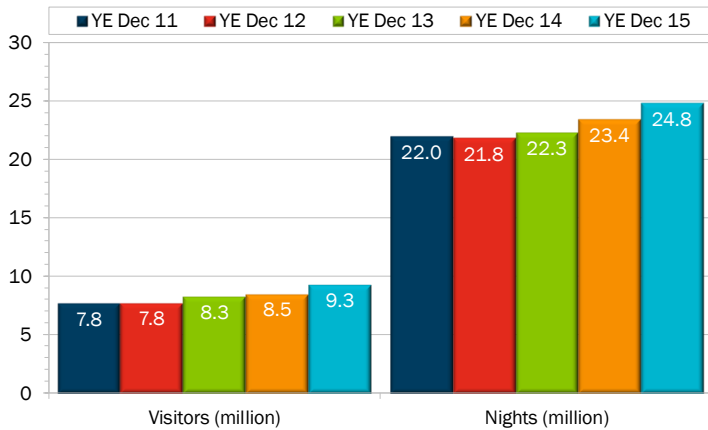


Domestic Overnight Travel (1)

Visitors and nights



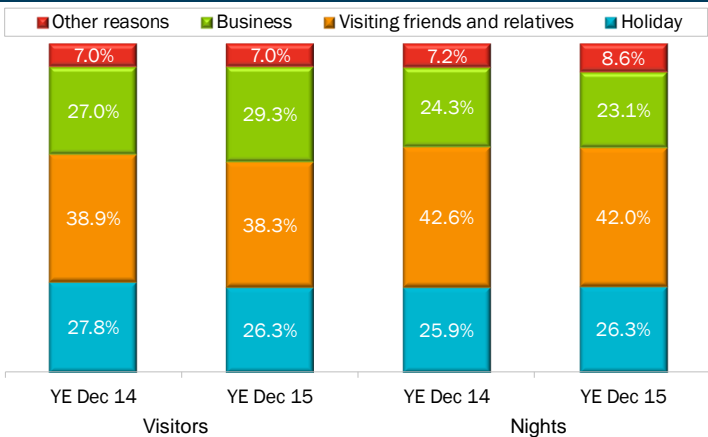
Sydney received over 9.3 million domestic overnight visitors - up by 9.3%* on YE Dec 14. Visitors spent nearly 24.8 million nights in Sydney - up by 5.8% on YE Dec 14.

Note: The number of domestic overnight trips to New South Wales increased by 4.4 percent* on last year and by 14.5 percent* compared to four years ago.

Market share

Sydney received 33.2% of visitors and 27.2% of nights in NSW. Compared to YE Dec 14, the share of visitors was up by 1.5% pts and the share of nights was up by 0.5% pts.

Purpose of visit to Sydney



'Visiting friends and relatives (VFR)' (38.3%) was the largest purpose of visit for visitors to Sydney, followed by 'business' (29.3%) and 'holiday' (26.3%). Compared to YE Dec 14, visitors who travelled for 'VFR' grew by 7.5%* and 'business' increased by 18.6%* while 'holiday' grew by 3.0%.

'VFR' (42.0%) was the largest purpose in terms of nights in Sydney, followed by 'holiday' (26.3%) and 'business' (23.1%). Compared to YE Dec 14, nights spent for 'VFR' grew by 4.3% and 'holiday' increased by 7.3% while 'business' increased by 0.7%.

Accommodation in Sydney

'Friends or relatives property' (49.1%) was the most popular accommodation used for nights in Sydney, followed by 'standard hotel or motor inn, below 4 star' (17.6%) and 'luxury hotel or resort, 4 or 5 star' (16.3%).

Origin

Origin	Share of visitors		Share of nights	
	YE Dec 14	YE Dec 15	YE Dec 14	YE Dec 15
Regional NSW	42.5%	41.8%	35.7%	37.6%
Sydney	9.0%	8.5%	6.6%	6.0%
Total intrastate	51.5%	50.2%	42.2%	43.6%
Victoria	17.7%	18.1%	18.0%	19.5%
Queensland	14.5%	14.5%	19.4%	17.1%
ACT	6.3%	6.7%	5.4%	5.9%
Other interstate	9.9%	10.4%	15.0%	14.0%
Total interstate	48.5%	49.8%	57.8%	56.4%

Regional NSW (41.8%) was the largest source of visitors to Sydney, followed by Victoria (18.1%) and Queensland (14.5%). Compared to YE Dec 14, the regional NSW source market grew by 7.4%* and Sydney increased by 2.6%. Over the same period, Victoria grew by 11.8%* and Queensland increased by 9.5% while the ACT grew by 16.5%.

