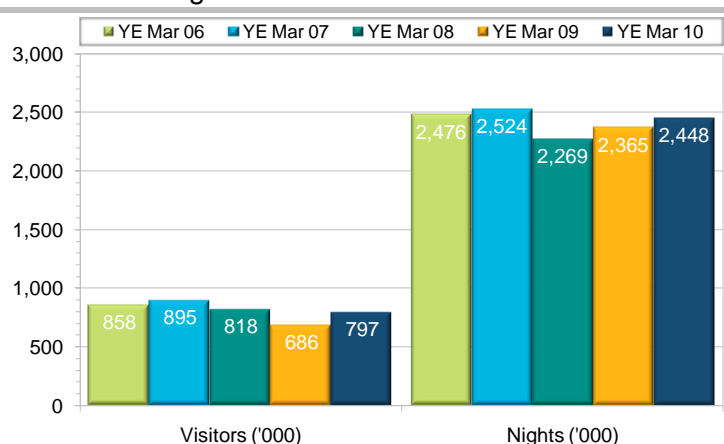


### Domestic Overnight Travel <sup>(1)</sup>

#### Visitors and nights



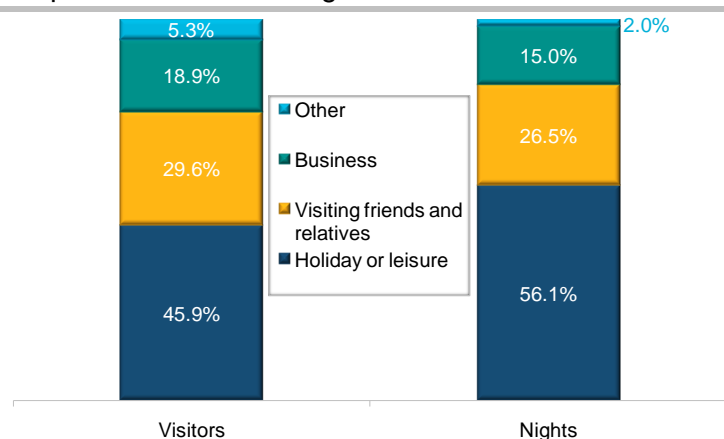
The Murray received 797,000 domestic overnight visitors - up by 16.2% on YE Mar 09. Visitors spent over 2.4 million nights in the region - up by 3.5% on YE Mar 09.

Note: The number of trips taken domestically by Australians decreased by 2.7 percent on last year and by 5.3 percent compared to four years ago.

#### Market share

The region received 4.9% of visitors and 4.3% of nights in regional NSW. Compared to YE Mar 09, the share of visitors was up by 0.7% pts and the share of nights was up by 0.3% pts.

#### Purpose of visit to the region



'Holiday or leisure' (45.9%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (29.6%) and 'business' (18.9%).

'Holiday or leisure' (56.1%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (26.5%) and 'business' (15.0%).

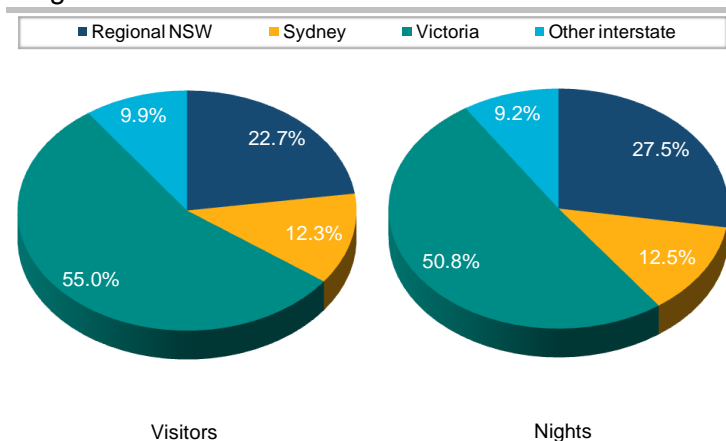
#### Accommodation

'Friends or relatives property' (26.9%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (24.7%) and 'caravan or camping near road or on private property' (17.5%).

