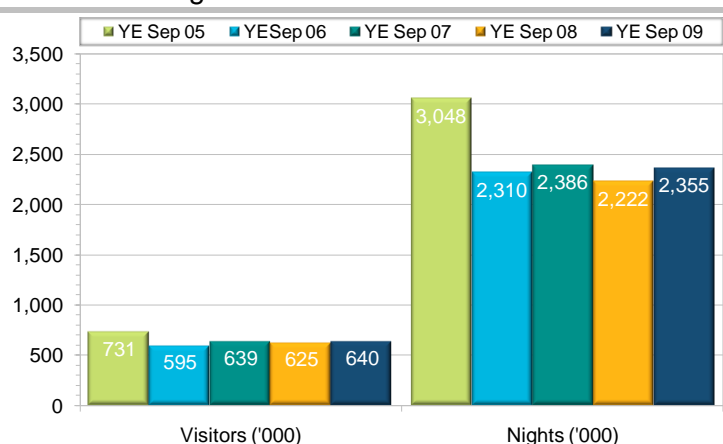




Domestic Overnight Travel

Visitors and nights



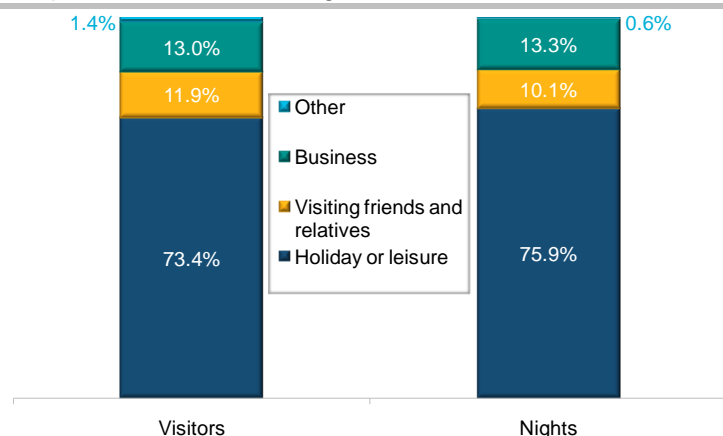
Snowy Mountains received 640,000 domestic overnight visitors - up by 2.4% on YE Sep 08. Visitors spent nearly 2.4 million nights in the region - up by 6.0% on YE Sep 08.

Note: The number of trips taken domestically by Australians decreased by 7.1 percent on last year and by 5.9 percent compared to four years ago.

Market share

The region received 4.0% of visitors and 4.1% of nights in regional NSW. Compared to YE Sep 08, the share of visitors was up by 0.3% pts and the share of nights was up by 0.4% pts.

Purpose of visit to the region



'Holiday or leisure' (73.4%) was the largest purpose for **visitors** to the region, followed by 'business' (13.0%) and 'visiting friends and relatives' (11.9%).

'Holiday or leisure' (75.9%) was the largest purpose in terms of **nights** in the region, followed by 'business' (13.3%) and 'visiting friends and relatives' (10.1%).

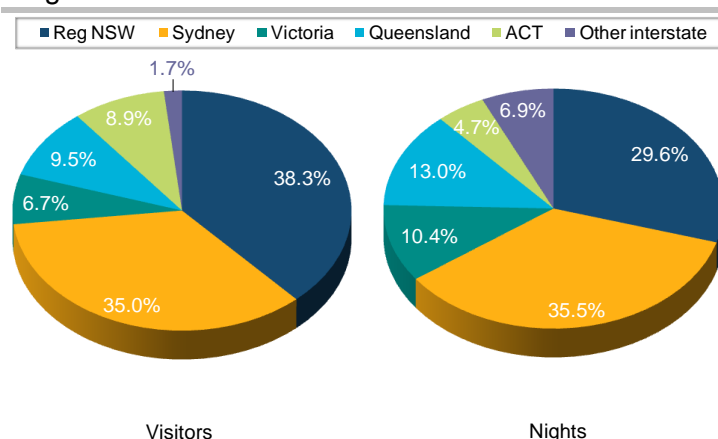
Accommodation

'Rented house, apartment, flat or unit' (22.2%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (19.0%) and 'friends or relatives property' (13.1%).

