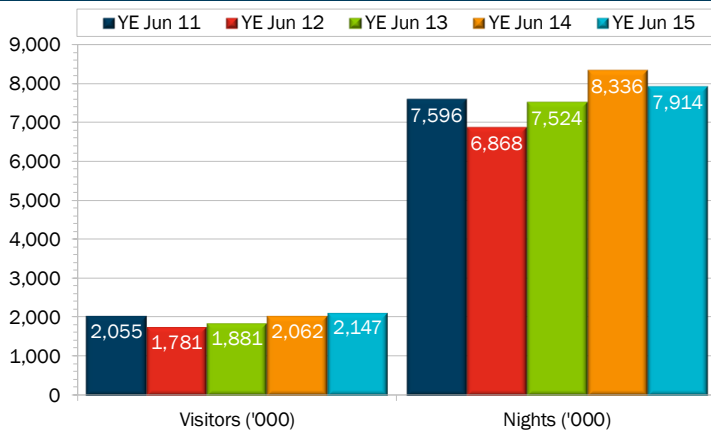


Domestic Overnight Travel (1)

Visitors and nights



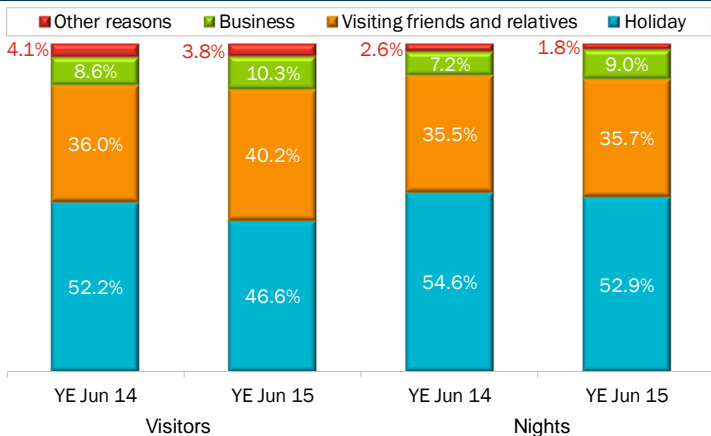
Northern Rivers sub-region received over 2.1 million domestic overnight visitors - up by 4.1% on YE Jun 14. Visitors spent over 7.9 million nights in the sub-region - down by 5.1% on YE Jun 14.

Note: The number of domestic overnight trips to regional New South Wales increased by 3.0 percent on last year and by 9.9 percent* compared to four years ago.

Market share

The sub-region received 11.2% of visitors and 12.2% of nights in regional NSW. Compared to YE Jun 14, the share of visitors was up by 0.1% pt and the share of nights was down by 1.0% pt.

Purpose of visit to the sub-region



'Holiday' (46.6%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (40.2%) and 'business' (10.3%). Compared to YE Jun 14, visitors who travelled for 'holiday' declined by 7.0% while 'VFR' grew by 16.2%* and 'business' increased by 25.2%.

'Holiday' (52.9%) was the largest purpose in terms of nights in the sub-region, followed by 'VFR' (35.7%) and 'business' (9.0%). Compared to YE Jun 14, nights spent for 'holiday' declined by 8.1% and 'VFR' decreased by 4.5% while 'business' increased by 18.1%.

Accommodation

'Friends or relatives property' (39.7%) was the most popular accommodation used for nights in the sub-region, followed by 'caravan park or commercial camping ground' (16.5%) and 'rented house, apartment, flat or unit' (12.6%).

Northern Rivers sub-region covers Grafton to Tweed Heads including Ballina, Lismore, Byron Bay and Murwillumbah.

* The percentage change is statistically significant.

(1) Source: National Visitor Survey (NVS), YE Jun 15, Tourism Research Australia (TRA)

Origin

Origin	Share of visitors		Share of nights	
	YE Jun 14	YE Jun 15	YE Jun 14	YE Jun 15
Regional NSW	28.0%	26.0%	24.9%	24.6%
Sydney	17.0%	14.7%	22.7%	19.2%
Total intrastate	45.0%	40.7%	47.5%	43.8%
Queensland	45.1%	48.1%	34.8%	36.7%
Victoria	5.3%	7.0%	8.8%	13.4%
ACT	1.3%	1.7%	3.7%	2.1%
Other interstate	3.2%	2.6%	5.2%	3.9%
Total interstate	55.0%	59.3%	52.5%	56.2%

Queensland (48.1%) was the largest source of visitors to the sub-region, followed by regional NSW (26.0%) and Sydney (14.7%). Compared to YE Jun 14, the regional NSW source market declined by 3.5% and Sydney decreased by 9.7%. Over the same period, Queensland grew by 11.1% and Victoria increased by 35.7%* while the ACT grew by 31.7%.

