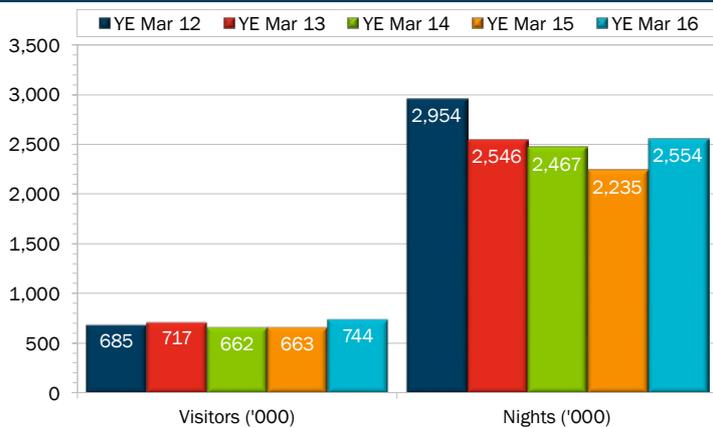


Domestic Overnight Travel (1)

Visitors and nights



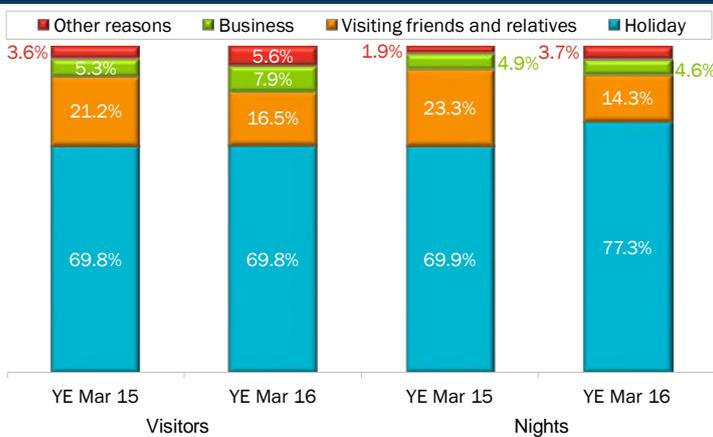
Snowy Mountains received 744,000 domestic overnight visitors - up by 12.2% on YE Mar 15. Visitors spent nearly 2.6 million nights in the region - up by 14.3% on YE Mar 15.

Note: The number of domestic overnight trips to regional New South Wales increased by 5.8 percent* on last year and by 17.0 percent* compared to four years ago.

Market share

The region received 3.7% of both visitors and nights in regional NSW. Compared to YE Mar 15, the share of visitors was up by 0.2% pts and the share of nights was up by 0.3% pts.

Purpose of visit to Snowy Mountains



'Holiday' (69.8%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (16.5%) and 'business' (7.9%). Compared to YE Mar 15, visitors who travelled for 'holiday' grew by 12.2% while 'VFR' declined by 12.7% and 'business' increased by 67.8%*.

'Holiday' (77.3%) was the largest purpose in terms of nights in the region, followed by 'VFR' (14.3%) and 'business' (4.6%). Compared to YE Mar 15, nights spent for 'holiday' grew by 26.5% while 'VFR' declined by 29.9% and 'business' increased by 8.7%.

Accommodation in Snowy Mountains

'Friends or relatives property' (25.0%) was the most popular accommodation used for nights in the region, followed by 'rented house, apartment, flat or unit' (14.1%) and 'standard hotel or motor inn, below 4 star' (13.1%).

Snowy Mountains includes Cooma, Jindabyne, Perisher, Thredbo, Tumbarumba, Tumut.

* The percentage change is statistically significant.

(1) Source: National Visitor Survey (NVS), YE Mar 16, Tourism Research Australia (TRA)

Origin

Origin	Share of visitors		Share of nights	
	YE Mar 15	YE Mar 16	YE Mar 15	YE Mar 16
Regional NSW	42.6%	28.4%	39.7%	28.8%
Sydney	33.3%	40.7%	37.1%	43.5%
Total intrastate	75.9%	69.1%	76.8%	72.3%
ACT	11.6%	15.7%	7.9%	13.6%
Victoria	7.1%	8.8%	9.1%	7.2%
Queensland	3.9%	5.1%	5.2%	6.2%
Other interstate	1.4%	1.3%	1.0%	0.8%
Total interstate	24.1%	30.9%	23.2%	27.7%

Sydney (40.7%) was the largest source of visitors to the region, followed by regional NSW (28.4%) and the ACT (15.7%). Compared to YE Mar 15, the Sydney source market grew by 37.0%* while regional NSW declined by 25.2%. Over the same period, the ACT grew by 51.6%* and Victoria increased by 37.4% while Queensland grew by 46.8%.

