

Overview

NSW received over 1.4 million overnight visitors who participated in an Aboriginal activity⁽¹⁾ - up by 1.2% on YE Sep 13. These visitors spent almost 18.5 million nights in the State - down by 2.5% on YE Sep 13.

The growth in Aboriginal tourism to NSW came from increased participation in Aboriginal activities by domestic overnight visitors.

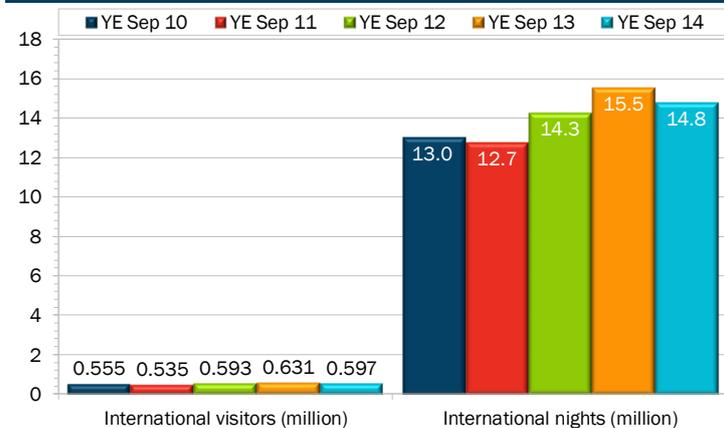
Aboriginal tourism participants spent an estimated \$2.4 billion⁽²⁾ in NSW - up by 5.3% on YE Sep 13.

⁽²⁾ Total expenditure on the trip, including Aboriginal activity spend.

International Market

The information in this section relates to international overnight visitors who participated in an Aboriginal activity during their trip to Australia, but not necessarily in a particular State or region.

Visitors and nights



NSW received 597,000 international Aboriginal tourism participants - down by 5.3%* on YE Sep 13. They spent nearly 14.8 million nights in the State - down by 4.8% on YE Sep 13.

Market share

Aboriginal tourism participants represented 18.9% of visitors and 19.5% of nights by all international travellers to NSW. Compared with YE Sep 13, the share of visitors and the share of nights were both down by 2.4% pts.

The State received 64.7% of visitors and 31.1% of nights by Aboriginal tourism participants in Australia. Compared with YE Sep 13, the share of visitors was down by 0.5% pts and the share of nights was up by 1.2% pts.

Type of Aboriginal activity

Rank	Aboriginal tourism activity	International visitors ('000)	%
1	See any Aboriginal art, craft or cultural display	229	38.4%
2	Attend an Aboriginal dance or theatre performance	203	34.0%
3	Visit an Aboriginal cultural centre	164	27.4%
4	Visit an Aboriginal gallery	155	26.0%
5	Purchase Aboriginal art, craft or souvenirs	122	20.4%
6	See an Aboriginal site or Aboriginal community	118	19.7%
7	Some other interaction with Aboriginal people	87	14.6%
8	Go on a tour with an Aboriginal guide	56	9.4%
9	Attend an Aboriginal festival	12	2.0%
10	Stay in Aboriginal accommodation	6	1.1%

⁽¹⁾ Source: Aboriginal supplementary sections of the International Visitor Survey and the National Visitor Survey, YE Sep 14, Tourism Research Australia.

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

* The percentage change is statistically significant.

Origin

Rank	Origin market	International visitors ('000)	%	International nights ('000)	%	Average stay (nights)
1	United Kingdom	94	15.8%	2,404	16.3%	25.5
2	USA	93	15.6%	1,406	9.5%	15.1
3	Mainland China	70	11.8%	1,569	10.6%	22.3
4	Germany	39	6.5%	827	5.6%	21.3
5	New Zealand	31	5.2%	444	3.0%	14.2
Other Asian markets (3)		108	18.1%	3,562	24.1%	33.1
Other European markets (4)		111	18.6%	3,342	22.6%	30.1
All other countries		50	8.4%	1,228	8.3%	24.6
Total		597		14,783		24.8

The United Kingdom (15.8%) was the largest individual source market of international Aboriginal tourism participants to NSW, followed by the USA (15.6%) and Mainland China (11.8%).

