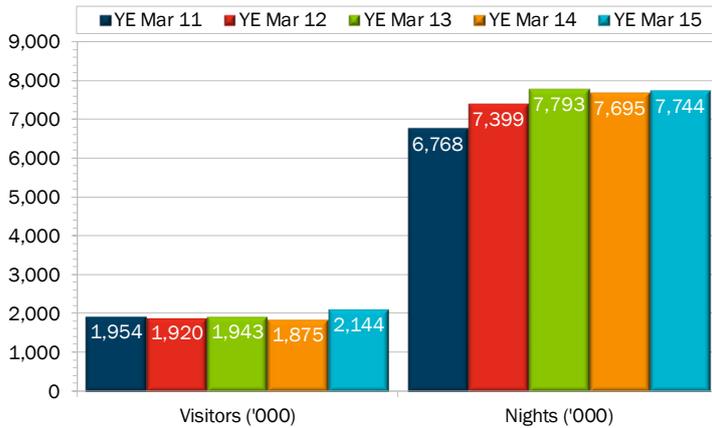


Domestic Overnight Travel (1)

Visitors and nights



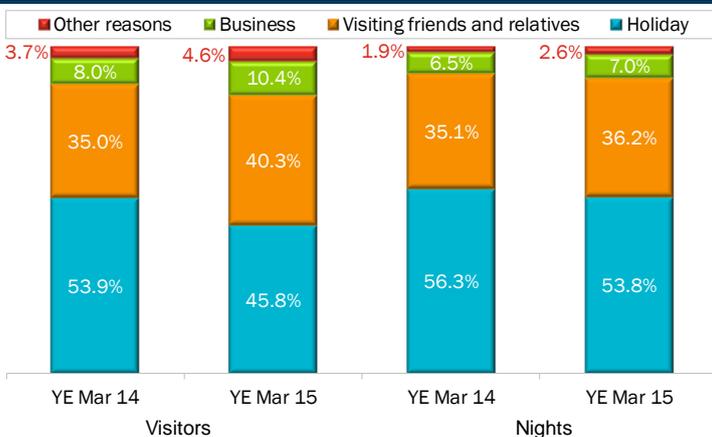
Northern Rivers sub-region received over 2.1 million domestic overnight visitors - up by 14.3%* on YE Mar 14. Visitors spent over 7.7 million nights in the sub-region - up by 0.6% on YE Mar 14.

Note: The number of domestic overnight trips to regional New South Wales increased by 4.1 percent* on last year and by 11.4 percent* compared to four years ago.

Market share

The sub-region received 11.3% of visitors and 12.1% of nights in regional NSW. Compared to YE Mar 14, the share of visitors was up by 1.0% pt and share of nights was down by 0.3% pts.

Purpose of visit to the sub-region



'Holiday' (45.8%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (40.3%) and 'business' (10.4%). Compared to YE Mar 14, visitors who travelled for 'holiday' declined by 2.9% while 'VFR' grew by 31.9%* and 'business' increased by 49.1%*.

'Holiday' (53.8%) was the largest purpose in terms of nights in the sub-region, followed by 'VFR' (36.2%) and 'business' (7.0%). Compared to YE Mar 14, nights spent for 'holiday' declined by 3.7% while 'VFR' grew by 3.8% and 'business' increased by 8.2%.

Accommodation

'Friends or relatives property' (36.4%) was the most popular accommodation used for nights in the sub-region, followed by 'caravan park or commercial camping ground' (16.3%) and 'rented house, apartment, flat or unit' (14.4%).

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 Mar 15, Tourism Research Australia (TRA)

Origin

Origin	Share of visitors		Share of nights	
	YE Mar 14	YE Mar 15	YE Mar 14	YE Mar 15
Regional NSW	28.7%	27.1%	24.6%	25.9%
Sydney	16.1%	15.9%	21.2%	20.9%
Total intrastate	44.8%	43.0%	45.8%	46.8%
Queensland	44.9%	47.3%	37.4%	36.3%
Victoria	5.7%	5.7%	8.9%	10.4%
ACT	1.1%	1.9%	2.7%	3.2%
Other interstate	3.4%	2.1%	5.3%	3.3%
Total interstate	55.2%	57.0%	54.2%	53.2%

Queensland (47.3%) was the largest source of visitors to the sub-region, followed by regional NSW (27.1%) and Sydney (15.9%). Compared to YE Mar 14, the regional NSW source market grew by 8.0% and Sydney increased by 12.6%. Over the same period, Queensland grew by 20.2%* and Victoria increased by 15.7% while the ACT grew by 88.3%*.

