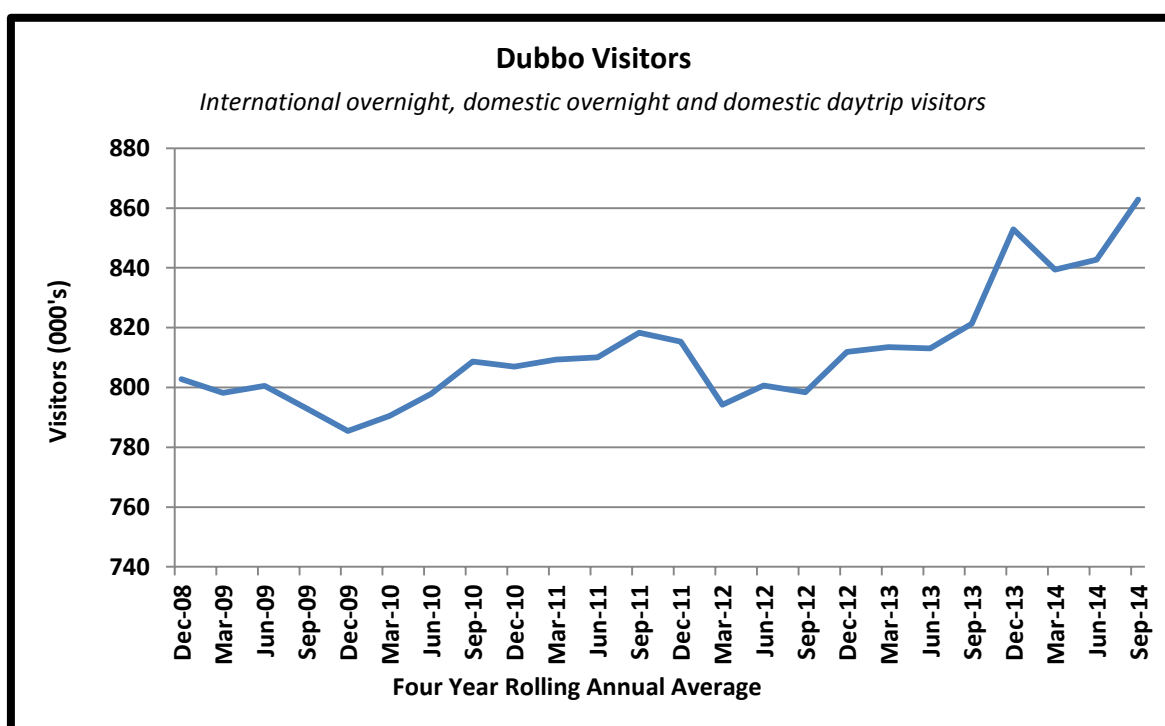


OVERVIEW

Four year annual average to the year ending September 2014

Key Measures	Dubbo	NSW
Total Visitors (overnight and domestic daytrip) (000's)	863	80,316
Total Overnight Visitors (000's)	442	28,105
Total Nights (000's)	1,152	154,563
Total Spend (overnight and domestic daytrip) (\$ Million)	209	26,503
Total Overnight Visitor Spend (\$ Million)	148	20,955



SOURCE: International Visitor Survey and National Visitor Survey, Tourism Research Australia (TRA)

NOTES:

Geographical groupings: The information contained within this document is based on statistical geographical areas known as SA2s which have been drawn by the Australian Bureau of Statistics (ABS). The use of SA2 regions rather than Local Government Areas (LGAs) means that the above data is for a geographic region that may not exactly match the boundaries of the LGA in question. As such, the data in this report should be considered as the best approximation of the visitor profile in each LGA.

TRA's change to SA2 reporting means that this profile is not comparable with previous LGA profile reports.

Expenditure: Expenditure for this LGA is based on the TRA estimates for the larger tourism region. Expenditure = spend per night in the tourism region x number of nights spent in the LGA (daytrip visitor spend based on visitor numbers).

