



INTRODUCTION

This snapshot provides a profile of **international and domestic overnight visitors**, who visited **Visitor Information Centres (VICs)** in **New South Wales (NSW)** in the year ended (YE) March 2016.¹

Note: There is no survey data on VIC users for day trip visitors.

In the YE March 2016, over 3.1 million overnight visitors visited NSW VICs. Of these, Sydney VICs received over 1.5 million VIC users (49.1%) and Regional NSW VICs received nearly 1.6 million VIC users (53.1%). Around 2.1% of NSW VIC users visited both Sydney and Regional NSW VICs.

Domestic overnight visitors were the main source of NSW VIC users (82.9% of NSW VIC users), while 17.1% were visiting from overseas. In Sydney VICs, nearly a third (28.8%) of users were from overseas, while 71.2% were domestic overnight visitors. In Regional NSW VICs, the majority (91.5%) of users were domestic overnight visitors and 8.5% were visiting from overseas.

NSW VICs received the most international visitors during the December quarter (31.2%) and March quarter (30.4%). For domestic VIC users, the number of users for each quarter was distributed evenly.

Table 1. VIC Users in NSW

('000)	NSW VICs	Share of total	Sydney VICs	Share of total	Regional NSW VICs	Share of total
International	532.8	17.1%	441.5	28.8%	141.2	8.5%
Domestic Overnight	2,587.3	82.9%	1,090.3	71.2%	1,514.1	91.5%
TOTAL	3,120.1	100.0%	1,531.8	100.0%	1,655.3	100.0%

VISITOR SHARE

In the YE March 2016, NSW VICs received the 2nd largest number of international visitors after Victoria VICs. The share of international visitors for NSW VICs was 35.1%. NSW VICs received the largest number of domestic overnight visitors followed by Victoria VICs. The share of domestic overnight visitors for NSW VICs was 39.3%.

Sydney VICs received the 2nd largest number of international visitors after Melbourne VICs. The share of international visitors for Sydney VICs was 29.1%.

Regional NSW VICs received the largest number of domestic overnight visitors followed by Regional Victoria VICs. The share of domestic overnight visitors for Regional NSW VICs was 23.0%.

Chart 1. VIC Users in Australia

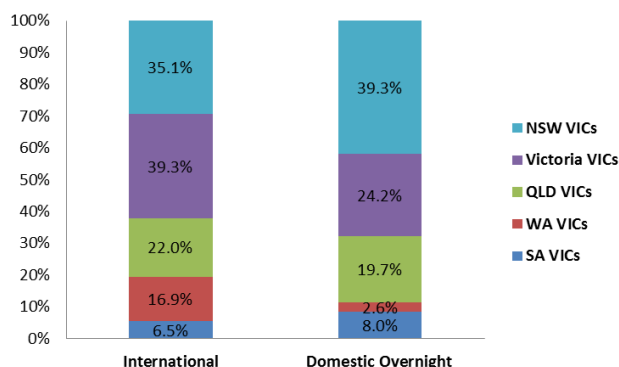
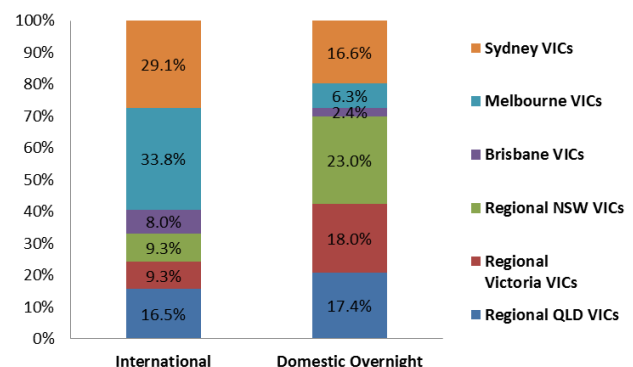


Chart 2. VIC Users by Key Regions in Australia

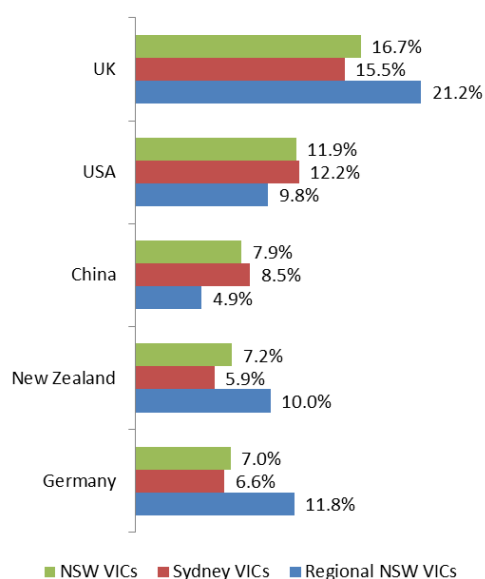


¹ Source: International and Domestic Visitor Surveys, YE Mar 16, Tourism Research Australia (TRA).



