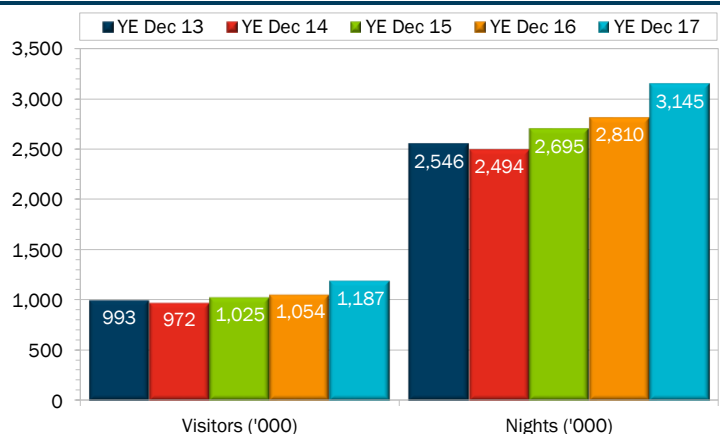


Domestic Overnight Travel¹

Visitors and nights



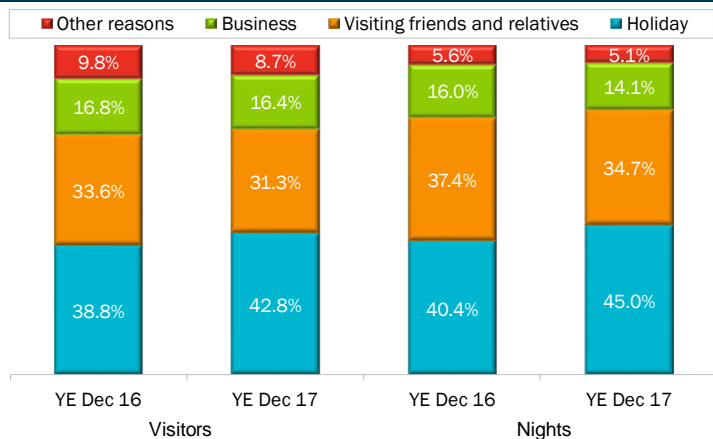
The Murray received nearly 1.2 million domestic overnight visitors - up by 12.6%* on YE Dec 16. Visitors spent over 3.1 million nights in the region - up by 11.9% on YE Dec 16.

Note: The number of domestic overnight trips to regional New South Wales increased by 7.5 percent* on last year and by 23.7 percent* compared to four years ago.

Market share

The region received 5.3% of visitors and 4.3% of nights in regional NSW. Compared to YE Dec 16, 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 The Murray



'Holiday' (42.8%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (31.3%) and 'business' (16.4%). Compared to YE Dec 16, visitors who travelled for 'holiday' grew by 24.2%* and 'VFR' increased by 4.9% while 'business' grew by 9.9%.

'Holiday' (45.0%) was the largest purpose in terms of nights in the region, followed by 'VFR' (34.7%) and 'business' (14.1%). Compared to YE Dec 16, nights spent for 'holiday' grew by 24.6% and 'VFR' increased by 3.9% while 'business' declined by 1.2%.

Accommodation used in The Murray

'Friends or relatives property' (33.4%) was the most popular accommodation used for nights in the region. 'Standard hotel or motor inn, below 4 star' (25.0%) was the 2nd most popular accommodation used, followed by 'caravan park or commercial camping ground' (15.3%).

Origin

Origin	Share of visitors		Share of nights	
	YE Dec 16	YE Dec 17	YE Dec 16	YE Dec 17
Regional NSW	20.0%	21.9%	17.9%	16.4%
Sydney	7.9%	13.2%	7.3%	12.5%
Total intrastate	27.9%	35.2%	25.2%	28.9%
Victoria	58.1%	53.3%	57.2%	56.0%
South Australia	4.6%	4.8%	4.1%	5.3%
Queensland	5.9%	3.7%	8.6%	6.9%
Other interstate	3.5%	3.0%	4.8%	2.9%
Total interstate	72.1%	64.8%	74.8%	71.1%

Victoria (53.3%) was the largest source of visitors to the region, followed by regional NSW (21.9%) and Sydney (13.2%). Compared to YE Dec 16, the regional NSW source market grew by 23.4% and Sydney increased by 89.7%*. Over the same period, Victoria grew by 3.4% and South Australia increased by 18.8% while Queensland declined by 28.7%.

