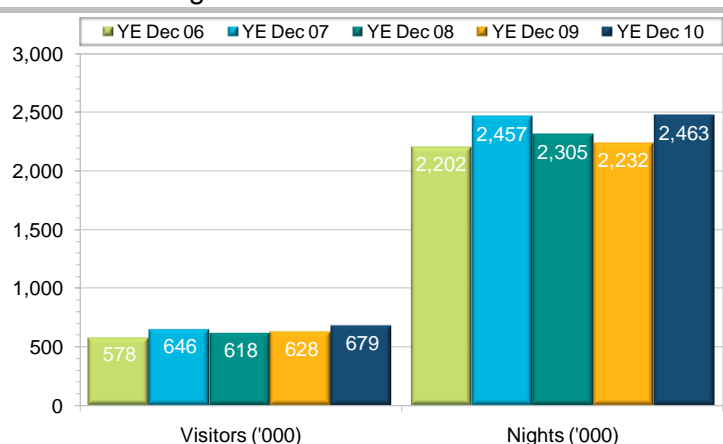


Domestic Overnight Travel ⁽¹⁾

Visitors and nights



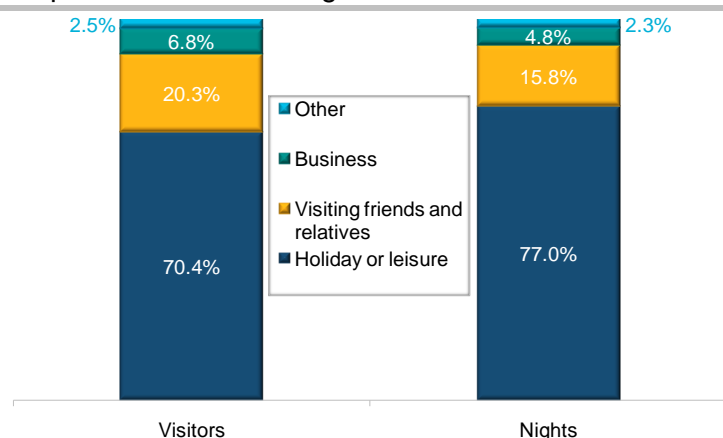
Snowy Mountains received 679,000 domestic overnight visitors - up by 8.1% on YE Dec 09. Visitors spent nearly 2.5 million nights in the region - up by 10.3% on YE Dec 09.

Note: The number of domestic overnight trips to regional New South Wales increased by 1.7 percent on last year, but was down by 5.9 percent compared to four years ago.

Market share

The region received 4.1% of visitors and 4.3% of nights in regional NSW. Compared to YE Dec 09, the share of visitors was up by 0.2% pts and the share of nights was up by 0.4% pts.

Purpose of visit to the region



'Holiday or leisure' (70.4%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (20.3%) and 'business' (6.8%).

'Holiday or leisure' (77.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (15.8%) and 'business' (4.8%).

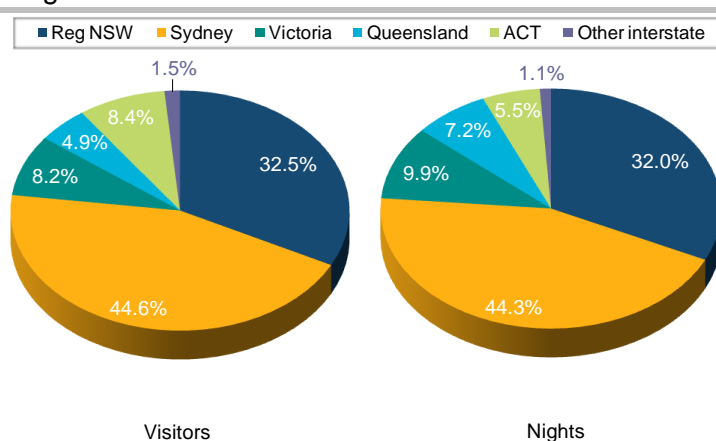
Accommodation

'Rented house, apartment, flat or unit' (23.2%) was the most popular accommodation used for nights in the region, followed by 'friends or relatives property' (17.7%) and 'standard hotel, motor inn, below 4 star' (17.1%).

