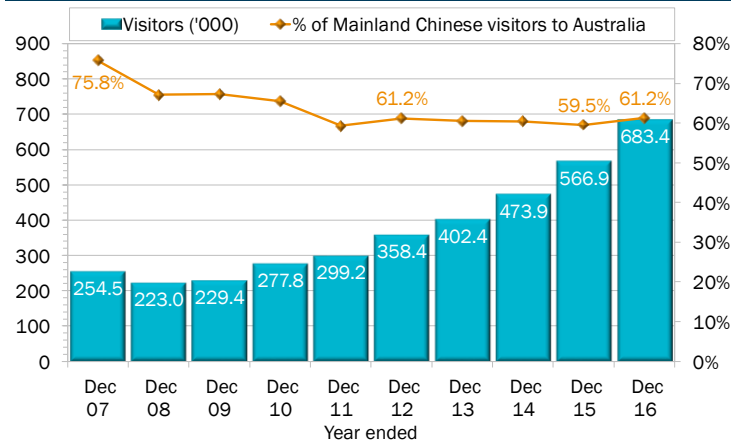


### Overview

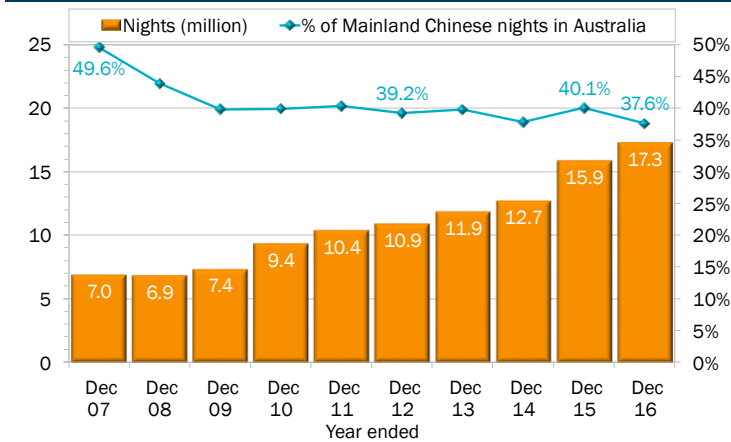
	Visitors to ('000)	Nights in (million)	Total spend (\$ million)	Spend per visitors (\$)	Spend per night (\$)
NSW	683	17.3	\$2,744	\$4,000	\$159
Australia	1,116	45.9	\$6,896	\$6,180	\$150
Rank in NSW	1	1	1	1	2

### Overnight visitors



NSW received 683,400 overnight visitors from Mainland China - up by 20.5%\* on YE Dec 15. Mainland China contributed 17.6% of visitors to the State - up by 1.0% point on YE Dec 15.

### Visitor nights



Visitors from Mainland China spent nearly 17.3 million nights in NSW - up by 8.9% on YE Dec 15. Mainland China contributed 19.7% of visitor nights in the State - up by 1.2% points on YE Dec 15.

### Market share

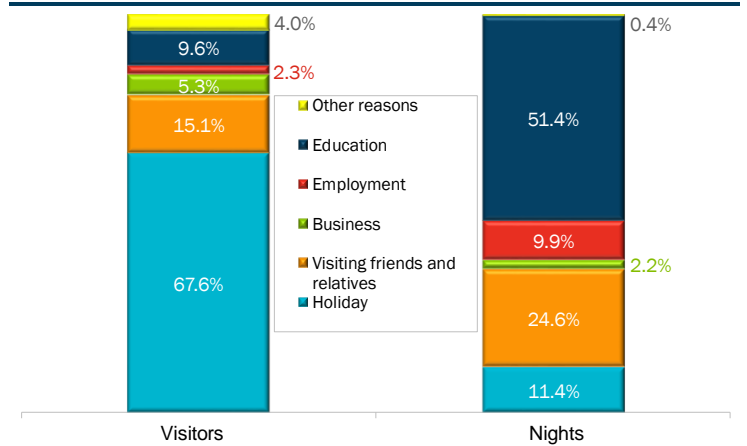
NSW received 61.2% of visitors and 37.6% of nights by Mainland Chinese travellers in Australia. Compared to YE Dec 15, the share of visitors was up by 1.7% points and the share of nights was down by 2.5% points.

### Accommodation in NSW

'Rented house, apartment, flat or unit' (53.4%) was the most popular accommodation type used by Mainland Chinese visitors for nights in NSW, followed by 'friends or relatives property' (23.1%) and 'own property' (5.7%).

