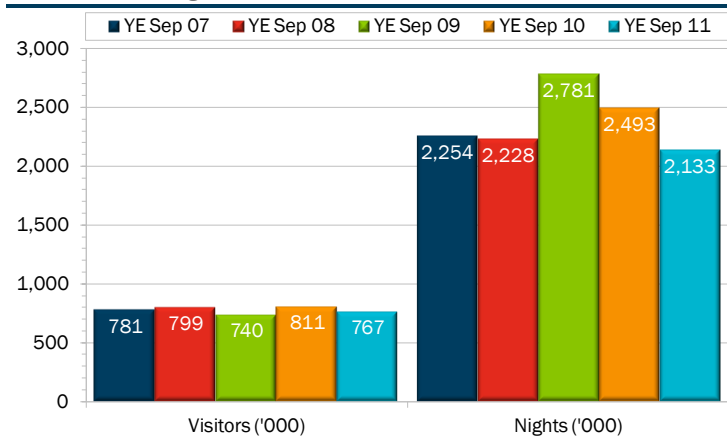


Domestic Overnight Travel (1)

Visitors and nights



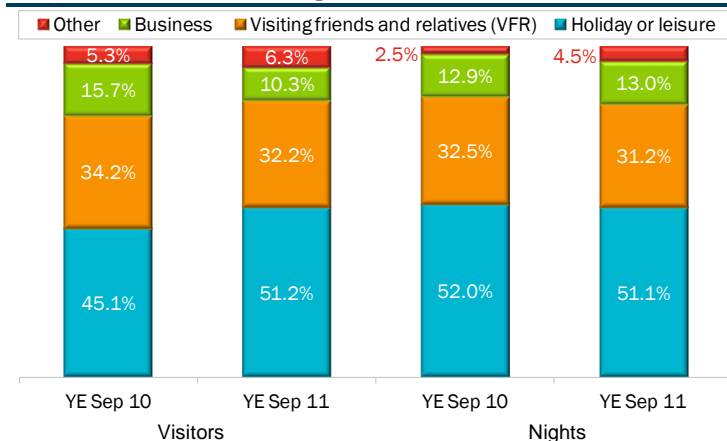
The Murray received 767,000 domestic overnight visitors - down by 5.4% on YE Sep 10. Visitors spent over 2.1 million nights in the region - down by 14.4% on YE Sep 10.

Note: The number of domestic overnight trips to regional New South Wales increased by 0.3 percent on last year, but was down by 4.0 percent* compared to four years ago.

Market share

The region received 4.5% of visitors and 3.6% of nights in regional NSW. Compared to YE Sep 10, the share of visitors was down by 0.3% pts and the share of nights was down 0.6% pts.

Purpose of visit to the region



'Holiday or leisure' (51.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives (VFR)' (32.2%) and 'business' (10.3%). Compared to YE Sep 10, visitors who travelled for 'holiday or leisure' grew by 7.4% while 'VFR' declined by 10.8% and 'business' decreased by 37.8%.

'Holiday or leisure' (51.1%) was the largest purpose in terms of nights in the region, followed by 'VFR' (31.2%) and 'business' (13.0%). Compared to YE Sep 10, nights spent for 'holiday or leisure' declined by 16.0% and 'VFR' decreased by 17.9% while 'business' declined by 13.4%.

Accommodation

'Friends or relatives property' (35.8%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (21.2%) and 'caravan park or commercial camping ground' (12.2%).

The Murray is composed of: Albury; Berrigan; Corowa Shire; Greater Hume Shire; Jerilderie; Murray; Urana; and Wakool.

* The percentage change is statistically significant.

(1) Source: National Visitor Survey, YE Sep 11, Tourism Research Australia (TRA)

Origin

Origin	Share of visitors		Share of nights	
	YE Sep 10	YE Sep 11	YE Sep 10	YE Sep 11
Regional NSW	22.3%	23.5%	17.5%	22.0%
Sydney	10.7%	12.4%	11.5%	8.7%
Total intrastate	32.9%	35.9%	29.0%	30.7%
Victoria	53.9%	53.6%	55.0%	50.1%
Queensland	4.8%	4.7%	9.7%	11.3%
ACT	4.3%	1.2%	2.1%	1.4%
Other interstate	4.1%	4.8%	4.2%	6.5%
Total interstate	67.1%	64.3%	71.0%	69.3%

Victoria (53.6%) was the largest source of visitors to the region, followed by regional NSW (23.5%) and Sydney (12.4%). Compared to YE Sep 10, the regional NSW source market declined by 0.6% while Sydney grew by 9.2%. Over the same period, Victoria declined by 5.9% and Queensland decreased by 7.7% while the ACT declined by 74.3%.

