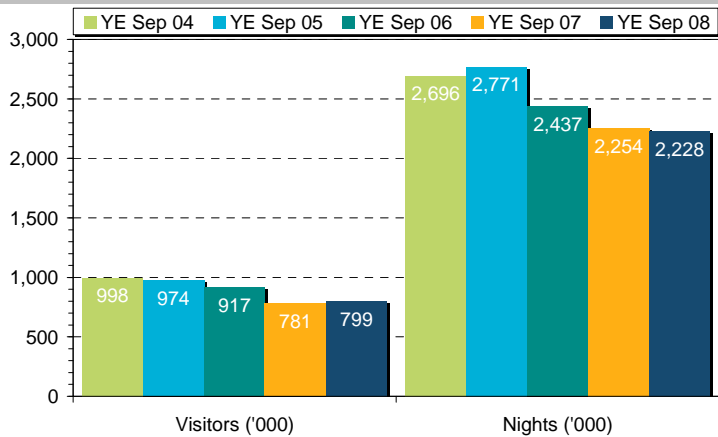




Domestic Overnight Travel

Visitors and nights



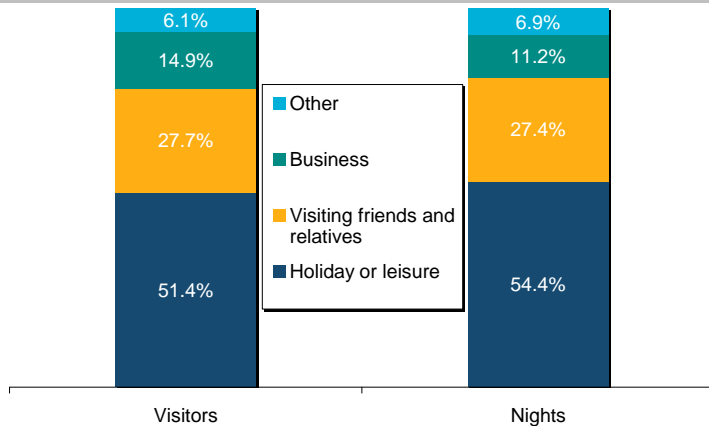
The Murray received almost 0.8 million domestic overnight visitors - up by 2.3% on YE Sep 07. Visitors spent over 2.2 million nights in the region - down by 1.2% on YE Sep 07.

Note: The number of trips taken domestically by Australians decreased by 4.0 percent on last year and by 4.2 percent compared to four years ago.

Market share

The region received 4.7% of visitors and 3.7% of nights in regional NSW. Compared to YE Sep 07, the share of visitors was up by 0.2% points and the share of nights was unchanged.

Purpose of visit to the region



'Holiday or leisure' (51.4%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (27.7%) and 'business' (14.9%).

'Holiday or leisure' (54.4%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (27.4%) and 'business' (11.2%).

Accommodation

'Friends or relatives property' (32.7%) was the most popular accommodation used for nights in the region. 'Standard hotel, motor inn, below 4 star' (26.3%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (15.0%).

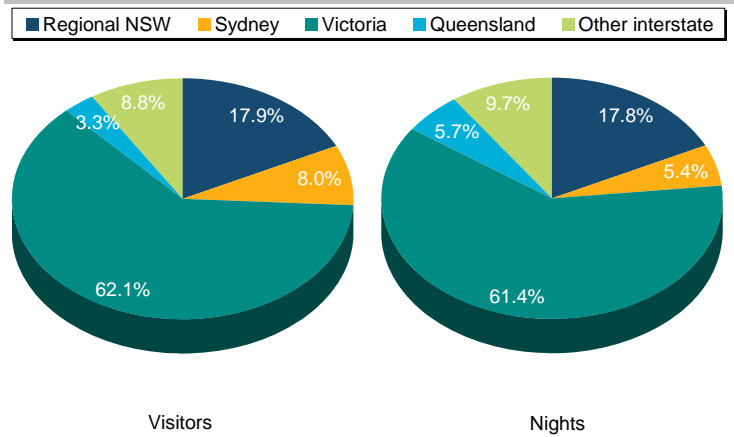
Age

'65 years and over' (23.8%) was the largest age group of visitors to the region, followed by '55 to 64 years' (20.8%).

