travelled for 'holiday or leisure' grew by 12.6% and 'VFR' increased by 14.8% while 'business' grew by 41.5%.

'Holiday or leisure' (81.6%) was the largest purpose in terms of nights in the region, followed by 'VFR' (11.5%) and 'business' (4.6%). Compared to YE Sep 10, nights spent for 'holiday or leisure' grew by 34.1%* and 'VFR' increased by 7.7% while 'business' declined by 3.6%.

Accommodation

'Caravan park or commercial camping ground' (26.1%) was the most popular accommodation used for nights in the region, followed by 'rented house, apartment, flat or unit' (16.6%) and 'friends or relatives property' (12.2%).

Snowy Mountains is composed of: Bombala; Cooma-Monaro; Snowy River; Tumbarumba; and Tumut Shire.

* 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 | 33.7% | 33.1% | 31.9% | 41.7% |
| Sydney | 42.7% | 42.6% | 41.2% | 39.0% |
| Total intrastate | 76.4% | 75.8% | 73.1% | 80.7% |
| Victoria | 9.4% | 7.7% | 12.2% | 5.7% |
| Queensland | 4.3% | 5.2% | 6.3% | 5.1% |
| ACT | 8.5% | 8.7% | 7.2% | 6.1% |
| Other interstate | 1.6% | 2.5% | 1.2% | 2.2% |
| Total interstate | 23.8% | 24.2% | 26.9% | 19.3% |

Sydney (42.6%) was the largest source of visitors to the region, followed by regional NSW (33.1%) and the ACT (8.7%). Compared to YE Sep 10, the Sydney source market grew by 13.1% and regional NSW increased by 11.4%. Over the same period, Victoria declined by 6.8% while Queensland grew by 37.0% and the ACT increased by 17.0%.

Regional NSW (41.7%) was the largest source market in terms of nights in the region, followed by Sydney (39.0%) and the ACT (6.1%). Compared to YE Sep 10, nights spent by visitors from regional NSW grew by 63.2%* and nights from Sydney increased by 18.1%. Over the same period, nights by Victorians declined by 41.2% while Queensland nights grew by 1.4% and nights by visitors from the ACT increased by 6.6%.

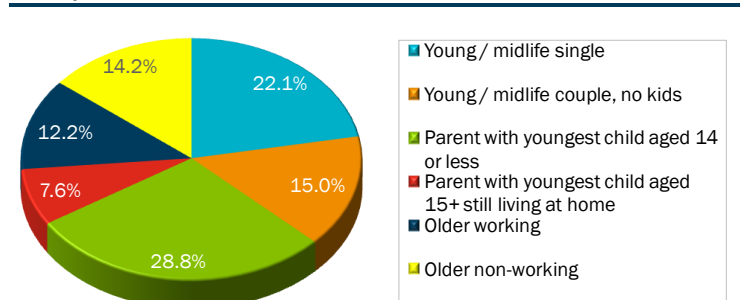
All transport

'Private or company vehicle' (89.3%) was the most popular form of transport used by visitors to the region, followed by 'bus or coach' (5.8%) and 'air transport' (2.8%).

Activities

'Eat out at restaurants' (37.0%) was the most popular activity undertaken by visitors to the region, followed by 'general sightseeing' (26.3%) and 'snow skiing' (25.9%).

Lifecycle



Visitors

'Parent with youngest child aged 14 or less' (28.8%) was the largest lifecycle grouping of visitors to the region, followed by 'young / midlife single' (22.1%).

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$398 million in the region - down by 5.0% on YE Sep 10. On average, visitors spent \$137 per night in the region - down by 23.9% on YE Sep 10.

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

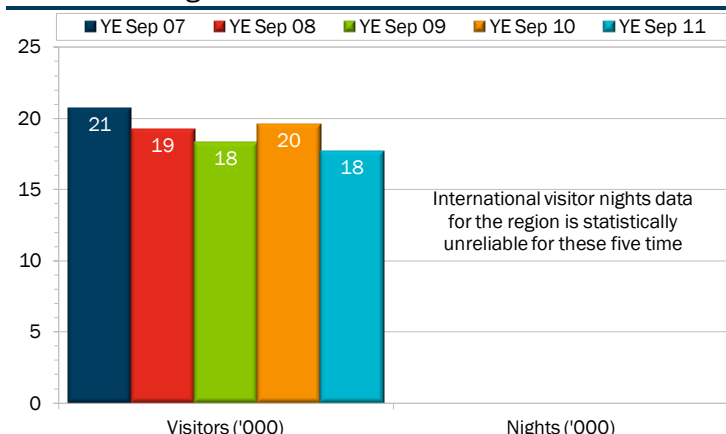
Travel to Snowy Mountains

Year ended September 2011

| | |
|-----------------------------|-------|
| Total visitors ('000) | 1,263 |
| Domestic nights ('000) | 2,909 |
| Total expenditure (million) | \$469 |

International Overnight Travel (3)

Visitors and nights



Snowy Mountains received 17,700 international overnight visitors - down by 9.8% 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 2.9% of visitors to regional NSW. Compared to YE Sep 10, the share was down by 0.3% pts.