Sydney (43.5%) was the largest source market in terms of nights in the region, followed by regional NSW (28.8%) and the ACT (13.6%). Compared to YE Mar 15, nights spent by visitors from Sydney grew by 34.0% while nights from regional NSW declined by 17.1%. Over the same period, nights by visitors from the ACT grew by 96.3%* while Victorian nights declined by 10.2% and Queensland nights increased by 35.6%.

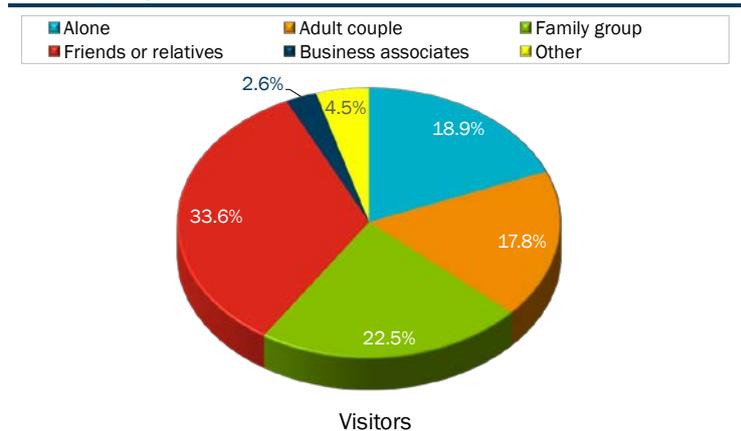
Top activities in Snowy Mountains

'Eat out, dine at a restaurant or cafe' (59.7%) was the most popular activity undertaken by visitors to the region, followed by 'snow skiing' (33.2%) and 'visit friends and relatives' (32.7%).

Age groups

'15 to 29 years' (31.6%) was the largest age group of visitors to the region, followed by '40 to 49 years' (18.9%) and '50 to 59 years' (17.7%).

Travel party



'Friends or relatives' (33.6%) was the most common travel party amongst visitors to the region, followed by 'family group' (22.5%) and 'alone' (18.9%).

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$427 million in the region - down by 10.1% on YE Mar 15. On average, they spent \$167 per night - down by 21.4% on YE Mar 15.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 16, TRA

Travel to Snowy Mountains

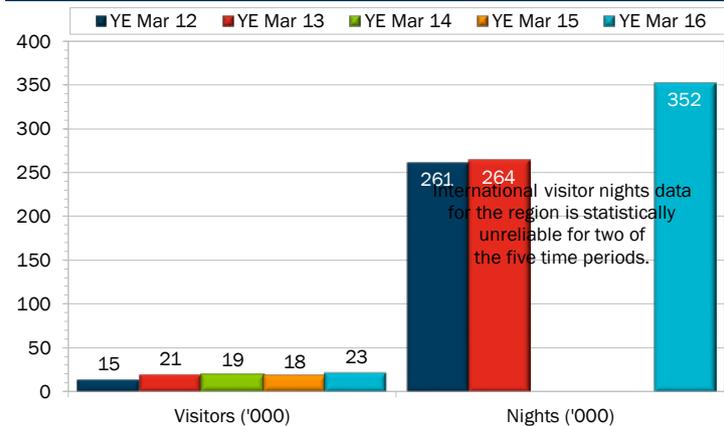
Year ended March 2016

For the period of April 2015 to March 2016

	YE Mar 16	YE Mar 15	YE on YE growth	Share of Reg NSW	Rank in Reg NSW
Total visitors (million)	1.3	1.1	18.4%	2.3%	15
Total nights (million)	2.9	2.4	20.4%	3.5%	13
Total expenditure (million)	\$489	\$532	-8.2%	3.4%	15

International Overnight Travel (3)

Visitors and nights



Snowy Mountains received 22,700 international overnight visitors - up by 29.0%* on YE Mar 15. Visitors spent 352,300 nights in the region.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 8.9 percent* on last year and by 23.1 percent* compared to four years ago.

Market share

The region received 3.2% of visitors and 2.6% of nights in regional NSW. Compared to YE Mar 15, the share of visitors was up by 0.5% pts.

