

Statistical Dashboard

YEAR ENDING MARCH 2016

Source: National and International Visitor Surveys, Tourism Research Australia.

	GRAND TOTAL		TOTAL INT'L & DOM OVERNIGHT			TOTAL DOMESTIC		INTERNATIONAL OVERNIGHT			DOMESTIC OVERNIGHT			DOMESTIC DAY TRIP	
	Visitors ('000)	Expenditure (\$ Million)	Visitors ('000)	Nights ('000)	Expenditure (\$ Million)	Visitors ('000)	Expenditure (\$ Million)	Visitors ('000)	Nights ('000)	Expenditure* (\$ Million)	Visitors ('000)	Nights ('000)	Expenditure (\$ Million)	Visitors ('000)	Expenditure (\$ Million)
AUSTRALIA	278,821.0	102,763	95,597.8	575,601.0	83,458	271,746.8	77,588	7,074.2	248,457.1	25,175	88,523.6	327,143.8	58,282	183,223.2	19,306
% Change on Previous Year	8.5	7.5	7.6	6.1	8.1	8.5	4.7	8.9	7.6	17.0	7.6	5.0	4.7	8.9	4.6

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	Visitors ('000)	Expenditure (\$ Million)	Visitors ('000)	Nights ('000)	Expenditure (\$ Million)	Visitors ('000)	Expenditure (\$ Million)	Visitors ('000)	Nights ('000)	Expenditure* (\$ Million)	Visitors ('000)	Nights ('000)	Expenditure (\$ Million)	Visitors ('000)	Expenditure (\$ Million)
NEW SOUTH WALES	88,756.3	31,484	32,165.2	179,033.0	25,346	85,191.1	22,521	3,565.3	86,898.1	8,963	28,599.9	92,134.9	16,383	56,591.1	6,138
% Change on Previous Year	6.3	8.4	5.9	7.4	9.3	6.2	4.3	8.9	10.5	20.1	5.5	4.5	4.1	6.5	4.8
Market Share (% of Australia)	31.8%	30.6%	33.6%	31.1%	30.4%	31.3%	29.0%	50.4%	35.0%	35.6%	32.3%	28.2%	28.1%	30.9%	31.8%
VICTORIA	70,751.1	23,190	24,339.0	123,272.4	18,630	68,238.4	16,450	2,512.7	58,907.7	6,740	21,826.2	64,364.7	11,891	46,412.1	4,559
% Change on Previous Year	5.9	6.3	7.3	6.4	8.9	5.6	0.5	12.6	10.9	23.7	6.7	2.6	2.0	5.2	-3.4
QUEENSLAND	62,477.1	24,019	22,688.0	132,468.3	19,634	60,058.6	18,969	2,418.4	51,827.6	5,050	20,269.6	80,640.8	14,584	39,789.1	4,385
% Change on Previous Year	13.2	9.4	9.0	3.7	7.7	13.3	8.1	10.1	6.8	14.8	8.8	1.9	5.5	15.7	17.8

	GRAND TOTAL		TOTAL INT'L & DOM OVERNIGHT			TOTAL DOMESTIC		INTERNATIONAL OVERNIGHT			DOMESTIC OVERNIGHT			DOMESTIC DAY TRIP	
	Visitors ('000)	Expenditure (\$ Million)	Visitors ('000)	Nights ('000)	Expenditure (\$ Million)	Visitors ('000)	Expenditure (\$ Million)	Visitors ('000)	Nights ('000)	Expenditure* (\$ Million)	Visitors ('000)	Nights ('000)	Expenditure (\$ Million)	Visitors ('000)	Expenditure (\$ Million)
SYDNEY	33,672.7	17,111	12,513.1	97,112.3	14,824	30,345.7	9,049	3,327.0	73,138.1	8,062	9,186.1	23,974.2	6,762	21,159.6	2,287
% Change on Previous Year	8.4	14.5	6.2	7.5	14.4	8.3	10.0	8.5	10.2	20.1	5.4	0.1	8.3	9.7	15.2
Market Share (% of NSW)	37.9%	54.3%	38.9%	54.2%	58.5%	35.6%	40.2%	93.3%	84.2%	90.0%	32.1%	26.0%	41.3%	37.4%	37.3%
MELBOURNE	27,001.7	14,934	10,712.5	75,307.5	13,104	24,602.8	8,596	2,398.8	52,281.5	6,338	8,313.7	23,026.0	6,766	16,289.1	1,830
% Change on Previous Year	1.5	9.4	5.4	8.4	11.4	0.5	-0.6	13.3	13.0	26.5	3.4	-0.8	0.2	-0.9	-3.3
BRISBANE	20,673.2	6,767	6,845.7	41,680.7	5,342	19,523.6	4,822	1,149.6	23,935.1	1,945	5,696.1	17,745.6	3,397	13,827.5	1,425
% Change on Previous Year	18.0	8.6	8.0	5.1	5.1	18.5	6.5	11.0	7.9	14.4	7.4	1.6	0.5	23.7	24.0

* includes 30% of pre-paid expenditure but excludes all pre-paid international airfares