Age

'35 to 44 years' (28.1%) was the largest age group of visitors to the region, followed by '45 to 54 years' (19.5%).

Origin



The region received 73.2% of visitors and 65.0% of nights from **intrastate** (regional NSW contributed more visitors, while Sydney contributed more nights).

Interstate contributed 26.8% of visitors and 35.0% of nights in the region (Queensland was the biggest interstate market for both visitors and nights).

All transport

'Private or company vehicle' (83.4%) was the most popular form of transport used by visitors to the region, followed by 'bus or coach' (7.8%) and 'air transport' (4.2%).

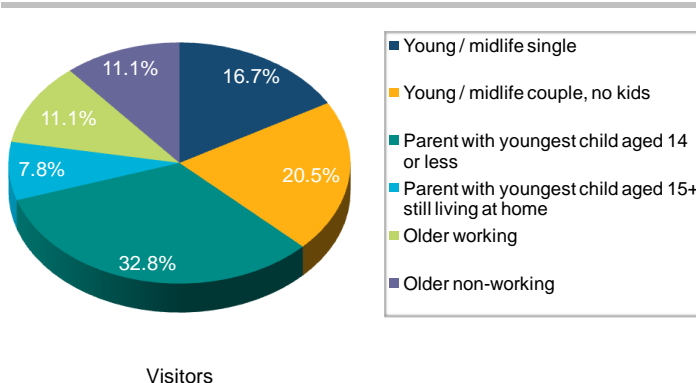
Activities

'Eat out at restaurants' (52.6%) was the most popular activity undertaken by visitors to the region, followed by 'snow skiing' (31.9%) and 'visit national parks or State parks' (26.0%).

Gender

A larger proportion of visitors to the region were male (53.4%) than female (46.6%).

Lifecycle



'Parent with youngest child aged 14 or less' (32.8%) was the largest lifecycle grouping of visitors to the region, followed by 'young / midlife couple, no kids' (20.5%).

Expenditure (incl airfares and transport costs) ⁽²⁾

Domestic overnight visitors spent \$627 million in the region. On average, they spent \$266 per night in the region.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 09, TRA

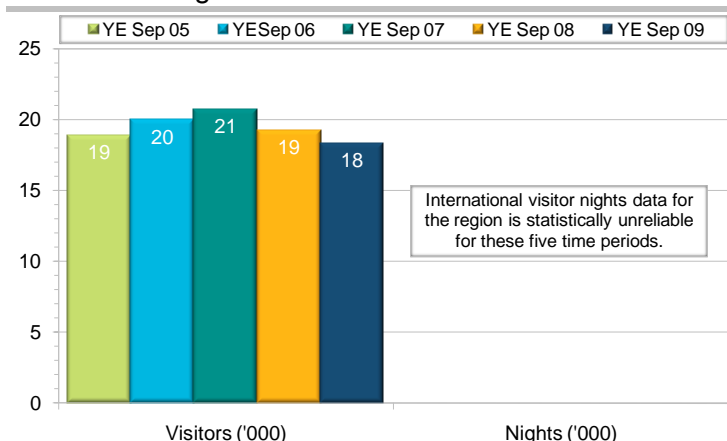
Travel to Snowy Mountains (3)

Year ended September 2009

Total visitors ('000)	1,057
Domestic nights ('000)	2,355
Total expenditure (million)	\$679

International Overnight Travel

Visitors and nights



Snowy Mountains received 18,300 international overnight visitors - down by 4.9% on YE Sep 08. 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 decreased by 2.0 percent on last year, but was up by 1.2 percent compared to four years ago.

Market share

The region received 3.2% of visitors to regional NSW. Compared to YE Sep 08, the share was unchanged.

Purpose of visit to the region

'Holiday / pleasure' (88.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (6.4%) and 'business' (3.2%).

Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	25.0%	12	Korea	1.7%
2	Germany	12.3%	13	Ireland	1.7%
3	USA	10.5%	14	Taiwan	1.3%
4	New Zealand	6.8%	14	Italy	1.0%
5	Netherlands	6.3%	16	Japan	0.9%
6	Switzerland	4.8%	17	Malaysia	0.5%
7	France	3.8%	18	Thailand	0.3%
8	Scandinavia	3.4%	19	Indonesia	0.0%
9	Singapore	2.8%	19	India	0.0%
10	Mainland China & HK	2.8%	19	Middle East & Nth Africa	0.0%
	Mainland China	2.8%		Other Asia	0.2%
	Hong Kong	0.0%		Other Europe	6.2%
11	Canada	2.5%		Other Countries	5.3%

'UK' (25.0%) was the region's largest source market of visitors, followed by 'Germany' (12.3%) and 'USA' (10.5%).

Accommodation

'Rented house/apartment/unit/flat' (41.9%) was the most popular form of accommodation used for nights in the region. 'Home of friend or relative' (16.9%) was the 2nd most popular, followed by 'standard hotel / motel / motor inn, below 4 star' (11.4%).

Expenditure (excl package expenditure) (4)

International overnight visitors spent \$3 million in the region. On average, they spent \$26 per night in the region.

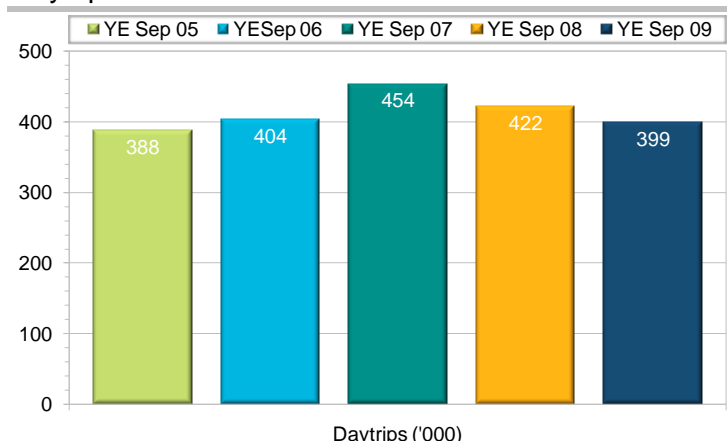
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 09, TRA.

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

(4) Sources: International Visitor Survey & National Visitor Survey, YE Sep 09, TRA (unless otherwise indicated)

Domestic Daytrip Travel

Daytrips



Snowy Mountains received 399,000 domestic daytrip visitors - down by 5.5% on YE Sep 08.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 5.1 percent on last year and by 10.8 percent compared to four years ago.

Market share

The region received 1.3% of daytrips to regional NSW. Compared to YE Sep 08, the share was down by 0.2% pts.

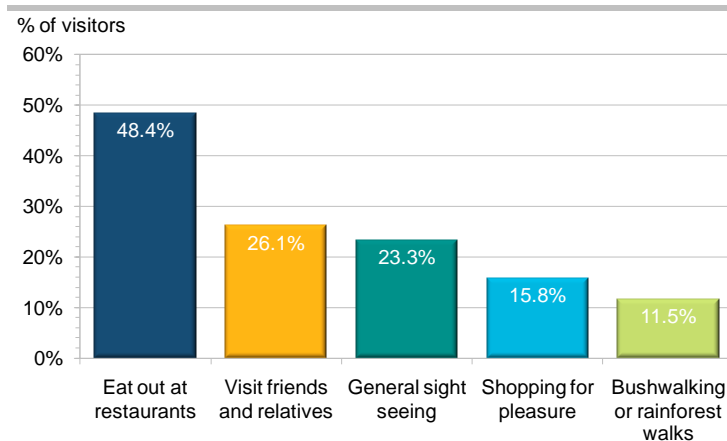
Main purpose of trip

'Holiday or leisure' (61.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (24.1%) and 'business' (7.0%).

Age

'65 years and over' (24.6%) was the largest age group of visitors to the region, followed by '55 to 64 years' (21.6%) and '45 to 54 years' (20.3%).

Activities



'Eat out at restaurants' (48.4%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (26.1%) and 'general sight seeing' (23.3%).

Expenditure (5)

Domestic daytrip visitors spent \$49 million in the region. On average, they spent \$123 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 09, TRA