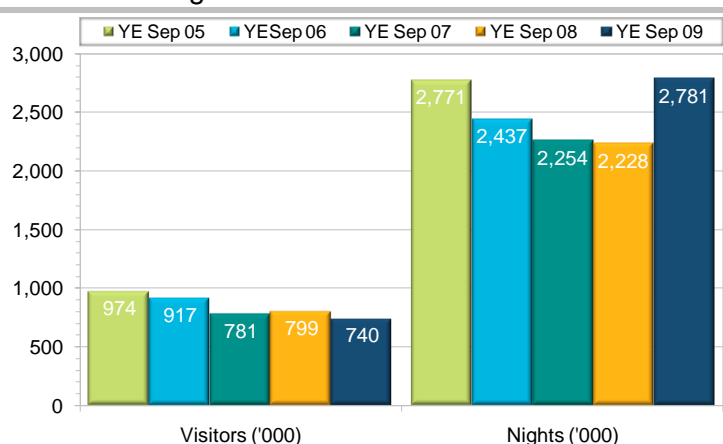




### Domestic Overnight Travel

#### Visitors and nights



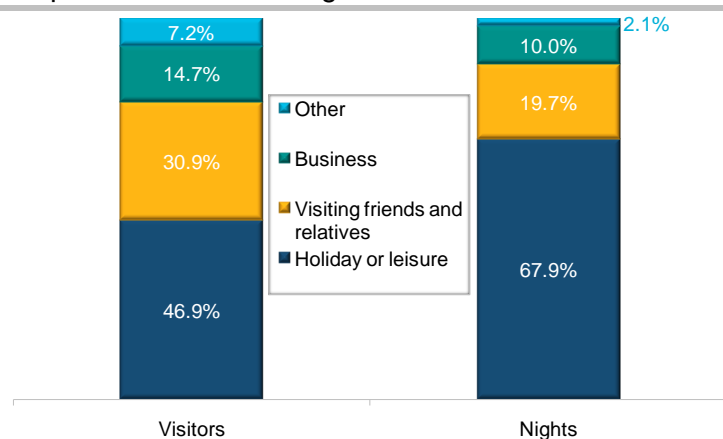
The Murray received 740,000 domestic overnight visitors - down by 7.4% on YE Sep 08. Visitors spent nearly 2.8 million nights in the region - up by 24.8% on YE Sep 08.

Note: The number of trips taken domestically by Australians decreased by 7.1 percent on last year and by 5.9 percent compared to four years ago.

#### Market share

The region received 4.6% of visitors and 4.8% of nights in regional NSW. Compared to YE Sep 08, the share of visitors was down by 0.1 pt and the share of nights was up by 1.1 pts.

#### Purpose of visit to the region



'Holiday or leisure' (46.9%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (30.9%) and 'business' (14.7%).

'Holiday or leisure' (67.9%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (19.7%) and 'business' (10.0%).

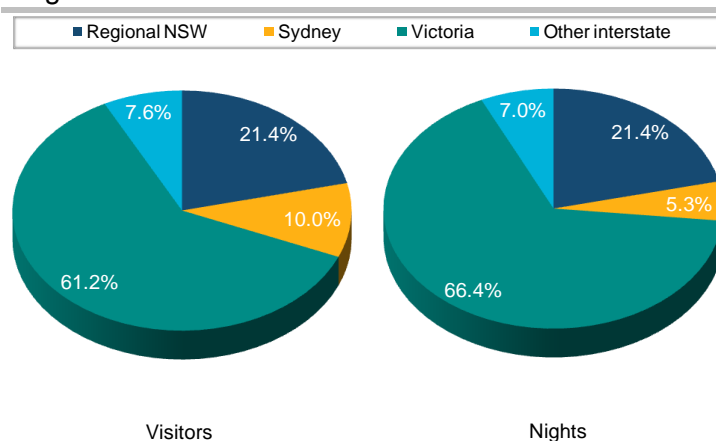
#### Accommodation

'Caravan or camping near road or on private property' (34.3%) was the most popular accommodation used for nights in the region. 'Friends or relatives property' (19.3%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel, motor inn, below 4 star' (19.2%).

