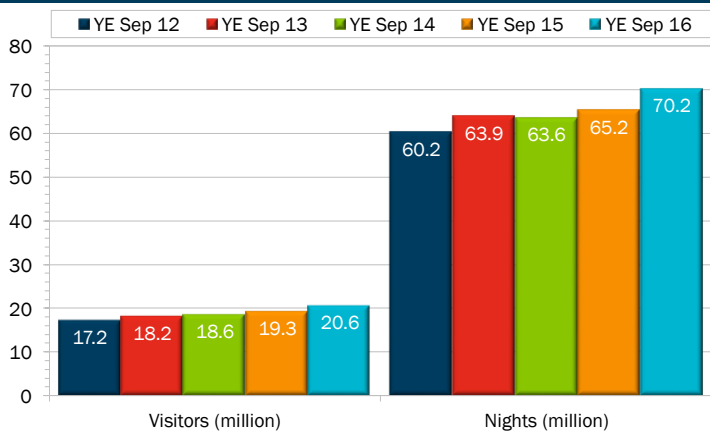


### Domestic Overnight Travel (1)

#### Visitors and nights



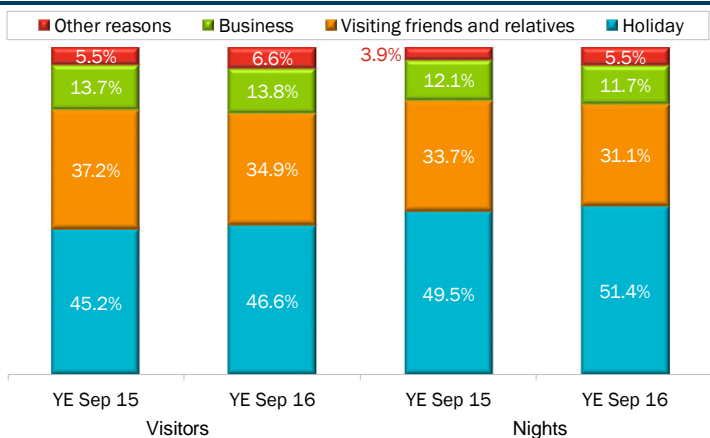
Regional NSW received over 20.6 million domestic overnight visitors - up by 6.8%\* on YE Sep 15. Visitors spent nearly 70.2 million nights in regional NSW - up by 7.7%\* on YE Sep 15.

Note: The number of domestic overnight trips to New South Wales increased by 4.5 percent\* on last year and by 20.1 percent\* compared to four years ago.

#### Market share

Regional NSW received 71.0% of visitors and 74.5% of nights in NSW. Compared to YE Sep 15, the share of visitors was up by 1.6% pts and the share of nights was up by 2.2% pts.

#### Purpose of visit to regional NSW



'Holiday' (46.6%) was the largest purpose of visit for visitors to regional NSW, followed by 'visiting friends and relatives (VFR)' (34.9%) and 'business' (13.8%). Compared to YE Sep 15, visitors who travelled for 'holiday' grew by 10.1%\* and 'VFR' increased by 0.3% while 'business' grew by 7.3%.

'Holiday' (51.4%) was the largest purpose in terms of nights in regional NSW, followed by 'VFR' (31.1%) and 'business' (11.7%). Compared to YE Sep 15, nights spent for 'holiday' grew by 11.9%\* while 'VFR' declined by 0.7% and 'business' increased by 3.8%.

#### Accommodation in regional NSW

'Friends or relatives property' (34.1%) was the most popular accommodation used for nights in regional NSW, followed by 'caravan park or commercial camping ground' (15.7%) and 'standard hotel or motor inn, below 4 star' (13.2%).

Regional NSW includes all areas of NSW, excluding the Sydney region.

Note: The information is sourced from sample surveys and the results may be subject to sampling variability.

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

#### Origin

Origin	Share of visitors		Share of nights	
	YE Sep 15	YE Sep 16	YE Sep 15	YE Sep 16
Regional NSW	37.4%	36.3%	35.3%	34.1%
Sydney	35.7%	35.8%	31.3%	31.0%
Total intrastate	73.1%	72.1%	66.5%	65.2%
Queensland	10.6%	12.2%	12.3%	14.8%
Victoria	9.0%	8.7%	12.8%	11.4%
ACT	4.7%	4.7%	4.2%	4.4%
Other interstate	2.5%	2.3%	4.2%	4.2%
Total interstate	26.9%	27.9%	33.5%	34.8%

Regional NSW (36.3%) was the largest source of visitors to regional NSW, followed by Sydney (35.8%) and Queensland (12.2%). Compared to YE Sep 15, the regional NSW source market grew by 3.8% and Sydney increased by 7.0%\*. Over the same period, Queensland grew by 22.7%\* and Victoria increased by 2.5% while the ACT grew by 7.2%.