ORIGIN

Chart 3. Top 5 NSW VIC International Visitor Origin



In the YE March 2016, United Kingdom was the largest source of NSW VIC international visitors (16.7%), followed by USA (11.9%) and China (7.9%).

United Kingdom was the largest source of Sydney VIC international visitors (15.5%), followed by USA (12.2%) and China (8.5%).

United Kingdom (21.2%) was also the largest source of Regional NSW VIC international visitors, followed by Germany (11.8%) and New Zealand (10.0%).

Of all NSW VIC international visitors, nearly two-thirds (60.5%) were on their first visit to Australia compared to 39.5% who were on repeat visit to the country.

Table 2. NSW VIC Domestic Overnight Visitor Origin

Origin	NSW VICs	Sydney VICs	Regional NSW VICs
Sydney	24.2%	9.6%	34.6%
Regional NSW	22.3%	12.4%	29.3%
Total Intrastate	46.5%	22.0%	63.8%
Western Australia	23.9%	54.4%	np
Victoria	11.8%	9.0%	13.8%
Queensland	10.7%	np	13.4%
Other States	7.1%	7.2%	7.1%
Total Interstate	53.5%	78.0%	36.2%

Note: np indicates that data are not publishable due to small sample size.

Over half (53.5%) of domestic overnight visitors to NSW VICs came from interstate, with 23.9% from Western Australia. Nearly a quarter (24.2%) came from Sydney and 22.3% from Regional NSW.

The majority (78.0%) of Sydney VIC domestic users came from interstate, with over half (54.4%) came from Western Australia.

Nearly two-thirds (63.8%) of Regional NSW domestic overnight VIC users came from intrastate, with 34.6% from Sydney and 29.3% from Regional NSW.

AGE GROUPS

Table 3. Age groups of NSW VIC users

	International VIC Users	Domestic Overnight VIC Users
15-29 years	36.6%	16.5%
30-39 years	18.7%	16.4%
40-49 years	12.1%	18.4%
50-59 years	15.1%	18.0%
60+ years	17.6%	30.8%

The youth market '15-29 years' (36.6%) was the largest group of NSW VIC international visitors, followed by '30-39 years' (18.7%).

In contrast, the largest group of domestic overnight visitors to NSW VICs was '60+ years' (30.8%), followed by '40-49 years' (18.4%).



TRAVEL PARTY

Table 4. Travel Party of NSW VIC users

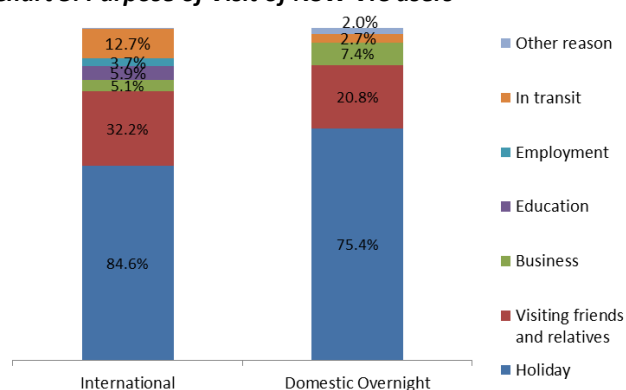
	International VIC Users	Domestic Overnight VIC Users
Travelling Alone	42.9%	11.2%
Adult couple	29.7%	38.6%
Family group/ friends /relatives travelling with children	13.7%	27.5%
Family group/ friends /relatives travelling without children	12.7%	19.4%
Other	1.0%	3.3%

Over two-fifths (42.9%) of NSW VIC international visitors arrived in Australia alone. The 2nd most common travel party was 'Adult couple' (29.7%).

For NSW VIC domestic overnight visitors, 'Adult couple' (38.6%) was the common travel party, followed by travelling with 'Family group/friends/relatives travelling with children' (27.5%).

PURPOSE OF VISIT

Chart 5. Purpose of Visit of NSW VIC users



International users visited NSW VICs when they were on 'Holiday' (84.6%), 'Visiting friends and relatives' (32.2%) and 'In transit' (12.7%).

Domestic overnight NSW VIC users travelled for the purpose of 'Holiday' (75.4%), 'Visiting relatives' (20.8%), and 'Business' (7.4%).