The Murray is composed of: Albury; Berrigan; Corowa Shire; Greater Hume Shire; Jerilderie; Murray; Urana; and Wakool. For information on the shaded areas, please click on http://corporate.tourism.nsw.gov.au/LocalAreaStatistics_p2821.aspx

(1) Source: National Visitor Survey, YE Sep 08, Tourism Research Australia (TRA) - unless otherwise indicated

Origin



The region received 25.9% of visitors and 23.2% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 74.1% of visitors and 76.8% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

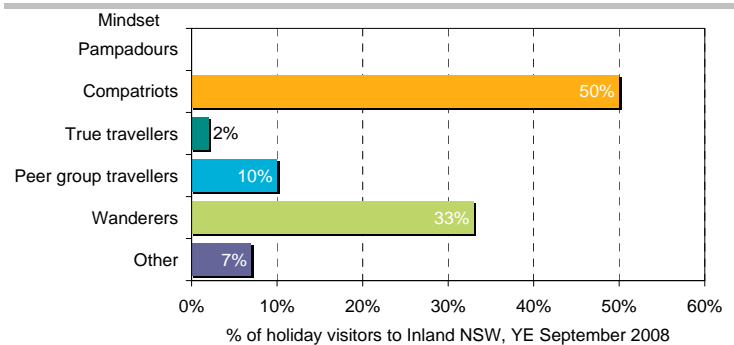
All transport

'Private or company car' (90.2%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (3.6%) and 'bus or coach' (2.9%).

Activities

'Eat out at restaurants' (52.4%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (34.5%) and 'pubs, clubs, discos etc' (34.3%).

Australian Travel Mindsets ⁽²⁾



The 'compatriots' (50%) was the largest travel mindset of holiday visitors to Inland NSW*, followed by the 'wanderers' (33%) and 'peer group travellers' (10%).

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, YE Sep 08

* 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⁾

Visitors spent, on average, \$124 per night in the region.

(3) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 08, TRA

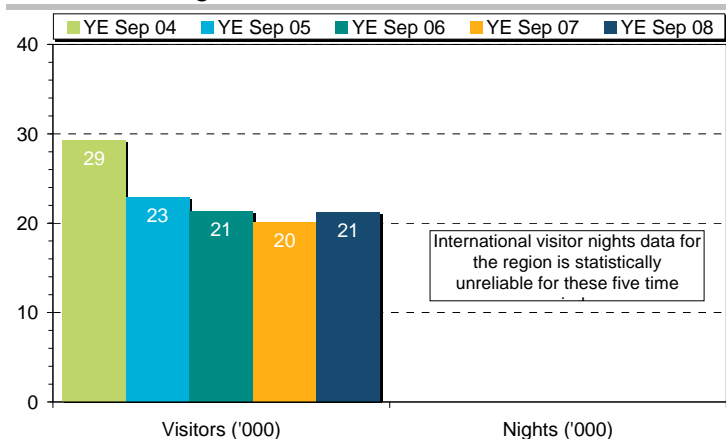
Travel to The Murray (4)

Year ended September 2008

Total visitors ('000)	1,669
Total nights ('000)	2,228
Total expenditure (million)	\$405

International Overnight Travel

Visitors and nights



The Murray received 21,200 international overnight visitors - up by 5.4% on YE Sep 07. 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 0.5 percent on last year, but was up by 9.3 percent compared to four years ago.

Market share

The region received 3.4% of visitors to regional NSW. Compared to YE Sep 07, the share was up by 0.1% point.

Purpose of visit to the region

'Holiday / pleasure' (64.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (19.4%) and 'business' (11.1%).