Regional NSW (34.1%) was the largest source market in terms of nights in regional NSW, followed by Sydney (31.0%) and Queensland (14.8%). Compared to YE Sep 15, nights spent by visitors from regional NSW grew by 4.3% and nights from Sydney increased by 6.8%. Over the same period, Queensland nights grew by 29.7%\* while nights by Victorians declined by 4.3% and nights by visitors from the ACT increased by 15.0%.

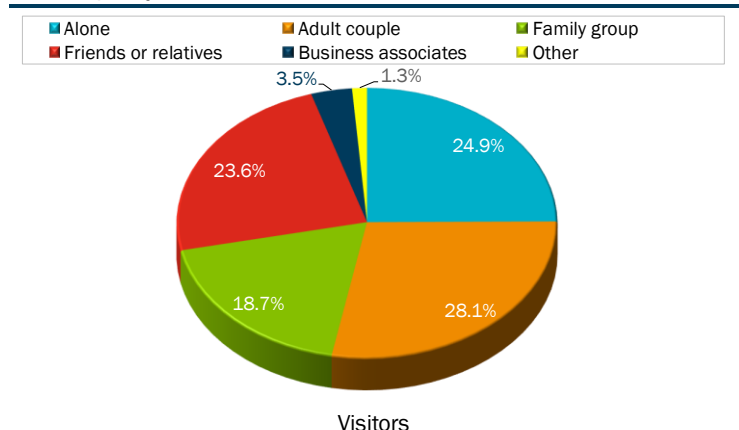
#### Top activities in regional NSW

'Eat out, dine at a restaurant or cafe' (60.2%) was the most popular activity undertaken by visitors to regional NSW, followed by 'visit friends and relatives' (44.5%) and 'go to the beach' (28.4%).

#### Age groups

'15 to 29 years' (22.9%) was the largest age group of visitors to regional NSW, followed by '50 to 59 years' (18.8%) and '40 to 49 years' (17.3%).

#### Travel party



'Adult couple' (28.1%) was the most common travel party amongst visitors to regional NSW, followed by 'alone' (24.9%).

#### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent over \$9.9 billion in regional NSW - up by 5.3% on YE Sep 15. On average, they spent \$141 per night - down by 2.2% on YE Sep 15.

(2) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 16.

\* The percentage change is statistically significant.

# Travel to Regional NSW

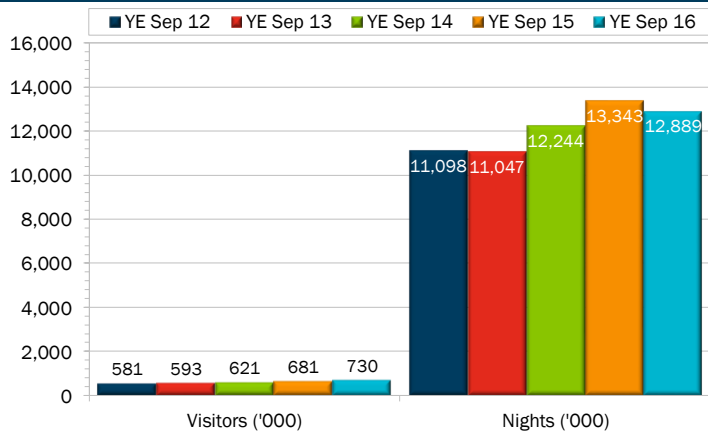
Year ended September 2016

For the period of October 2015 to September 2016

	YE Sep 16	% overnight visitors	YE Sep 15	YE on YE growth
Total visitors (million)	57.4	37.2%	55.4	3.6%
Total nights (million)	83.1		78.5	5.8%
Total expenditure (billion)	\$14.5	74.0%	\$14.4	0.6%

## International Overnight Travel (3)

Visitors and nights



Regional NSW received 729,900 international overnight visitors - up by 7.1%\* on YE Sep 15. Visitors spent nearly 12.9 million nights in regional NSW - down by 3.4% on YE Sep 15.

Note: The number of overnight trips to New South Wales by international visitors increased by 12.6 percent\* on last year and by 34.8 percent\* compared to four years ago.

### Market share

Regional NSW received 19.4% of visitors and 14.8% of nights in NSW. Compared to YE Sep 15, the share of visitors was down by 1.0 pt and the share of nights was down by 1.4 pts.

### Purpose of visit to regional NSW

'Holiday' (65.0%) was the largest purpose of visit for visitors to regional NSW, followed by 'visiting friends and relatives (VFR)' (28.7%) and 'business' (4.5%). Compared to YE Sep 15, visitors who travelled for 'holiday' grew by 8.1%\* and 'VFR' increased by 10.2%\* while 'business' declined by 15.3%.