The United Kingdom (16.3%) was the biggest individual contributor of **nights** in the State, followed by Mainland China (10.6%) and the USA (9.5%).

⁽³⁾ All Asian markets, excluding Mainland China.

⁽⁴⁾ All European markets, excluding United Kingdom and Germany.

Average stay

International Aboriginal tourism participants stayed an average of 24.8 nights in NSW. This was longer than the average for all visitors to the State (24 nights). Aboriginal tourism participants from Taiwan (60.7 nights) had the longest average stay in the State, followed by Koreans (48.7 nights) and French visitors (41.3 nights).

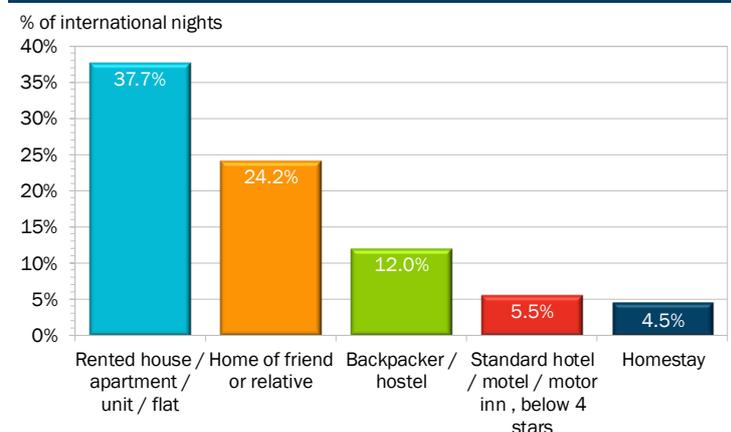
Participation rate

Visitors from the Netherlands (38.1%) had the highest Aboriginal activities participation rate in NSW, followed by Germans (33.9%) and visitors from Italy (33.7%). Taiwanese visitors who had been to the State had the highest participation rate amongst Asian markets (19.9%).

Purpose of visit

'Holiday / pleasure' (75.5%) was the largest purpose of visit for international Aboriginal tourism participants to the State, followed by 'visiting friends and relatives' (20.6%) and 'business' (6.0%).

Accommodation



'Rented house / apartment / unit / flat' (37.7%) was the most popular accommodation type used for international Aboriginal tourism nights in NSW.

International Market continued

Destinations in NSW

Region	International visitors		International nights		Average stay (nights)
	('000)	%	('000)	%	
Sydney	575	96.3%	12,205	82.6%	21.2
Blue Mountains	32	5.3%	-	-	-
Capital Country	6	1.0%	-	-	-
Central Coast	6	0.9%	-	-	-
Central NSW	7	1.2%	-	-	-
Hunter	30	5.0%	476	3.2%	15.9
New England North West	7	1.2%	-	-	-
North Coast NSW	84	14.1%	853	5.8%	10.1
Outback NSW	4	0.7%	-	-	-
Riverina	4	0.7%	-	-	-
Snowy Mountains	4	0.7%	-	-	-
South Coast NSW	28	4.6%	298	2.0%	10.8
The Murray	5	0.8%	-	-	-
Total	597		14,783		24.8

- = estimate considered statistically unreliable

'Sydney' (96.3%) had by far the highest proportion of international visitors who engaged in an Aboriginal activity.

Transport

'Aircraft' (47.2%) was the most common transport used to destinations in NSW by international Aboriginal tourism participants. 'Private or company car' (21.6%) was the 2nd most common, followed by 'taxi or chauffeur driven hire car' (14.8%).

Return visitors

One third (33.3%) of international Aboriginal tourism participants to the State were on a return visit to Australia – a lower % than for all visitors to the State (52.1%).