Regional NSW (37.6%) was the largest source market in terms of nights in Sydney, followed by Victoria (19.5%) and Queensland (17.1%). Compared to YE Dec 14, nights spent by visitors from regional NSW grew by 11.5% while nights from Sydney declined by 3.6%. Over the same period, nights by Victorians grew by 14.7% while Queensland nights declined by 7.0% and nights by visitors from the ACT increased by 16.6%.

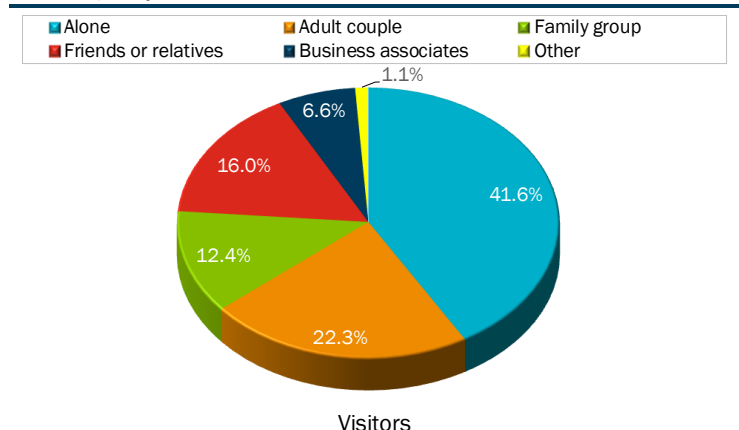
Top activities in Sydney

'Eat out, dine at a restaurant or cafe' (67.9%) was the most popular activity undertaken by visitors to Sydney, followed by 'visit friends and relatives' (50.3%) and 'go shopping for pleasure' (24.5%).

Age groups

'15 to 29 years' (24.4%) was the largest age group of visitors to Sydney, followed by '40 to 49 years' (19.5%) and '50 to 59 years' (18.9%).

Travel party



'Alone' (41.6%) was the most common travel party amongst visitors to Sydney, followed by 'adult couple' (22.3%).

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent nearly \$6.8 billion in Sydney - up by 11.7%* on YE Dec 14. On average, they spent \$273 per night - up by 5.5% on YE Dec 14.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 15, TRA

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.

np = Not published due to insufficient sample.

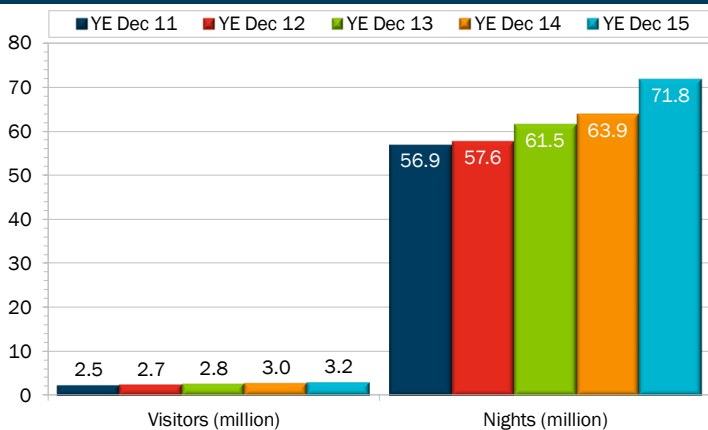
Travel to Sydney

Year ended December 2015

	YE Dec 15	% overnight visitors	YE Dec 14	YE on YE growth
Total visitors (million)	33.1	37.8%	30.5	8.8%
Total nights (million)	96.6		87.3	10.7%
Total expenditure (billion)	\$16.5	86.9%	\$14.5	13.9%

International Overnight Travel (3)

Visitors and nights



Sydney received nearly 3.2 million international overnight visitors - up by 6.3%* on YE Dec 14. Visitors spent over 71.8 million nights in Sydney - up by 12.4%* on YE Dec 14.

Note: The number of overnight trips to New South Wales by international visitors increased by 6.6 percent* on last year and by 25.9 percent* compared to four years ago.

Market share

Sydney received 93.4% of visitors and 83.7% of nights in NSW. Compared to YE Dec 14, the share of visitors and the share of nights were down by 0.3% pts each.

Purpose of visit to Sydney

'Holiday' (56.9%) was the largest purpose of visit for visitors to Sydney, followed by 'visiting friends and relatives (VFR)' (24.8%) and 'business' (11.1%). Compared to YE Dec 14, visitors who travelled for 'holiday' grew by 7.9%* and 'VFR' increased by 7.7%* while 'business' declined by 7.6%*.

