

Overview

	Visitors to ('000)	Nights in (million)	Total spend (\$ million)	Spend per visitor (\$)	Spend per night (\$)
NSW	212	16.8	\$1,065	\$5,026	\$63
Australia	333	50.9	\$3,000	\$8,998	\$59

Australia received 333,500 international visitors who arrived on either a 'working holiday maker' or 'work and holiday' visa (WHM) - up by 2.9% on YE Mar 16. WHM visitors spent nearly 50.9 million nights in Australia - down by 0.8% on YE Mar 16.

NSW received 212,000 WHM visitors - down by 3.7% on YE Mar 16. WHM visitors spent nearly 16.8 million nights in the State - down by 4.9% on YE Mar 16.

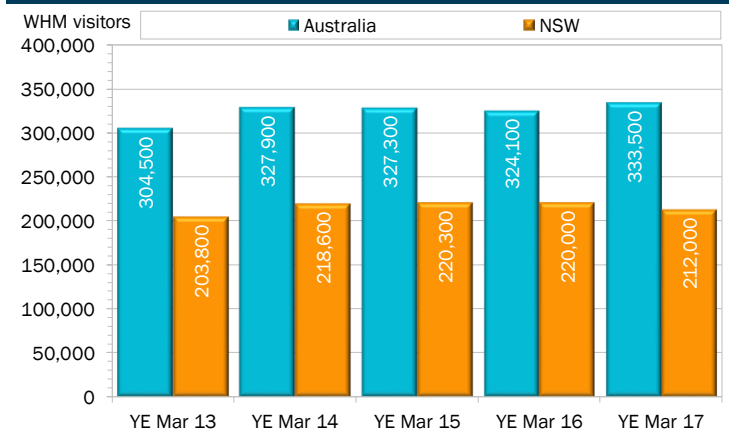
NSW received 63.6% of WHM visitors and 33.0% of WHM nights in Australia. Compared with YE Mar 16, the share of visitors was down by 4.3 pts and share of nights was down by 1.4 pts.

WHM travellers contributed 5.4% of visitors and 18.7% of nights in the State. Compared with YE Mar 16, the contribution to visitors was down by 0.8% pts and the contribution to nights was down by 1.6% pts.

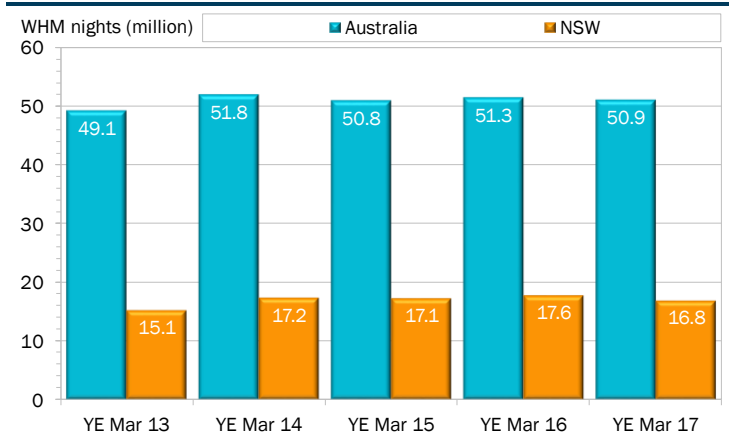
The average length of stay in NSW by WHM visitors was 79.2 nights - down by 1 night on YE Mar 16.

WHM visitors spent nearly \$1.1 billion in the State (incl package expenditure) - up by 1.8% on YE Mar 16. This represented 35.5% of total WHM expenditure in Australia. WHM travellers spent \$5,026 per visitor and \$63 per night in NSW.

Overnight visitors



Visitor nights



Average length of stay

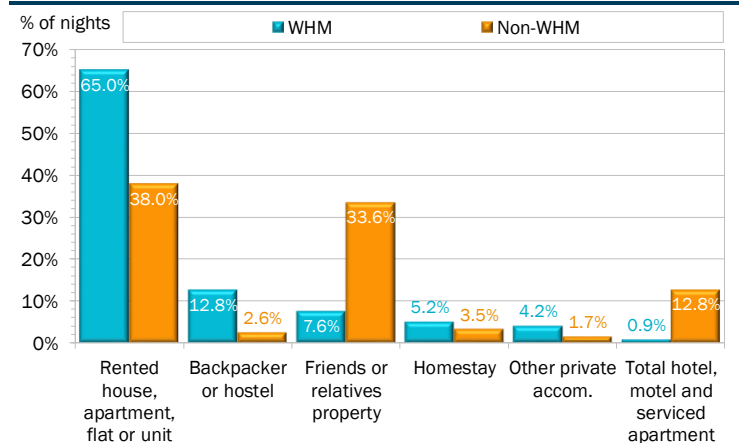
Purpose of visit	Average length of stay (nights)			
	WHM	Non-WHM	All visitors	Australia
Holiday	74.1	6.5	11.9	136.9
Visiting friends and relatives	22.0	21.2	21.3	27.9
Business	18.9	8.0	8.1	21.4
Employment	107.7	101.5	102.5	139.5
Education	88.8	115.2	114.6	101.9
Other reasons	2.4	3.0	3.0	4.3
Total	79.2	19.8	23.0	152.6

