

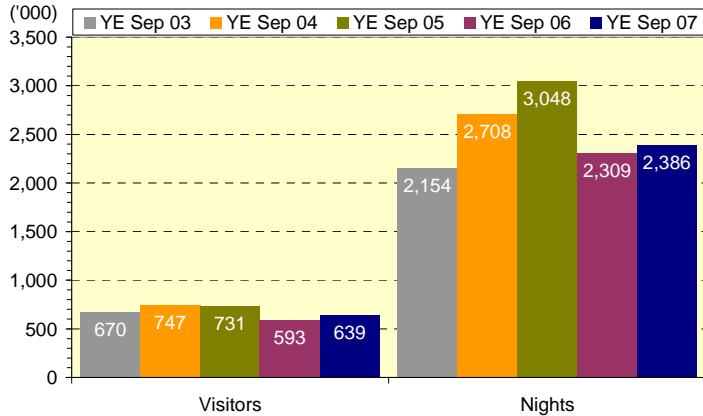


Total visitors ('000)	1,114
Domestic nights ('000)	2,386
Total expenditure (million)	\$439

Domestic Overnight Travel

Note: The number of trips taken domestically by Australians increased by 3.1 percent on last year and by 0.3 percent compared to four years ago.

Visitors and nights

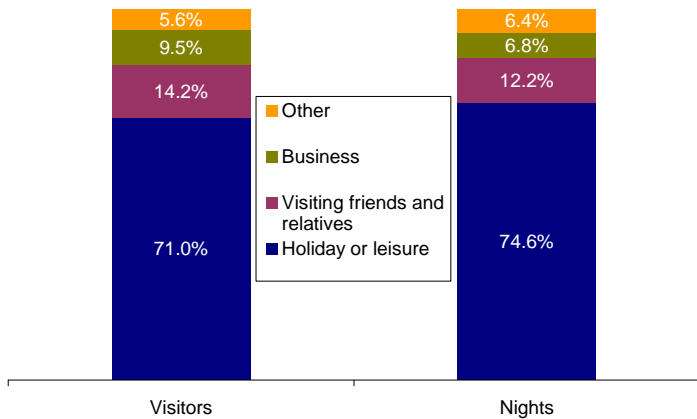


Snowy Mountains received over 0.6 million domestic overnight visitors - up by 7.8% on YE Sep 06. Visitors spent nearly 2.4 million nights in the region - up by 3.3% on YE Sep 06.

Market share

The region received 3.6% of visitors to and 3.9% of nights in Regional NSW. Compared to YE Sep 06, the share of visitors was up by 0.2% points and the share of nights was up by 0.1% point.

Purpose of visit



'Holiday or leisure' (71.0%) was the largest purpose for **visitors** to the region. 'Visiting friends and relatives' (14.2%) was the 2nd largest, followed by 'Business' (9.5%).

'Holiday or leisure' (74.6%) was the largest purpose in terms of **nights** in the region. 'Visiting friends and relatives' (12.2%) was the 2nd largest, followed by 'Business' (6.8%).

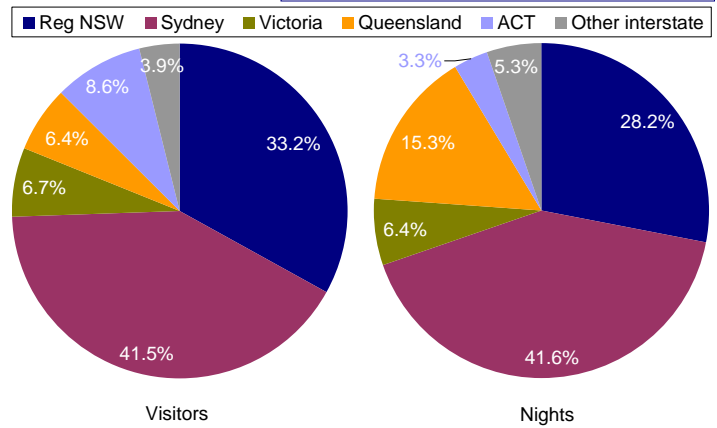
Accommodation

Over 1/5 (21.1%) of nights in the region were spent in 'Rented house, apartment, flat or unit'. 'Standard hotel, motor inn, below 4 star' (18.4%) was the 2nd most popular accommodation type used, followed by 'Friends or relatives property' (15.7%) and 'Luxury hotel or resort, 4 or 5 star' (12.4%).