Purpose of visit to the region

'Holiday / pleasure' (77.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives (VFR)' (10.9%) and 'business' (7.0%). Compared to YE Sep 10, visitors who travelled for 'holiday / pleasure' declined by 17.6% and 'VFR' decreased by 8.5% while 'business' grew by 98.2%.

Origin - share of visitors to the region

| Share of international visitors to Snowy Mountains | | | | | | | |
|--|--------------------------|-----------|-----------|------|-----------------|-----------|-----------|
| Rank | Market | YE Sep 10 | YE Sep 11 | Rank | Market | YE Sep 10 | YE Sep 11 |
| 1 | United Kingdom | 25.7% | 17.7% | 12 | Korea | 1.4% | 2.3% |
| 2 | Germany | 8.2% | 9.5% | 13 | France | 3.8% | 1.9% |
| 3 | USA | 12.1% | 9.1% | 14 | Japan | 1.4% | 1.5% |
| 4 | Mainland China & HK | 4.9% | 7.1% | 15 | Singapore | 1.6% | 1.0% |
| | Mainland China | 4.9% | 4.3% | 15 | Thailand | 0.0% | 1.0% |
| | Hong Kong | 0.0% | 2.7% | 17 | India | 0.0% | 1.0% |
| 5 | Scandinavia | 2.3% | 5.9% | 18 | Taiwan | 0.7% | 0.9% |
| 6 | Switzerland | 0.6% | 5.8% | 19 | Malaysia | 0.6% | 0.8% |
| 7 | Netherlands | 3.7% | 5.4% | 20 | Ireland | 2.4% | 0.7% |
| 8 | Canada | 3.7% | 5.1% | 21 | Indonesia | 0.0% | 0.0% |
| 9 | New Zealand | 10.8% | 3.4% | | Other Asia | 1.6% | 1.1% |
| 10 | Middle East & Nth Africa | 2.2% | 3.3% | | Other Europe | 9.0% | 10.0% |
| 11 | Italy | 0.4% | 2.5% | | Other Countries | 3.0% | 3.1% |

Accommodation

'Standard hotel / motel / motor inn, below 4 star' (32.8%) was the most popular form of accommodation used by visitors to the region, followed by 'caravan park or commercial camping ground' (15.3%).

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

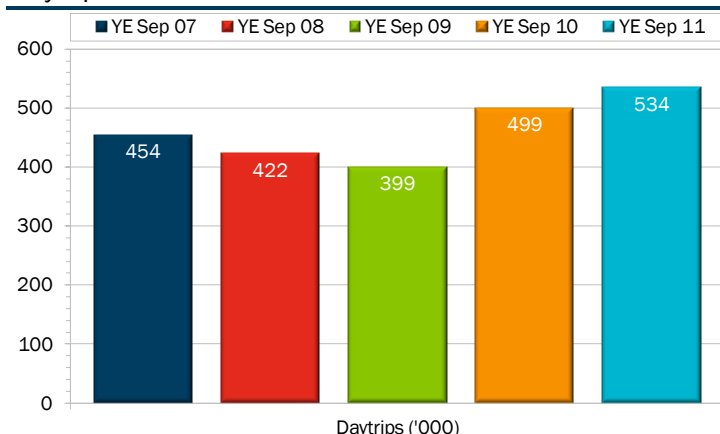
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

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

Domestic Daytrip Travel (5)

Daytrips



Snowy Mountains received 534,000 domestic daytrip visitors - up by 7.0% 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

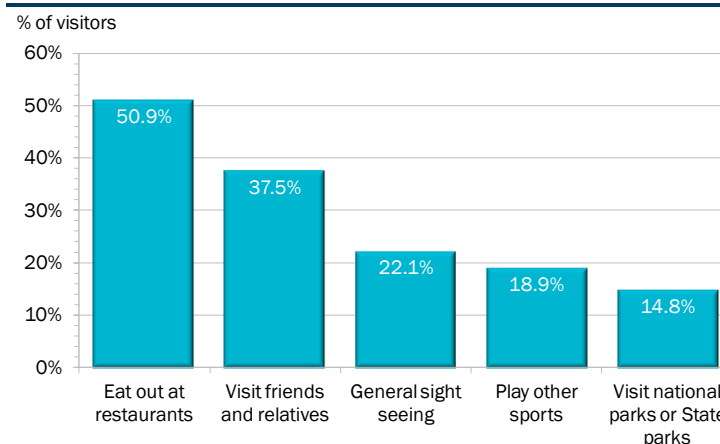
The region received 1.7% of daytrips to regional NSW. Compared to YE Sep 10, the share was up by 0.1% pt.

Main purpose of trip

'Holiday or leisure' (71.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives (VFR)' (17.6%).

Compared to YE Sep 10, visitors who travelled for 'holiday or leisure' grew by 31.4% while 'VFR' decreased by 9.6%.

Activities



'Eat out at restaurants' (50.9%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (37.5%) was the 2nd most popular, followed by 'general sightseeing' (22.1%) and 'play other sports' (18.9%).

Expenditure (6)

Domestic daytrip visitors spent \$65 million in the region - up by 20.4% on YE Sep 10. On average, they spent \$121 per trip to the region - up by 11.0% on YE Sep 10.

(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

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