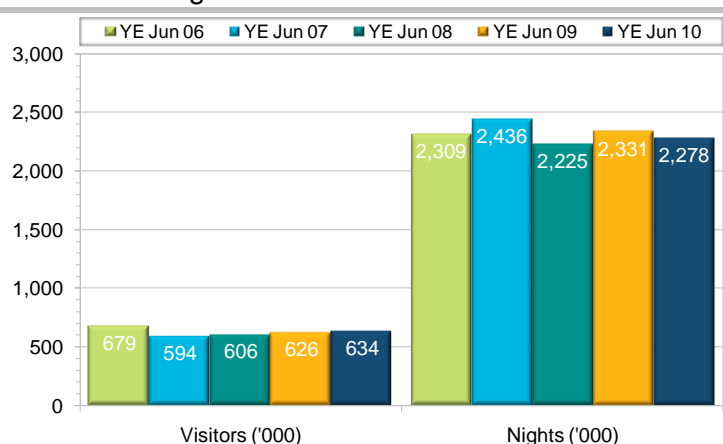


### Domestic Overnight Travel <sup>(1)</sup>

#### Visitors and nights



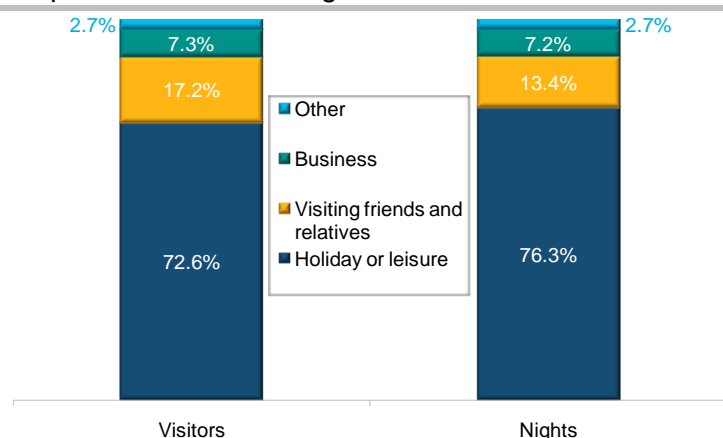
Snowy Mountains received 634,000 domestic overnight visitors - up by 1.3% on YE Jun 09. Visitors spent nearly 2.3 million nights in the region - down by 2.3% on YE Jun 09.

Note: The number of domestic overnight trips to regional New South Wales increased by 3.7 percent on last year, but was down by 3.1 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 Jun 09, the share of visitors and the share of nights were down by 0.1% pt each.

#### Purpose of visit to the region



'Holiday or leisure' (72.6%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (17.2%) and 'business' (7.3%).

'Holiday or leisure' (76.3%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (13.4%) and 'business' (7.2%).

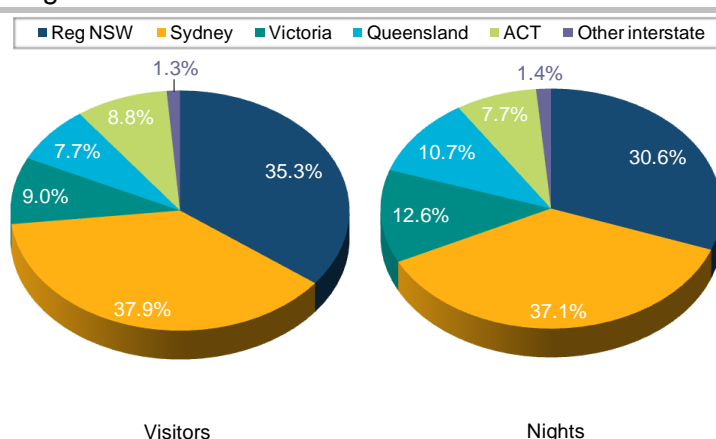
#### Accommodation

'Rented house, apartment, flat or unit' (21.3%) was the most popular accommodation used for nights in the region, followed by 'caravan park or commercial camping ground' (20.0%) and 'standard hotel, motor inn, below 4 star' (17.2%).