Age

'15 to 24 years' (20.9%) was the largest age group of visitors to the region, followed by '35 to 44 years' (19.9%).

Origin



The region received 77.2% of visitors and 76.4% of nights from **intrastate** (Sydney contributed more than regional NSW for both visitors and nights).

Interstate contributed 22.8% of visitors and 23.6% 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' (90.0%) was the most popular form of transport used by visitors to the region, followed by 'bus or coach' (6.8%) and 'air transport' (1.6%).

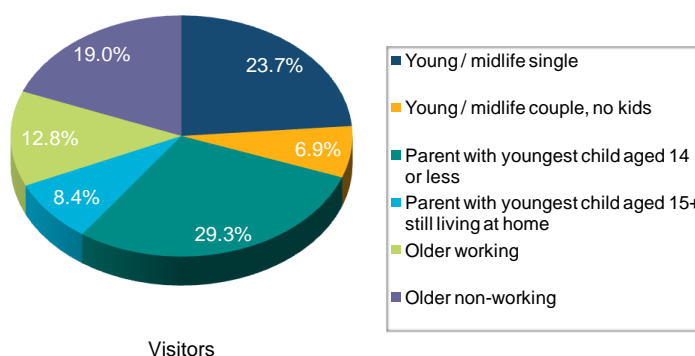
Activities

'Eat out at restaurants' (49.5%) was the most popular activity undertaken by visitors to the region, followed by 'general sightseeing' (32.2%) and 'visit friends and relatives' (26.3%).

Gender

A larger proportion of visitors to the region were male (52.4%) than female (47.6%).

Lifecycle



'Parent with youngest child aged 14 or less' (29.3%) was the largest lifecycle grouping of visitors to the region, followed by 'young / midlife single' (23.7%) and 'older non-working' (19.0%).

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$470 million in the region. On average, they spent \$191 per night in the region.

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

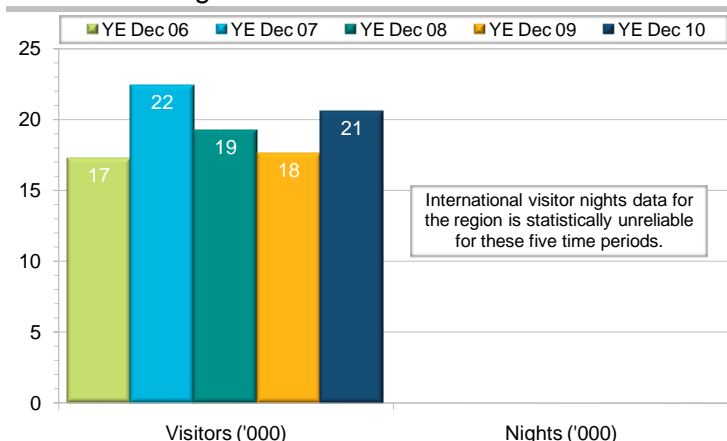
Travel to Snowy Mountains

Year ended December 2010

Total visitors ('000)	1,233
Domestic nights ('000)	2,463
Total expenditure (million)	\$527

International Overnight Travel ⁽³⁾

Visitors and nights



Snowy Mountains received 20,500 international overnight visitors - up by 16.8% on YE Dec 09. 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 increased by 6.3 percent on last year and by 9.6 percent compared to four years ago.

Market share

The region received 3.3% of visitors to regional NSW. Compared to YE Dec 09, the share was up by 0.3% pts.

Purpose of visit to the region

'Holiday / pleasure' (84.9%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (10.5%) was the 2nd largest purpose.

