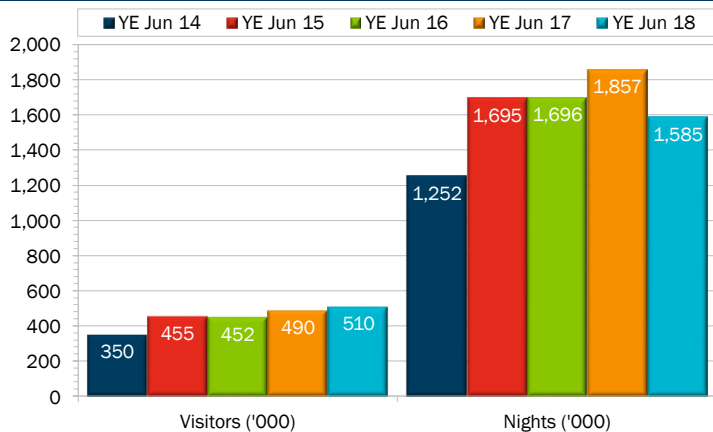


Domestic Overnight Travel¹

Visitors and nights



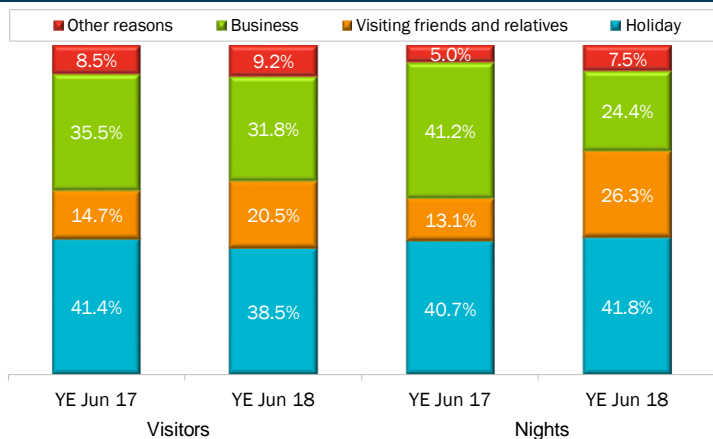
Outback NSW received 510,000 domestic overnight visitors - up by 4.0% on YE Jun 17. Visitors spent nearly 1.6 million nights in the region - down by 14.6% on YE Jun 17.

Note: The number of domestic overnight trips to regional New South Wales increased by 9.4 percent* on last year and by 26.4 percent* compared to four years ago.

Market share

The region received 2.2% of visitors and 2.1% of nights in regional NSW. Compared to YE Jun 17, the share of visitors was down by 0.1 pt and the share of nights was down by 0.5 pts.

Purpose of visit to Outback NSW



'Holiday' (38.5%) was the largest purpose of visit for visitors to the region, followed by 'business' (31.8%) and 'visiting friends and relatives (VFR)' (20.5%). Compared to YE Jun 17, visitors who travelled for 'holiday' declined by 3.2% and 'business' decreased by 6.7% while 'VFR' grew by 44.8%*.

'Holiday' (41.8%) was the largest purpose in terms of nights in the region, followed by 'VFR' (26.3%) and 'business' (24.4%). Compared to YE Jun 17, nights spent for 'holiday' declined by 12.4% while 'VFR' grew by 71.3%* and 'business' decreased by 49.3%.

Accommodation in Outback NSW

'Friends or relatives property' (28.7%) was the most popular accommodation used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (24.0%) and 'caravan or camping - non commercial' (16.7%).

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

* The percentage change is statistically significant.

Origin

| Origin | Share of visitors | | Share of nights | |
|------------------|-------------------|-----------|-----------------|-----------|
| | YE Jun 17 | YE Jun 18 | YE Jun 17 | YE Jun 18 |
| Regional NSW | 43.3% | 40.9% | 41.8% | 36.0% |
| Sydney | 17.3% | 16.7% | 15.5% | 16.7% |
| Total intrastate | 60.6% | 57.6% | 57.3% | 52.6% |
| Victoria | 14.4% | 17.7% | 13.0% | 19.4% |
| South Australia | 9.3% | 15.1% | 8.5% | 14.1% |
| Queensland | 13.6% | 7.2% | 19.5% | 5.6% |
| Other interstate | 2.0% | 2.3% | 1.7% | 8.3% |
| Total interstate | 39.4% | 42.4% | 42.7% | 47.4% |

Regional NSW (40.9%) was the largest source of visitors to the region, followed by Victoria (17.7%) and Sydney (16.7%). Compared to YE Jun 17, the regional NSW source market declined by 1.7% while Sydney grew by 0.4%. Over the same period, Victoria grew by 27.9% and South Australia increased by 69.8%* while Queensland declined by 45.0%.