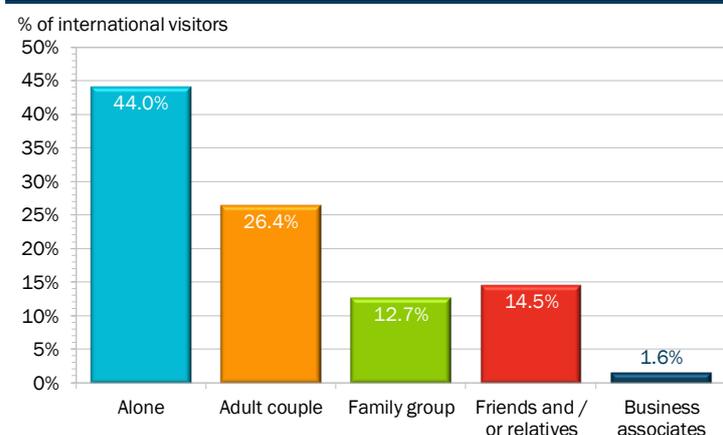
Package tours

One quarter (25.0%) of international Aboriginal tourism participants to NSW arrived in Australia on a travel package – a higher % than for all visitors to the State (17.8%).

Group tours

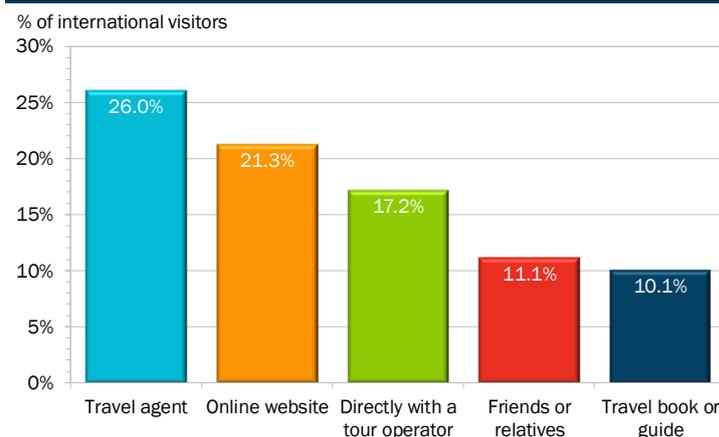
The rate of group tour travel to Australia amongst international Aboriginal tourism participants who had been to NSW was 12.6% – a higher % than for all visitors to the State (11.1%).

Travel party



'Alone' (44.0%) was the most common travel party of international Aboriginal tourism participants to NSW.

Information sources



'Travel agent' (26.0%) was the most popular information source about Aboriginal activities for international Aboriginal tourism participants who had been to NSW. Nearly ½ (48.9%) of them obtained this information during the trip to Australia, while 27.0% obtained information before the trip.

Of those who had booked at least one of the activities, over 2/5 (42.8%) booked through a travel agent. 'Online website' (19.5%) was the 2nd most popular booking method, followed by 'email with operator' (17.2%).

Gender

More international Aboriginal tourism participants who had been to the State were female (54.5%) than male (45.5%).

Age

'25 to 34 years' (26.1%) was the biggest age group of international Aboriginal tourism participants to NSW. '15 to 24 years' (21.1%) was the 2nd biggest age group, followed by '55 to 64 years' (15.0%).

Seasonality

NSW received the most international Aboriginal tourism participants in the December quarter (30.0%).

Expenditure (incl 30% of prepaid package expenditure)⁽²⁾

International Aboriginal tourism participants spent an estimated \$1.4 billion in NSW - down by 2.7% on YE Sep 13. On average, those who had been to the State spent \$2,346 per visitor and \$95 per night.

⁽²⁾ Total expenditure on the trip, including Aboriginal activity spend.

Experienced or learnt

Rank	Experienced or learnt about	International visitors	
		('000)	%
1	Aboriginal art / craft	228	43.1%
2	Aboriginal music	201	37.9%
3	Aboriginal weapons	172	32.4%
4	Aboriginal dancing / performance	143	27.0%
5	Aboriginal rock art / carvings	127	24.0%
6	Aboriginal hunting and gathering	117	22.1%
7	Aboriginal dreamtime	103	19.4%
8	Aboriginal bush tucker	87	16.5%

Over 2/5 (43.1%) of international Aboriginal tourism participants who had been to NSW had experienced or learnt about 'Aboriginal art / craft'.

⁽¹⁾ Source: Aboriginal supplementary sections of the International Visitor Survey and the National Visitor Survey, YE Sep 14, Tourism Research Australia.

