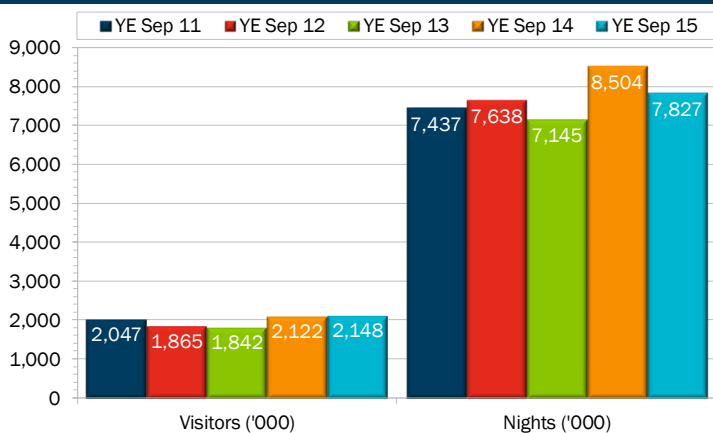


Domestic Overnight Travel (1)

Visitors and nights



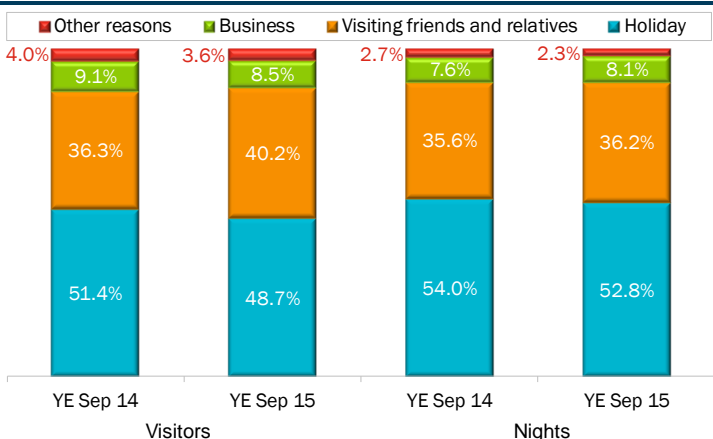
Northern Rivers sub-region received over 2.1 million domestic overnight visitors - up by 1.2% on YE Sep 14. Visitors spent over 7.8 million nights in the sub-region - down by 8.0% on YE Sep 14.

Note: The number of domestic overnight trips to regional New South Wales increased by 3.9 percent* on last year and by 11.6 percent* compared to four years ago.

Market share

The sub-region received 11.1% of visitors and 12.0% of nights in regional NSW. Compared to YE Sep 14, the share of visitors was down by 0.3% pts and the share of nights was down by 1.4% pts.

Purpose of visit to the sub-region



'Holiday' (48.7%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (40.2%) and 'business' (8.5%). Compared to YE Sep 14, visitors who travelled for 'holiday' declined by 4.1% while 'VFR' grew by 12.0% and 'business' decreased by 5.4%.

'Holiday' (52.8%) was the largest purpose in terms of nights in the sub-region, followed by 'VFR' (36.2%) and 'business' (8.1%). Compared to YE Sep 14, nights spent for 'holiday' declined by 10.1% and 'VFR' fell by 6.3% while 'business' declined by 2.3%.

Accommodation

'Friends or relatives property' (39.4%) was the most popular accommodation used for nights in the sub-region, followed by 'caravan park or commercial camping ground' (15.6%) and 'rented house, apartment, flat or unit' (13.1%).

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 Sep 15, Tourism Research Australia (TRA)

Origin

Origin	Share of visitors		Share of nights	
	YE Sep 14	YE Sep 15	YE Sep 14	YE Sep 15
Regional NSW	26.7%	25.2%	25.5%	23.7%
Sydney	16.0%	14.7%	22.8%	18.7%
Total intrastate	42.7%	40.0%	48.3%	42.4%
Queensland	47.9%	47.9%	36.3%	36.2%
Victoria	5.3%	8.1%	9.0%	13.9%
ACT	1.2%	1.4%	2.2%	1.8%
Other interstate	2.9%	2.6%	4.2%	5.6%
Total interstate	57.3%	60.0%	51.7%	57.6%

Queensland (47.9%) was the largest source of visitors to the sub-region, followed by regional NSW (25.2%) and Sydney (14.7%). Compared to YE Sep 14, the regional NSW source market declined by 4.4% and Sydney decreased by 6.8%. Over the same period, Queensland grew by 1.1% and Victoria increased by 53.8%* while the ACT grew by 23.0%.