Regional NSW (36.0%) was the largest source market in terms of nights in the region, followed by Victoria (19.4%) and Sydney (16.7%). Compared to YE Jun 17, nights spent by visitors from regional NSW declined by 26.6% and nights from Sydney decreased by 8.1%. Over the same period, nights by Victorians grew by 27.3% and South Australian nights increased by 41.4% while Queensland nights declined by 75.7%.

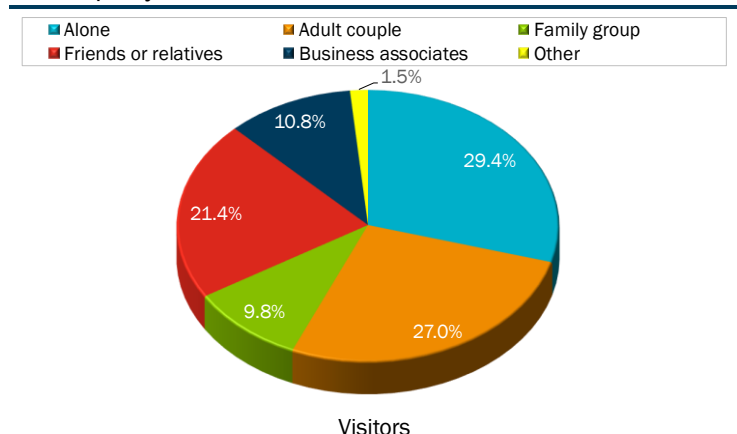
Top activities in Outback NSW

'Eat out, dine at a restaurant or cafe' (47.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (28.0%) and 'sightseeing or looking around' (25.1%).

Age groups

'40 to 49 years' (23.3%) was the largest age group of visitors to the region, followed by '60 to 69 years' (21.7%) and '15 to 29 years' (20.5%).

Travel party



'Alone' (29.4%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (27.0%) and 'friends or relatives' (21.4%).

Expenditure (incl airfares and transport costs)³

Domestic overnight visitors spent \$214 million in the region - down by 37.7%* on YE Jun 17. On average, they spent \$135 per night - down by 27.0% on YE Jun 17.

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Jun 18.

Travel to Outback NSW

Year ended June 2018

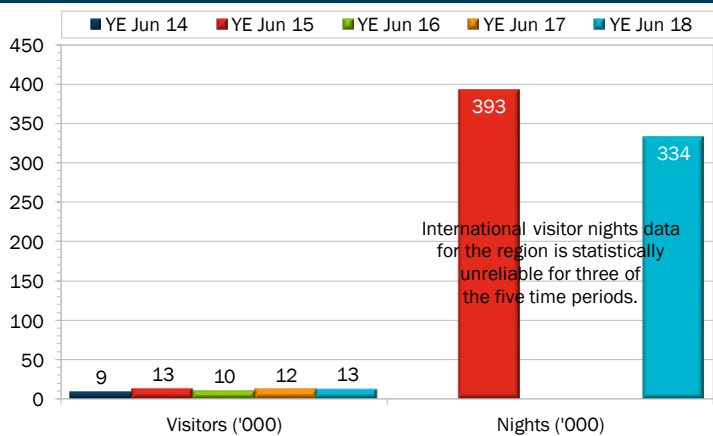
For the period of July 2017 to June 2018

Sources: (1) NVS YE & (2) IVS, YE Jun 18, TRA - unless otherwise specified.

| Preliminary | YE Jun 18 | YE on YE growth | Share of region | | | Share of regional NSW | Rank in regional NSW |
|--------------------------|-----------|-----------------|-------------------------|--------------------|-------------------|-----------------------|----------------------|
| | | | international overnight | domestic overnight | domestic daytrips | | |
| Total visitors (million) | 0.7 | -1.6% | 1.8% | 71.8% | 26.4% | 1.1% | 12 |
| Total nights (million) | 1.9 | -1.4% | 17.4% | 82.6% | 0.0% | 2.1% | 12 |
| Total spend (million) | \$253 | -31.5% | 7.9% | 84.5% | 7.6% | 1.5% | 12 |

International Overnight Travel² - preliminary

Visitors and nights



Outback NSW received 12,900 international overnight visitors - up by 7.0% on YE Jun 17. Visitors spent 333,900 nights in the region.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 6.2 percent* on last year and by 40.4 percent* compared to four years ago.