Victoria (56.0%) was the largest source market in terms of nights in the region, followed by regional NSW (16.4%) and Sydney (12.5%). Compared to YE Dec 16, nights spent by visitors from regional NSW grew by 2.9% and nights from Sydney increased by 90.3%*. Over the same period, nights by Victorians grew by 9.6% while Queensland nights declined by 10.9% and nights by visitors from South Australia increased by 43.3%.

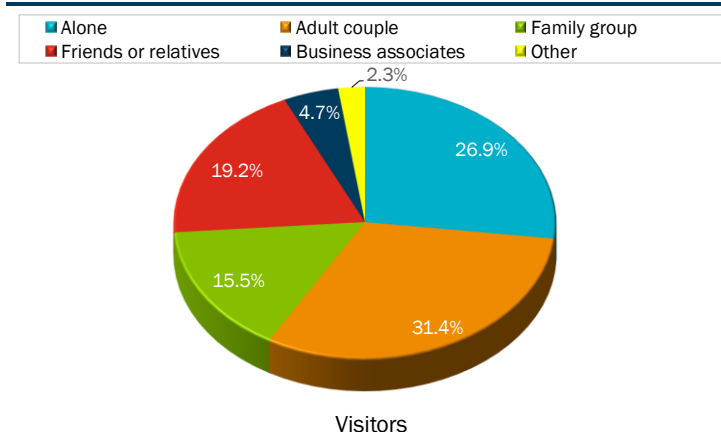
Top activities in The Murray

'Eat out, dine at a restaurant or cafe' (57.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (37.9%) and 'pubs, clubs, discos etc' (28.8%).

Age groups

'15 to 29 years' (20.1%) was the largest age group of visitors to the region, followed by '60 to 69 years' (19.2%) and '40 to 49 years' (17.2%).

Travel party



'Adult couple' (31.4%) was the most common travel party amongst visitors to the region, followed by 'alone' (26.9%) and 'friends or relatives' (19.2%).

Expenditure (incl airfares and transport costs)³

Domestic overnight visitors spent \$464 million in the region - up by 26.5%* on YE Dec 16. On average, they spent \$148 per night - up by 13.1% on YE Dec 16.

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Dec 17.

Travel To The Murray

Year ended December 2017

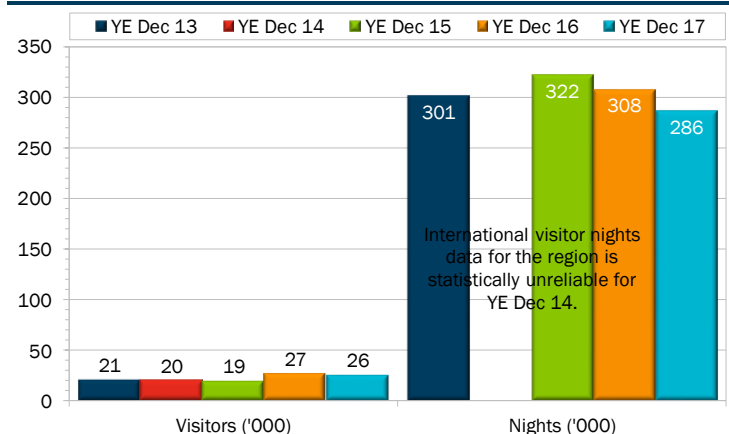
For the period of January 2017 to December 2017

Sources: (1) NVS & (2) IVS, YE Dec 17, TRA - unless otherwise specified.

	YE Dec 17	YE on YE growth	Share of region			Share of regional NSW	Rank in regional NSW
			international overnight	domestic overnight	domestic daytrips		
Total visitors (million)	2.5	17.9%	1.0%	46.6%	52.4%	4.2%	10
Total nights (million)	3.4	10.0%	8.3%	91.7%	0.0%	3.9%	9
Total spend (million)	\$636	20.7%	2.6%	72.9%	24.5%	3.9%	10

International Overnight Travel²

Visitors and nights



The Murray received 25,500 international overnight visitors - down by 6.1% on YE Dec 16. Visitors spent 286,300 nights in the region - down by 7.0% on YE Dec 16.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 10.8 percent* on last year and by 43.5 percent* compared to four years ago.

Market share

The region received 3.0% of visitors and 1.9% of nights in regional NSW. Compared to YE Dec 16, the share of visitors was down by 0.5% pts and the share of nights was down by 0.4% pts.

Purpose of visit to The Murray

'Holiday' (43.5%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (34.2%) and 'business' (13.9%). Compared to YE Dec 16, visitors who travelled for 'holiday' declined by 22.8% while 'VFR' grew by 15.8% and 'business' increased by 1.0%.