WHM visitors stayed on average 79.2 nights in NSW - substantially longer than non-WHM visitors (19.8 nights). Their average stay in Australia was 152.6 nights. WHM travellers who visited NSW for 'holiday' stayed on average 74.1 nights in the State.

Median stay

The median length of stay in the State for WHM visitors was 39 nights, compared with 5 nights for non-WHM visitors. Their median stay in Australia was 141 nights.

Accommodation in NSW



'Rented house, apartment, flat or unit' was the most popular accommodation type used for nights in NSW by both WHM visitors and non-WHM visitors (65.0% and 38.0% respectively).

Origin

Rank	Market	% of WHM visitors to NSW		Rank	Market	% of WHM nights in NSW	
		YE Mar 16	YE Mar 17			YE Mar 16	YE Mar 17
1	United Kingdom	19.6%	20.0%	1	United Kingdom	19.0%	18.3%
2	Germany	13.1%	11.9%	2	South Korea	20.1%	17.3%
3	South Korea	11.3%	10.9%	3	Germany	7.9%	9.2%
4	France	9.7%	9.1%	4	Taiwan	8.4%	8.5%
5	Taiwan	7.3%	7.3%	5	France	7.3%	8.0%
6	USA	6.8%	6.4%	6	Japan	5.1%	7.1%
7	Japan	4.6%	4.6%	7	USA	5.5%	4.3%
8	Canada	3.4%	3.9%	8	Italy	5.0%	3.9%
9	Italy	4.3%	3.5%	9	Hong Kong	4.0%	3.4%
10	Hong Kong	4.1%	3.2%	10	Mainland China	na	3.0%

The United Kingdom (20.0%) was the largest source market of WHM visitors to NSW. Germany (11.9%) was the 2nd largest, followed by South Korea (10.9%).

The United Kingdom (18.3%) contributed more WHM nights in NSW than any other source market. South Korea (17.3%) was the 2nd largest contributor, followed by Germany (9.2%).

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.

Source: International Visitor Survey, YE Mar 17, Tourism Research Australia (TRA) - unless otherwise indicated

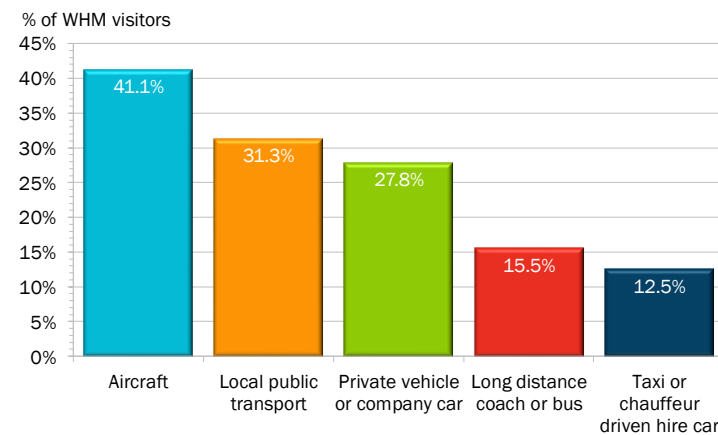
Top places visited in NSW

Rank	Region	% of WHM visitors to NSW
1	Sydney	92.6%
2	North Coast NSW	26.7%
3	The Hunter	8.0%
4	South Coast NSW	4.9%
5	Blue Mountains	4.4%

'Sydney' (92.6%) was by far the most visited region in NSW by WHM visitors. 'North Coast NSW' (26.7%) was the 2nd most visited region, followed by 'The Hunter' (8.0%) and 'South Coast NSW' (4.9%).

WHM visitors to Australia: 'Sydney' (58.9%) was the most visited region. 'Melbourne' (41.6%) was the 2nd most visited region, followed by 'Brisbane' (31.2%).

