

China Market Profile Time Series

Year ended December 2016



For the 12 month period January to December

Source: International Visitor Survey, TRA

Top 3 Places Visited in NSW (sorted by the latest year)

	Visitors (%)										YE Dec 16 vs. YE Dec 15 % points difference
	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	
Sydney	98.3%	97.7%	98.2%	97.8%	96.4%	97.2%	98.0%	98.3%	98.2%	97.5%	-0.7
South Coast	2.0%	2.2%	1.4%	1.5%	2.2%	1.6%	1.6%	1.8%	1.9%	2.0%	0.1
Hunter	0.9%	3.2%	1.3%	2.1%	2.2%	1.2%	1.3%	1.6%	1.7%	1.7%	0.0

Top 5 Activities in Australia (sorted by the latest year)

	Visitors (%)										YE Dec 16 vs. YE Dec 15 % points difference
	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	
Eat out / dine at a restaurant and/or cafe	73.4%	76.6%	72.3%	78.6%	66.4%	75.4%	79.7%	85.2%	88.4%	92.4%	4.0
Go shopping for pleasure	80.9%	84.3%	84.9%	83.0%	74.3%	85.6%	83.7%	83.5%	86.2%	87.8%	1.6
Go to the beach	84.5%	82.0%	83.2%	82.3%	78.2%	81.7%	81.9%	80.1%	84.2%	81.2%	-3.1
Sightseeing/looking around	63.8%	67.9%	81.0%	79.1%	64.8%	69.5%	66.2%	70.7%	75.9%	78.1%	2.2
Visit national parks / state parks	51.7%	50.3%	56.2%	55.9%	49.5%	52.3%	53.6%	57.5%	61.8%	60.3%	-1.5

First or Return Visitor

	Visitors (%)										YE Dec 16 vs. YE Dec 15 % points difference
	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	
First visit	66.1%	59.0%	55.3%	56.1%	60.6%	59.9%	62.8%	62.5%	62.5%	60.7%	-1.8
Return visit	33.9%	41.0%	44.7%	43.9%	39.4%	40.1%	37.2%	37.5%	37.5%	39.3%	1.8
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Group Tours

	Visitors (%)										YE Dec 16 vs. YE Dec 15 % points difference
	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	
Group tour	43.4%	43.7%	48.4%	45.5%	39.7%	46.5%	44.4%	42.4%	38.0%	38.5%	0.5
Non group tour	56.6%	56.3%	51.6%	54.5%	60.3%	53.4%	55.6%	57.6%	61.9%	61.5%	-0.5
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Travel Package

	Visitors (%)										YE Dec 16 vs. YE Dec 15 % points difference
	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	
Package tour	46.9%	50.4%	50.9%	47.3%	42.6%	46.9%	45.6%	43.9%	41.5%	41.8%	0.3
Non package tour	53.1%	49.6%	49.1%	52.7%	57.4%	53.1%	54.4%	56.1%	58.5%	58.2%	-0.3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Top 3 types of Transport used in NSW (sorted by the latest year)

	Visitors (%)										YE Dec 16 vs. YE Dec 15 % points difference
	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	
Aircraft	42.8%	41.0%	36.1%	37.5%	34.2%	37.8%	37.2%	36.9%	36.3%	40.2%	3.9
Charter or tour bus	18.9%	18.9%	26.4%	25.3%	25.1%	29.4%	30.9%	29.7%	27.5%	25.7%	-1.9
Private vehicle or company car	27.5%	26.1%	28.0%	26.9%	26.4%	23.4%	24.4%	24.9%	23.6%	19.9%	-3.7

Gender

	Visitors (%)										YE Dec 16 vs. YE Dec 15 % points difference
	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	
Female	43.7%	46.5%	49.3%	50.7%	49.9%	52.4%	55.4%	57.7%	57.9%	56.4%	-1.5
Male	56.3%	53.5%	50.7%	49.3%	50.1%	47.6%	44.6%	42.3%	42.1%	43.6%	1.5
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Age groups

	Visitors (%)										YE Dec 16 vs. YE Dec 15 % points difference
	YE Dec 2007	YE Dec 2008	YE Dec 2009	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	
15 - 29	21.5%	27.3%	26.6%	27.9%	29.4%	25.9%	28.3%	26.3%	27.3%	29.3%	2.1
30 - 39	26.4%	21.6%	18.7%	19.2%	20.1%	17.3%	14.2%	15.9%	16.5%	17.7%	1.2
40 - 49	27.7%	30.8%	24.9%	23.0%	27.9%	25.0%	20.3%	22.4%	18.4%	16.6%	-1.8
50 - 59	18.8%	15.2%	20.8%	20.3%	15.6%	19.2%	22.2%	19.3%	18.7%	18.2%	-0.5
60 - 69	5.0%	4.2%	8.3%	7.7%	5.8%	10.8%	12.5%	13.3%	15.5%	15.3%	-0.2
70 +	0.5%	0.9%	0.8%	1.8%	1.3%	1.8%	2.6%	2.8%	3.6%	2.9%	-0.7
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

*Annual expenditure is sourced from TRA 's modelled regional expenditure which includes 30% of pre-paid package expenditure but excludes all pre-paid international airfares.