#### Age

'35 to 44 years' (22.6%) was the largest age group of visitors to the region, followed by '15 to 24 years' (20.5%).

#### Origin



The region received 73.2% of visitors and 67.7% of nights from **intrastate** (Sydney contributed more than regional NSW for both visitors and nights).

**Interstate** contributed 26.8% of visitors and 32.3% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

#### All transport

'Private or company vehicle' (84.9%) was the most popular form of transport used by visitors to the region, followed by 'bus or coach' (8.9%) and 'air transport' (4.0%).

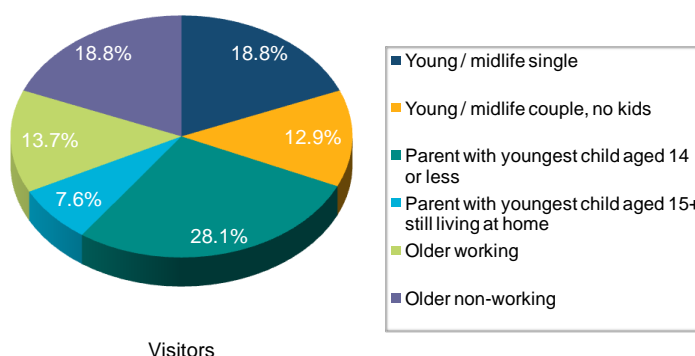
#### Activities

'Eat out at restaurants' (51.8%) was the most popular activity undertaken by visitors to the region, followed by 'general sightseeing' (33.8%) and 'snow skiing' (31.5%).

#### Gender

A larger proportion of visitors to the region were male (50.5%) than female (49.5%).

#### Lifecycle



'Parent with youngest child aged 14 or less' (28.1%) was the largest lifecycle grouping of visitors to the region, followed by 'young / midlife single' and 'older non-working' (18.8% each).

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

Domestic overnight visitors spent \$567 million in the region. On average, they spent \$249 per night in the region.

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

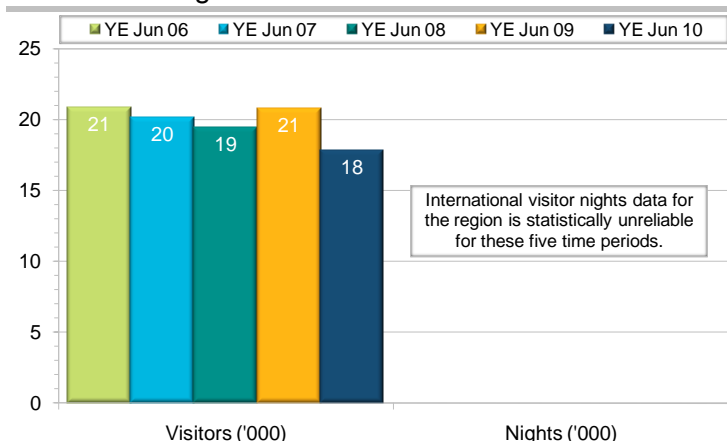
# Travel to Snowy Mountains

## Year ended June 2010

Total visitors ('000)	1,187
Domestic nights ('000)	2,278
Total expenditure (million)	\$636

### International Overnight Travel <sup>(3)</sup>

#### Visitors and nights



Snowy Mountains received 17,800 international overnight visitors - down by 14.3% on YE Jun 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 2.9 percent on last year and by 6.9 percent compared to four years ago.

#### Market share

The region received 2.9% of visitors to regional NSW. Compared to YE Jun 09, the share was down by 0.6% pts.

#### Purpose of visit to the region

'Holiday / pleasure' (83.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (8.6%) and 'business' (4.0%).

#### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	28.5%	12	Taiwan	2.1%
2	USA	11.4%	13	Korea	2.0%
3	Germany	9.3%	14	Singapore	1.8%
4	New Zealand	8.9%	15	Japan	1.4%
5	Canada	4.2%	16	Malaysia	1.1%
6	Netherlands	3.9%	17	Switzerland	0.7%
7	France	3.1%	18	Italy	0.4%
8	Scandinavia	2.7%	19	Thailand	0.3%
9	Middle East & Nth Africa	2.3%	20	Indonesia	0.0%
10	Mainland China & HK	2.1%	20	India	0.0%
	Mainland China	2.1%		Other Asia	0.0%
	Hong Kong	0.0%		Other Europe	9.1%
11	Ireland	2.1%		Other Countries	2.4%

The UK (28.5%) was the region's largest source market of visitors, followed by the USA (11.4%) and Germany (9.3%).

#### Accommodation

'Home of friend or relative' (38.7%) was the most popular form of accommodation used for nights in the region, followed by 'rented house / apartment / unit / flat' (26.7%) and 'standard hotel / motel / motor inn, below 4 star' (18.0%).

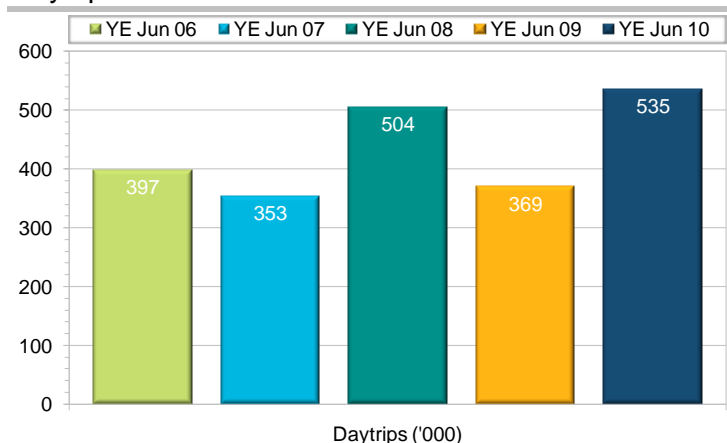
#### Expenditure (excl package expenditure) <sup>(4)</sup>

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

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 10, TRA.

### Domestic Daytrip Travel <sup>(1)</sup>

#### Daytrips



Snowy Mountains received 535,000 domestic daytrip visitors - up by 45.0% on YE Jun 09.

Note: The number of domestic daytrips to regional New South Wales increased by 8.9 percent on last year and by 13.2 percent compared to four years ago.

#### Market share

The region received 1.7% of daytrips to regional NSW. Compared to YE Jun 09, the share was up by 0.4% pts.

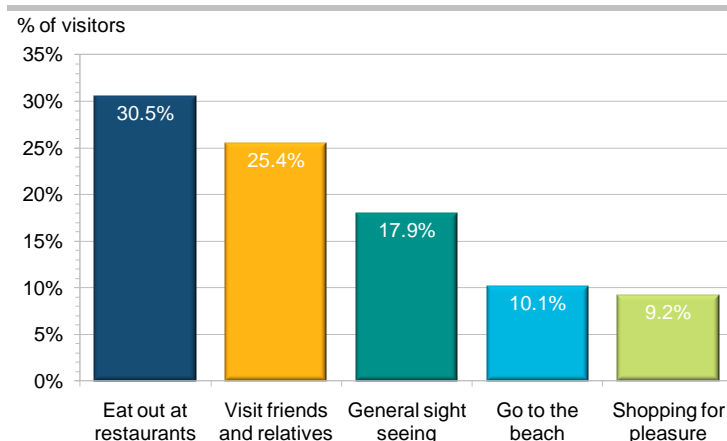
#### Main purpose of trip

'Holiday or leisure' (58.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (22.1%) and 'business' (14.4%).

#### Age

'45 to 54 years' (20.2%) was the largest age group of visitors to the region, followed by '35 to 44 years' (17.8%) and '55 to 64 years' (17.2%).

#### Activities



'Eat out at restaurants' (30.5%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (25.4%) and 'general sight seeing' (17.9%).

#### Expenditure <sup>(5)</sup>

Domestic daytrip visitors spent \$64 million in the region. On average, they spent \$120 per trip to the region.

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