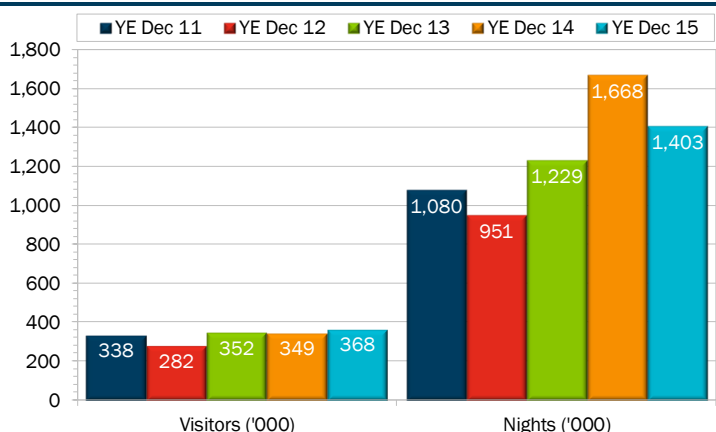


Domestic Overnight Travel (1)

Visitors and nights



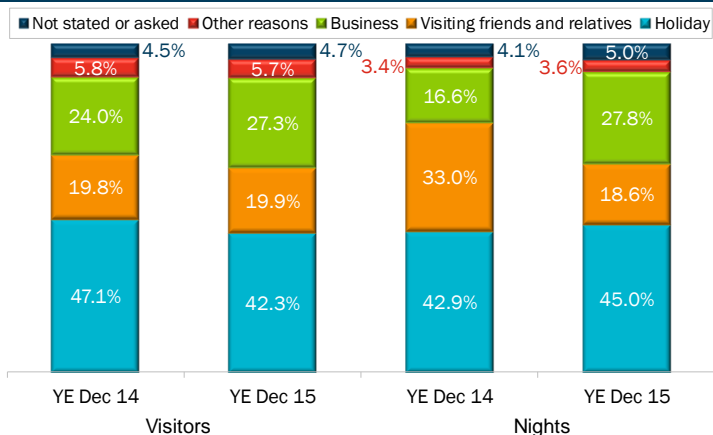
Outback NSW received 368,000 domestic overnight visitors - up by 5.6% on YE Dec 14. Visitors spent over 1.4 million nights in the region - down by 15.8% on YE Dec 14.

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 1.9% of visitors and 2.1% of nights in regional NSW. Compared to YE Dec 14, the share of visitors was up by .01% pt and the share of nights was down by 0.5% pts.

Purpose of visit to Outback NSW



'Holiday' (42.3%) was the largest purpose of visit for visitors to the region, followed by 'business' (27.3%) and 'visiting friends and relatives (VFR)' (19.9%). Compared to YE Dec 14, visitors who travelled for 'holiday' declined by 5.1% while 'business' grew by 20.2% and 'VFR' increased by 6.0%.

'Holiday' (45.0%) was the largest purpose in terms of nights in the region, followed by 'business' (27.8%) and 'VFR' (18.6%). Compared to YE Dec 14, nights spent for 'holiday' declined by 11.8% while 'business' grew by 41.2% and 'VFR' decreased by 52.5%.

Accommodation in Outback NSW

'Friends or relatives property' (30.8%) was the most popular accommodation used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (20.0%) and 'caravan park or commercial camping ground' (18.7%).

Outback NSW includes Bourke, Broken Hill, Cobar, Lightning Ridge, Silverton and White Cliffs.

* The percentage change is statistically significant.

(1) Source: National Visitor Survey (NVS), YE Dec 15, Tourism Research Australia (TRA)

Origin

| Origin | Share of visitors | | Share of nights | |
|------------------|-------------------|-----------|-----------------|-----------|
| | YE Dec 14 | YE Dec 15 | YE Dec 14 | YE Dec 15 |
| Regional NSW | 41.6% | 49.6% | 48.5% | 47.5% |
| Sydney | 18.2% | 13.5% | 16.1% | 18.3% |
| Total intrastate | 59.8% | 63.1% | 64.6% | 65.8% |
| South Australia | 10.4% | 12.2% | 7.6% | 9.5% |
| Victoria | 15.1% | 10.5% | 12.8% | 15.2% |
| Queensland | 10.7% | 9.1% | 10.9% | 7.3% |
| Other interstate | 4.0% | 5.1% | 4.1% | 2.2% |
| Total interstate | 40.2% | 36.9% | 35.4% | 34.2% |

Regional NSW (49.6%) was the largest source of visitors to the region, followed by Sydney (13.5%) and South Australia (12.2%). Compared to YE Dec 14, the regional NSW source market grew by 25.8% while Sydney declined by 21.4%. Over the same period, South Australia grew by 24.2% while Victoria declined by 26.7% and Queensland decreased by 10.2%.