Queensland (36.3%) was the largest source market in terms of nights in the sub-region, followed by regional NSW (25.9%) and Sydney (20.9%). Compared to YE Mar 14, nights spent by visitors from regional NSW grew by 6.1% while nights from Sydney declined by 0.6%. Over the same period, nights by Queenslanders declined by 2.3% while Victorian nights grew by 18.7% and nights by visitors from the ACT increased by 17.0%.

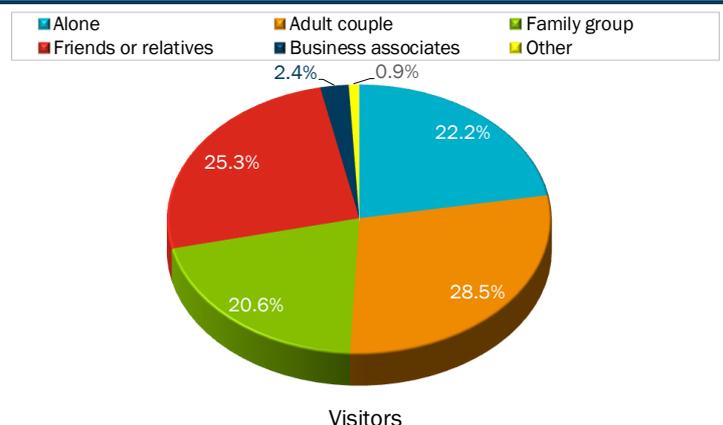
All transport

'Private vehicle or company car' (82.0%) was the most popular form of transport used by visitors to the sub-region, followed by 'aircraft' (13.1%) and 'rental car' (1.6%).

Activities

'Eat out, dine at a restaurant or cafe' (61.4%) was the most popular activity undertaken by visitors to the sub-region, followed by 'visit friends and relatives' (51.7%) and 'go to the beach' (46.2%).

Travel party



'Adult couple' (28.5%) 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 - up by 13.5% on YE Mar 14. On average, they spent \$150 per night - up by 12.8% on YE Mar 14.

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

np = Not published due to insufficient sample.

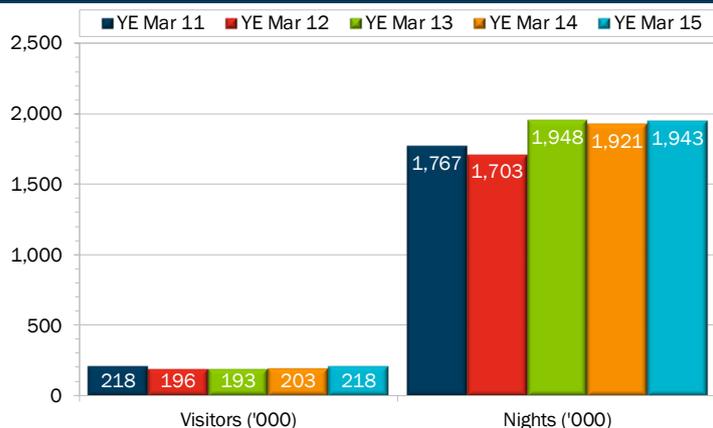
Travel to Northern Rivers sub-region

Year ended March 2015

Total visitors (million)	5.7
Total nights (million)	9.7
Total expenditure (billion)	\$1.6

International Overnight Travel (3)

Visitors and nights



Northern Rivers sub-region received 218,300 international overnight visitors - up by 7.6% on YE Mar 14. Visitors spent over 1.9 million nights in the sub-region - up 1.1% on YE Mar 14.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 6.7 percent* on last year and by 7.1 percent* compared to four years ago.