Victoria (50.1%) was the largest source market in terms of nights in the region, followed by regional NSW (22.0%) and Queensland (11.3%). Compared to YE Sep 10, nights spent by visitors from regional NSW grew by 7.6% while nights from Sydney decreased by 35.3%. Over the same period, nights by Victorians declined by 22.0% and Queensland nights decreased by 1.2% while nights by visitors from the ACT declined by 43.4%.

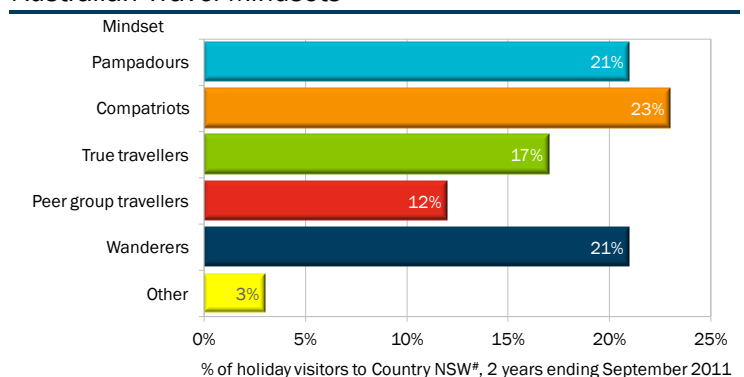
All transport

'Private or company vehicle' (82.5%) was the most popular form of transport used by visitors to the region.

Activities

'Eat out at restaurants' (57.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (41.6%) and 'pubs, clubs, discos etc' (29.4%).

Australian Travel Mindsets (2)



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

(2) Source: Inside Story, 2YE Sep 11

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) (3)

Domestic overnight visitors spent \$283 million in the region - down by 7.5% on YE Sep 10. On average, visitors spent \$133 per night in the region - up by 8.1% on YE Sep 10.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 10 and YE Sep 11, TRA

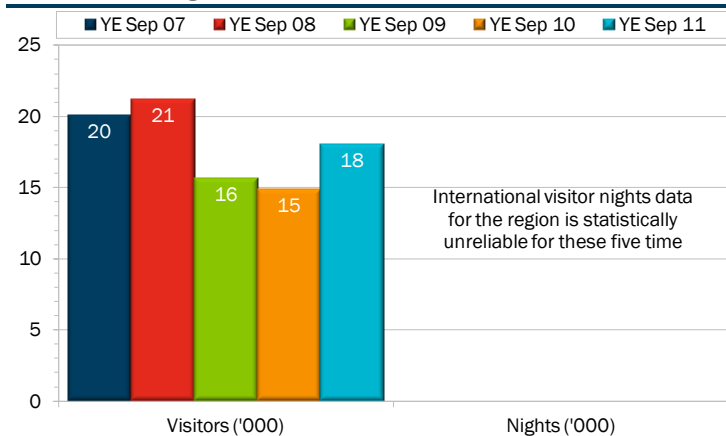
Travel to The Murray

Year ended September 2011

Total visitors ('000)	1,704
Domestic nights ('000)	2,133
Total expenditure (million)	\$397

International Overnight Travel (4)

Visitors and nights



The Murray received 18,000 international overnight visitors - up by 21.4% on YE Sep 10. 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 decreased by 1.2 percent on last year and by 0.8 percent compared to four years ago.

Market share

The region received 3.0% of visitors to regional NSW. Compared to YE Sep 10, the share was up by 0.6% pts.

Purpose of visit to the region

'Holiday / pleasure' (46.0%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives (VFR)' (31.4%) and 'business' (18.9%). Compared to YE Sep 10, visitors who travelled for 'holiday / pleasure' grew by 26.5% and 'VFR' increased by 34.7% while 'business' grew by 7.5%.

Origin - share of visitors to the region

Share of international visitors to The Murray							
Rank	Market	YE Sep 10	YE Sep 11	Rank	Market	YE Sep 10	YE Sep 11
1	New Zealand	23.7%	26.4%	14	Thailand	1.0%	0.8%
2	United Kingdom	16.5%	20.2%	15	Switzerland	5.9%	0.8%
3	USA	10.1%	11.1%	16	Japan	5.5%	0.8%
4	Germany	4.7%	9.7%	16	India	2.3%	0.8%
5	Netherlands	7.1%	5.8%	18	Mainland China & HK	2.2%	0.3%
6	Canada	0.2%	3.6%		Mainland China	1.7%	0.1%
7	Italy	0.8%	3.5%		Hong Kong	0.5%	0.3%
8	Scandinavia	0.0%	3.2%	19	Indonesia	1.1%	0.0%
9	Middle East & Nth Africa	1.3%	2.9%	19	Taiwan	0.0%	0.0%
10	Singapore	2.8%	1.7%	19	Korea	0.4%	0.0%
11	France	1.3%	1.4%		Other Asia	3.4%	1.1%
12	Ireland	0.0%	1.2%		Other Europe	1.8%	1.5%
13	Malaysia	4.7%	1.0%		Other Countries	3.3%	2.4%

New Zealand (26.4%) was the region's largest source market of visitors, followed by the UK (20.2%) and the USA (11.1%).

