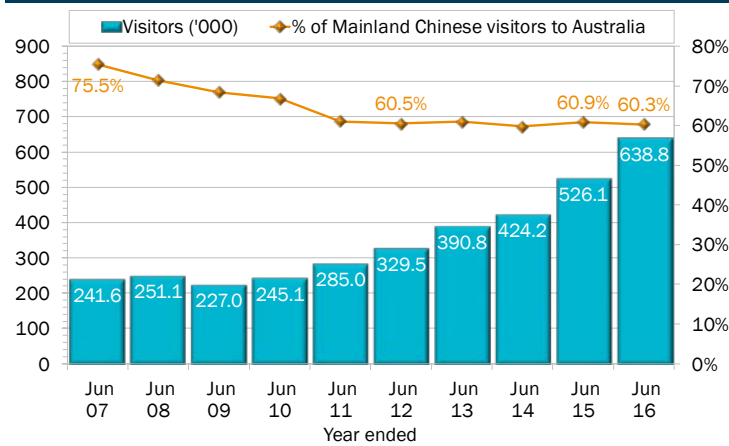


### Overview

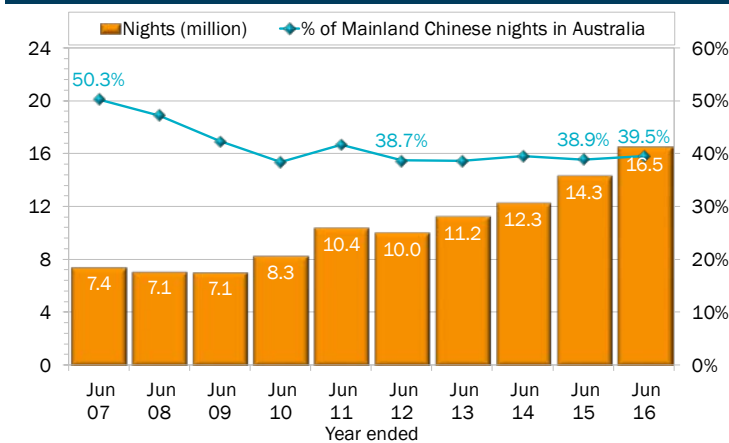
	Visitors to ('000)	Nights in (million)	Total spend (\$ million)	Spend per visitors (\$)	Spend per night (\$)
NSW	639	16.5	\$2,573	\$4,004	\$156
Australia	1,060	41.6	\$6,533	\$6,165	\$157
Rank in NSW	1	1	1	1	2

### Overnight visitors



NSW received 638,800 overnight visitors from Mainland China - up by 21.4%\* on YE Jun 15. Mainland China contributed 17.5% of visitors to the State - up by 1.6% points on YE Jun 15.

### Visitor nights



Visitors from Mainland China spent nearly 16.5 million nights in NSW - up by 15.1%\* on YE Jun 15. Mainland China contributed 18.9% of visitor nights in the State - up by 1.0% point on YE Jun 15.

### Market share

NSW received 60.3% of visitors and 39.5% of nights by Mainland Chinese travellers in Australia. Compared to YE Jun 15, the share of visitors was down by 0.6% points and the share of nights was up by 0.6% points.

### Accommodation in NSW

'Rented house, apartment, flat or unit' (51.9%) was the most popular accommodation type used by Mainland Chinese visitors for nights in NSW, followed by 'friends or relatives property' (27.0%) and 'own property' (4.5%).

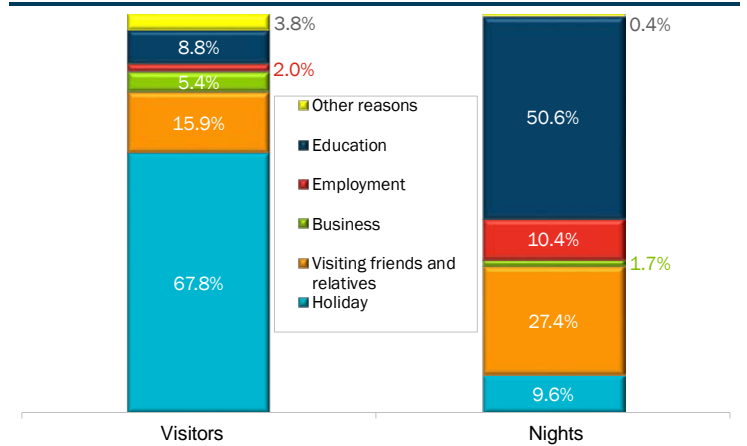
'Holiday' visitors from Mainland China spent more nights in NSW in a 'luxury hotel or resort, 4 or 5 star' (37.0%) than in any other accommodation, followed by 'standard hotel or motor inn, below 4 star' (26.6%) and 'friends or relatives property' (14.3%).

