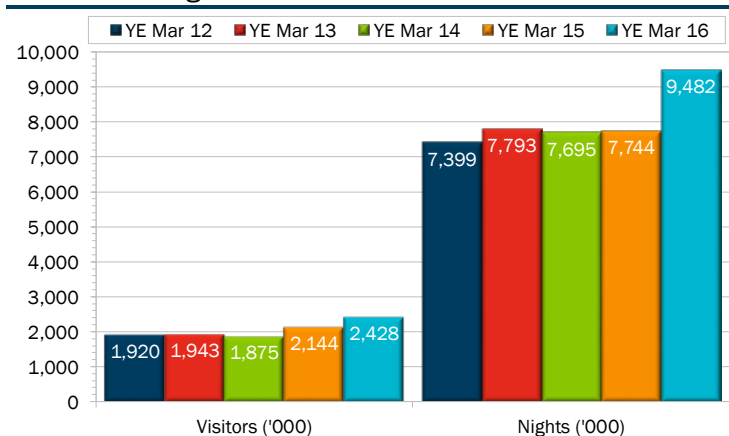


## Domestic Overnight Travel (1)

### Visitors and nights



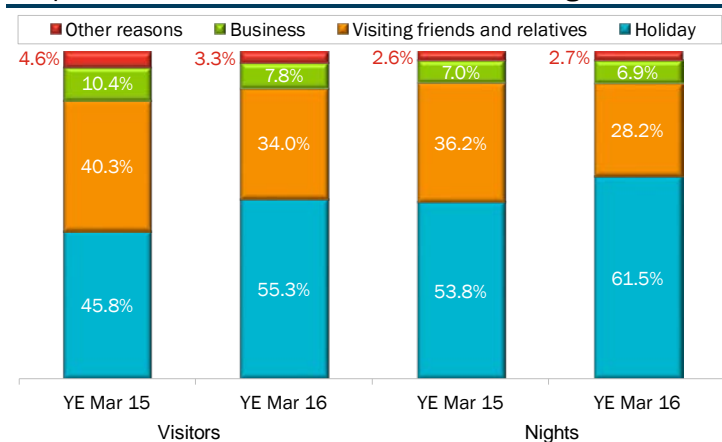
The Northern Rivers sub-region received over 2.4 million domestic overnight visitors - up by 13.2%\* on YE Mar 15. Visitors spent nearly 9.5 million nights in the sub-region - up by 22.5%\* on YE Mar 15.

Note: The number of domestic overnight trips to regional New South Wales increased by 5.8 percent\* on last year and by 17.0 percent\* compared to four years ago.

### Market share

The sub-region received 12.0% of visitors and 13.9% of nights in regional NSW. Compared to YE Mar 15, the share of visitors was up by 0.8% pts and the share of nights was up by 1.9% pts.

### Purpose of visit to the Northern Rivers sub-region



'Holiday' (55.3%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (34.0%) and 'business' (7.8%). Compared to YE Mar 15, visitors who travelled for 'holiday' grew by 36.5%\* while 'VFR' declined by 4.5% and 'business' decreased by 15.0%.

'Holiday' (61.5%) was the largest purpose in terms of nights in the sub-region, followed by 'VFR' (28.2%) and 'business' (6.9%). Compared to YE Mar 15, nights spent for 'holiday' grew by 39.9%\* while 'VFR' fell by 4.6% and 'business' grew by 21.4%.

### Accommodation in the Northern Rivers sub-region

'Friends or relatives property' (34.9%) was the most popular accommodation used for nights in the sub-region, followed by 'caravan park or commercial camping ground' (20.5%) and 'rented house, apartment, flat or unit' (12.8%).

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 16, Tourism Research Australia (TRA)

### Origin

Origin	Share of visitors		Share of nights	
	YE Mar 15	YE Mar 16	YE Mar 15	YE Mar 16
Regional NSW	27.1%	24.3%	25.9%	23.9%
Sydney	15.9%	13.9%	20.9%	16.6%
Total intrastate	43.0%	38.3%	46.8%	40.5%
Queensland	47.3%	50.9%	36.3%	42.0%
Victoria	5.7%	7.1%	10.4%	10.2%
ACT	1.9%	1.1%	3.2%	1.6%
Other interstate	2.1%	2.7%	3.3%	5.7%
Total interstate	57.0%	61.7%	53.2%	59.5%

Queensland (50.9%) was the largest source of visitors to the sub-region, followed by regional NSW (24.3%) and Sydney (13.9%). Compared to YE Mar 15, the regional NSW source market grew by 1.5% while Sydney declined by 0.7%. Over the same period, Queensland grew by 21.8%\* and Victoria increased by 40.6%\* while the ACT declined by 35.2%.