Origin - share of visitors to The Murray

Rank	Individual market	Share of international visitors to The Murray		Origin region	YE Dec 16		YE Dec 17	
		YE Dec 16	YE Dec 17		YE Dec 16	YE Dec 17		
1	United Kingdom	13.0%	17.9%	Europe	39.5%	43.3%		
2	New Zealand	15.9%	11.8%	North America	9.5%	10.6%		
3	np	np	np	Asia	28.8%	26.0%		
4	np	np	np	New Zealand & Oceania	16.4%	12.5%		
5	np	np	np	Other Countries	np	np		

The United Kingdom (17.9%) was the region's largest individual source market of visitors, followed by New Zealand (11.8%).

Accommodation in The Murray

'Friends or relatives property' (35.3%) was the most popular form of accommodation used by visitors in the region, followed by 'standard hotel or motor inn, below 4 star' (30.3%).

Age groups

'15 to 29 years' (28.2%) was the largest age group of visitors to the region, followed by '30 to 39 years' (20.2%) and '60 to 69 years' (20.2%).

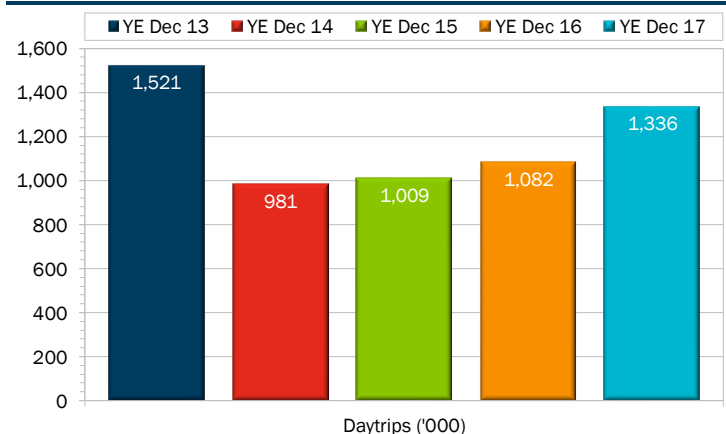
Expenditure (incl 30% prepaid package expenditure)⁴

International overnight visitors spent \$16 million in the region - up by 6.2% on YE Dec 16. On average, they spent \$57 per night region - up by 14.3% on YE Dec 16.

(4) Source: TRA's expenditure allocation method applied to IVS data, YE Dec 17.

Domestic Daytrip Travel⁴

Daytrips



The Murray received over 1.3 million domestic daytrip visitors - up by 23.5%* on YE Dec 16.

Note: The number of domestic daytrips to regional New South Wales increased by 1.5 percent on last year and by 16.1 percent* compared to four years ago.

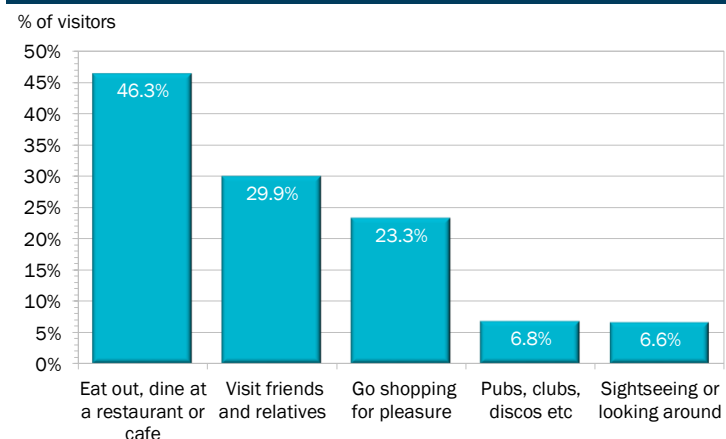
Market share

The region received 3.5% of daytrips to regional NSW. Compared to YE Dec 16, the share was up by 0.6% pts.

Main purpose of trip

'Holiday' (48.4%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (21.0%) and 'business' (11.0%). Compared to YE Dec 16, visitors who travelled for 'holiday' grew by 56.1%* and 'VFR' increased by 5.5% while 'business' grew by 22.9%.

Top activities in The Murray



'Eat out, dine at a restaurant or cafe' (46.3%) was the most popular activity undertaken by visitors to the region.

Expenditure³

Domestic daytrip visitors spent \$156 million in the region - up by 7.5% on YE Dec 16. On average, they spent \$117 per trip - down by 12.9% on YE Dec 16.

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Dec 17.

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.