Queensland (36.2%) was the largest source market in terms of nights in the sub-region, followed by regional NSW (23.7%) and Sydney (18.7%). Compared to YE Sep 14, nights spent by visitors from regional NSW declined by 14.3% and nights from Sydney decreased by 24.5%. Over the same period, nights by Queenslanders declined by 8.3% while Victorian nights grew by 42.7%* and nights by visitors from the ACT fell by 22.2%.

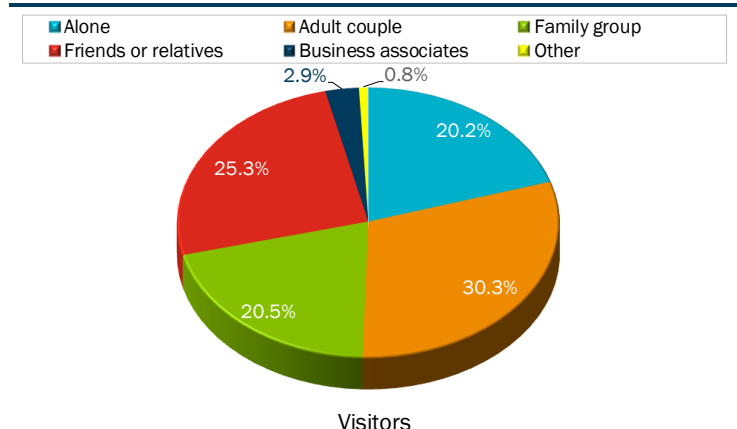
Activities

'Eat out, dine at a restaurant or cafe' (64.0%) was the most popular activity undertaken by visitors to the sub-region, followed by 'go to the beach' (50.2%) and 'visit friends and relatives' (48.0%).

Age

'15 to 29 years' (29.5%) was the largest age group of visitors to the sub-region, followed by '30 to 39 years' (17.2%) and '50 to 59 years' (15.8%).

Travel party



'Adult couple' (30.3%) 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 0.5% on YE Sep 14. On average, they spent \$148 per night - up by 8.1% on YE Sep 14.

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

np = Not published due to insufficient sample.

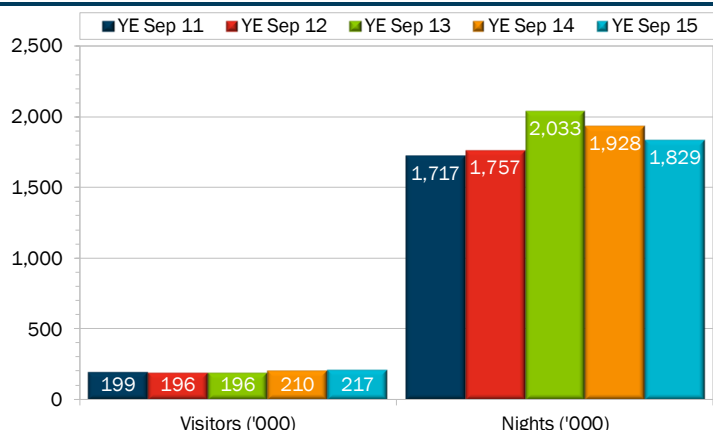
Travel to Northern Rivers sub-region

Year ended September 2015

	YE Sep	YE Sep	YE on YE growth	Share of Reg NSW	Rank in Reg NSW
Total visitors (million)	6.2	5.4	14.3%	11.2%	4
Total nights (million)	9.7	10.4	-7.4%	12.3%	6
Total expenditure (billion)	\$1.7	\$1.6	7.2%	11.8%	4

International Overnight Travel (3)

Visitors and nights



Northern Rivers sub-region received 217,100 international overnight visitors - up by 3.5% on YE Sep 14. Visitors spent over 1.8 million nights in the sub-region - down 5.1% on YE Sep 14.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 9.8 percent* on last year and by 13.5 percent* compared to four years ago.

