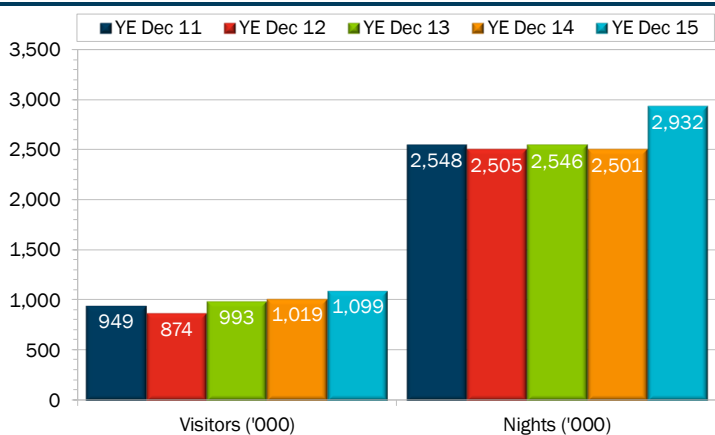


Domestic Overnight Travel (1)

Visitors and nights



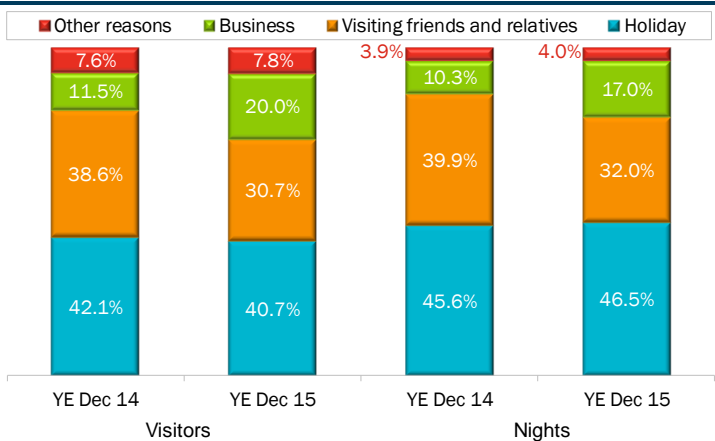
The Murray received almost 1.1 million domestic overnight visitors – up by 7.8% on YE Dec 14. Visitors spent over 2.9 million nights in the region – up by 17.2% on YE Dec 14.

Note: The number of domestic overnight trips to regional New South Wales increased by 2.3 percent on last year and by 12.2 percent* compared to four years ago.

Market share

The region received 5.6% of visitors and 4.4% of nights in regional NSW. Compared to YE Dec 14, the share of visitors was up by 0.3% pts and the share of nights was up by 0.5% pts.

Purpose of visit to The Murray



'Holiday' (40.7%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (30.7%) and 'business' (20.0%). Compared to YE Dec 14, visitors who travelled for 'holiday' grew by 4.2% while 'VFR' declined by 14.2% and 'business' increased by 87.2%*.

'Holiday' (46.5%) was the largest purpose in terms of nights in the region, followed by 'VFR' (32.0%) and 'business' (17.0%). Compared to YE Dec 14, nights spent for 'holiday' grew by 19.6% while 'VFR' declined by 6.0% and 'business' increased by 94.5%*.

Accommodation used in The Murray

'Friends or relatives property' (30.1%) was the most popular accommodation used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (22.7%) and 'caravan park or commercial camping ground' (21.4%).

Origin

Origin	Share of visitors		Share of nights	
	YE Dec 14	YE Dec 15	YE Dec 14	YE Dec 15
Regional NSW	19.5%	17.9%	15.6%	16.7%
Sydney	9.3%	9.3%	7.1%	7.0%
Total intrastate	28.8%	27.2%	22.7%	23.7%
Victoria	61.8%	59.4%	64.8%	61.8%
South Australia	3.6%	4.7%	3.8%	4.8%
Queensland	2.4%	4.5%	4.9%	4.9%
Other interstate	3.5%	4.2%	3.7%	4.9%
Total interstate	71.2%	72.8%	77.3%	76.3%

Victoria (59.4%) was the largest source of visitors to the region, followed by regional NSW (17.9%) and Sydney (9.3%). Compared to YE Dec 14, the regional NSW source market declined by 0.7% while Sydney grew by 7.2%. Over the same period, Victoria grew by 3.7% and South Australia increased by 39.9% while Queensland grew by 101%*.