#### Age

'65 years and over' (20.7%) was the largest age group of visitors to the region, followed by '35 to 44 years' (20.1%).

#### Origin



The region received 35.1% of visitors and 40.0% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 64.9% of visitors and 60.0% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

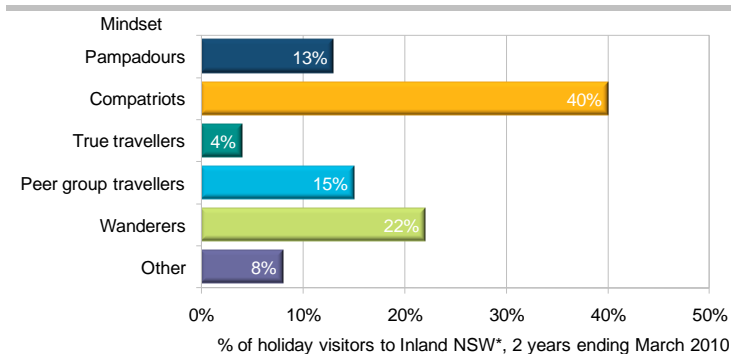
#### All transport

'Private or company vehicle' (85.9%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (5.2%) and 'rented or hire vehicle' (3.2%).

#### Activities

'Eat out at restaurants' (52.7%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (37.8%) and 'pubs, clubs, discos etc' (24.6%).

#### Australian Travel Mindsets <sup>(2)</sup>



The 'compatriots' (40%) was the largest travel mindset of holiday visitors to Inland NSW\*, followed by the 'wanderers' (22%) and the 'peer group travellers' (15%).

*Pampadours* - want luxury; *Compatriots* - mostly families; *True travellers* - want depth of experience; *Peer group travellers* - seeking a fun experience with friends; and *Wanderers* - taking time to explore and discover.

(2) Source: *Inside Story*, 2YE Mar 10

\* combined regions of Capital Country, Central NSW, The Murray, New England North West and Riverina, plus selected Local Areas of The Hunter region.

#### Expenditure (incl airfares and transport costs) <sup>(3)</sup>

Domestic overnight visitors spent \$311 million in the region. On average, they spent \$127 per night in the region.

(3) Source: *Modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 10, TRA*

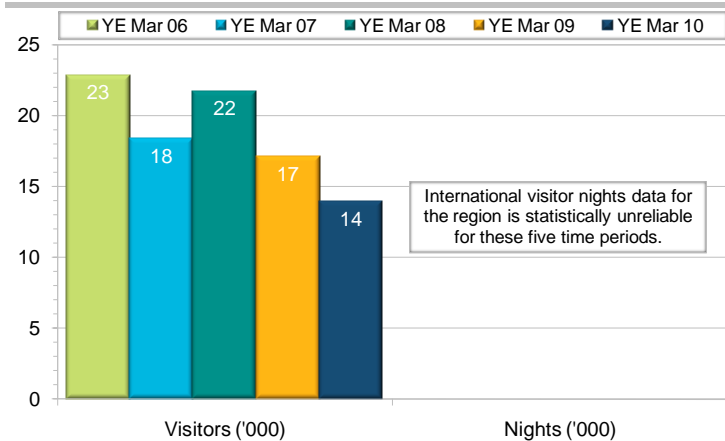
# Travel to The Murray

## Year ended March 2010

Total visitors ('000)	1,596
Domestic nights ('000)	2,448
Total expenditure (million)	\$447

### International Overnight Travel <sup>(4)</sup>

#### Visitors and nights



The Murray received 13,900 international overnight visitors - down by 18.5% on YE Mar 09. 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 2.6 percent on last year and by 4.7 percent compared to four years ago.

#### Market share

The region received 2.3% of visitors to regional NSW. Compared to YE Mar 09, the share was down by 0.6% pts.

#### Purpose of visit to the region

'Holiday / pleasure' (46.1%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (27.1%) and 'business' (18.0%).

#### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	24.2%	12	Ireland	1.5%
2	United Kingdom	21.1%	13	Scandinavia	1.2%
3	Germany	8.9%	14	Canada	1.2%
4	USA	7.6%	15	France	0.8%
5	Switzerland	5.7%	16	Korea	0.7%
6	Malaysia	5.1%	17	Indonesia	0.0%
7	Thailand	5.0%	17	Taiwan	0.0%
8	Netherlands	3.8%	17	India	0.0%
9	Singapore	3.0%	17	Italy	0.0%
10	Japan	2.2%	17	Middle East & Nth Africa	0.0%
11	Mainland China & HK	1.9%		Other Asia	3.0%
	Mainland China	1.6%		Other Europe	0.4%
	Hong Kong	0.4%		Other Countries	2.7%

New Zealand (24.2%) was the region's largest source market of visitors, followed by the UK (21.1%) and Germany (8.9%).

#### Accommodation

'Home of friend or relative' (46.0%) was the most popular form of accommodation used for nights in the region. 'Other non-commercial property' (22.7%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel / motel / motor inn, below 4 star' (10.0%).

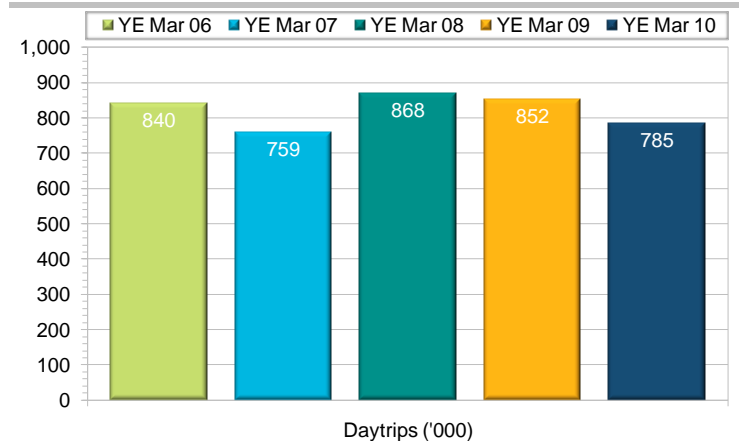
#### Expenditure (excl package expenditure) <sup>(5)</sup>

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

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

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

#### Daytrips



The Murray received 785,000 domestic daytrip visitors - down by 7.9% on YE Mar 09.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 8.7 percent on last year and by 12.9 percent compared to four years ago.

#### Market share

The region received 2.5% of daytrips to regional NSW. Compared to YE Mar 09, the share was down by 0.5% pts.

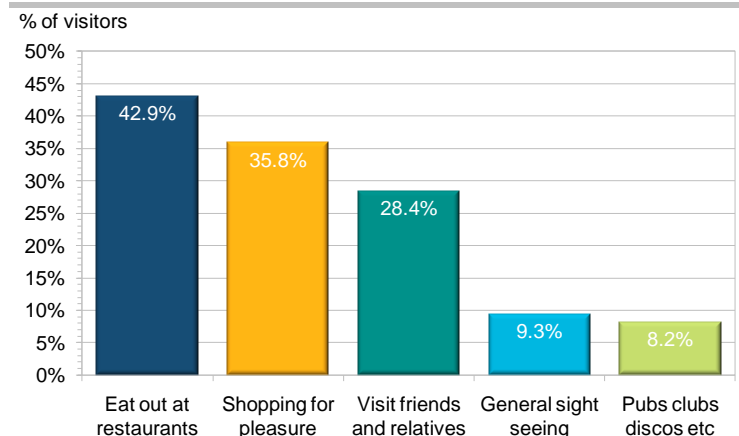
#### Main purpose of trip

'Holiday or leisure' (58.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (20.6%) and 'business' (12.5%).

#### Age

'35 to 44 years' (23.3%) was the largest age group of visitors to the region, followed by '65 years and over' (21.4%) and '55 to 64 years' (21.0%).

#### Activities



'Eat out at restaurants' (42.9%) was the most popular activity undertaken by visitors to the region, followed by 'shopping for pleasure' (35.8%) and 'visit friends and relatives' (28.4%).

#### Expenditure <sup>(6)</sup>

Domestic daytrip visitors spent \$128 million in the region. On average, they spent \$163 per trip to the region.

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