 Data unreliable due to small sample size

YEAR ENDING MARCH 2016

NSW REGIONS	GRAND TOTAL		TOTAL INT'L & DOM OVERNIGHT			TOTAL DOMESTIC		INTERNATIONAL OVERNIGHT			DOMESTIC OVERNIGHT			DOMESTIC DAY TRIP	
	Visitors ('000)	Expenditure (\$ Million)	Visitors ('000)	Nights ('000)	Expenditure (\$ Million)	Visitors ('000)	Expenditure (\$ Million)	Visitors ('000)	Nights ('000)	Expenditure* (\$ Million)	Visitors ('000)	Nights ('000)	Expenditure (\$ Million)	Visitors ('000)	Expenditure (\$ Million)
TOTAL REGIONAL NSW	56,294.9	14,372	20,863.4	81,920.7	10,522	55,582.1	13,472	712.8	13,760.0	900	20,151	68,161	9,622	35,432	3,850
% Change on Previous Year	5.2	1.8	5.9	7.2	2.8	5.1	0.8	8.9	12.5	20.1	5.8	6.2	1.4	4.7	-0.6
Market Share (% of NSW)	63.4%	45.7%	64.9%	45.8%	41.5%	65.2%	59.8%	20.0%	15.8%	10.0%	70.5%	74.0%	58.7%	62.6%	62.7%
South Coast	10,435.0	2,282	3,653.1	14,798.0	1,663	10,298.8	2,057	136.3	2,583.7	225	3,517	12,214	1,438	6,782	618
% Change on Previous Year	12.8	-1.8	3.3	8.8	-5.2	12.7	-5.4	16.0	36.3	51.8	2.8	4.3	-10.5	18.7	9.0
Snowy Mountains	1,297.3	489	766.3	2,906.7	444	1,274.7	472	22.7	352.3		744	2,554	427	531	45
% Change on Previous Year	18.4	-8.2	12.6	20.4	-8.4	18.2	-9.8	29.0	96.2		12.2	14.3	-10.1	27.8	-5.7
Capital Country	3,817.3	588	1,330.1	3,583.7	384	3,791.6	567	25.7	529.5		1,304	3,054	362	2,487	205
% Change on Previous Year	-3.0	-13.6	7.6	-6.3	-6.8	-3.1	-12.8	-0.9	-30.7		7.8	-0.2	-4.9	-7.9	-24.0
The Murray	2,203.0	643	1,104.1	3,170.7	458	2,183.9	628	19.2	302.1	15	1,085	2,869	443	1,099	185
% Change on Previous Year	-11.6	-4.4	2.7	12.0	0.3	-11.7	-4.6	-5.2	45.5		2.9	9.4	0.1	-22.5	-14.4
Riverina	2,092.8	515	959.8	2,804.7	324	2,065.6	481	27.2	592.5	33	933	2,212	290	1,133	191
% Change on Previous Year	-19.6	-24.8	-0.4	-7.5	-7.1	-20.0	-27.0	40.4	16.7		-1.3	-12.4	-10.3	-30.8	-43.1
Central NSW	4,661.8	1,308	2,097.7	6,192.2	908	4,621.0	1,264	40.7	905.0	44	2,057	5,287	864	2,564	400
% Change on Previous Year	-6.3	-3.2	1.8	4.0	1.0	-6.4	-4.6	1.6	20.6	68.6	1.8	1.6	-1.0	-12.1	-11.7
Hunter	9,594.4	2,373	3,289.4	11,266.7	1,696	9,436.5	2,184	157.9	2,756.0	189	3,132	8,511	1,507	6,305	677
% Change on Previous Year	6.0	8.2	2.9	1.0	9.9	6.1	7.9	-0.7	9.3	11.8	3.1	-1.5	9.7	7.6	4.2
North Coast NSW	12,095.7	3,623	5,361.4	22,994.8	2,868	11,789.2	3,427	306.5	3,234.3	196	5,055	19,760	2,672	6,734	755
% Change on Previous Year	16.8	9.2	12.3	15.4	5.6	17.1	9.2	6.9	6.4	10.6	12.6	17.1	5.2	20.7	25.8
New England North West	2,554.4	761	1,364.9	5,101.7	557	2,523.8	721	30.6	888.9	40	1,334	4,213	517	1,190	204
% Change on Previous Year	-13.1	2.1	13.8	24.7	10.5	-13.2	4.0	-2.4	21.2		14.2	25.4	14.2	-31.7	-15.3
Outback NSW	635.4	202	383.7	1,720.9	179	624.2	191	11.2	282.8		372	1,438	168		
% Change on Previous Year	12.9	-13.6	1.6	-16.5	-12.3	13.6	-13.1	-15.8	-15.6		2.2	-16.7	-11.7		
Central Coast	4,996.0	912	1,378.6	4,434.0	581	4,947.0	867	49.0	798.6	45	1,330	3,635	536	3,617	331
% Change on Previous Year	12.1	14.3	1.8	-8.2	10.1	12.0	14.7	23.6	-12.1	7.4	1.2	-7.3	10.3	16.5	22.5
Blue Mountains	3,736.9	612	1,010.1	2,552.8	399	3,635.4	550	101.6	520.7		909	2,032	336	2,727	214
% Change on Previous Year	7.8	18.6	10.3	6.9	22.3	7.8	15.7	7.3	34.2		10.6	1.7	18.1	6.9	12.2

* includes 30% of pre-paid expenditure but excludes all pre-paid international airfares

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Note: Percentage share of visitors may sum to more than 100% as visitors may visit more than one location on the same trip.