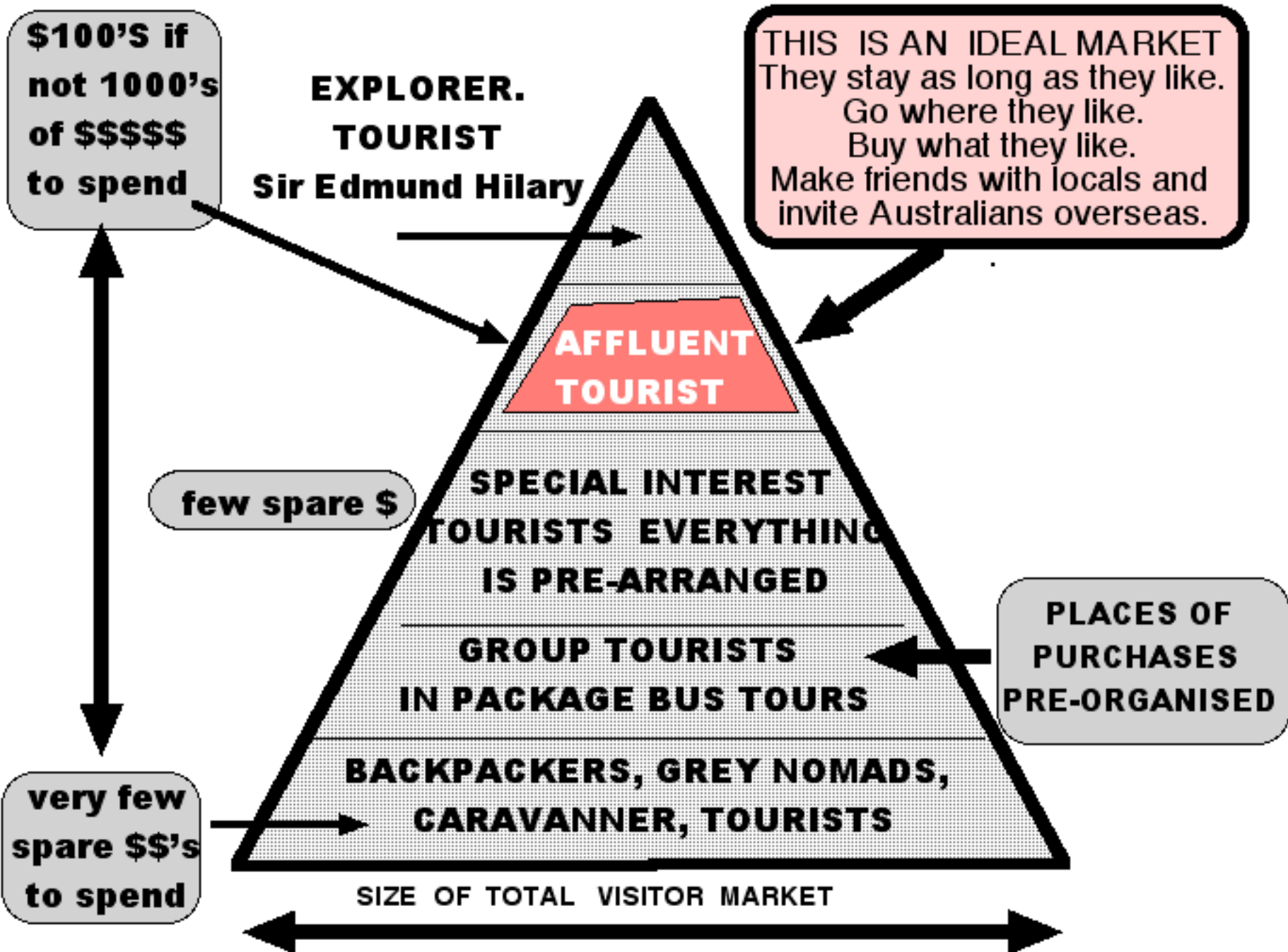


BEST MARKET TO SUSTAIN RURAL REGIONS IS THE CASHED UP, "AFFLUENT", OVERSEAS, AND AUSSIE, VISITORS' MARKET.



AFFLUENT TRAVELLERS
World Tourism Organisation estimates there are presently around 800 million International Tourists. Could rise to 1.5 billion by 2020.

USA Travellers known to be biggest spenders. Europe gets major share of International Tourists. This is because Europe's standards are high and there is much to see and buy, 7/24 day and night.

This is the sector just below the top end of the market that we have long researched. They are the affluent, long haul, special interest, discerning, Visitors They will spend on Arts, Tours, Wines, Fashion and local goods. They are 8% of all International Travellers. More than 50 million