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	21.3%	12	Switzerland	1.6%
2	New Zealand	10.0%	13	Korea	1.3%
3	USA	8.1%	14	Japan	1.3%
4	Germany	7.6%	14	Singapore	1.3%
5	Scandinavia	5.7%	16	Taiwan	0.7%
6	Mainland China & HK	5.4%	17	Italy	0.6%
	Mainland China	5.3%	18	Malaysia	0.5%
	Hong Kong	0.1%	19	Indonesia	0.0%
7	Netherlands	5.0%	19	Thailand	0.0%
8	Canada	4.3%	19	India	0.0%
9	France	3.6%		Other Asia	1.5%
10	Middle East & Nth Africa	2.3%		Other Europe	13.8%
11	Ireland	2.1%		Other Countries	1.8%

The UK (21.3%) was the region's largest source market of visitors, followed by New Zealand (10.0%) and the USA (8.1%).

Accommodation

'Home of friend or relative' (38.8%) was the most popular form of accommodation used for nights in the region, followed by 'rented house / apartment / unit / flat' (25.0%) and 'standard hotel / motel / motor inn, below 4 star' (11.0%).

Expenditure (excl package expenditure) ⁽⁴⁾

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

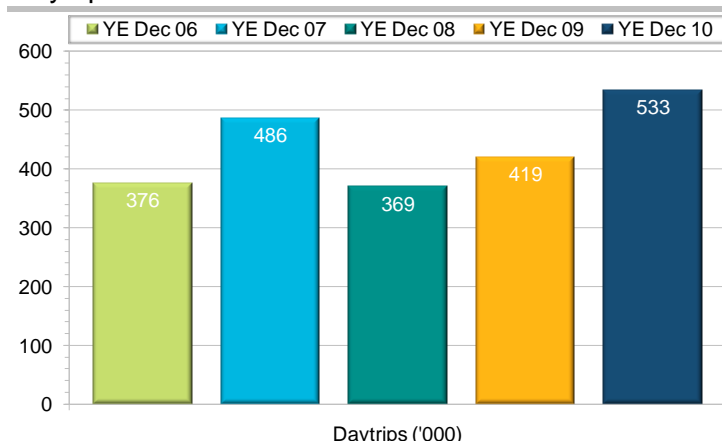
(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 10, TRA

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

(3) Source: International Visitor Survey, YE Dec 10, TRA

Domestic Daytrip Travel ⁽⁵⁾

Daytrips



Snowy Mountains received 533,000 domestic daytrip visitors - up by 27.2% on YE Dec 09.

Note: The number of domestic daytrips to regional New South Wales increased by 4.2 percent on last year and by 10.3 percent compared to four years ago.

Market share

The region received 1.7% of daytrips to regional NSW. Compared to YE Dec 09, the share was up by 0.3% pts.

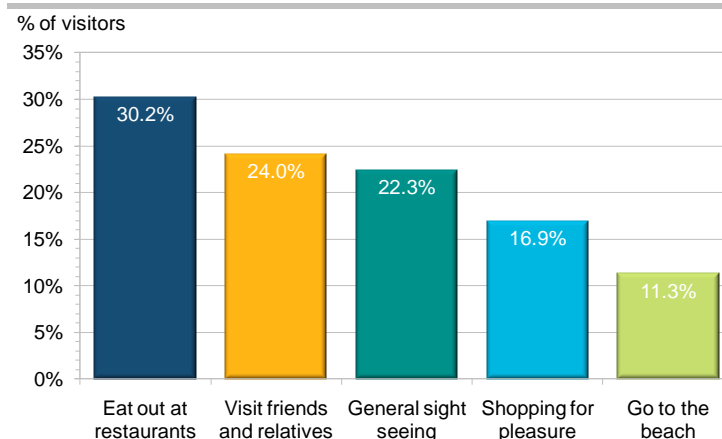
Main purpose of trip

'Holiday or leisure' (66.2%) was the largest purpose for visitors to the region, followed by 'business' (13.7%) and 'visiting friends and relatives' (13.5%).

Age

'45 to 54 years' (22.7%) was the largest age group of visitors to the region, followed by '35 to 44 years' (20.8%) and '65 years and over' (20.1%).

Activities



'Eat out at restaurants' (30.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (24.0%) and 'general sightseeing' (22.3%).

Expenditure ⁽⁶⁾

Domestic daytrip visitors spent \$51 million in the region. On average, they spent \$96 per trip to the region.

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