#### Age

'55 to 64 years' (21.8%) was the largest age group of visitors to the region, followed by '35 to 44 years' and '65 years and over (21.1% each).

#### Origin



The region received 31.3% of visitors and 26.6% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 68.7% of visitors and 73.4% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

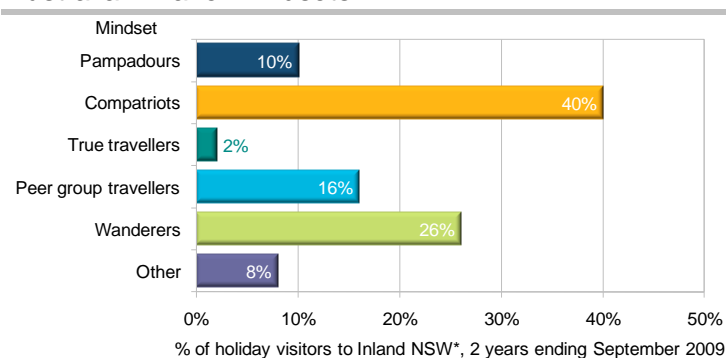
#### All transport

'Private or company vehicle' (88.2%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (3.9%) and 'bus or coach' (3.0%).

#### Activities

'Eat out at restaurants' (54.5%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (36.0%) and 'pubs, clubs, discos etc' (30.2%).

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



The 'compatriots' (40%) was the largest travel mindset of holiday visitors to Inland NSW\*, followed by the 'wanderers' (26%) and the 'peer group travellers' (16%).

*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 Sep 09

\* 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 \$273 million in the region. On average, they spent \$98 per night in the region.

(3) Source: *Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 09, TRA*

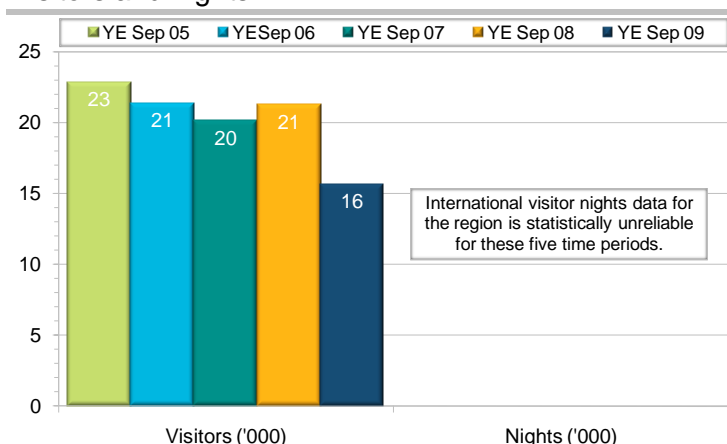
# Travel to The Murray (4)

## Year ended September 2009

Total visitors ('000)	1,587
Total nights ('000)	2,781
Total expenditure (million)	\$432

### International Overnight Travel

#### Visitors and nights



The Murray received 15,600 international overnight visitors - down by 26.3% on YE Sep 08. 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 2.0 percent on last year, but was up by 1.2 percent compared to four years ago.

#### Market share

The region received 2.7% of visitors to regional NSW. Compared to YE Sep 08, the share was down by 0.7% pts.

#### Purpose of visit to the region

'Holiday / pleasure' (62.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (21.2%) and 'business' (9.0%).

#### Origin

No.	Market	Share	No.	Market	Share
1	United Kingdom	27.5%	13	Malaysia	1.4%
2	New Zealand	16.8%	14	France	0.7%
3	Germany	9.6%	15	Taiwan	0.5%
4	USA	9.4%	16	Singapore	0.5%
5	Scandinavia	4.7%	17	Korea	0.5%
6	Thailand	3.9%	18	Middle East & Nth Africa	0.4%
7	Ireland	2.9%	19	Indonesia	0.0%
8	Netherlands	2.9%	19	India	0.0%
9	Switzerland	2.3%	19	Italy	0.0%
10	Japan	1.7%			
11	Canada	1.6%			
12	Mainland China	1.5%		Other Asia	6.3%
	Mainland China & HK	1.5%		Other Europe	2.0%
	Hong Kong	0.0%		Other Countries	3.0%

'UK' (27.5%) was the region's largest source market of visitors.