Origin - share of visitors to Sydney

Share of international visitors to Sydney							
Rank	Market	YE Dec 14	YE Dec 15	Rank	Market	YE Dec 14	YE Dec 15
1	Mainland China	15.5%	17.4%	14	Taiwan	1.8%	1.9%
2	New Zealand	11.3%	10.9%	15	Indonesia	1.8%	1.7%
3	USA	10.3%	10.5%	16	Philippines	1.1%	1.2%
4	United Kingdom	10.1%	9.9%	17	Italy	1.4%	1.1%
5	South Korea	4.7%	5.1%	18	Switzerland	1.0%	1.0%
6	Japan	4.5%	3.8%	19	Thailand	1.1%	0.9%
7	Singapore	3.5%	3.5%	20	Ireland	0.9%	0.7%
8	Germany	3.8%	3.4%	21	Netherlands	0.8%	0.7%
9	India	3.0%	3.3%				
10	Hong Kong	3.2%	3.2%		Other Asia	1.7%	2.0%
11	Canada	2.5%	2.4%		Scandinavia	1.9%	1.7%
12	Malaysia	2.5%	2.4%		Other Europe	2.8%	2.6%
13	France	2.4%	2.1%		Other Countries	6.4%	6.4%

Accommodation in Sydney

'Rented house, apartment, flat or unit' (45.2%) was the most popular form of accommodation used for nights in Sydney, followed by 'friends or relatives property' (30.2%) and 'backpacker or hostel' (4.6%).

Expenditure (incl 30% prepaid package expenditure) (4)

International overnight visitors spent over \$7.5 billion in Sydney - up by 18.0%* on YE Dec 14. On average, they spent \$105 per night - up by 5.0% on YE Dec 14.

(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 15, TRA.

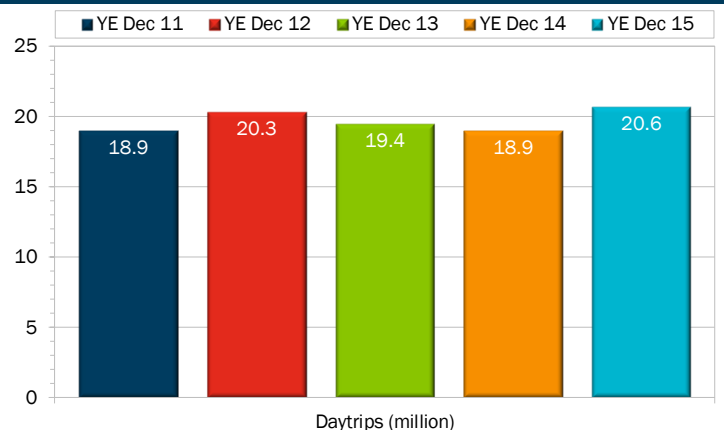
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

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

Domestic Daytrip Travel (5)

Daytrips



Sydney received over 20.6 million domestic daytrip visitors - up by 8.9%* on YE Dec 14.

Note: The number of domestic daytrips to New South Wales increased by 8.7 percent* on last year and by 6.6 percent* compared to four years ago.

Market share

Sydney received 37.2% of daytrips to NSW. Compared to YE Dec 14, the share was up by 0.1% pt.

Main purpose of trip

'Holiday' (39.8%) was the largest purpose of trip for visitors to Sydney, followed by 'visiting friends and relatives (VFR)' (34.6%) and 'business' (11.1%).

Compared to YE Dec 14, visitors who travelled for 'holiday' grew by 1.8% and 'VFR' increased by 18.1%* while 'business' declined by 0.1%.

Top activities in Sydney

'Eat out, dine at a restaurant or cafe' (46.5%) was the most popular activity undertaken by visitors to Sydney, followed by 'visit friends and relatives' (39.5%) and 'go shopping for pleasure' (16.6%).

Expenditure (6)

Domestic daytrip visitors spent nearly \$2.2 billion in Sydney - up by 7.5% on YE Dec 14. On average, they spent \$105 per trip - down by 1.3% on YE Dec 14.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Dec 15, TRA

Forecast (7)

Domestic visitor nights in Sydney are expected to increase from over 24.9 million in 2014/15 to nearly 33.6 million in 2024/25, an average annual growth rate of 3.0%.

International visitor nights in Sydney are expected to increase from over 67.3 million in 2014/15 to almost 106.3 million in 2024/25, an average annual growth rate of 4.7%.

(7) Source: State and Territory Tourism Forecasts, 2015, TRA. Note: nights only.

Further information

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 Dec 15, TRA

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