Four Year Annual Average: A four year annual average is the sum of the figures (visitors, nights or expenditure) from the last four years divided by four. (Year Ending (YE) Sep 2011 + YE Sep 2012 + YE Sep 2013 + YE Sep 2014) / 4 = Four year annual average ending September 2014.

*The presence of a star indicates that there is an insufficient survey sample for this category. As a result, the corresponding data cannot be published.

INTERNATIONAL TRAVEL

Four year annual average to the year ending September 2014

Key Measures	Dubbo	NSW
Visitors (000's)	9	2,910
Nights (000's)	198	70,300
Average Length of Stay (nights)	22.1	24.2
Expenditure (\$ Million)	10	6,488
Spend per visitor (\$)	1,087	2,229
Spend per night (\$)	49	92

Purpose of Visit (visitors)	000's	LGA %	NSW %
Holiday	5	54%	56%
VFR	2	23%	27%
Business	*	*	13%
Education	*	*	5%
Employment	*	*	3%
Other	*	*	4%

Purpose of Visit (nights)	000's	LGA %	NSW %
Holiday	90	45%	32%
VFR	37	19%	24%
Business	*	*	6%
Education	*	*	26%
Employment	*	*	11%
Other	*	*	1%

Top 3 Transport Types (visitors)	000's	LGA %	NSW %
Private or company car	3	34%	28%
Aircraft	3	33%	31%
Rental car	1	14%	6%

Top 5 Origin Markets (visitors)	000's	LGA %	NSW %
New Zealand	2	18%	13%
United Kingdom	1	13%	11%
Germany	1	11%	4%
USA	*	*	10%
Canada	*	*	3%

Top 5 Accommodation Types (nights)	000's	LGA %	NSW %
Rented house / apartment / unit / flat	*	*	42%
Home of friend or relative (no payment required)	44	22%	30%
Other non-commercial property	*	*	1%
Backpacker / hostel	*	*	6%
Hotel, resort, motel, motor Inn	11	6%	11%

INTERNATIONAL TRAVEL

Four year annual average to the year ending September 2014

Travel Party (visitors)	000's	LGA %	NSW %
Unaccompanied traveller	6	65%	54%
Adult couple	*	*	20%
Friends and/ or relatives travelling together	1	13%	10%
Family group - parent(s) and children	*	*	10%
Business associates travelling together	*	*	4%
School tour group (teachers and/or students)	*	*	1%

Age Group (visitors)	000's	LGA %	NSW %
15 - 24 years	2	26%	18%
25 - 34 years	2	25%	26%
35 - 44 years	*	*	17%
45 - 54 years	*	*	16%
55 - 64 years	*	*	15%
65 years or over	*	*	8%

SOURCE: International Visitor Survey, YE September 2011 to YE September 2014, TRA

An **International Visitor** is a foreign resident over 15 years of age who visited Australia for a period of less than 12 months and spent at least one night in the respective LGA.

*The presence of a star indicates that there is an insufficient survey sample for this category. As a result, the corresponding data cannot be published.

DOMESTIC OVERNIGHT TRAVEL

Four year annual average to the year ending September 2014

Key Measures	Dubbo	NSW
Visitors (000's)	433	25,194
Nights (000's)	953	84,263
Average Length of Stay (nights)	2.2	3.3
Expenditure (\$ Million)	138	14,467
Spend per visitor (\$)	319	574
Spend per night (\$)	145	172

Purpose of Visit (visitors)	000's	LGA %	NSW %
Holiday	152	35%	42%
VFR	131	30%	37%
Business	96	22%	17%
Other	53	12%	6%

Purpose of Visit (nights)	000's	LGA %	NSW %
Holiday	302	32%	47%
VFR	394	41%	35%
Business	167	18%	13%
Other	82	9%	5%

Top 3 Transport Types (visitors)	000's	LGA %	NSW %
Private or company vehicle	373	86%	76%
Air transport	25	6%	17%
Bus or coach	*	*	2%