Queensland (42.0%) was the largest source market in terms of nights in the sub-region, followed by regional NSW (23.9%) and Sydney (16.6%). Compared to YE Mar 15, nights spent by visitors from regional NSW grew by 12.9% while nights from Sydney declined by 2.8%. Over the same period, nights by Queenslanders grew by 41.7%\* and Victorian nights increased by 20.0% while nights by visitors from the ACT declined by 37.1%.

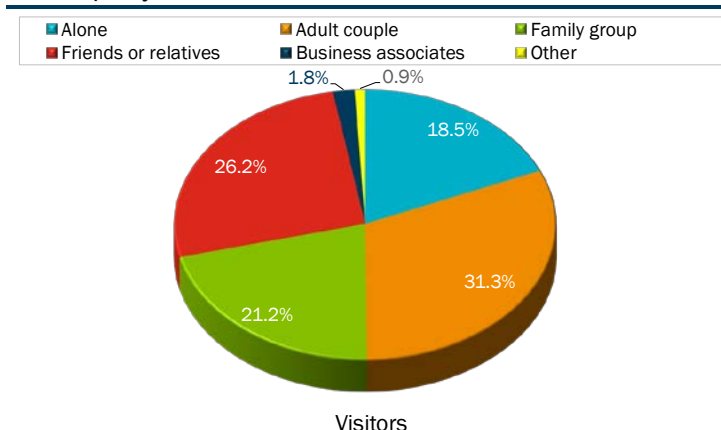
### Top activities in the Northern Rivers sub-region

'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' (52.1%) and 'visit friends and relatives' (45.1%).

### 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' (18.6%) and '40 to 49 years' (16.6%).

### Travel party



'Adult couple' (31.3%) was the most common travel party amongst visitors to the sub-region.

### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors nearly \$1.3 billion in the sub-region - up by 10.1% on YE Mar 15. On average, they spent \$135 per night - down by 10.1% on YE Mar 15.

(2) Estimated using data from TRA's modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 16.

# Travel to Northern Rivers sub-region

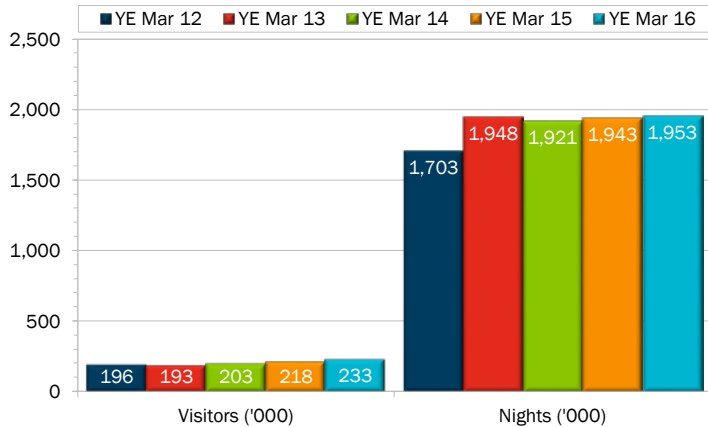
Year ended March 2016

For the period of April 2015 to March 2016

	YE Mar 16	YE Mar 15	YE on YE growth	Share of Reg NSW	Rank in Reg NSW
Total visitors (million)	6.3	5.7	10.2%	11.2%	4
Total nights (million)	11.4	9.7	18.1%	14.0%	4
Total expenditure (billion)	\$1.8	\$1.6	10.4%	12.6%	4

## International Overnight Travel (3)

Visitors and nights



The Northern Rivers sub-region received 233,200 international overnight visitors - up by 6.8% on YE Mar 15. Visitors spent nearly 2.0 million nights in the sub-region - up 0.5% on YE Mar 15.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 8.9 percent\* on last year and by 23.1 percent\* compared to four years ago.

### Market share

The sub-region received 32.7% of visitors and 14.2% of nights in regional NSW. Compared to YE Mar 15, share of visitors was down by 0.6% pts and the share of nights was down by 1.7% pts.

### Purpose of visit to the Northern Rivers sub-region

'Holiday' (83.2%) was the largest purpose of visit for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (13.9%) and 'education' (1.5%). Compared to YE Mar 15, visitors who travelled for 'holiday' grew by 1.5% and 'VFR' increased by 49.2%\* while 'education' grew by 41.0%.