Accommodation

'Home of friend or relative' (33.6%) was the most popular form of accommodation used for nights in the region.

Expenditure (incl pre-paid package expenditure) (5)

International overnight visitors spent \$10 million in the region. On average, visitors spent \$46 per night in the region.

(5) Caution: international expenditure now includes 30% of pre-paid package expenditure but still excludes all pre-paid international airfares.

Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 10 and YE Sep 11, TRA. For more details go to www.tourism.nsw.gov.au/StateTourismStats

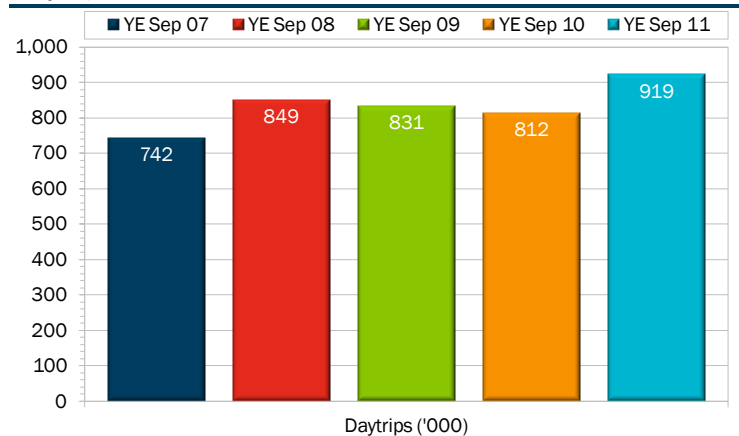
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

(4) Source: International Visitor Survey, YE Sep 11, TRA

Domestic Daytrip Travel (6)

Daytrips



The Murray received 919,000 domestic daytrip visitors - up by 13.2% on YE Sep 10.

Note: The number of domestic daytrips to regional New South Wales increased by 1.4 percent on last year and was up by 4.3 percent compared to four years ago.

Market share

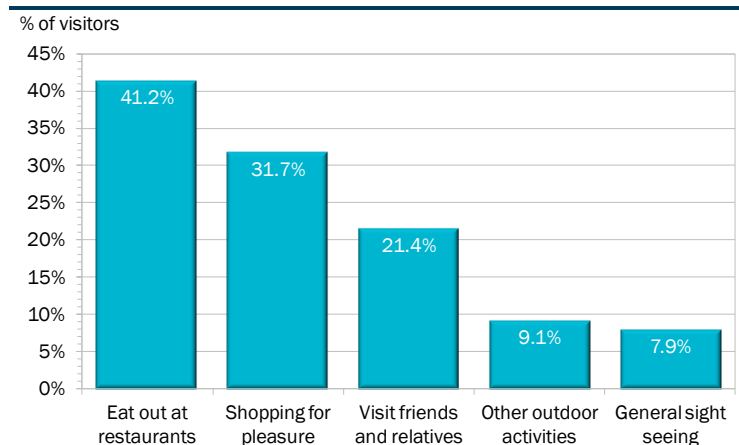
The region received 2.9% of daytrips to regional NSW. Compared to YE Sep 10, the share was up by 0.3% pts.

Main purpose of trip

'Holiday or leisure' (55.8%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives (VFR)' (18.1%) and 'business' (12.9%).

Compared to YE Sep 10, visitors who travelled for 'holiday or leisure' grew by 6.0% and 'VFR' increased by 25.8% while 'business' grew by 58.7%.

Activities



'Eat out at restaurants' (41.2%) was the most popular activity undertaken by visitors to the region. 'Shopping for pleasure' (31.7%) was the 2nd most popular, followed by 'visit friends and relatives' (21.4%) and 'other outdoor activities' (9.1%).

Expenditure (7)

Domestic daytrip visitors spent \$104 million in the region - down by 21.2% on YE Sep 10. On average, they spent \$113 per trip to the region - down by 30.2% on YE Sep 10.

(7) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 10 and YE Sep 11, TRA

www.tourism.nsw.gov.au

(6) Source: National Visitor Survey, YE Sep 11, TRA

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