Market share

The region received 1.5% of visitors and 2.3% of nights in regional NSW. Compared to YE Jun 17, the share of visitors was unchanged.

Origin - share of visitors to Outback NSW

| Rank | Individual market | Share of international visitors to Outback NSW | | |
|------|-------------------|--|-----------|-----------------------|
| | | YE Jun 17 | YE Jun 18 | Origin region |
| 1 | np | np | np | Europe |
| 2 | np | np | np | North America |
| 3 | np | np | np | Asia |
| 4 | np | np | np | New Zealand & Oceania |
| 5 | np | np | np | Other Countries |

None of the region's individual source market of visitors had sufficient sample for publication. Over 2/5 (41.7%) of visitors were from Europe.

Accommodation in Outback NSW

'Standard hotel or motor inn, below 4 star' (27.4%) was the most popular form of accommodation used by visitors in the region, followed by 'caravan park or commercial camping ground' (26.6%).

Age groups

'15 to 29 years' (30.4%) was the largest age group of visitors to the region, followed by '60 to 69 years' (19.1%) and '40 to 49 years' (15.0%).

Expenditure (incl 30% prepaid package expenditure)⁴

Expenditure by international overnight visitors in the region is statistically unreliable

(4) Source: TRA's expenditure allocation method applied to IVS data, YE Jun 18.

Preliminary IVS results

Due to quality issues with the incoming passenger data, IVS results for the YE Jun 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

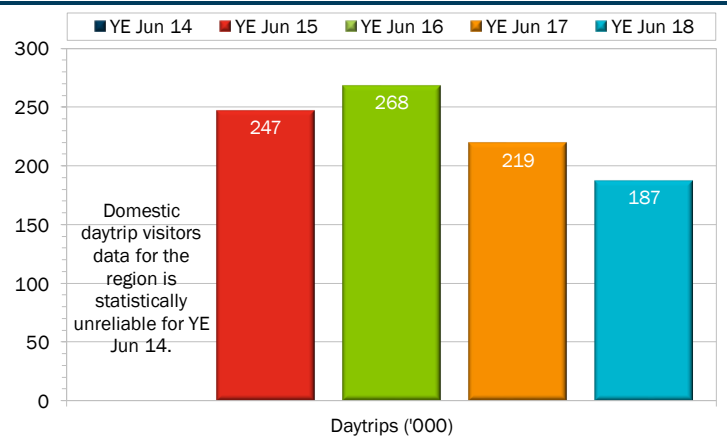
Please note: Due to quality issues with the incoming passenger data, IVS and total travel results for the YE Jun 18 are preliminary.

* The percentage change is statistically significant.

np = Not published due to insufficient sample.

Domestic Daytrip Travel⁴

Daytrips



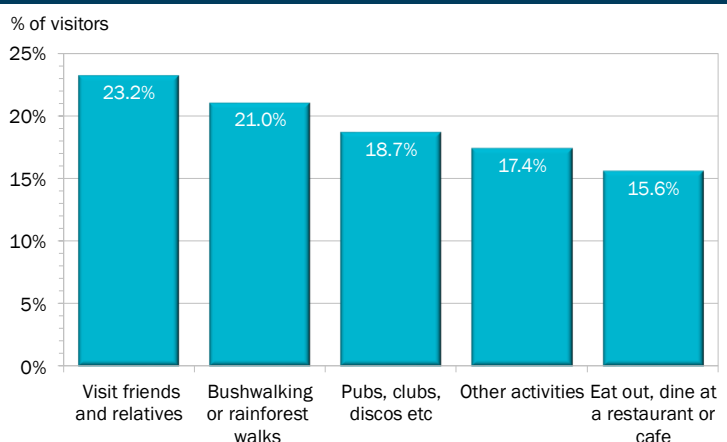
Outback NSW received 187,000 domestic daytrip visitors - down by 14.6% on YE Jun 17.

Note: The number of domestic daytrips to regional New South Wales increased by 4.0 percent* on last year and by 18.2 percent* compared to four years ago.

Market share

The region received 0.5% of daytrips to regional NSW. Compared to YE Jun 17, the share was down by 0.1% pt.

Top activities in Outback NSW



'Visit friends and relatives' (23.2%) was the most popular activity undertaken by visitors to the region. 'Bushwalking or rainforest walks' (21.0%) was the 2nd most popular activity, followed by 'pubs, clubs, discos etc' (18.7%).

Expenditure³

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

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Jun 18.

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.