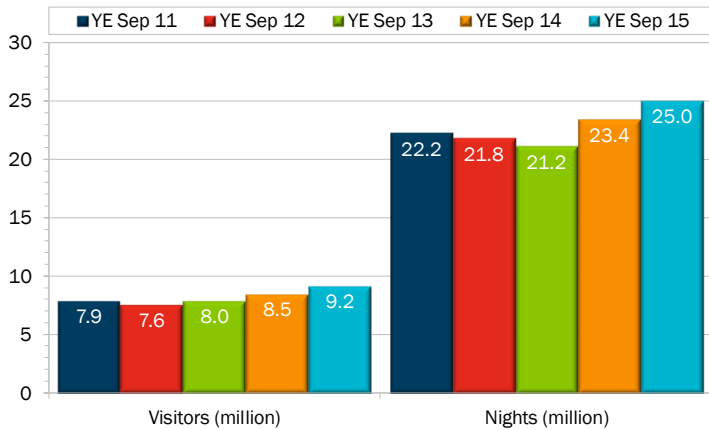


Domestic Overnight Travel (1)

Visitors and nights



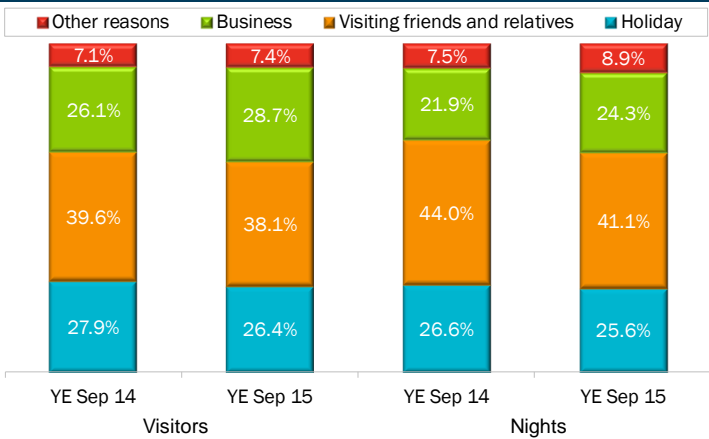
Sydney received over 9.2 million domestic overnight visitors - up by 8.2%* on YE Sep 14. Visitors spent over 25.0 million nights in the region - up by 6.9% on YE Sep 14.

Note: The number of domestic overnight trips to New South Wales increased by 5.2 percent* on last year and by 13.0 percent* compared to four years ago.

Market share

The region received 33.2% of visitors and 27.7% of nights in NSW. Compared to YE Sep 14, the share of visitors and the share of nights were up by 0.9% pts each.

Purpose of visit to the region



'Visiting friends and relatives (VFR)' (38.1%) was the largest purpose of visit for visitors to the region, followed by 'business' (28.7%) and 'holiday' (26.4%). Compared to YE Sep 14, visitors who travelled for 'VFR' grew by 4.2% and 'business' increased by 18.8%* while 'holiday' grew by 2.5%.

'VFR' (41.1%) was the largest purpose in terms of nights in the region, followed by 'holiday' (25.6%) and 'business' (24.3%). Compared to YE Sep 14, nights spent for 'VFR' decreased marginally while 'holiday' grew by 3.0% and 'business' increased by 18.6%*.

Accommodation

'Friends or relatives property' (48.5%) was the most popular accommodation used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (19.4%) and 'luxury hotel or resort, 4 or 5 star' (15.6%).

Origin

Origin	Share of visitors		Share of nights	
	YE Sep 14	YE Sep 15	YE Sep 14	YE Sep 15
Regional NSW	42.6%	41.1%	36.1%	36.0%
Sydney	9.2%	9.0%	7.5%	6.0%
Total intrastate	51.8%	50.2%	43.6%	42.0%
Victoria	17.0%	18.0%	16.4%	19.4%
Queensland	13.9%	14.6%	18.1%	18.6%
ACT	7.1%	6.4%	6.1%	5.4%
Other interstate	10.1%	10.8%	15.9%	14.6%
Total interstate	48.2%	49.8%	56.4%	58.0%

Regional NSW (41.1%) was the largest source of visitors to the region, followed by Victoria (18.0%) and Queensland (14.6%). Compared to YE Sep 14, the regional NSW source market grew by 4.4% and Sydney increased by 6.6%. Over the same period, Victoria grew by 14.3%* and Queensland increased by 13.3%* while the ACT declined by 1.6%.