#### Accommodation

'Home of friend or relative' (32.3%) was the most popular form of accommodation used for nights in the region. 'Other non-commercial property' (21.6%) was the 2<sup>nd</sup> most popular, followed by 'rented house / apartment / unit / flat' (15.6%).

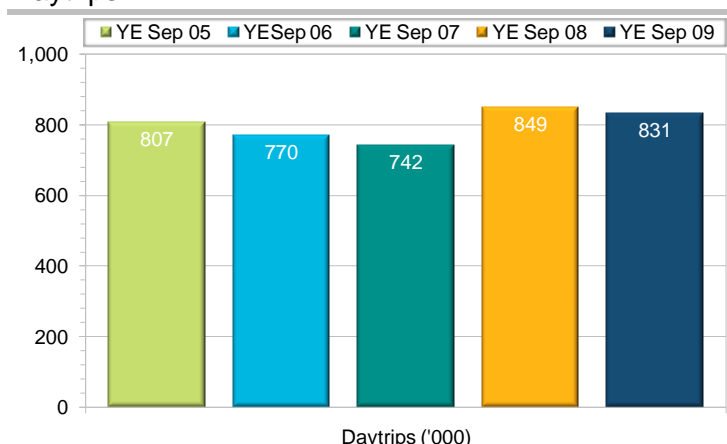
#### Expenditure (excl package expenditure) (5)

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

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 09, TRA.

### Domestic Daytrip Travel

#### Daytrips



The Murray received 831,000 domestic daytrip visitors - down by 2.1% on YE Sep 08.

Note: Nationally, the number of domestic daytrips taken by Australians increased by 5.1 percent on last year and by 10.8 percent compared to four years ago.

#### Market share

The region received 2.7% of daytrips to regional NSW. Compared to YE Sep 08, the share was down by 0.3% pts.

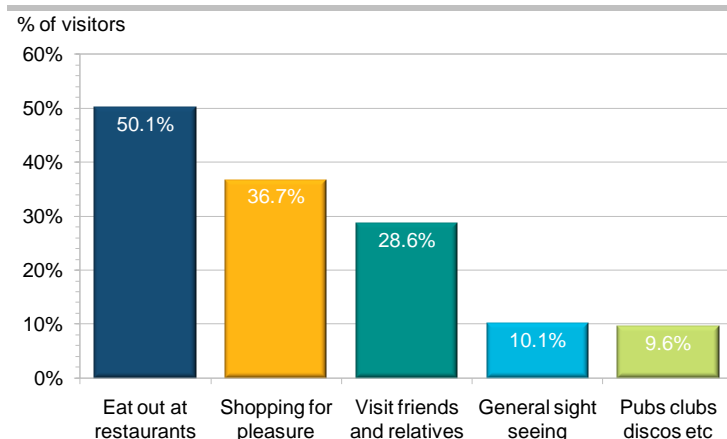
#### Main purpose of trip

'Holiday or leisure' (48.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (26.4%) and 'business' (15.3%).

#### Age

'55 to 64 years' (20.8%) was the largest age group of visitors to the region, followed by '35 to 44 years' (19.9%), and '45 to 54 years' (19.0%).

#### Activities



'Eat out at restaurants' (50.1%) was the most popular activity undertaken by visitors to the region, followed by 'shopping for pleasure' (36.7%) and 'visit friends and relatives' (28.6%).

#### Expenditure (6)

Domestic daytrip visitors spent \$150 million in the region. On average, they spent \$181 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 09, TRA

Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

[www.tourism.nsw.gov.au](http://www.tourism.nsw.gov.au)

(4) Sources: International Visitor Survey & National Visitor Survey, YE Sep 09, TRA (unless otherwise indicated)

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