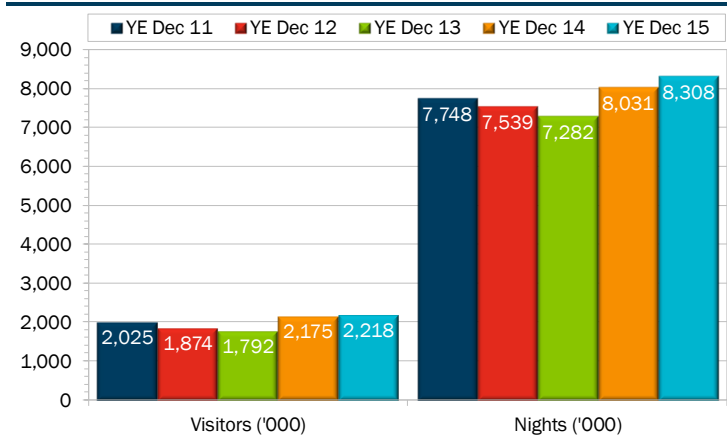


Domestic Overnight Travel (1)

Visitors and nights



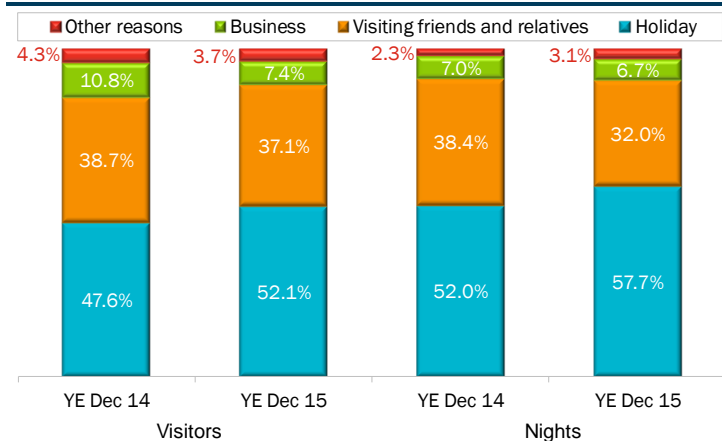
The Northern Rivers sub-region received over 2.2 million domestic overnight visitors - up by 2.0% on YE Dec 14. Visitors spent over 8.3 million nights in the sub-region - up by 3.5% on YE Dec 14.

Note: The number of domestic overnight trips to regional New South Wales increased by 2.3 percent on last year and by 12.2 percent* compared to four years ago.

Market share

The sub-region received 11.4% of visitors and 12.5% of nights in regional NSW. Compared to YE Dec 14, the share of visitors and the share of nights were both unchanged.

Purpose of visit to the Northern Rivers sub-region



'Holiday' (52.1%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (37.1%) and 'business' (7.4%). Compared to YE Dec 14, visitors who travelled for 'holiday' grew by 11.5% while 'VFR' declined by 2.1% and 'business' decreased by 30.2%*.

'Holiday' (57.7%) was the largest purpose in terms of nights in the sub-region, followed by 'VFR' (32.0%) and 'business' (6.7%). Compared to YE Dec 14, nights spent for 'holiday' grew by 15.0% while 'VFR' declined by 13.9% and 'business' decreased by 2.0%.

Accommodation in the Northern Rivers sub-region

'Friends or relatives property' (36.9%) was the most popular accommodation used for nights in the sub-region, followed by 'caravan park or commercial camping ground' (18.5%) and 'rented house, apartment, flat or unit' (13.0%).

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 Dec 15, Tourism Research Australia (TRA)

Origin

Origin	Share of visitors		Share of nights	
	YE Dec 14	YE Dec 15	YE Dec 14	YE Dec 15
Regional NSW	28.4%	24.1%	28.2%	23.3%
Sydney	15.1%	15.4%	20.9%	19.2%
Total intrastate	43.6%	39.5%	49.1%	42.5%
Queensland	46.6%	48.7%	34.6%	38.1%
Victoria	5.5%	7.5%	9.3%	11.7%
ACT	1.6%	1.3%	2.8%	1.6%
Other interstate	2.7%	3.1%	4.1%	6.1%
Total interstate	56.4%	60.5%	50.9%	57.5%

Queensland (48.7%) was the largest source of visitors to the sub-region, followed by regional NSW (24.1%) and Sydney (15.4%). Compared to YE Dec 14, the regional NSW source market declined by 13.7% while Sydney grew by 3.9%. Over the same period, Queensland grew by 6.5% and Victoria increased by 38.3%* while the ACT declined by 16.0%.