Regional NSW (36.0%) was the largest source market in terms of nights in the region, followed by Victoria (19.4%) and Queensland (18.6%). Compared to YE Sep 14, nights spent by visitors from regional NSW grew by 6.7% while nights from Sydney declined by 13.8%. Over the same period, nights by Victorians grew by 26.4%* and Queensland nights increased by 10.0% while nights by visitors from the ACT declined by 5.5%.

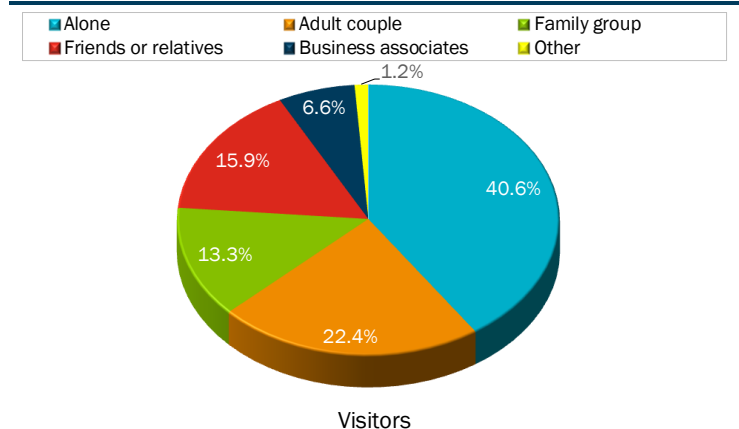
Activities

'Eat out, dine at a restaurant or cafe' (67.3%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (50.9%) and 'go shopping for pleasure' (25.2%).

Age

'15 to 29 years' (23.7%) was the largest age group of visitors to the region, followed by '40 to 49 years' (21.2%) and '50 to 59 years' (17.1%).

Travel party



'Alone' (40.6%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (22.4%).

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent nearly \$6.6 billion in the region - up by 7.3%* on YE Sep 14. On average, they spent \$263 per night - up by 0.3% on YE Sep 14.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 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.

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

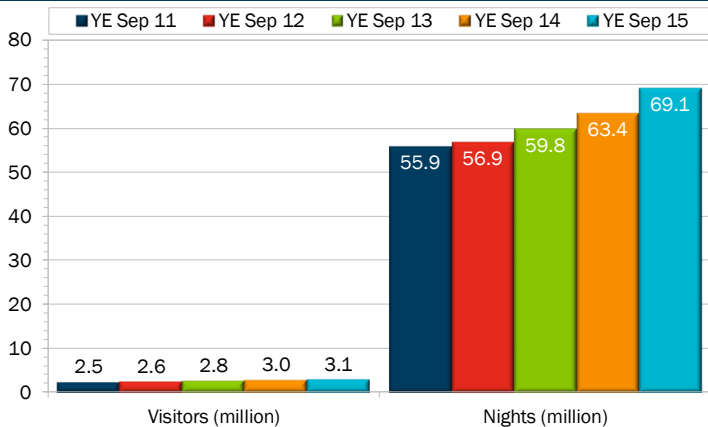
Travel to Sydney

Year ended September 2015

	YE Sep 15	% overnight visitors	YE Sep 14	YE on YE growth
Total visitors (million)	31.7	39.0%	31.6	0.2%
Total nights (million)	94.1		86.8	8.4%
Total expenditure (billion)	\$15.8	87.1%	\$14.6	7.9%

International Overnight Travel (3)

Visitors and nights



Sydney received over 3.1 million international overnight visitors - up by 5.7%* on YE Sep 14. Visitors spent nearly 69.1 million nights in the region - up by 9.0%* on YE Sep 14.

Note: The number of overnight trips to New South Wales by international visitors increased by 5.8 percent* on last year and by 22.1 percent* compared to four years ago.

