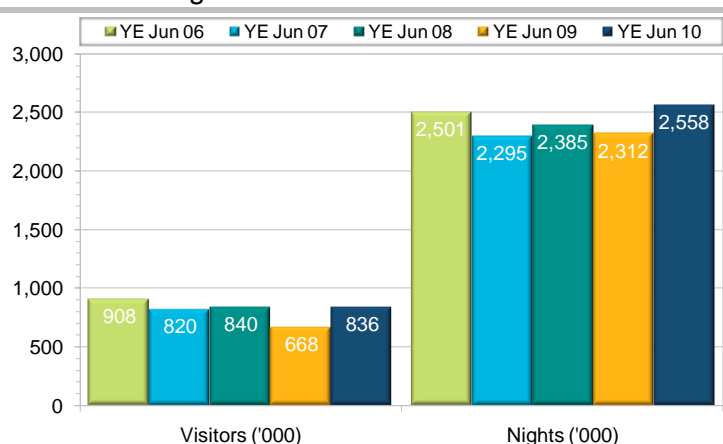


## Domestic Overnight Travel <sup>(1)</sup>

### Visitors and nights



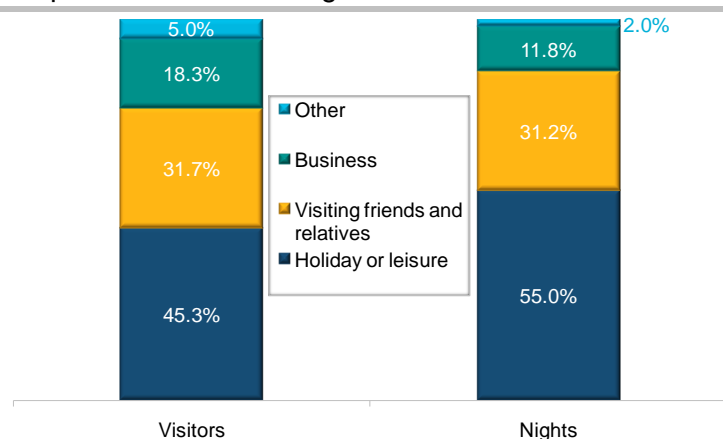
The Murray received 836,000 domestic overnight visitors - up by 25.1% on YE Jun 09. Visitors spent nearly 2.6 million nights in the region - up by 10.6% on YE Jun 09.

Note: The number of domestic overnight trips to regional New South Wales increased by 3.7 percent on last year, but was down by 3.1 percent compared to four years ago.

### Market share

The region received 5.0% of visitors and 4.4% of nights in regional NSW. Compared to YE Jun 09, the share of visitors was up by 0.9% pts and the share of nights was up by 0.4% pts.

### Purpose of visit to the region



'Holiday or leisure' (45.3%) was the largest purpose for **visitors** to the region, followed by 'visiting friends and relatives' (31.7%) and 'business' (18.3%).

'Holiday or leisure' (55.0%) was the largest purpose in terms of **nights** in the region, followed by 'visiting friends and relatives' (31.2%) and 'business' (11.8%).

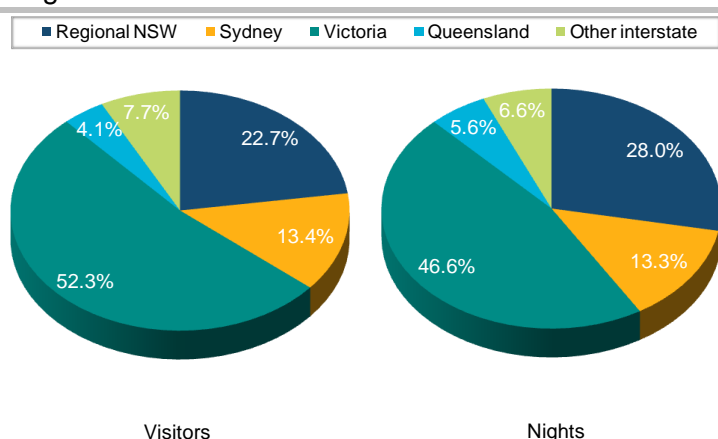
### Accommodation

'Standard hotel, motor inn, below 4 star' (28.6%) was the most popular accommodation used for nights in the region, followed by 'friends or relatives property' (27.3%) and 'caravan or camping near road or on private property' (14.2%).