Activities

Nearly 1/2 (48.7%) of visitors to the region 'Ate out at restaurants'. 'General sight seeing' (30.0%) was the 2nd most popular activity, followed by 'Snow skiing' (27.2%) and 'Visit national parks or State parks' (26.1%).

Origin



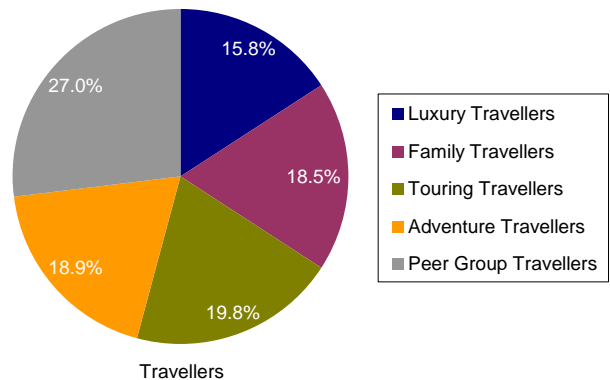
The region received almost 3/4 (74.6%) of visitors and more than 2/3 (69.7%) of nights from **intrastate** (Sydney contributed more visitors and nights than Regional NSW).

Over 1/4 (25.4%) of visitors and more than 3/10 (30.3%) of nights came from **interstate** (ACT was the biggest interstate market for visitors, while Queensland was the biggest for nights).

Transport

Nearly 9/10 (85.4%) of visitors to the region travelled by 'Private or company car'. 'Bus or coach' (10.8%) was the 2nd most popular transport used, followed by 'Air transport' (1.6%).

Australian travel segments ⁽²⁾



Over 1/4 (27.0%) of visitors to the region were 'Peer group travellers'. 'Touring travellers' (19.8%) was the 2nd largest travel segment, followed by 'Adventure travellers' (18.9%).

(2) Source: HTS, YE Jun 06, Roy Morgan Research

Expenditure (incl airfares and transport costs) ⁽³⁾

Domestic overnight visitors spent, on average, \$167 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 07, TRA

Tourism employment ⁽⁴⁾

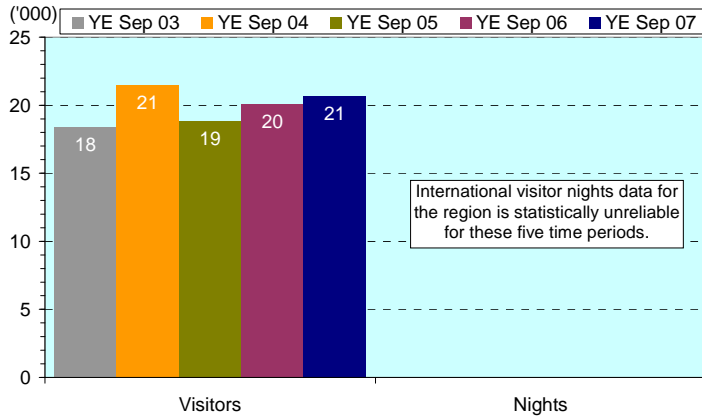
An estimated 2,400 (13.8%) of the region's workforce were employed in the tourism industry.

(4) Source: TTF Australia NSW Tourism Employment Atlas 2006, TTF Australia



International Overnight Travel

Visitors and nights



Snowy Mountains received 20,700 international overnight visitors - up by 3.1% on YE Sep 06. 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 increased by 4.1 percent on last year and by 21.2 percent compared to four years ago.

Market share

The region received 3.4% of visitors to and 1.2% of nights in Regional NSW. Compared to YE Sep 06, the share of visitors was down by 0.1 pt and the share of nights was down by 0.3% pts.