Market share

The sub-region received 31.9% of visitors and 13.7% of nights in regional NSW. Compared to YE Sep 14, the share of visitors and the share of nights were down by 2.0% pts each.

Purpose of visit to the sub-region

'Holiday' (86.5%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (11.1%) and 'education' (1.2%). Compared to YE Sep 14, visitors who travelled for 'holiday' grew by 5.3% while 'VFR' declined by 14.9% and 'education' decreased by 8.5%.

Origin - share of visitors to the sub-region

Share of international visitors to Northern Rivers sub-region						
Rank	Individual market	YE Sep 14	YE Sep 15	Origin region	YE Sep 14	YE Sep 15
1	United Kingdom	22.5%	24.4%	Europe	65.1%	68.5%
2	Germany	13.9%	13.3%	North America	13.9%	13.0%
3	New Zealand	10.5%	7.5%	Asia	5.6%	5.8%
4	USA	7.3%	6.8%	New Zealand & Oceania	11.3%	7.9%
5	Canada	6.6%	6.2%	Other Countries	4.0%	4.8%

The United Kingdom (24.4%) was the sub-region's largest individual source market of visitors, followed by Germany (13.3%) and New Zealand (7.5%).

Accommodation

'Backpacker or hostel' (29.2%) was the most popular form of accommodation used for nights in the sub-region, followed by 'friends or relatives property' (21.8%).

Age

'15 to 29 years' (63.5%) was the largest age group of visitors to the sub-region, followed by '30 to 39 years' (12.7%) and '50 to 59 years' (7.8%).

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

International overnight visitors spent \$105 million in the sub-region - down by 1.0% on YE Sep 14. On average, they spent \$57 per night - up by 4.3% on YE Sep 14.

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

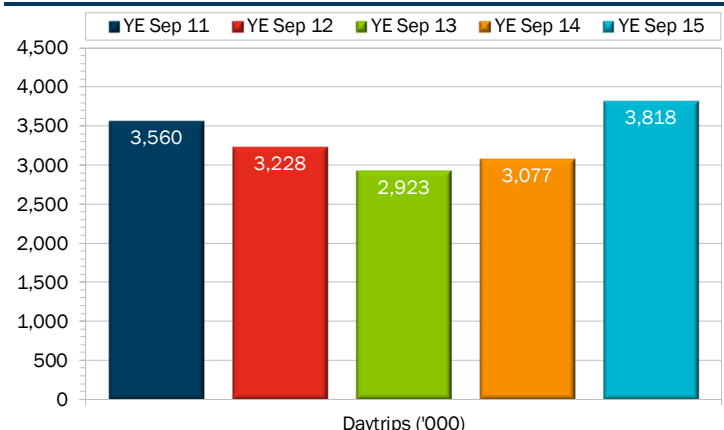
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

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

Domestic Daytrip Travel (5)

Daytrips



Northern Rivers sub-region received over 3.8 million domestic daytrip visitors - up by 24.1%* on YE Sep 14.

Note: The number of domestic daytrips to regional New South Wales increased by 12.9 percent* on last year and by 9.4 percent* compared to four years ago.

Market share

The sub-region received 10.8% of daytrips to regional NSW. Compared to YE Sep 14, the share was up by 1.0% pt.

Main purpose of trip

'Holiday' (60.5%) was the largest purpose of trip for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (20.7%) and 'business' (9.0%).

Compared to YE Sep 14, visitors who travelled for 'holiday' grew by 45.1%* while 'VFR' declined by 10.3% and 'business' increased by 81.3%*.

Activities

'Eat out, dine at a restaurant or cafe' (49.0%) was the most popular activity undertaken by visitors to the sub-region, followed by 'visit friends and relatives' (31.3%) and 'go to the beach' (29.0%).

Expenditure (6)

Domestic daytrip visitors spent \$447 million in the sub-region - up by 37.5%* on YE Sep 14. On average, they spent \$117 per trip - up by 10.8% on YE Sep 14.

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

Notes and further information

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

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