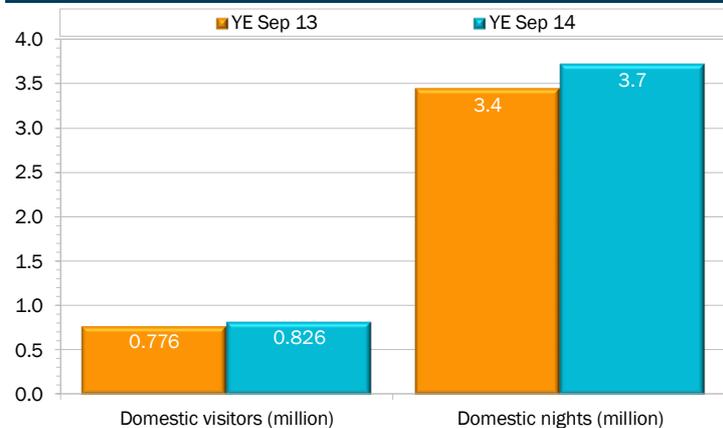
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* The percentage change is statistically significant.

Domestic Market

The information in this section relates to domestic overnight visitors who participated in an Aboriginal activity during their trip, but not necessarily in a particular State or region.

Visitors and nights



NSW received more than 826,000 domestic Aboriginal tourism participants - up by 6.4% on YE Sep 13. They spent over 3.7 million nights in the State - up by 8.0% on YE Sep 13.

Market share

Aboriginal tourism participants represented 3.1% of visitors and 4.3% of nights by domestic travellers to NSW. Compared with YE Sep 13, the share of visitors was up by 0.1% pt and the share of nights was up by 0.3% pts.

The State received 32.9% of visitors and 21.7% of nights by Aboriginal tourism participants in Australia. Compared with YE Sep 13, the share of visitors was up by 3.2% pts and the share of nights was up by 1.9% pts.

Expenditure (excl motor vehicles)⁽²⁾

Domestic Aboriginal tourism participants spent an estimated \$1.0 billion in NSW - up by 18.6% on YE Sep 13. On average, those who had been to the State spent \$1,233 per visitor and \$274 per night.

⁽²⁾ Total expenditure on the trip, including Aboriginal activity spend.

Type of Aboriginal activity

Rank	Aboriginal tourism activity	Domestic visitors ('000)	%
1	See any Aboriginal art, craft or cultural display	381	46.1%
2	See an Aboriginal site or Aboriginal community	233	28.2%
3	Some other interaction with Aboriginal people	152	18.4%
4	Visit an Aboriginal gallery	143	17.3%
5	Visit an Aboriginal cultural centre	134	16.2%
6	Attend an Aboriginal dance or theatre performance	76	9.2%
7	Purchase Aboriginal art, craft or souvenirs	56	6.7%
8	Go on a tour with an Aboriginal guide	-	-
9	Attend an Aboriginal festival	-	-
10	Stay in Aboriginal accommodation	-	-

- = estimate considered statistically unreliable

'See any Aboriginal art, craft or cultural display' (46.1%) was the most popular activity undertaken by domestic visitors who had been to NSW. 'See an Aboriginal site or Aboriginal community' (28.2%) was the 2nd most popular.

⁽¹⁾ Source: Aboriginal supplementary sections of the International Visitor Survey and the National Visitor Survey, YE Sep 14, Tourism Research Australia.

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Origin

Market	Domestic visitors		Domestic nights		Average stay (nights)
	('000)	%	('000)	%	
Regional NSW	286	34.7%	1,247	33.6%	4.4
Sydney	244	29.5%	971	26.1%	4.0
Intrastate	530	64.1%	2,219	59.7%	4.2
Victoria	109	13.2%	508	13.7%	4.7
Queensland	89	10.8%	478	12.9%	5.4
ACT	-	-	-	-	-
Other interstate	64	7.7%	392	10.5%	6.2
Total interstate	296	35.9%	1,498	40.3%	5.1
Total	826		3,717		4.5

- = estimate considered statistically unreliable

NSW received 64.1% of domestic Aboriginal tourism participants from intrastate and 35.9% from interstate. Regional NSW (34.7%) was the biggest source market, while Victoria (13.2%) was the biggest interstate market.