Queensland (36.7%) was the largest source market in terms of nights in the sub-region, followed by regional NSW (24.6%) and Sydney (19.2%). Compared to YE Jun 14, nights spent by visitors from regional NSW declined by 6.0% and nights from Sydney decreased by 19.7%. Over the same period, nights by Queenslanders grew by 0.2% and Victorian nights increased by 45.1%* while nights by visitors from the ACT declined by 45.9%.

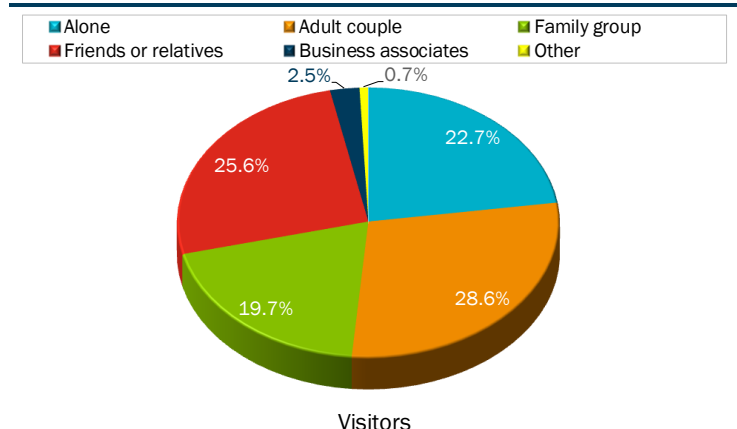
Activities

'Eat out, dine at a restaurant or cafe' (60.5%) was the most popular activity undertaken by visitors to the sub-region, followed by 'visit friends and relatives' (51.0%) and 'go to the beach' (48.4%).

Age

'15 to 29 years' (30.7%) was the largest age group of visitors to the sub-region, followed by '60 to 69 years' (16.3%) and '30 to 39 years' (16.0%).

Travel party



'Adult couple' (28.6%) was the most common travel party amongst visitors to the sub-region.

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors nearly \$1.2 billion in the sub-region - down by 0.2% on YE Jun 14. On average, they spent \$146 per night - up by 5.1% on YE Jun 14.

(2) Estimated using data from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 15.

np = Not published due to insufficient sample.

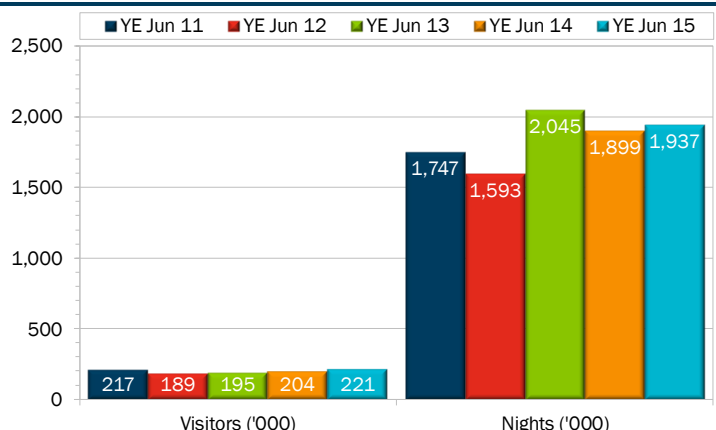
Travel to Northern Rivers sub-region

Year ended June 2015

	YE Jun 15	YE Jun 14	YE on YE growth	Share of Reg NSW	Rank in Reg NSW
Total visitors (million)	5.8	5.4	8.2%	10.8%	4
Total nights (million)	9.9	10.2	-3.7%	12.8%	5
Total expenditure (billion)	\$1.7	\$1.6	3.7%	11.6%	4

International Overnight Travel (3)

Visitors and nights



Northern Rivers sub-region received 220,600 international overnight visitors - up by 7.9% on YE Jun 14. Visitors spent over 1.9 million nights in the sub-region - up 2.0% on YE Jun 14.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 9.6 percent* on last year and by 9.9 percent* compared to four years ago.

Market share

The sub-region received 32.7% of visitors and 15.6% of nights in regional NSW. Compared to YE Jun 14, the share of visitors was down by 0.5% pts and share of nights was by up 0.4% pts.