Origin (visitors)	000's	LGA %	NSW %
Sydney	113	26%	28%
Regional NSW	205	47%	41%
Total Intrastate	317	73%	68%
Victoria	41	9%	11%
Queensland	53	12%	11%
ACT	*	*	5%
Other Interstate	17	4%	4%
Total Interstate	116	27%	32%

Origin (nights)	000's	LGA %	NSW %
Sydney	224	24%	26%
Regional NSW	441	46%	36%
Total Intrastate	666	70%	62%
Victoria	84	9%	13%
Queensland	124	13%	14%
ACT	*	*	5%
Other Interstate	69	7%	7%
Total Interstate	288	30%	38%

DOMESTIC OVERNIGHT TRAVEL

Four year annual average to the year ending September 2014

Top 5 Activities (visitors)	000's	LGA %	NSW %
Eat out at restaurants	216	50%	58%
Visit friends and relatives	140	32%	49%
Visit wildlife parks, zoos or aquariums	102	23%	2%
General sight seeing	72	17%	25%
Go shopping (pleasure)	66	15%	26%

Top 5 Accommodation Types (nights)	000's	LGA %	NSW %
Friends or relatives property	410	43%	39%
Hotel, resort, motel or motor Inn	347	36%	25%
Caravan park or commercial camping ground	123	13%	13%
Caravan/camping near road or on private property	36	4%	4%
Rented house, apartment, flat or unit	*	*	10%

Travel Party (visitors)	000's	LGA %	NSW %
Adult couple (in a relationship sense)	126	29%	27%
Travelling with Children	125	29%	26%
Travelling alone	93	22%	26%
Friends or relatives - without children	45	10%	15%
Business Associates	34	8%	4%
Other	*	*	2%

Age Group (visitors)	000's	LGA %	NSW %
15 - 24 years	52	12%	15%
25 - 34 years	70	16%	17%
35 - 44 years	81	19%	18%
45 - 54 years	67	16%	19%
55 - 64 years	86	20%	16%
65 years or over	77	18%	15%

SOURCE: National Visitor Survey, YE September 2011 to YE September 2014 , TRA

A **Domestic Overnight Visitor** is an Australian resident over 15 years of age who spent at least one night away from home (but no more than 12 months) at a location at least 40 km from home.

*The presence of a star indicates that there is an insufficient survey sample for this category. As a result, the corresponding data cannot be published.

DOMESTIC DAYTRIP TRAVEL

Four year annual average to the year ending September 2014

Key Measures	Dubbo	NSW
Visitors (000's)	420	52,212
Expenditure (\$ Million)	61	5,548
Spend per visitor (\$)	145	106

Purpose of Visit	000's	LGA %	NSW %
Holiday	156	37%	47%
VFR	*	*	30%
Business	*	*	11%
Other	168	40%	13%

Top 5 Origin Markets	000's	LGA %	NSW %
Central NSW	331	79%	5%
Sydney	*	*	42%
Outback NSW	*	*	0%
Blue Mountains	*	*	3%
Hunter	*	*	10%

Top 5 Activities	000's	LGA %	NSW %
Eat out at restaurants	196	47%	44%
Go shopping (pleasure)	186	44%	21%
Visit friends and relatives	93	22%	36%
General sight seeing	*	*	15%
Pubs clubs discos etc	*	*	7%

Age Group	000's	LGA %	NSW %
15 - 24 years	*	*	14%
25 - 34 years	*	*	16%
35 - 44 years	*	*	17%
45 - 54 years	*	*	17%
55 - 64 years	77	18%	17%
65 years or over	100	24%	19%

SOURCE: National Visitor Survey, YE September 2011 to YE September 2014, TRA

A **Domestic Daytrip Visitor** is an Australian resident over 15 years of age who went on a trip of at least four hours duration (but did not stay the night) and with a round trip distance of at least 50 km. Routine trips (such as travel to work) and daytrips undertaken as part of a longer overnight trip are not included.

*The presence of a star indicates that there is an insufficient survey sample for this category. As a result, the corresponding data cannot be published.