Purpose of visit to Snowy Mountains

'Holiday' (65.9%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (17.4%). Compared to YE Mar 15, visitors who travelled for 'holiday' grew by 11.3% and 'VFR' increased by 114%*.

Origin - share of visitors to Snowy Mountains

Rank	Individual market	Share of international visitors to Snowy Mountains		Origin region	YE Mar 15	YE Mar 16
		YE Mar 15	YE Mar 16			
1	United Kingdom	15.0%	12.1%	Europe	41.5%	46.3%
2	Germany	7.2%	9.3%	North America	18.9%	16.5%
3	np	np	np	Asia	28.1%	26.4%
4	np	np	np	New Zealand & Oceania	np	np
5	np	np	np	Other Countries	np	np

The United Kingdom (12.1%) was the region's largest individual source market of visitors. Germany (9.3%) was the 2nd largest individual source market. Nearly ½ (46.3%) of visitors to Snowy Mountains were from Europe.

Accommodation in Snowy Mountains

'Rented house, apartment, flat or unit' (41.5%) was the most popular form of accommodation used for nights in the region. 'Friends or relatives property' (14.4%) was the 2nd most popular accommodation type.

Age groups

'15 to 29 years' (37.2%) was the largest age group of visitors to the region, followed by '30 to 39 years' (21.2%) and '50 to 59 years' (12.6%).

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 Mar 16, TRA.

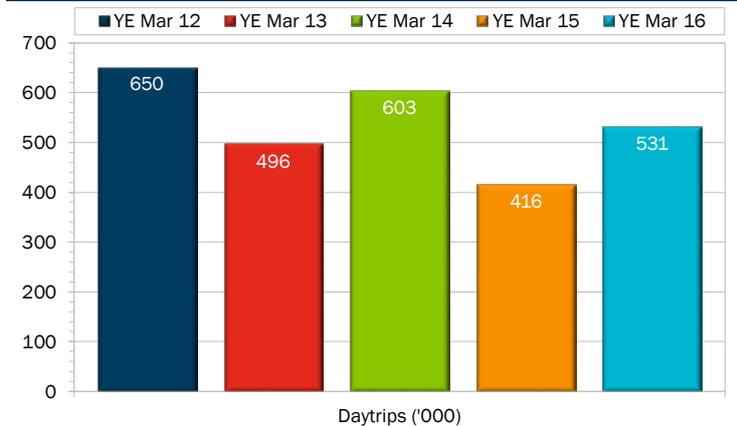
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Mar 16, TRA

Domestic Daytrip Travel (5)

Daytrips



Snowy Mountains received 531,000 domestic daytrip visitors - up by 27.8% on YE Mar 15.

Note: The number of domestic daytrips to regional New South Wales increased by 4.7 percent* on last year and by 3.1 percent compared to four years ago.

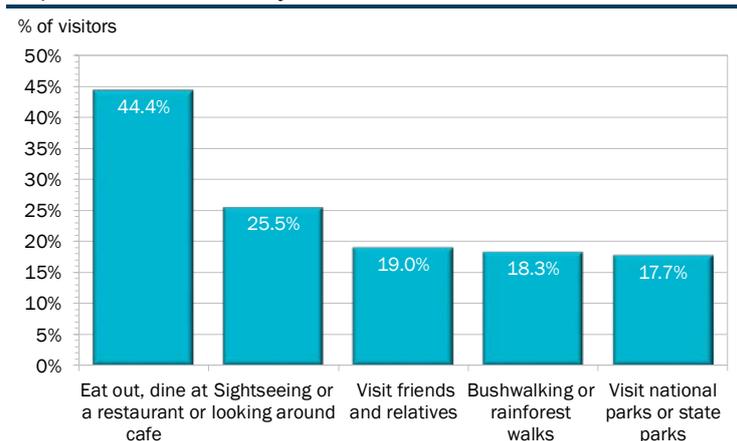
Market share

The region received 1.5% of daytrips to regional NSW. Compared to YE Mar 15, the share was up by 0.3% pts.

Main purpose of trip

'Holiday' (75.1%) was the largest purpose of trip for visitors to the region, followed by 'other (incl VFR and business)' (24.9%). Compared to YE Mar 15, visitors who travelled for 'holiday' grew by 75.5%* while 'other (incl VFR and business)' decreased by 29.8%.

Top activities in Snowy Mountains



Expenditure (6)

Domestic daytrip visitors spent \$45 million in the region - down by 5.7% on YE Mar 15. On average, they spent \$84 per trip - down by 26.2% on YE Mar 15.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Mar 16, 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 Mar 16, TRA

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