Market share

The sub-region received 33.3% of visitors and 15.9% of nights in regional NSW. Compared to YE Mar 14, the share of visitors was up by 0.3% pts and share of nights was by down 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)' (10.0%) and 'business' (1.5%). Compared to YE Mar 14, visitors who travelled for 'holiday' grew by 12.6%* while 'VFR' declined by 26.1%* and 'business' increased by 26.2%.

Origin - share of visitors to the sub-region

Share of international visitors to Northern Rivers sub-region						
Rank	Individual market	YE Mar 14	YE Mar 15	Origin region	YE Mar 14	YE Mar 15
1	United Kingdom	24.7%	22.8%	Europe	66.2%	67.2%
2	Germany	11.7%	13.9%	North America	13.2%	12.8%
3	New Zealand	9.2%	8.4%	Asia	6.6%	5.9%
4	Canada	5.9%	6.4%	New Zealand & Oceania	9.8%	9.0%
5	USA	7.3%	6.4%	Other Countries	4.2%	5.2%

The United Kingdom (22.8%) was the sub-region's largest individual source market of visitors, followed by Germany (13.9%) and New Zealand (8.4%).

Accommodation

'Backpacker or hostel' (30.3%) was the most popular form of accommodation used for nights in the sub-region, followed by 'rented house, apartment, flat or unit' (20.5%).

Age

'15 to 29 years' (63.1%) was the largest age group of visitors to the sub-region, followed by '30 to 39 years' (12.3%) and '60 to 69 years' (7.9%).

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

International overnight visitors spent \$113 million in the sub-region - up by 11.4% on YE Mar 14. On average, they spent \$58 per night - up by 10.2% on YE Mar 14.

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

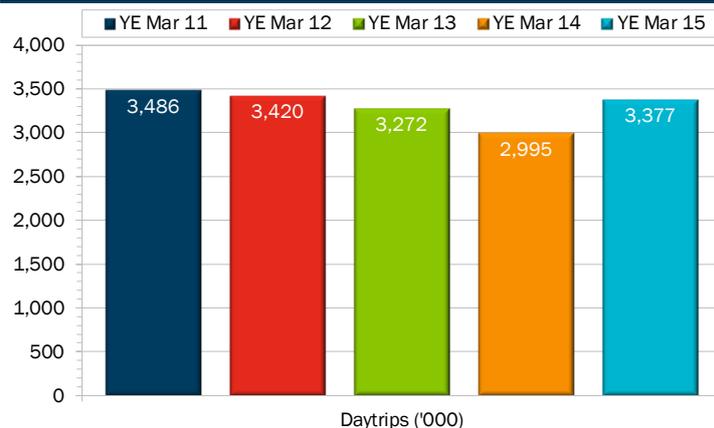
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

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

Domestic Daytrip Travel (5)

Daytrips



Northern Rivers sub-region received nearly 3.4 million domestic daytrip visitors - up by 12.7% on YE Mar 14.

Note: The number of domestic daytrips to regional New South Wales increased by 7.6 percent* on last year and by 6.1 percent* compared to four years ago.

Market share

The sub-region received 10.0% of daytrips to regional NSW. Compared to YE Mar 14, the share was up by 0.5% pts.

Main purpose of trip

'Holiday' (55.5%) was the largest purpose of trip for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (26.2%) and 'business' (6.9%).

Compared to YE Mar 14, visitors who travelled for 'holiday' grew by 24.0%* while 'VFR' declined by 4.1% and 'business' increased by 11.1%.

Activities

'Eat out, dine at a restaurant or cafe' (50.2%) was the most popular activity undertaken by visitors to the sub-region, followed by 'visit friends and relatives' (32.5%) and 'go to the beach' (29.8%).

Expenditure (6)

Domestic daytrip visitors spent \$363 million in the sub-region - up by 4.5% on YE Mar 14. On average, they spent \$108 per trip - down by 7.3% on YE Mar 14.

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

Notes and further information

Due to changes to the National Visitor Survey (NVS) methodology, care should be taken when comparing year ending March 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 Mar 15, TRA

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