Regional NSW (47.5%) was the largest source market in terms of nights in the region, followed by Sydney (18.3%) and Victoria (15.2%). Compared to YE Dec 14, nights spent by visitors from regional NSW declined by 17.6% and nights from Sydney decreased by 4.3%. Over the same period, Victorian nights declined by 0.2% while nights by South Australians grew by 5.2% and Queensland nights decreased by 43.5%.

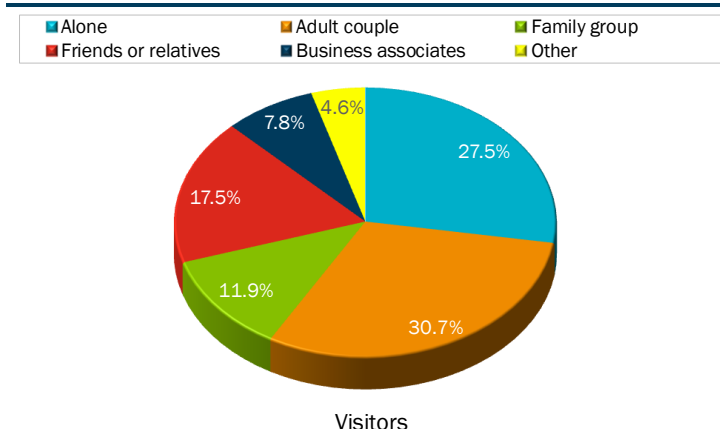
Top activities in Outback NSW

'Eat out, dine at a restaurant or cafe' (42.2%) was the most popular activity undertaken by visitors to the region, followed by 'pubs, clubs, discos etc' (28.8%) and 'visit friends and relatives' (27.0%).

Age groups

'60 to 69 years' (26.0%) was the largest age group of visitors to the region, followed by '50 to 59 years' (20.0%) and '30 to 39 years' (18.0%).

Travel party



'Adult couple' (30.7%) was the most common travel party amongst visitors to the region, followed by 'alone' (27.5%).

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$149 million in the region - down by 16.3% on YE Dec 14. On average, they spent \$106 per night - down by 0.6% on YE Dec 14.

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

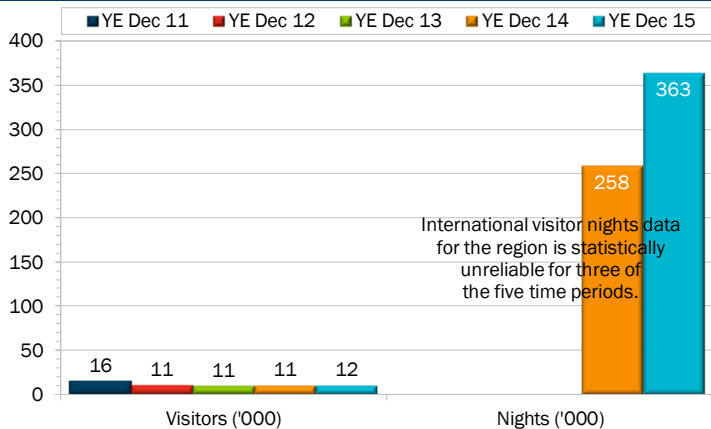
Travel to Outback NSW

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) | 0.6 | 0.5 | 15.8% | 1.1% | 16 |
| Total nights (million) | 1.8 | 1.9 | -8.3% | 2.2% | 16 |
| Total expenditure (million) | \$181 | \$212 | -14.7% | 1.3% | 16 |

International Overnight Travel (3)

Visitors and nights



Outback NSW received 11,500 international overnight visitors - up by 1.4% on YE Dec 14. Visitors spent 363,500 nights in the region visitors - up by 40.8% on YE Dec 14.

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 1.7% of visitors and 2.6% of nights in regional NSW. Compared to YE Dec 14, the share of visitors was down by 0.1% pt and the share of nights was up by 0.5% pts.