Purpose of visit

'Holiday/pleasure' (83.6%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (7.7%) was the 2nd largest, followed by 'Business' (4.8%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	22.8%	13.	Malaysia	2.2%
2.	USA	11.8%	14.	China	1.9%
3.	New Zealand	8.7%	15.	Taiwan	1.7%
4.	Germany	6.8%	16.	Thailand	1.5%
5.	Scandinavia	6.6%	17.	Japan	1.0%
6.	Canada	4.3%	18.	India	0.4%
7.	Netherlands	4.3%	19.	Indonesia	0.0%
8.	Singapore	3.8%	20.	Italy	0.0%
9.	Korea	3.3%		Other Europe	8.2%
10.	Switzerland	3.2%		Other Asia	0.2%
11.	France	3.1%		Middle East & Nth Africa	1.4%
12.	Hong Kong	2.8%		Other Countries	0.4%

'UK' (22.8%) was the region's largest source market of visitors, followed by 'USA' (11.8%) and 'New Zealand' (8.7%).

Accommodation

Nearly ¼ (23.8%) of nights in the region were spent in 'Home of friend or relative'. 'Standard hotel / motel / motor inn, below 4 star' (21.2%) was the 2nd most popular accommodation type, followed by 'Rented house / apartment / unit / flat' (13.1%).

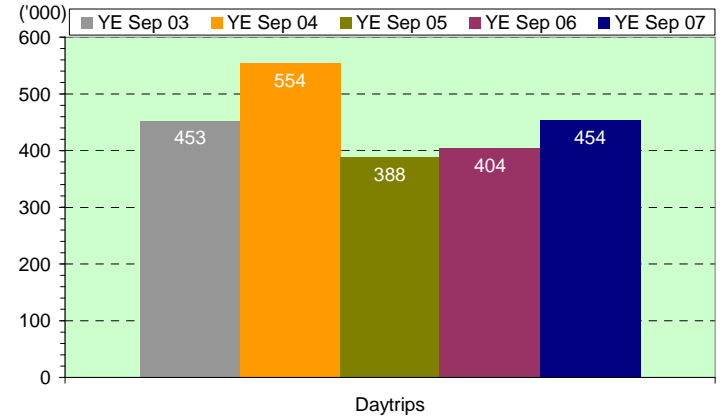
Expenditure (excl package expenditure) ⁽⁶⁾

International overnight visitors spent, on average, \$68 per night in the region.

(6) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 07, TRA.

Domestic Daytrip Travel

Trips



Snowy Mountains received 454,000 domestic daytrip visitors - up by 12.4% on YE Sep 06.

Note: Nationally, the number of daytrips trips taken domestically by Australians increased by 9.0 percent on last year and by 2.3 percent compared to four years ago.

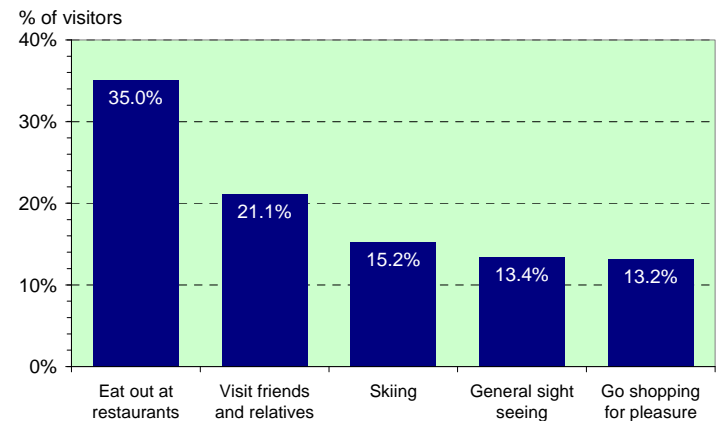
Market share

The region received 1.5% of daytrips to Regional NSW. Compared to YE Sep 06, the share was up by 0.1% point.

Purpose of visit

'Holiday or leisure' (57.3%) was the largest purpose for visitors to the region. 'Visiting friends and relatives' (14.5%) was the 2nd largest, followed by 'Personal appointment / business' (9.9%).

Activities



Over 1/3 (35.0%) of visitors to the region 'Ate out at restaurants'. 'Visit friends and relatives' (21.1%) was the 2nd most popular activity, followed by 'Skiing' (15.2%) and 'General sight seeing' (13.4%).

Age

Over 3/10 (31.1%) of visitors to the region were aged '35-44 years'. The 2nd largest age group was '15-24 years' (24.4%).

Expenditure ⁽⁷⁾

Domestic daytrip visitors spent, on average, \$75 per trip to the region.

(7) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 07, TRA