Queensland (38.1%) was the largest source market in terms of nights in the sub-region, followed by regional NSW (23.3%) and Sydney (19.2%). Compared to YE Dec 14, nights spent by visitors from regional NSW declined by 14.6% and nights from Sydney decreased by 5.0%. Over the same period, nights by Queenslanders grew by 13.9% and Victorian nights increased by 29.4% while nights by visitors from the ACT declined by 39.0%.

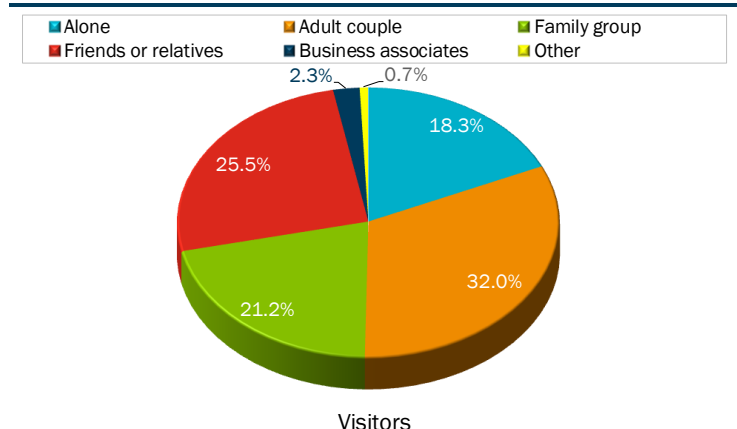
Top activities in the Northern Rivers sub-region

'Eat out, dine at a restaurant or cafe' (65.7%) was the most popular activity undertaken by visitors to the sub-region, followed by 'go to the beach' (52.4%) and 'visit friends and relatives' (46.6%).

Age groups

'15 to 29 years' (28.9%) was the largest age group of visitors to the sub-region, followed by '30 to 39 years' (17.5%) and '40 to 49 years' (15.6%).

Travel party



'Adult couple' (32.0%) 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 2.4% on YE Dec 14. On average, they spent \$141 per night - down by 1.0% on YE Dec 14.

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

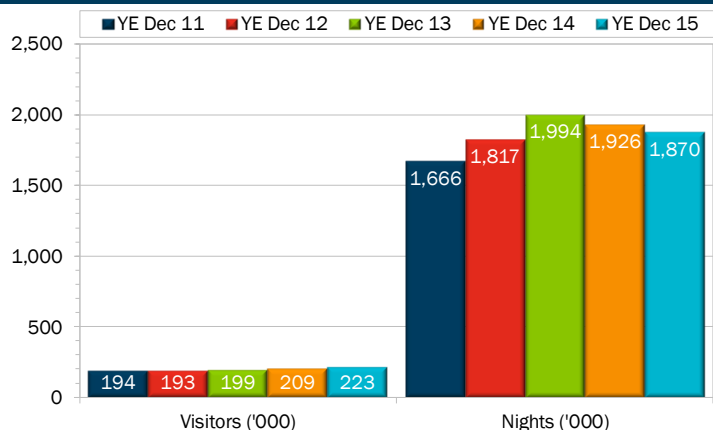
Travel to Northern Rivers sub-region

Year ended December 2015

	YE Dec 15	YE Dec 14	YE on YE growth	Share of Reg NSW	Rank in Reg NSW
Total visitors (million)	6.1	5.6	9.8%	11.2%	4
Total nights (million)	10.2	10.0	2.2%	12.7%	5
Total expenditure (billion)	\$1.7	\$1.6	8.3%	12.2%	4

International Overnight Travel (3)

Visitors and nights



The Northern Rivers sub-region received 223,100 international overnight visitors - up by 6.8% on YE Dec 14. Visitors spent nearly 1.9 million nights in the sub-region - down 2.9% on YE Dec 14.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 8.5 percent* on last year and by 17.9 percent* compared to four years ago.

Market share

The sub-region received 32.3% of visitors and 13.4% of nights in regional NSW. Compared to YE Dec 14, share of visitors was down by 0.5% pts and share of nights was down by 2.5% pts.

Purpose of visit to the Northern Rivers sub-region

'Holiday' (85.6%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (11.5%) and 'education' (1.7%). Compared to YE Dec 14, visitors who travelled for 'holiday' grew by 6.8% while 'VFR' declined by 0.2% and 'education' increased by 56.4%.