Intrastate contributed 59.7% of Aboriginal tourism nights in the State, while interstate contributed 40.3%. Regional NSW (33.6%) was the biggest source market, while Victoria (13.7%) was the biggest interstate market.

Average stay

Domestic Aboriginal tourism participants stayed, on average, 4.5 nights in NSW. This was longer than the average for all visitors to the State (3.3 nights).

Interstate Aboriginal tourism participants to NSW stayed 0.9 nights longer than intrastate visitors (5.1 vs 4.2 nights).

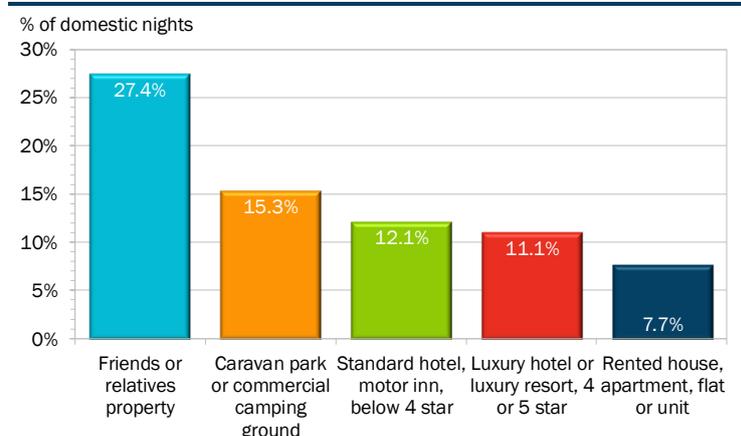
Participation rate

Visitors from Victoria (3.8%) had the highest Aboriginal activities participation rate in NSW, followed by visitors from Sydney (3.3%) and Queenslanders (2.9%). Interstate visitors (3.5%) had a higher rate intrastate visitors (2.9%).

Purpose of visit

'Holiday or leisure' (58.7%) was the largest purpose of visit for domestic Aboriginal tourism participants to the State, followed by 'visiting friends and relatives' (23.5%) and 'business' (14.0%).

Accommodation



'Friends or relatives property' (27.4%) was the most popular accommodation type used for domestic Aboriginal tourism nights in NSW.

Domestic Market continued

Destinations in NSW

Region	Domestic visitors ('000)	%	Domestic nights ('000)	%	Average stay (nights)
Sydney	271	32.8%	998	26.8%	3.7
Blue Mountains	63	7.6%	-	-	-
Capital Country	-	-	-	-	-
Central Coast	-	-	-	-	-
Central NSW	108	13.1%	-	-	-
Hunter	69	8.3%	-	-	-
New England North West	49	6.0%	-	-	-
North Coast NSW	129	15.6%	565	15.2%	4.4
Outback NSW	74	8.9%	-	-	-
Riverina	-	-	-	-	-
Snowy Mountains	-	-	-	-	-
South Coast NSW	117	14.1%	591	15.9%	5.1
The Murray	-	-	-	-	-
Total	826		3,717		4.5

- = estimate considered statistically unreliable

'Sydney' (32.8%) had the highest proportion of domestic overnight visitors who engaged in an Aboriginal activity. 'North Coast NSW' (15.6%) had the 2nd highest proportion, followed by 'South Coast NSW' (14.1%).

'Sydney' (26.8%) had the highest proportion of nights spent by domestic Aboriginal tourism participants, followed by 'South Coast NSW' (15.9%) and 'North Coast NSW' (15.2%).

'South Coast NSW' (5.1 nights) had the longest average stay by domestic Aboriginal tourism participants, followed by 'North Coast NSW' (4.4 nights) and 'Sydney' (3.7 nights).