### Age

'65 years and over' (20.9%) was the largest age group of visitors to the region, followed by '35 to 44 years' (19.7%).

### Origin



The region received 36.0% of visitors and 41.3% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 63.9% of visitors and 58.7% of nights in the region (Victoria was the biggest interstate market for both visitors and nights).

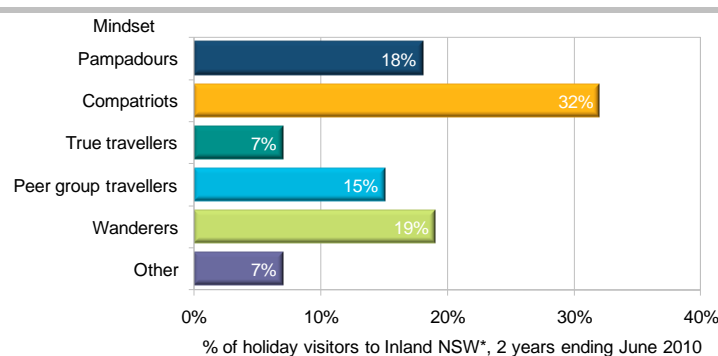
### All transport

'Private or company vehicle' (83.1%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (6.5%) and 'railway' (3.2%).

### Activities

'Eat out at restaurants' (51.4%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (37.7%) and 'pubs, clubs, discos etc' (25.7%).

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



The 'compatriots' (32%) was the largest travel mindset of holiday visitors to Inland NSW\*, followed by the 'wanderers' (19%) and the 'pampadours' (18%).

*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 Jun 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 \$321 million in the region. On average, they spent \$126 per night in the region.

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

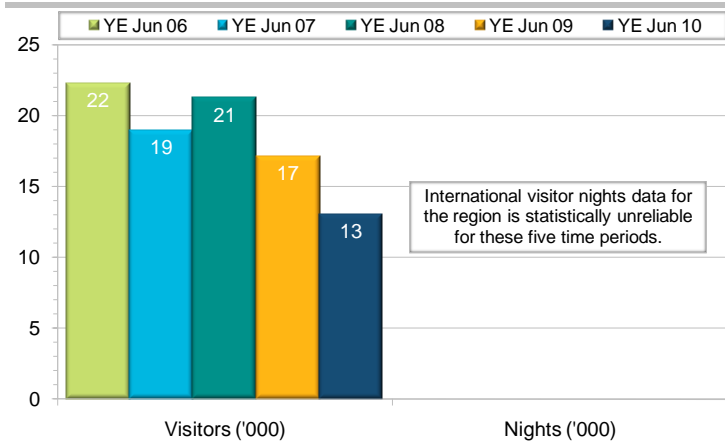
# Travel to The Murray

## Year ended June 2010

Total visitors ('000)	1,669
Domestic nights ('000)	2,558
Total expenditure (million)	\$455

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

#### Visitors and nights



The Murray received 13,000 international overnight visitors - down by 24.1% on YE Jun 09. 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 increased by 2.9 percent on last year and by 6.9 percent compared to four years ago.

#### Market share

The region received 2.2% of visitors to regional NSW. Compared to YE Jun 09, the share was down by 0.8% pts.

#### Purpose of visit to the region

'Holiday / pleasure' (43.7%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (26.8%) and 'business' (20.8%).