Transport in NSW

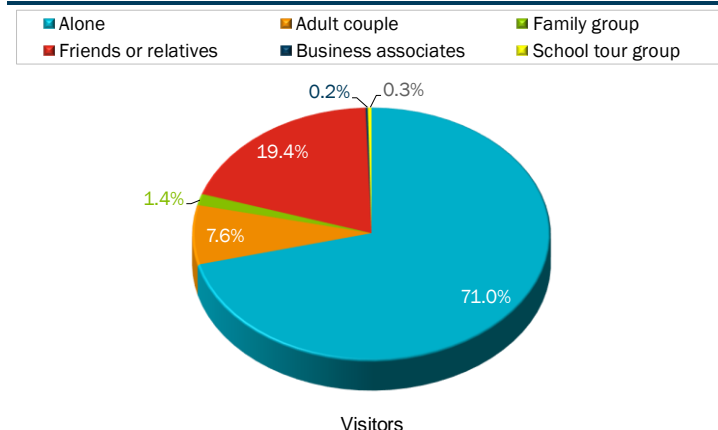


'Aircraft' (41.1%) was the most common transport used to destinations in NSW by WHM visitors. 'Local public transport' (31.3%) was the 2nd most common, followed by 'private vehicle or company car' (27.8%).

Gender

A larger proportion of WHM visitors who had been to NSW were female (54.7%) than male (45.3%)

Travel party



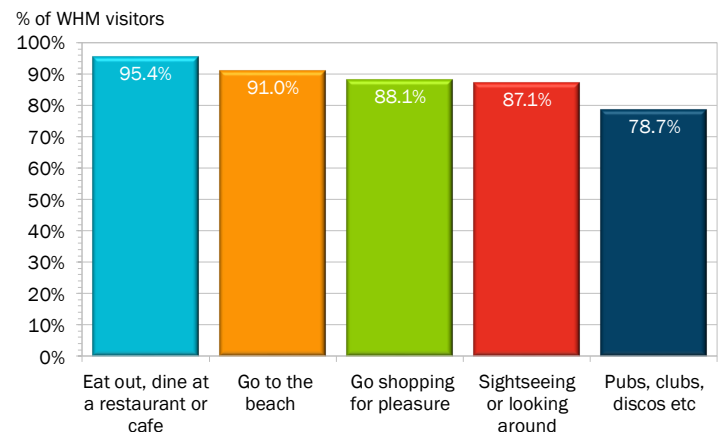
Over 2/3 (71.0%) of WHM visitors who had been to NSW arrived in Australia 'alone'. Their 2nd most common travel party description was 'friends or relatives' (19.4%), followed by 'adult couple' (7.6%).

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Top activities in Australia



'Eat out, dine at a restaurant or cafe' (95.4%) was the most popular activity undertaken during the trip to Australia by WHM visitors who had been to NSW. 'Go to the beach' (91.0%) was the 2nd most popular, followed by 'go shopping for pleasure' (88.1%).

First or return visitor

Most WHM visitors who had been to NSW (60.7%) were on their first trip to Australia.

Travel package

Only 3.8% of WHM visitors who had been to NSW, arrived in Australia on a travel package. 'Some accommodation in Australia' (57.6%) was the most popular travel arrangement included in the package (other than 'international airfares').

Seasonality

Over 3/10 (31.0%) of WHM visitors who had been to NSW departed Australia in the March quarter. Nearly 3/10 (28.5%) of WHM nights in NSW were spent by those who departed Australia in the March quarter.

Expenditure (incl 30% prepaid package expenditure)

Expenditure	Destination			
	New South Wales		Australia	
	YE Mar 16	YE Mar 17	YE Mar 16	YE Mar 17
Total (\$ million)	\$1,047	\$1,065	\$2,959	\$3,000
Per visitors (\$)	\$4,758	\$5,026	\$9,131	\$8,998
Per night (\$)	\$59	\$63	\$58	\$59

WHM visitors spent nearly \$1.1 billion in NSW – up by 1.8% on YE Mar 16. On average, they spent \$5,026 per visitor and \$63 per night in the State.

In total, they spent \$3.0 billion in Australia – up by 1.4% on YE Mar 16. On average, they spent \$8,998 per visitor and \$59 per night.

Definition and further information

A 'working holiday maker' is defined as an international visitor who arrived in Australia on either a 'working holiday maker' or 'work and holiday' visa. They are aged 18 to 30 years, tend to be first time visitors to Australia and travel independently.

Please see www.destinationnsw.com.au for detailed profiles on international youth travel, international backpackers, each of the NSW top international country markets, domestic visitors to the State and travel to NSW's regions.