### Origin - share of visitors to regional NSW

Share of international visitors to regional NSW							
Rank	Market	YE Sep 15	YE Sep 16	Rank	Market	YE Sep 15	YE Sep 16
1	United Kingdom	18.9%	17.8%	14	Malaysia	1.6%	1.7%
2	New Zealand	12.0%	13.1%	15	Taiwan	1.6%	1.7%
3	USA	9.8%	11.2%	16	Italy	1.4%	1.3%
4	Germany	7.8%	7.2%	17	Ireland	1.3%	1.2%
5	Mainland China	4.5%	5.5%	18	Thailand	1.0%	1.2%
6	Canada	4.7%	4.7%	19	Philippines	1.1%	1.2%
7	France	3.6%	3.5%	20	India	1.1%	1.1%
8	South Korea	2.8%	2.3%	21	Indonesia	1.3%	0.9%
9	Singapore	2.0%	2.2%				
10	Switzerland	2.5%	2.0%		Other Asia	1.1%	1.3%
11	Japan	1.8%	2.0%		Scandinavia	4.1%	3.8%
12	Netherlands	2.0%	1.8%		Other Europe	4.5%	3.9%
13	Hong Kong	1.5%	1.8%		Other Countries	6.1%	5.8%

### Accommodation in regional NSW

'Friends or relatives property' (33.6%) was the most popular form of accommodation for nights in regional NSW, followed by 'rented house, apartment, flat or unit' (28.5%) and 'homestay' (6.7%).

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

International overnight visitors spent \$829 million in regional NSW - down by 4.9% on YE Sep 15. On average, they spent \$64 per night - down by 1.5% on YE Sep 15.

(4) Source: TRA's expenditure allocation method applied to IVS data, YE Sep 16.

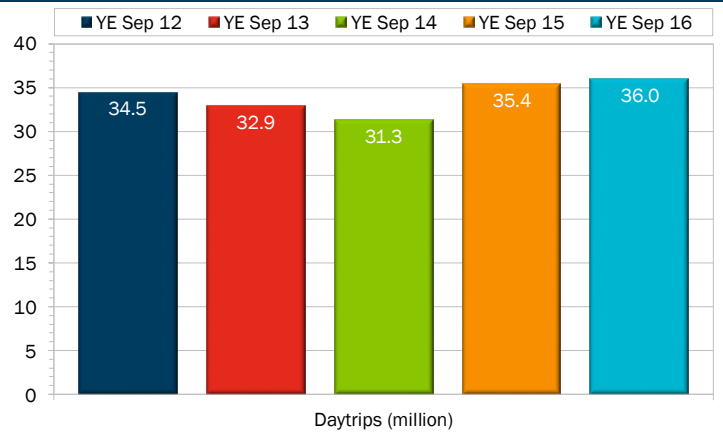
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

\* The percentage change is statistically significant.

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

## Domestic Daytrip Travel (5)

Daytrips



Regional NSW received over 36.0 million domestic daytrip visitors - up by 1.8% on YE Sep 15.

Note: The number of domestic daytrips to New South Wales increased by 3.7 percent\* on last year and by 4.2 percent\* compared to four years ago.

### Market share

Regional NSW received 63.5% of daytrips to NSW. Compared to YE Sep 15, the share was down by 1.2% pts.

### Main purpose of trip

'Holiday' (51.1%) was the largest purpose of trip for visitors to regional NSW, followed by 'visiting friends and relatives (VFR)' (26.1%) and 'business' (9.1%).

Compared to YE Sep 15, visitors who travelled for 'holiday' grew by 8.4%\* and 'VFR' increased by 3.6% while 'business' declined by 7.8%.

### Top activities in regional NSW

'Eat out, dine at a restaurant or cafe' (51.3%) was the most popular activity undertaken by visitors to regional NSW, followed by 'visit friends and relatives' (31.4%) and 'go shopping for pleasure' (20.2%).

### Expenditure (2)

Domestic daytrip visitors spent nearly \$3.8 billion in regional NSW - down by 9.1%\* on YE Sep 15. On average, they spent \$105 per trip - down by 10.7% on YE Sep 15.

(2) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 16.

### Forecast (6)

Domestic visitor nights in regional NSW are expected to increase from 64.8 million in 2014/15 to 87.4 million in 2024/25, an average annual growth rate of 3.0%.

International visitor nights in regional NSW are expected to increase from 12.4 million in 2014/15 to 20.6 million in 2024/25, an average annual growth rate of 5.2%.

(6) Source: State and Territory Tourism Forecasts, 2016, TRA. Note: nights only.

### Further information

Please see [www.destinationnsw.com.au](http://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 Sep 16, TRA.

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