Note: Visitors may visit for more than one purpose; hence, figures by purpose of visit may not add up to 100%.

ACCOMMODATION IN NSW

Table 5. Most popular accommodation in NSW used by NSW VIC users

Type	International VIC Users
Rented house/apartment/flat or unit	37.3%
Friends or relatives property	21.9%
Backpacker or hostel	10.6%
Standard hotel/motor inn (below 4*)	7.1%
Homestay	4.1%

'Rented house/apartment/flat or unit' (37.3%) was the most popular accommodation type used by NSW VIC international visitors for nights in NSW.

'Friends or relatives property' (21.9%) was the 2nd most popular accommodation type, followed by 'Backpacker or hostel' (10.6%).

Type	Domestic Overnight VIC Users
Caravan park or commercial camping ground	22.0%
Friends or relatives property	20.1%
Standard hotel/motor inn (below 4*)	17.5%
Rented house/apartment/flat or unit	13.4%
Luxury hotel or luxury resort (4 or 5*)	8.4%

'Caravan park or commercial camping ground' (22.0%) was the most popular accommodation type used by NSW VIC domestic overnight visitors for nights in NSW. 'Friends or relatives property' (20.1%) was the 2nd most popular accommodation type, followed by 'Standard hotel/motor inn' (17.5%).

TRANSPORT TO NSW

Table 6. Most common transport to NSW used by NSW VIC Users

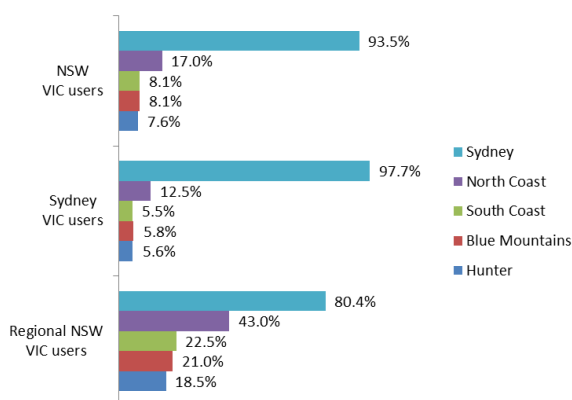
	International VIC users		Domestic Overnight VIC users
Aircraft	33.4%	Private vehicle or company car	79.7%
Local public transport	22.9%	Aircraft	12.7%
Private vehicle or company car	20.6%	Railway	3.5%

'Aircraft' was the most common transport used to destinations in NSW by international NSW VIC users (33.4%), followed by 'Local public transport' (22.9%) and Private vehicle or company car' (20.6%).

The majority (79.7%) of domestic overnight NSW VIC users used 'Private vehicle or company car' to travel to destinations in NSW. 'Aircraft' (12.7%) was the 2nd most common transport used to destinations in NSW, followed by 'Railway' (3.5%).

DESTINATIONS in NSW

Chart 6. Top Destinations in NSW for International NSW VIC Users

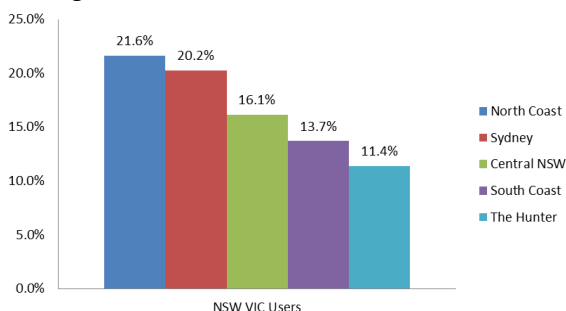


Sydney by far was the most visited region by international NSW VIC users (93.5%), followed by North Coast (17.0%).

After Sydney (97.7%), North Coast was the next most visited region by international Sydney VIC users (12.5%).

Sydney by far was the most visited region by international Regional NSW VIC users (80.4%), followed by North Coast (43.0%) and South Coast (22.5%).

Chart 7. Top Destinations in NSW for Domestic Overnight NSW VIC Users



North Coast was the most visited region by domestic overnight NSW VIC users (21.6%), followed by Sydney (20.2%), Central NSW (16.1%), South Coast (13.7%) and the Hunter (11.4%).

Note: A visit to a region by a VIC user does not necessarily mean that they visited a VIC in that region.

MORE INFORMATION

For more information and statistics about tourism in NSW, see the *Tourism – Facts & Figures* page on the Destination NSW Corporate website at <http://www.destinationnsw.com.au/>.