Purpose of visit to the sub-region

'Holiday' (87.7%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (9.9%) and 'business' (1.2%). Compared to YE Jun 14, visitors who travelled for 'holiday' grew by 13.1%* while 'VFR' declined by 27.1%* and 'business' decreased by 4.7%.

Origin - share of visitors to the sub-region

Share of international visitors to Northern Rivers sub-region						
Rank	Individual market	YE Jun 14	YE Jun 15	Origin region	YE Jun 14	YE Jun 15
1	United Kingdom	23.1%	24.2%	Europe	65.8%	67.3%
2	Germany	13.0%	13.2%	North America	13.6%	13.0%
3	New Zealand	9.6%	7.6%	Asia	6.2%	6.1%
4	USA	7.4%	6.6%	New Zealand & Oceania	10.2%	8.2%
5	Canada	6.2%	6.5%	Other Countries	4.2%	5.4%

The United Kingdom (24.2%) was the sub-region's largest individual source market of visitors, followed by Germany (13.2%) and New Zealand (7.6%).

Accommodation

'Backpacker or hostel' (30.5%) was the most popular form of accommodation used for nights in the sub-region, followed by 'rented house, apartment, flat or unit' (20.9%).

Age

'15 to 29 years' (63.4%) was the largest age group of visitors to the sub-region, followed by '30 to 39 years' (12.3%) and '50 to 59 years' (8.0%).

Expenditure (incl pre-paid package expenditure) (4)

International overnight visitors spent \$113 million in the sub-region - up by 11.5% on YE Jun 14. On average, they spent \$58 per night - up by 9.3% on YE Jun 14.

(4) Estimated using data from TRA's modelled international overnight visitor expenditure in Australia's regions, YE Jun 15.

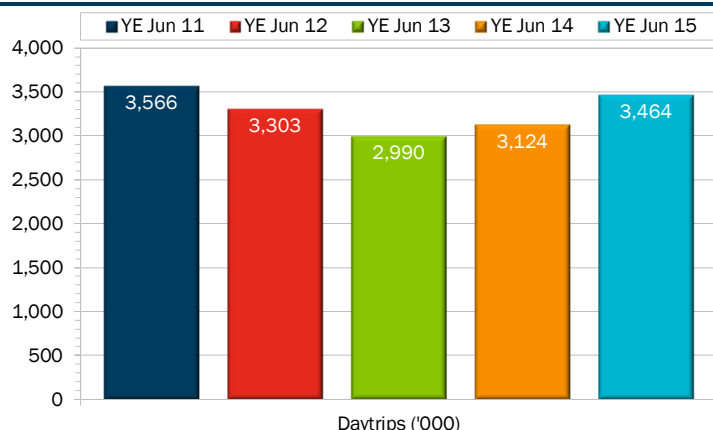
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Jun 15, TRA

Domestic Daytrip Travel (5)

Daytrips



Northern Rivers sub-region received nearly 3.5 million domestic daytrip visitors - up by 10.9% on YE Jun 14.

Note: The number of domestic daytrips to regional New South Wales increased by 7.0 percent* on last year and by 7.2 percent* compared to four years ago.

Market share

The sub-region received 10.2% of daytrips to regional NSW. Compared to YE Jun 14, the share was up by 0.4% pts.

Main purpose of trip

'Holiday' (57.2%) was the largest purpose of trip for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (25.0%) and 'business' (8.3%).

Compared to YE Jun 14, visitors who travelled for 'holiday' grew by 26.1%* while 'VFR' declined by 8.3% and 'business' increased by 19.2%.

Activities

'Eat out, dine at a restaurant or cafe' (50.1%) was the most popular activity undertaken by visitors to the sub-region, followed by 'visit friends and relatives' (33.5%) and 'go to the beach' (30.2%).

Expenditure (6)

Domestic daytrip visitors spent \$393 million in the sub-region - up by 14.8% on YE Jun 14. On average, they spent \$114 per trip - up by 3.5% on YE Jun 14.

(6) Estimated using data from TRA's modelled domestic day visitor expenditure in Australia's regions, YE Jun 15.

Notes and further information

Due to changes to the National Visitor Survey (NVS) methodology, care should be taken when comparing year ending June 2015 survey results with those from previous years. These changes represent a break in the time series.

For more information on the NVS methodology changes please see www.tra.gov.au/News&Media/Factsheets-2014-updates-to-the-IVS/NVS.

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.

np = Not published due to insufficient sample.

(5) Source: NVS, YE Jun 15, TRA

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