Victoria (61.8%) was the largest source market in terms of nights in the region, followed by regional NSW (16.7%) and Sydney (7.0%). Compared to YE Dec 14, nights spent by visitors from regional NSW grew by 24.9% and nights from Sydney increased by 15.3%. Over the same period, nights by Victorians grew by 11.7% and Queensland nights increased by 17.5% while nights by visitors from South Australia grew by 45.5%.

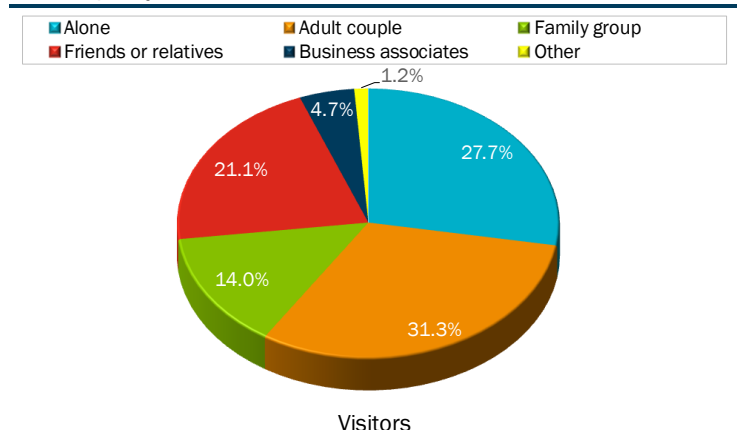
Top activities in The Murray

'Eat out, dine at a restaurant or cafe' (52.2%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (35.5%) and 'pubs, clubs, discos etc' (29.2%).

Age groups

'60 to 69 years' (22.4%) was the largest age group of visitors to the region, followed by '50 to 59 years' (19.6%) and '15 to 29 years' (16.9%).

Travel party



'Adult couple' (31.3%) was the most common travel party amongst visitors to the region, followed by 'alone' (27.7%).

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$461 million in the region – up by 11.4% on YE Dec 14. On average, they spent \$157 per night – down by 5.0% on YE Dec 14.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 15, TRA

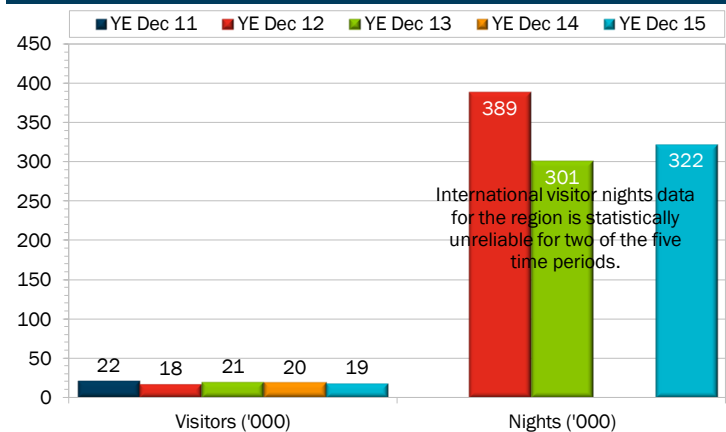
Travel to The Murray

Year ended December 2015

	YE Dec 15	YE Dec 14	YE on YE growth	Share of Reg NSW	Rank in Reg NSW
Total visitors (million)	2.3	2.3	0.5%	4.2%	13
Total nights (million)	3.3	2.7	20.2%	4.1%	12
Total expenditure (million)	\$660	\$624	5.8%	4.7%	11

International Overnight Travel (3)

Visitors and nights



The Murray received 19,400 international overnight visitors - down by 1.9% on YE Dec 14. Visitors spent 322,100 nights in the region.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 8.5 percent* on last year and by 17.9 percent* compared to four years ago.

Market share

The region received 2.8% of visitors and 2.3% of nights in regional NSW. Compared to YE Dec 14, the share of visitors was down by 0.3% pts.

Purpose of visit to The Murray

'Holiday' (51.6%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (28.0%). Compared to YE Dec 14, visitors who travelled for 'holiday' declined by 13.6% and 'VFR' decreased by 9.7%.