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

Share of international visitors to the Northern Rivers sub-region						
Rank	Individual market	YE Mar 15	YE Mar 16	Origin region	YE Mar 15	YE Mar 16
1	United Kingdom	22.8%	24.9%	Europe	67.2%	65.0%
2	Germany	13.9%	13.5%	North America	12.8%	13.6%
3	New Zealand	8.4%	8.8%	Asia	5.9%	7.1%
4	USA	6.4%	7.8%	New Zealand & Oceania	9.0%	9.5%
5	Canada	6.4%	5.8%	Other Countries	5.2%	4.8%

The UK (24.9%) was the sub-region's largest individual source market of visitors, followed by Germany (13.5%).

### Accommodation in the Northern Rivers sub-region

'Friends or relatives property' (29.5%) was the most popular form of accommodation used for nights in the sub-region, followed by 'backpacker or hostel' (24.4%).

### Age groups

'15 to 29 years' (60.7%) was the largest age group of visitors to the sub-region, followed by '30 to 39 years' (12.8%) and '50 to 59 years' (8.8%).

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

International overnight visitors spent \$119 million in the sub-region - up by 4.5% on YE Mar 15. On average, they spent \$61 per night - up by 3.9% on YE Mar 15.

(4) Estimated using data from TRA's modelled international overnight visitor expenditure in Australia's regions, YE Mar 16.

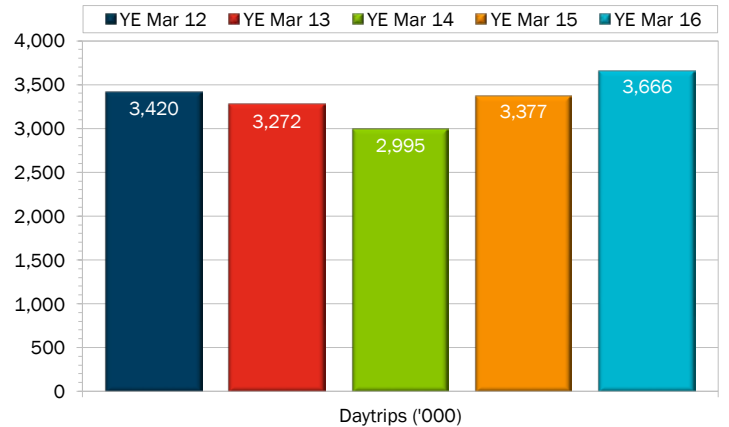
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

\* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Mar 16, TRA

## Domestic Daytrip Travel (5)

Daytrips



The Northern Rivers sub-region received nearly 3.7 million domestic daytrip visitors - up by 8.6% on YE Mar 15.

Note: The number of domestic daytrips to regional New South Wales increased by 4.7 percent\* on last year and by 3.1 percent compared to four years ago.

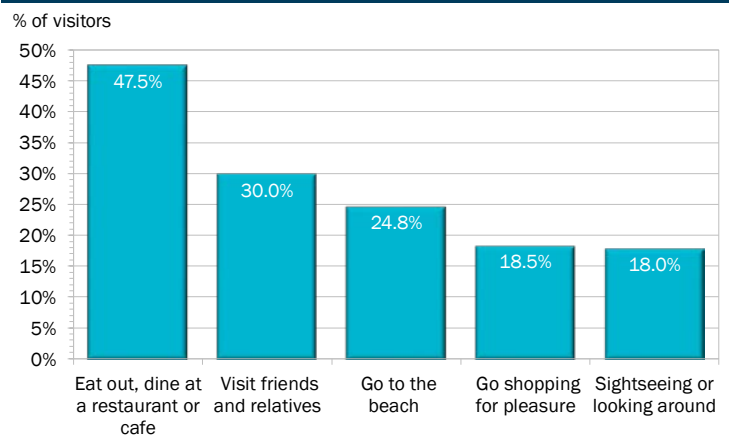
### Market share

The sub-region received 10.3% of daytrips to regional NSW. Compared to YE Mar 15, the share was up by 0.4% pts.

### Main purpose of trip

'Holiday' (61.4%) was the largest purpose of trip for visitors to the sub-region, followed by 'visiting friends and relatives (VFR)' (20.2%) and 'business' (8.9%). Compared to YE Mar 15, visitors who travelled for 'holiday' grew by 20.2%\* while 'VFR' declined by 16.1% and 'business' increased by 40.2%.

### Top activities in the Northern Rivers sub-region



### Expenditure (6)

Domestic daytrip visitors spent \$411 million in the sub-region - up by 13.2% on YE Mar 15. On average, they spent \$112 per trip - up by 4.2% on YE Mar 15.

(6) Estimated using data from TRA's modelled domestic day visitor expenditure in Australia's regions, YE Mar 16.

### Further information

Please see [www.destinationnsw.com.au](http://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 16, TRA

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