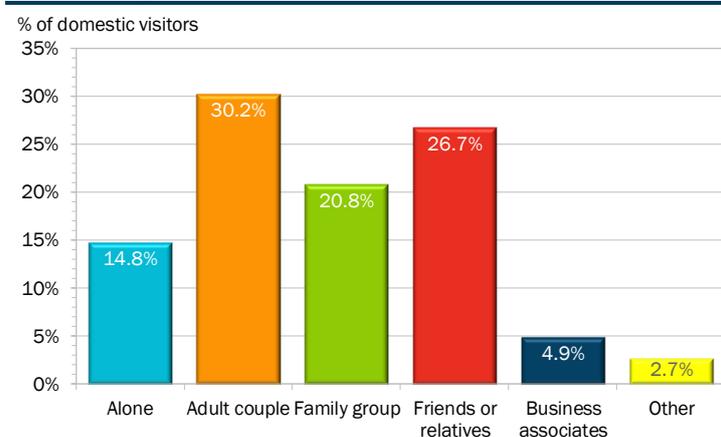
Transport

'Private or company vehicle' (64.2%) was the most common transport used to destinations in NSW by domestic Aboriginal tourism participants. 'Air transport' (20.0%) was the 2nd most common, followed by 'railway' (7.4%).

Seasonality

NSW received the most domestic Aboriginal tourism participants in the September quarter (27.6%).

Travel party



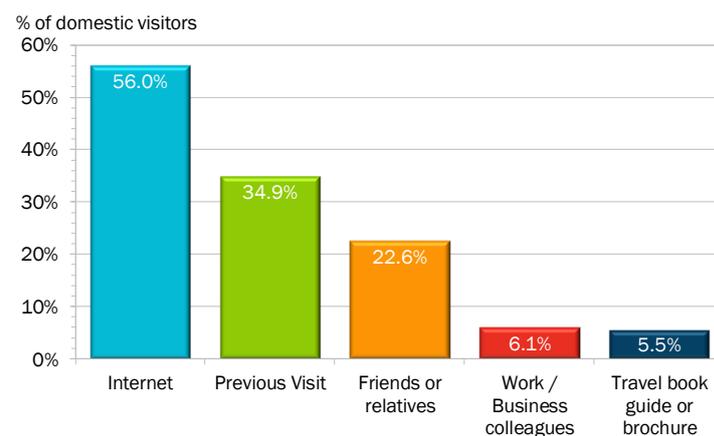
'Adult couple' (30.2%) was the most common travel party of domestic Aboriginal tourism participants to NSW. 'Friends or relatives' (26.7%) was the 2nd most common.

⁽¹⁾ Source: Aboriginal supplementary sections of the International Visitor Survey and the National Visitor Survey, YE Sep 14, Tourism Research Australia.

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Information sources



The 'internet' (56.0%) was the most popular information source for the trip in Australia by domestic Aboriginal tourism participants who had been to NSW. 'Previous visit' (34.9%) was the 2nd most popular, followed by 'friends or relatives' (22.6%).

Nearly 2/5 (39.0%) had booked at least part of the trip on the internet.

Gender

More domestic Aboriginal tourism participants to NSW were female (55.8%) than male (44.2%).

Age

'55 to 64 years' (23.1%) was the biggest age group of domestic Aboriginal tourism participants to NSW. '45 to 54 years' (22.1%) was the 2nd biggest age group, followed by '25 to 34 years' (16.8%).

Experienced or learnt

Rank	Experienced or learnt about	Domestic visitors ('000)	%
1	Aboriginal art / craft	235	33.0%
2	Aboriginal rock art / carvings	150	21.1%
3	Aboriginal hunting and gathering	143	20.2%
4	Aboriginal dreamtime	131	18.4%
5	Aboriginal bush tucker	129	18.2%
6	Aboriginal music	124	17.4%
7	Aboriginal dancing / performance	114	16.0%
8	Aboriginal weapons	113	15.9%

Nearly 1/3 (33.0%) of domestic Aboriginal tourism participants who had been to NSW had experienced or learnt about 'Aboriginal art / craft'. 'Aboriginal rock art / carvings' (21.1%) was the 2nd most popular aspect experienced or learnt about, followed by 'Aboriginal hunting and gathering' (20.2%).

Domestic daytrips

The National Visitor Survey does not contain supplementary questions on Aboriginal activities, nor does it contain sufficient sample size to provide information on the standard activities questions relating to Aboriginal tourism.

Definition

Aboriginal tourism visitors to NSW are those who visited NSW and participated in an Aboriginal activity in Australia (referred to as Aboriginal tourism participants).