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 Jun 16, Tourism Research Australia (TRA) - unless otherwise indicated

### Purpose of visit to NSW



'Holiday' (67.8%) was the largest purpose of visit for Mainland Chinese visitors to the State. 'Visiting friends and relatives (VFR)' (15.9%) was the 2<sup>nd</sup> largest, followed by 'education' (8.8%). Compared to YE Jun 15, visitors who travelled for 'holiday' grew by 25.2%\* and 'VFR' increased by 14.7%\* while 'education' grew by 21.1%\*.

'Education' (50.6%) was the largest purpose in terms of nights by Mainland Chinese visitors in NSW. 'VFR' (27.4%) was the 2<sup>nd</sup> largest, followed by 'employment' (10.4%). Compared to YE Jun 15, nights spent for 'education' grew by 14.4%\* and 'VFR' increased by 18.3%\* while 'employment' grew by 15.9%.

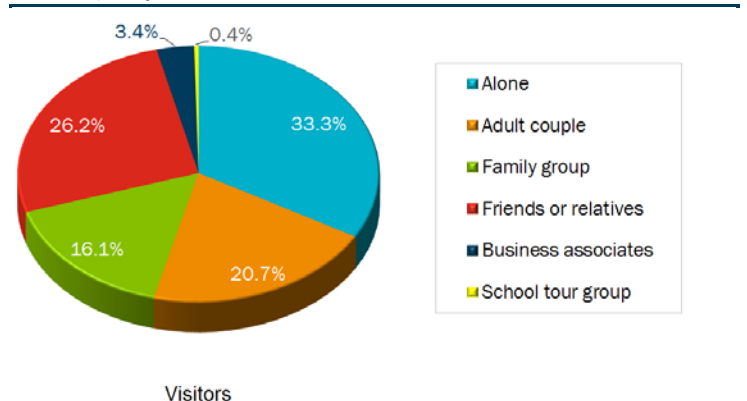
### Length of stay

Purpose of visit	Ave length of stay (nights)		Median stay (nights)	
	NSW	Australia	NSW	Australia
Holiday	3.6	7.8	3	7
Visiting friends and relatives	44.3	40.0	20	21
Business	8.0	16.1	4	8
Employment	130.9	106.3	93	78
Education	147.7	140.4	138	130
Other reasons	2.7	8.5	2	8
Total	25.8	39.3	3	9

Visitors from Mainland China stayed, on average, 25.8 nights in NSW, while their average stay in Australia was 39.3 nights. The median length of stay in the State was 3 nights, compared to 9 nights in Australia.

'Holiday/pleasure' visitors from Mainland China had an average stay of 3.6 nights and a median stay of 3 nights in NSW.

### Travel party



One third (33.3%) of Mainland Chinese overnight visitors who had been to NSW arrived in Australia 'alone'.

## Top places visited in NSW

Rank	Tourism region	% of visitors to NSW
1	Sydney	98.0%
2	South Coast region	1.9%
3	North Coast region	1.4%
4	The Hunter	1.4%
5	Blue Mountains	1.3%

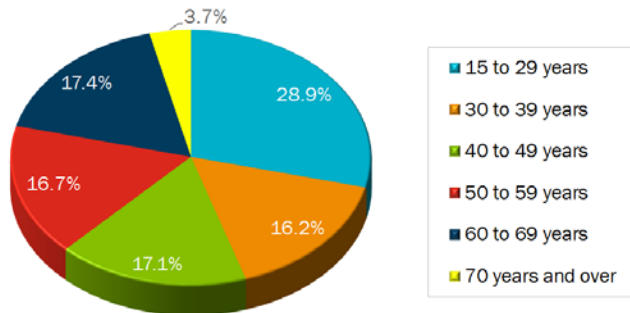
'Sydney' (98.0%) was by far the most visited region in NSW by Mainland Chinese overnight visitors. 'South Coast region' (1.9%) was the 2<sup>nd</sup> most visited region.

Mainland Chinese overnight visitors to Australia: 'Sydney' (59.1%) was the most visited region, followed by 'Melbourne' (50.8%) and 'Gold Coast' (26.6%).

## Gender

A larger proportion of Mainland Chinese overnight visitors to the State were female (57.4%) than male (42.6%).