#### Origin

No.	Market	Share	No.	Market	Share
1	New Zealand	23.1%	12	Indonesia	1.3%
2	United Kingdom	20.0%	13	Thailand	1.2%
3	Germany	8.6%	14	Korea	1.0%
4	Switzerland	6.7%	15	Scandinavia	1.0%
5	USA	5.5%	16	France	0.9%
6	Malaysia	5.4%	16	Italy	0.9%
7	Netherlands	4.1%	18	Canada	0.2%
8	Singapore	3.2%	19	Taiwan	0.0%
9	Japan	3.0%	19	India	0.0%
10	Mainland China & HK	2.9%	19	Middle East & Nth Africa	0.0%
	Mainland China	2.3%		Other Asia	3.9%
	Hong Kong	0.6%		Other Europe	1.0%
11	Ireland	1.7%		Other Countries	4.4%

New Zealand (23.1%) was the region's largest source market of visitors, followed by the UK (20.0%) and Germany (8.6%).

#### Accommodation

'Home of friend or relative' (40.6%) was the most popular form of accommodation used for nights in the region. 'Other non-commercial property' (27.9%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel / motel / motor inn, below 4 star' (11.1%).

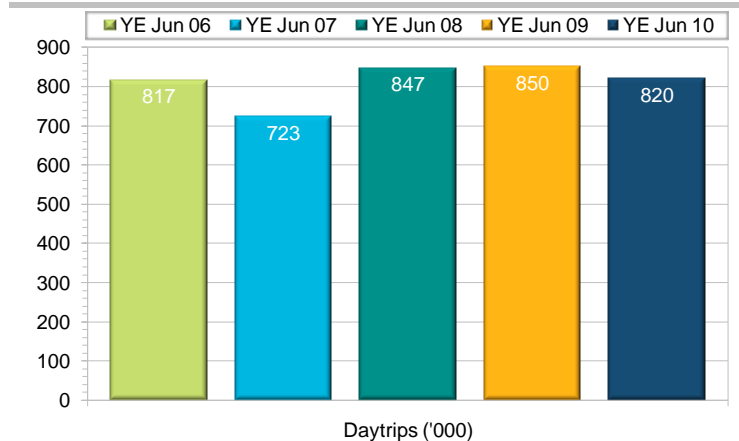
#### Expenditure (excl package expenditure) <sup>(5)</sup>

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

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

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

#### Daytrips



The Murray received 820,000 domestic daytrip visitors - down by 3.5% on YE Jun 09.

Note: The number of domestic daytrips to regional New South Wales increased by 8.9 percent on last year and by 13.2 percent compared to four years ago.

#### Market share

The region received 2.6% of daytrips to regional NSW. Compared to YE Jun 09, the share was down by 0.3% pts.

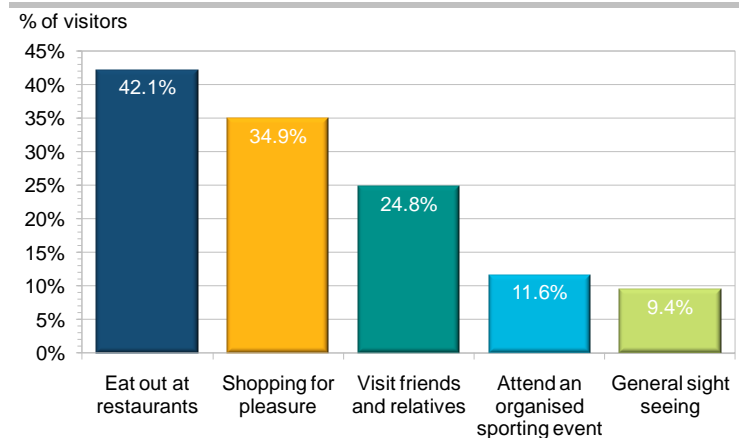
#### Main purpose of trip

'Holiday or leisure' (60.9%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives' (15.7%) and 'business' (12.0%).

#### Age

'65 years and over' (23.2%) was the largest age group of visitors to the region, followed by '35 to 44 years' and '55 to 64 years' (19.5% each).

#### Activities



'Eat out at restaurants' (42.1%) was the most popular activity undertaken by visitors to the region, followed by 'shopping for pleasure' (34.9%) and 'visit friends and relatives' (24.8%).

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

Domestic daytrip visitors spent \$128 million in the region. On average, they spent \$156 per trip to the region.

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