Purpose of visit to Outback NSW

'Holiday' (68.7%) was the largest purpose of visit for visitors to the region, followed by 'other (incl VFR, business, education and employment)' (37.1%). Compared to YE Dec 14, visitors who travelled for 'holiday' grew by 7.6% and 'other (incl VFR, business, education and employment)' declined by 6.0%.

Origin - share of visitors to Outback NSW

| Rank | Individual market | Share of international visitors to Outback NSW | | Origin region | YE Dec 14 | YE Dec 15 |
|------|-------------------|--|-----------|-----------------------|-----------|-----------|
| | | YE Dec 14 | YE Dec 15 | | | |
| 1 | United Kingdom | 15.6% | 18.3% | Europe | 54.7% | 52.9% |
| 2 | np | np | np | North America | 14.9% | 20.2% |
| 3 | np | np | np | Asia | np | np |
| 4 | np | np | np | New Zealand & Oceania | 18.7% | np |
| 5 | np | np | np | Other Countries | np | np |

The United Kingdom (18.3%) was the region's largest individual source market of visitors. Over ½ (52.9%) of visitors to Outback NSW were from Europe.

Accommodation in Outback NSW

'Standard hotel or motor inn, below 4 star' (30.0%) was the most popular form of accommodation used by visitors in the region, followed by 'caravan park or commercial camping ground' (23.0%).

Age groups

'15 to 29 years' (35.6%) was the largest age group of visitors to the region, followed by '60 to 69 years' (25.1%) and '40 to 49 years' (13.0%).

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

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

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

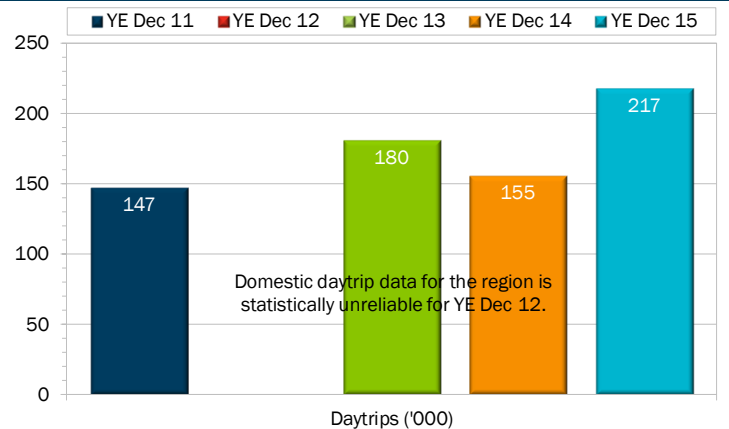
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

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

Domestic Daytrip Travel (5)

Daytrips



Outback NSW received 217,000 domestic daytrip visitors - up by 39.9% 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.

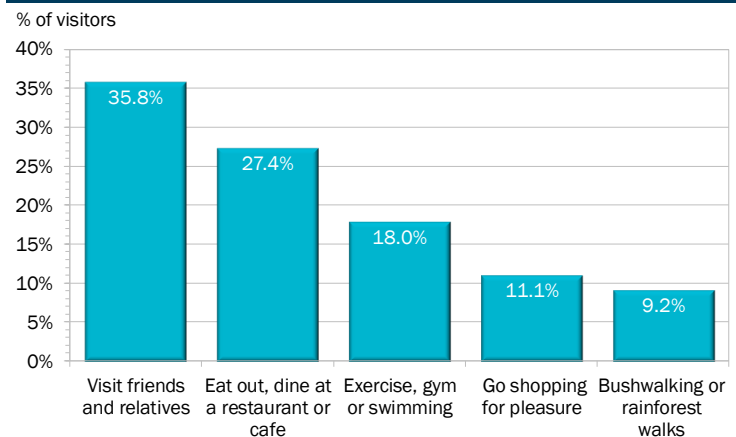
Market share

The region received 0.6% of daytrips to regional NSW. Compared to YE Dec 14, the share was up by 0.1% pt

Main purpose of trip

Main purpose of trip data for domestic daytrip visitors in the region is statistically unreliable.

Top activities in Outback NSW



'Visit friends and relatives' (35.8%) was the most popular activity undertaken by visitors to the region.

Expenditure (6)

Expenditure by domestic daytrip visitors in the region is statistically unreliable.

(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

Page 2 of 2