Market share

The region received 93.4% of visitors and 83.8% of nights in NSW. Compared to YE Sep 14, the share of visitors was down by 0.1 pt and the share of nights was unchanged.

Purpose of visit to the region

'Holiday' (55.8%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (25.3%) and 'business' (11.5%). Compared to YE Sep 14, visitors who travelled for 'holiday' grew by 5.8%* and 'VFR' increased by 6.8%* while 'business' declined by 4.7%.

Origin - share of visitors to the region

Share of international visitors to Sydney							
Rank	Market	YE Sep 14	YE Sep 15	Rank	Market	YE Sep 14	YE Sep 15
1	Mainland China	14.8%	16.9%	14	Indonesia	1.8%	1.8%
2	New Zealand	11.4%	11.3%	15	Taiwan	1.9%	1.8%
3	USA	10.2%	10.2%	16	Italy	1.4%	1.2%
4	United Kingdom	10.5%	9.8%	17	Philippines	1.0%	1.1%
5	South Korea	4.9%	4.8%	18	Thailand	1.1%	1.0%
6	Japan	4.6%	4.1%	19	Switzerland	1.0%	1.0%
7	Germany	3.6%	3.5%	20	Ireland	0.9%	0.8%
8	Singapore	3.5%	3.5%	21	Netherlands	0.9%	0.7%
9	India	2.8%	3.4%				
10	Hong Kong	3.3%	3.2%		Other Asia	1.6%	2.0%
11	Canada	2.6%	2.5%		Scandinavia	1.9%	1.7%
12	Malaysia	2.5%	2.4%		Other Europe	2.9%	2.6%
13	France	2.4%	2.3%		Other Countries	6.5%	6.5%

Accommodation

'Rented house, apartment, flat or unit' (44.4%) was the most popular form of accommodation used for nights in the region, followed by 'friends or relatives property' (30.8%) and 'backpacker or hostel' (4.6%).

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

International overnight visitors spent nearly \$7.2 billion in the region - up by 13.8%* on YE Sep 14. On average, they spent \$104 per night - up by 4.4% on YE Sep 14.

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

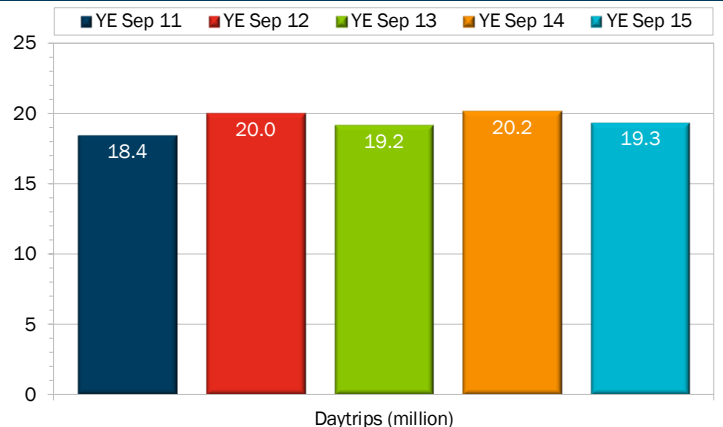
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

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

Domestic Daytrip Travel (5)

Daytrips



Sydney received over 19.3 million domestic daytrip visitors - down by 4.0% on YE Sep 14.

Note: The number of domestic daytrips to New South Wales increased by 6.3 percent* on last year and by 7.8 percent* compared to four years ago.

Market share

The region received 35.3% of daytrips to NSW. Compared to YE Sep 14, the share was down by 3.8% pts.

Main purpose of trip

'Holiday' (39.4%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (36.2%) and 'business' (10.4%).

Compared to YE Sep 14, visitors who travelled for 'holiday' declined by 14.5%* while 'VFR' grew by 11.2%* and 'business' decreased by 6.6%.

Activities

'Eat out, dine at a restaurant or cafe' (45.6%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (40.6%) and 'go shopping for pleasure' (16.9%).

Expenditure (6)

Domestic daytrip visitors spent over \$2.0 billion in the region - down by 7.4% on YE Sep 14. On average, they spent \$105 per trip - down by 3.5% on YE Sep 14.

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

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