Origin

No.	Market	Share	No.	Market	Share
1.	United Kingdom	31.8%	14.	Korea	1.1%
2.	New Zealand	14.7%	15.	Thailand	0.8%
3.	Germany	12.9%	16.	Malaysia	0.8%
4.	USA	8.0%	17.	Middle East & Nth Africa	0.5%
5.	Netherlands	4.7%	18.	Ireland	0.5%
6.	Scandinavia	3.4%	19.	Indonesia	0.4%
7.	Japan	3.1%	20.	India	0.3%
8.	France	3.1%	21.	Singapore	0.0%
9.	Canada	2.7%	22.	China	0.0%
10.	Taiwan	2.3%		Other Asia	0.0%
11.	Italy	2.1%		Other Europe	1.4%
12.	Switzerland	1.5%		Other Countries	2.9%
13.	Hong Kong	1.2%			

'UK' (31.8%) was the region's largest source market of visitors, followed by 'New Zealand' (14.7%) and 'Germany' (12.9%).

Accommodation

'Home of friend or relative' (28.6%) was the most popular form of accommodation used for nights in the region. 'Standard hotel / motel / motor inn, below 4 star' (26.9%) was the 2nd most popular, followed by 'rented house / apartment / unit / flat' (15.0%).

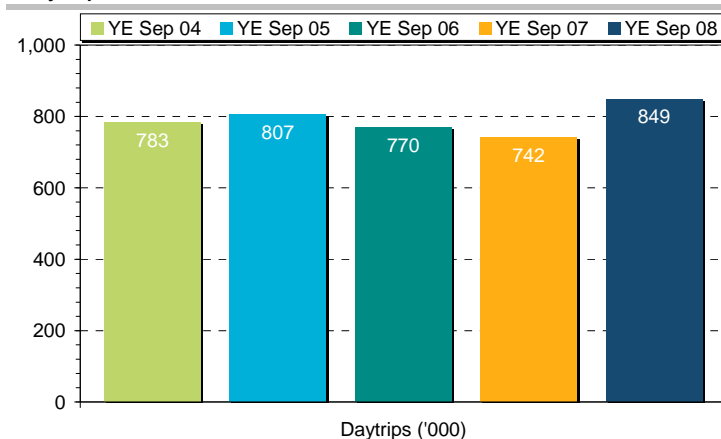
Expenditure (excl package expenditure) (5)

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

(5) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 08, TRA.

Domestic Daytrip Travel

Daytrips



The Murray received over 0.8 million domestic daytrip visitors - up by 14.4% on YE Sep 07.

Note: Nationally, the number of domestic daytrips taken by Australians decreased by 6.3 percent on last year, but was up by 1.1 percent compared to four years ago.

Market share

The region received 3.0% of daytrips to regional NSW. Compared to YE Sep 07, the share was up by 0.6% points.

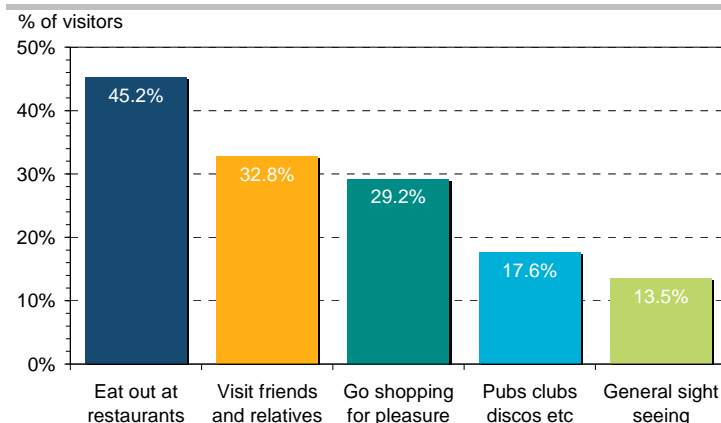
Main purpose of trip

'Holiday or leisure' (56.3%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (21.3%) and 'business' (11.0%).

Age

'45 to 54 years' (22.7%) was the largest age group of visitors to the region, followed by '65 years and over' (22.1%) and '55 to 64 years' (16.3%).

Activities



'Eat out at restaurants' (45.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (32.8%) and 'go shopping for pleasure' (29.2%).

Expenditure (6)

Visitors spent, on average, \$145 per trip to the region.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 08, TRA