'Holiday' visitors from Mainland China spent more nights in NSW in a 'luxury hotel or resort, 4 or 5 star' (32.1%) than in any other accommodation, followed by 'standard hotel or motor inn, below 4 star' (24.3%) and 'rented house, apartment, flat or unit' (14.0%).

### Purpose of visit to NSW



'Holiday' (67.6%) was the largest purpose of visit for Mainland Chinese visitors to the State. 'Visiting friends and relatives (VFR)' (15.1%) was the 2<sup>nd</sup> largest, followed by 'education' (9.6%). Compared to YE Dec 15, visitors who travelled for 'holiday' grew by 23.1%\* and 'VFR' increased by 4.8% while 'education' grew by 31.2%\*.

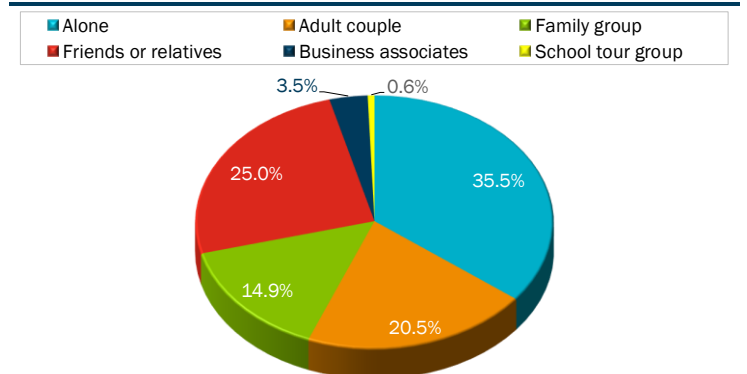
'Education' (51.4%) was the largest purpose in terms of nights by Mainland Chinese visitors in NSW. 'VFR' (24.6%) was the 2<sup>nd</sup> largest, followed by 'holiday' (11.4%). Compared to YE Dec 15, nights spent for 'education' grew by 14.2%\* while 'VFR' decreased by 3.1% and 'holiday' increased by 38.1%\*.

### Length of stay

Purpose of visit	Ave length of stay (nights)		Median stay (nights)	
	NSW	Australia	NSW	Australia
Holiday	4.3	8.6	3	7
Visiting friends and relatives	41.3	42.2	19	21
Business	10.5	15.3	3	8
Employment	110.4	108.6	61	73
Education	134.9	138.6	128	129
Other reasons	2.4	13.9	3	11
Total	25.3	41.2	3	10

Visitors from Mainland China stayed, on average, 25.3 nights in NSW, while their average stay in Australia was 41.2 nights. The median length of stay in the State was 3 nights, compared to 10 nights in Australia. 'Holiday' visitors from Mainland China had an average stay of 4.3 nights and a median stay of 3 nights in NSW.

### Travel party



Over 1/3 (35.5%) of Mainland Chinese overnight visitors who had been to NSW arrived in Australia 'alone'. Their 2<sup>nd</sup> most common travel party description was 'friends or relatives' (25.0%).

## Top places visited in NSW

Rank	Tourism region	% of visitors to NSW
1	Sydney	97.5%
2	South Coast region	2.0%
3	The Hunter	1.7%
4	North Coast region	1.4%
5	Blue Mountains	1.0%

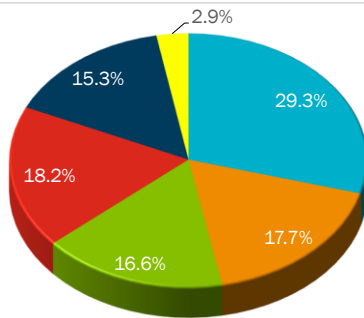
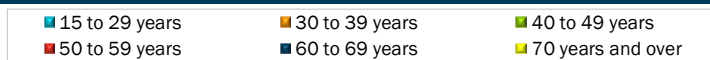
'Sydney' (97.5%) was by far the most visited region in NSW by Mainland Chinese overnight visitors. 'South Coast region' (2.0%) was the 2<sup>nd</sup> most visited region, followed by 'The Hunter' (1.7%).

Mainland Chinese overnight visitors to Australia: 'Sydney' (59.7%) was the most visited region, followed by 'Melbourne' (50.2%) and 'Gold Coast' (26.2%).

## Gender

A larger proportion of Mainland Chinese overnight visitors to the State were female (56.4%) than male (43.6%).