Origin - share of visitors to The Murray

Rank	Individual market	Share of international visitors to The Murray		Origin region	YE Dec 14		YE Dec 15	
		YE Dec 14	YE Dec 15		YE Dec 14	YE Dec 15		
1	United Kingdom	13.6%	24.8%	Europe	43.4%	39.7%		
2	New Zealand	20.2%	14.4%	North America	12.5%	18.5%		
3	USA	10.1%	13.4%	Asia	20.2%	23.0%		
4	np	np	np	New Zealand & Oceania	22.8%	16.1%		
5	np	np	np	Other Countries	np	np		

The United Kingdom (24.8%) was the region's largest individual source market of visitors, followed by New Zealand (14.4%) and the USA (13.4%).

Accommodation in The Murray

'Standard hotel or motor inn, below 4 star' (38.2%) was the most popular form of accommodation used by visitors in the region, followed by 'friends or relatives property' (34.7%) and 'caravan park or commercial camping ground' (7.2%).

Age groups

'15 to 29 years' (32.0%) was the largest age group of visitors to the region, followed by '50 to 59 years' (17.0%) and '30 to 39 years' (16.7%).

Expenditure (incl 30% prepaid package expenditure) (4)

International overnight visitors spent \$19 million in the region. On average, they spent \$59 per night.

(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 15, TRA.

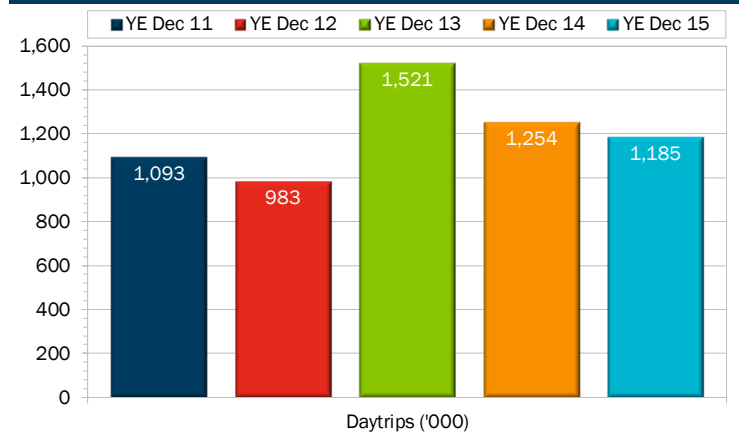
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Dec 15, TRA

Domestic Daytrip Travel (5)

Daytrips



The Murray received nearly 1.2 million domestic daytrip visitors - down by 5.5% on YE Dec 14.

Note: The number of domestic daytrips to regional New South Wales increased by 8.5 percent* on last year and by 5.2 percent* compared to four years ago.

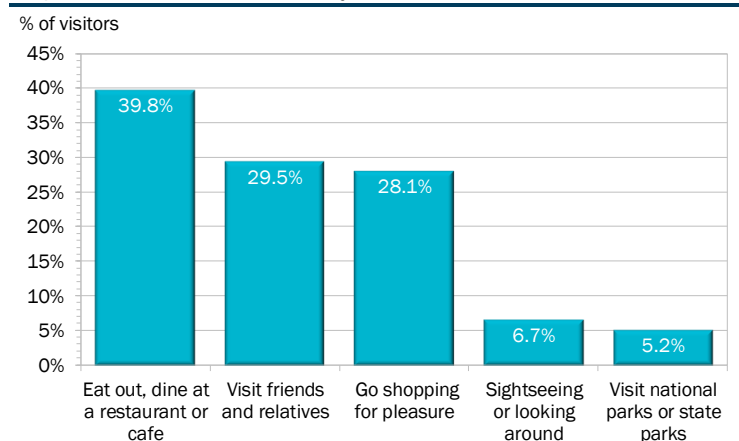
Market share

The region received 3.4% of daytrips to regional NSW. Compared to YE Dec 14, the share was down by 0.5% pts.

Main purpose of trip

'Holiday' (40.8%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (19.7%) and 'medical reasons' (15.0%). Compared to YE Dec 14, visitors who travelled for 'holiday' declined by 8.4% and 'VFR' fell by 32.8% while 'medical reasons' grew by 21.2%.

Top activities in The Murray



Expenditure (6)

Domestic daytrip visitors spent \$180 million in the region - down by 8.8% on YE Dec 14. On average, they spent \$152 per trip - down by 3.5% on YE Dec 14.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Dec 15, TRA

Further information

Please see www.destinationnsw.com.au for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.

np = Not published due to insufficient sample.

(5) Source: NVS, YE Dec 15, TRA

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