Origin - share of visitors to the Northern Rivers sub-region

Share of international visitors to the Northern Rivers sub-region						
Rank	Individual market	YE Dec 14	YE Dec 15	Origin region	YE Dec 14	YE Dec 15
1	United Kingdom	22.2%	24.4%	Europe	66.9%	65.9%
2	Germany	14.7%	13.3%	North America	13.4%	13.2%
3	New Zealand	8.9%	8.5%	Asia	5.9%	6.9%
4	USA	7.4%	6.9%	New Zealand & Oceania	9.7%	9.2%
5	Canada	6.0%	6.3%	Other Countries	4.0%	4.8%

The UK (24.4%) was the sub-region's largest individual source market of visitors, followed by Germany (13.3%).

Accommodation in the Northern Rivers sub-region

'Backpacker or hostel' (27.4%) was the most popular form of accommodation used for nights in the sub-region, followed by 'friends or relatives property' (22.4%).

Age groups

'15 to 29 years' (62.4%) was the largest age group of visitors to the sub-region, followed by '30 to 39 years' (13.2%) and '50 to 59 years' (7.8%).

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

International overnight visitors spent \$110 million in the sub-region - up by 0.7% on YE Dec 14. On average, they spent \$59 per night - up by 3.7% on YE Dec 14.

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

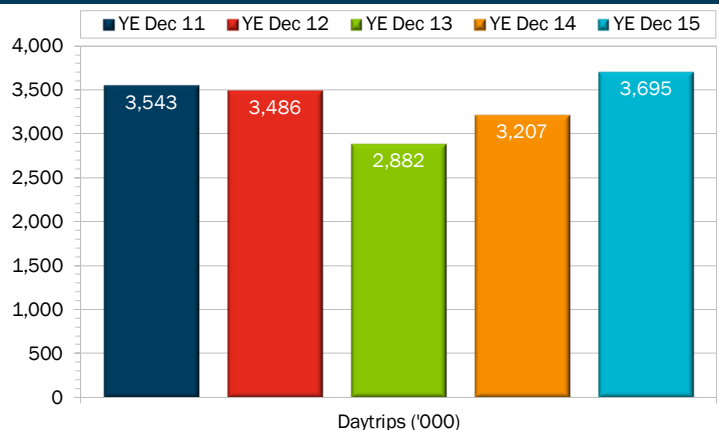
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

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

Domestic Daytrip Travel (5)

Daytrips



The Northern Rivers sub-region received almost 3.7 million domestic daytrip visitors - up by 15.2%* on YE Dec 14.

Note: The number of domestic daytrips to regional New South Wales increased by 8.5 percent* on last year and by 5.2 percent* compared to four years ago.

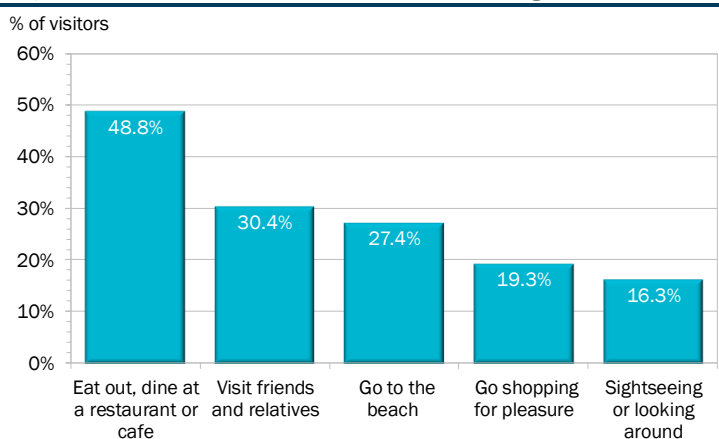
Market share

The sub-region received 10.6% of daytrips to regional NSW. Compared to YE Dec 14, the share was up by 0.6% pst.

Main purpose of trip

'Holiday' (61.1%) was the largest purpose of trip for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (19.6%) and 'business' (9.5%). Compared to YE Dec 14, visitors who travelled for 'holiday' grew by 29.3%* while 'VFR' declined by 16.9% and 'business' increased by 90.8%*.

Top activities in the Northern Rivers sub-region



Expenditure (6)

Domestic daytrip visitors spent \$443 million in the sub-region - up by 30.6%* on YE Dec 14. On average, they spent \$120 per trip - up by 13.3% on YE Dec 14.

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

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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