## Age groups



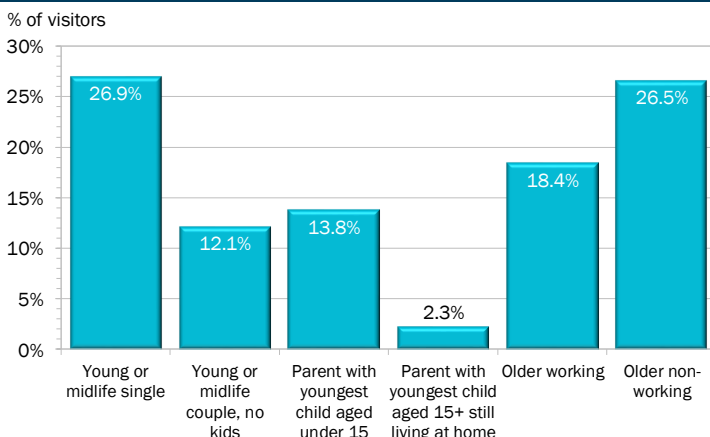
Visitors

'15 to 29 years' (29.3%) was the largest age group of Chinese overnight visitors to NSW, followed by '50 to 59 years' (18.2%).

## Transport in NSW

'Aircraft' (40.2%) was the most common transport used to destinations in NSW by Mainland Chinese overnight visitors. 'Charter or tour bus' (25.7%) was the 2<sup>nd</sup> most common, followed by 'private vehicle or company car' (19.9%).

## Lifecycle groups

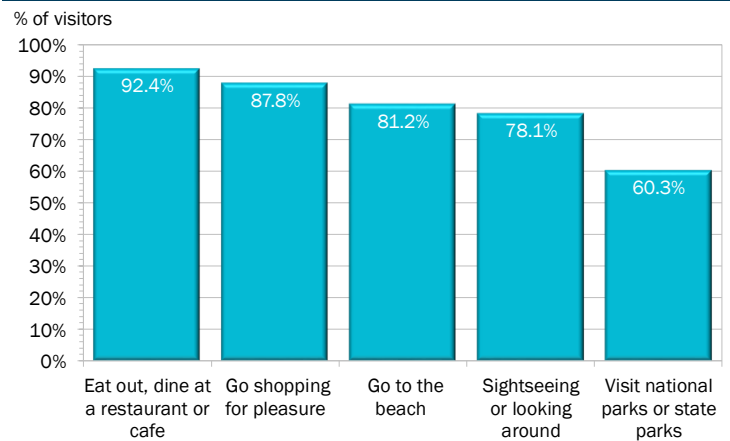


'Young or midlife single' (26.9%) was the most common lifecycle grouping amongst Mainland Chinese overnight visitors who had been to NSW, followed by 'older non-working' (26.5%).

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.

## Top activities in Australia



'Eat out, dine at a restaurant or cafe' (92.4%) was the most popular activity undertaken during the trip to Australia by Mainland Chinese overnight visitors who had been to NSW. 'Go shopping for pleasure' (87.8%) was the 2<sup>nd</sup> most popular.

## First or return visitor

Most Mainland Chinese overnight visitors who had been to NSW (60.7%) were visiting Australia for the first time.

## Travel package

Over 2/5 (41.8%) of Mainland Chinese overnight visitors who had been to the State, arrived in Australia on a travel package. 'Airmiles within Australia' (94.1%) was the most popular travel arrangement included in the package (other than 'international airmiles'), followed by 'all accommodation' (93.9%).

## Group tours

The rate of group tour travel to Australia, amongst Mainland Chinese overnight visitors who had been to NSW, was 38.5%.

## Expenditure (incl 30% prepaid package expenditure)<sup>1</sup>

Expenditure	Destination			
	New South Wales		Australia	
	Dec 15	Dec 16	Dec 15	Dec 16
Total (\$ million)	\$2,300	\$2,744	\$6,018	\$6,896
Per visitors (\$)	\$4,032	\$4,000	\$6,319	\$6,180
Per night (\$)	\$145	\$159	\$152	\$150

Mainland Chinese overnight visitors spent over \$2.7 billion in NSW – up by 19.3%\* on YE Dec 15. On average, they spent \$4,000 per visitor and \$159 per night in the State. In total, visitors spent almost \$6.9 billion in Australia – up by 14.6%\* on YE Dec 15.

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

## Forecast<sup>2</sup>

Mainland Chinese visitors to Australia are expected to increase from 930,000<sup>#</sup> in 2014/15 to nearly 3.2 million<sup>#</sup> in 2024/25, an average annual growth rate of 13.0%.

(2) Source: Tourism Forecasts, 2016, TRA

<sup>#</sup> Includes children less than 15 years

## Further information

Please see [www.destinationnsw.com.au](http://www.destinationnsw.com.au) for detailed profiles on travel to each of NSW's regions and information on international and domestic travel to the State.