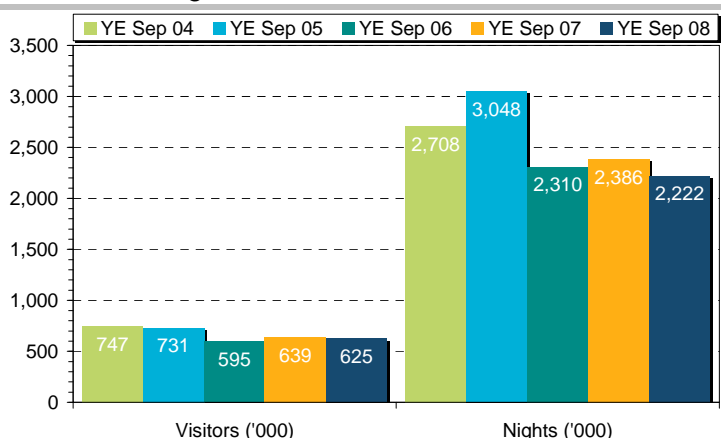


## Domestic Overnight Travel

### Visitors and nights



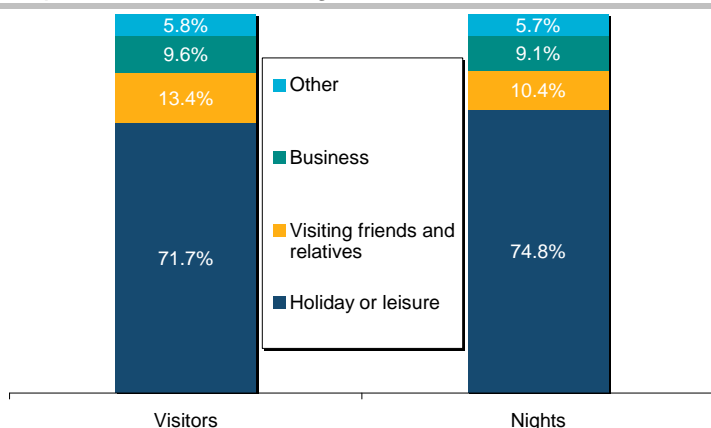
Snowy Mountains received over 0.6 million domestic overnight visitors - down by 2.2% on YE Sep 07. Visitors spent over 2.2 million nights in the region - down by 6.9% on YE Sep 07.

Note: The number of trips taken domestically by Australians decreased by 4.0 percent on last year and by 4.2 percent compared to four years ago.

### Market share

The region received 3.7% of both visitors and nights in regional NSW. Compared to YE Sep 07, the share of visitors was unchanged and the share of nights was down by 0.2% points.

### Purpose of visit to the region



'Holiday or leisure' (71.7%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (13.4%) and 'business' (9.6%).

'Holiday or leisure' (74.8%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (10.4%) and 'business' (9.1%).

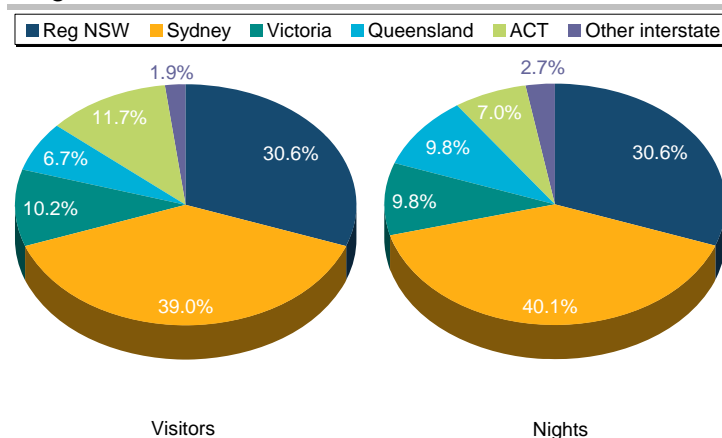
### Accommodation

'Standard hotel, motor inn, below 4 star' (22.2%) was the most popular accommodation used for nights in the region, followed by 'rented house, apartment, flat or unit' (21.2%) and 'caravan park or commercial camping ground' (14.4%).