## Age groups



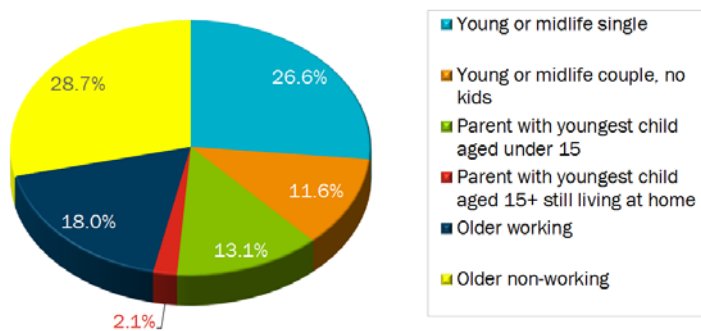
Visitors

'15 to 29 years' (28.9%) was the largest age group of Chinese overnight visitors to NSW, followed by '60 to 69 years' (17.4%) and '40 to 49 years' (17.1%).

## Transport in NSW

'Aircraft' (38.5%) was the most common transport used to destinations in NSW by Mainland Chinese overnight visitors. 'Charter or tour bus' (26.7%) was the 2<sup>nd</sup> most common, followed by 'private vehicle or company car' (21.4%).

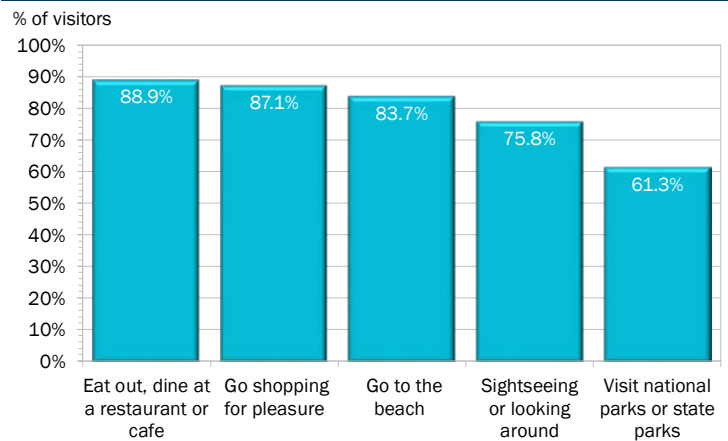
## Lifecycle groups



Visitors

'Older non-working' (28.7%) was the most common lifecycle grouping amongst Mainland Chinese overnight visitors who had been to NSW. 'Young or midlife single' (26.6%) was the 2<sup>nd</sup> most common, followed by 'older working' (18.0%).

## Top activities in Australia



'Eat out, dine at a restaurant or cafe' (88.9%) was the most popular activity undertaken during the trip to Australia by Mainland Chinese overnight visitors who had been to NSW. 'Go shopping for pleasure' (87.1%) was the 2<sup>nd</sup> most popular.

## First or return visitor

Most Mainland Chinese overnight visitors who had been to NSW (62.7%) were visiting Australia for the first time.

## Travel package

Over 2/5 (43.2%) of Mainland Chinese overnight visitors who had been to the State, arrived in Australia on a travel package. 'Airfares within Australia' (94.9%) was the most popular travel arrangement included in the package (other than 'international airfares'), followed by 'all accommodation' (93.2%).

## Group tours

The rate of group tour travel to Australia, amongst Mainland Chinese overnight visitors who had been to NSW, was 39.9%.

## Expenditure (incl 30% prepaid package expenditure) <sup>(1)</sup>

Expenditure	Destination			
	New South Wales		Australia	
	Jun 15	Jun 16	Jun 15	Jun 16
Total (\$ million)	\$1,994	\$2,573	\$5,114	\$6,533
Per visitors (\$)	\$3,767	\$4,004	\$5,918	\$6,165
Per night (\$)	\$139	\$156	\$139	\$157

Mainland Chinese overnight visitors spent nearly \$2.6 billion in NSW – up by 29.1%\* on YE Jun 15. On average, they spent \$4,004 per visitor and \$156 per night in the State. In total, visitors spent over \$6.5 billion in Australia – up by 27.7%\* on YE Jun 15.

<sup>(1)</sup> Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 16, TRA.

## Forecast <sup>(2)</sup>

Mainland Chinese visitors to Australia are expected to increase from 930,000# in 2014/15 to nearly 3.2 million# in 2024/25, an average annual growth rate of 13.0%.

<sup>(2)</sup> Source: Tourism Forecasts, 2016, TRA  
# Includes children less than 15 years

## Further information

Please see [www.destinationnsw.com.au](http://www.destinationnsw.com.au) for detailed profiles on travel to each of NSW's regions and information on international and domestic travel to the State.

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 Jun 16, Tourism Research Australia (TRA) – unless otherwise indicated