### Age

'45 to 54 years' (24.3%) was the largest age group of visitors to the region, followed by '35 to 44 years' (19.5%).

### Origin



The region received 69.7% of visitors and 70.8% of nights from **intrastate** (Sydney contributed more than regional NSW for both visitors and nights).

**Interstate** contributed 30.3% of visitors and 29.2% of nights in the region (ACT was the biggest interstate market for visitors, while Victoria and Queensland were the biggest for nights).

### All transport

'Private or company car' (89.6%) was the most popular form of transport used by visitors to the region, followed by 'bus or coach' (8.2%) and 'air transport' (1.3%).

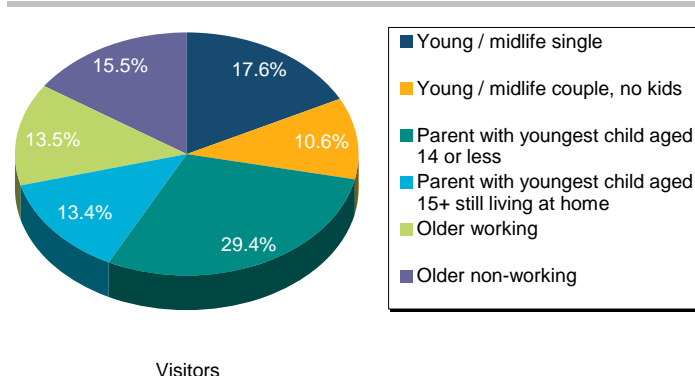
### Activities

'Eat out at restaurants' (46.9%) was the most popular activity undertaken by visitors to the region, followed by 'snow skiing' (28.0%) and 'general sight seeing' (23.8%).

### 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' (29.4%) was the largest lifecycle grouping of visitors to the region, followed by 'young / midlife single' (17.6%) and 'older non-working' (15.5%).

### Expenditure (incl airfares and transport costs) <sup>(2)</sup>

Visitors spent, on average, \$210 per night in the region.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 08, TRA

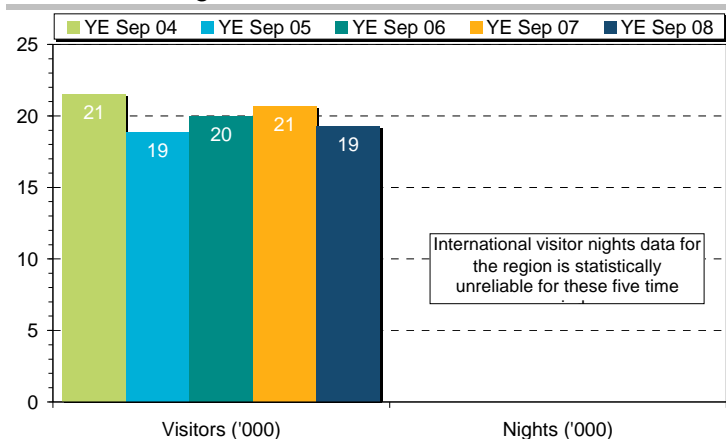
# Travel to Snowy Mountains (3)

## Year ended September 2008

Total visitors ('000)	1,066
Domestic nights ('000)	2,222
Total expenditure (million)	\$559

### International Overnight Travel

#### Visitors and nights



Snowy Mountains received 19,200 international overnight visitors - down by 7.1% on YE Sep 07. 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 0.5 percent on last year, but was up by 9.3 percent compared to four years ago.

#### Market share

The region received 3.1% of visitors to regional NSW. Compared to YE Sep 07, the share was down by 0.3% points.

#### Purpose of visit to the region

'Holiday / pleasure' (83.6%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (9.2%) and 'business' (5.0%).

#### Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	26.6%	14.	Singapore	1.1%
2.	Germany	9.7%	15.	Hong Kong	1.0%
3.	China	7.2%	16.	Thailand	0.8%
4.	New Zealand	7.0%	17.	Indonesia	0.7%
5.	USA	6.6%	18.	Korea	0.4%
6.	Canada	6.0%	19.	India	0.4%
7.	Scandinavia	4.7%	20.	Taiwan	0.2%
8.	Switzerland	3.7%	21.	Malaysia	0.0%
9.	Netherlands	3.3%	22.	Middle East & Nth Africa	0.0%
10.	Ireland	3.1%			
11.	Japan	1.7%		Other Asia	2.3%
12.	Italy	1.5%		Other Europe	6.8%
13.	France	1.2%		Other Countries	3.9%

'UK' (26.6%) was the region's largest source market of visitors, followed by 'Germany' (9.7%) and 'China' (7.2%).

#### Accommodation

'Home of friend or relative' (30.7%) was the most popular form of accommodation used for nights in the region. 'Rented house / apartment / unit / flat' (27.8%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel / motel / motor inn, below 4 star' (10.2%).

#### Expenditure (excl package expenditure) (4)

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

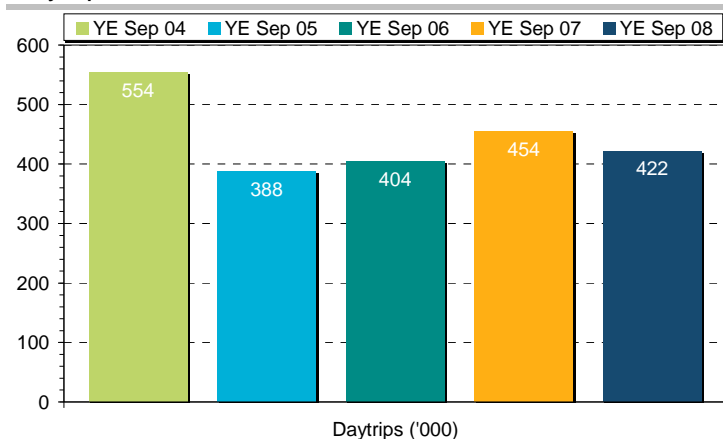
(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 08, TRA.

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 08, TRA (unless otherwise indicated)

### Domestic Daytrip Travel

#### Daytrips



Snowy Mountains received 422,000 domestic daytrip visitors - down by 7.0% on YE Sep 07.

Note: Nationally, the number of domestic daytrips taken by Australians decreased by 6.3 percent on last year, but was up by 1.1 percent compared to four years ago.

#### Market share

The region received 1.5% of daytrips to regional NSW. Compared to YE Sep 07, the share was unchanged.

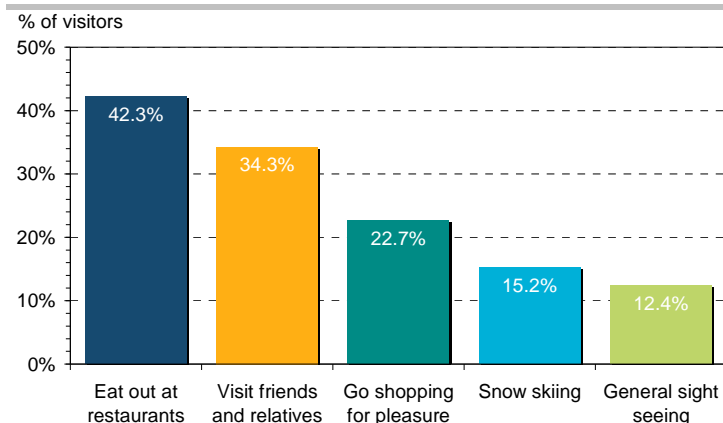
#### Main purpose of trip

'Holiday or leisure' (59.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (19.2%) and 'health related' (9.2%).

#### Age

'35 to 44 years' (24.4%) was the largest age group of visitors to the region, followed by '25 to 54 years' (22.0%) and '65 years and over' (17.8%).

#### Activities



'Eat out at restaurants' (42.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (34.3%) and 'go shopping for pleasure' (22.7%).

#### Expenditure (5)

Visitors spent, on average, \$196 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 08, TRA