Regional NSW received over 20.7 million domestic overnight visitors - up by 2.3% on YE Mar 16. Visitors spent over 70.4 million nights in regional NSW - up by 4.5% on YE Mar 16.

Note: The number of domestic overnight trips to New South Wales increased by 4.0 percent* on last year and by 18.3 percent* compared to four years ago.

Market share
Regional NSW received 70.5% of visitors and 73.0% of nights in NSW. Compared to YE Mar 16, the share of visitors was down by 1.2% pts and the share of nights was down by 1.5% pts.

Purpose of visit to regional NSW

‘Holiday’ (45.5%) was the largest purpose of visit for visitors to regional NSW, followed by ‘visiting friends and relatives (VFR)’ (35.8%) and ‘business’ (13.4%). Compared to YE Mar 16, visitors who travelled for ‘holiday’ declined by 2.3% while ‘VFR’ grew by 5.8%* and ‘business’ increased by 7.6%.

‘Holiday’ (48.1%) was the largest purpose in terms of nights in regional NSW, followed by ‘VFR’ (33.3%) and ‘business’ (11.9%). Compared to YE Mar 16, nights spent for ‘holiday’ declined by 4.8% while ‘VFR’ grew by 13.0%* and ‘business’ increased by 13.9%*.

Accommodation in regional NSW

‘Friends or relatives property’ (35.5%) was the most popular accommodation used for nights in regional NSW. ‘Caravan park or commercial camping ground’ (14.1%) was the 2nd most popular, followed by ‘standard hotel or motor inn, below 4 star’ (13.4%).

Sydney (7.6 million or 36.7%) was the largest source of visitors to regional NSW, followed by regional NSW (7.5 million or 36.1%) and Queensland (2.5 million or 12.1%). Compared to YE Mar 16, the Sydney source market grew by 9.1%* and regional NSW increased by 1.0% while Queensland grew by 1.4%.

Regional NSW (23.4 million or 33.2%) was the largest source market in terms of nights in regional NSW, followed by Sydney (22.5 million or 31.9%) and Queensland (10.1 million or 14.3%). Compared to YE Mar 16, nights spent by visitors from regional NSW grew by 0.8% and nights from Sydney increased by 11.2%* while Queensland nights grew by 3.2%.

Top activities in regional NSW

‘Eat out, dine at a restaurant or cafe’ (60.5%) was the most popular activity undertaken by visitors to regional NSW, followed by ‘visit friends and relatives’ (45.2%) and ‘go to the beach’ (27.8%).

Age groups

‘15 to 29 years’ (22.6%) was the largest age group of visitors to regional NSW, followed by ‘50 to 59 years’ (18.8%) and ‘40 to 49 years’ (17.1%).

Travel party

‘Adult couple’ (29.2%) was the most common travel party amongst visitors to regional NSW, followed by ‘alone’ (25.7%) and ‘friends or relatives’ (22.7%).

Expenditure (incl airfares and transport costs)

Domestic overnight visitors spent almost $10.2 billion in regional NSW - up by 4.1% on YE Mar 16. On average, they spent $145 per night - down by 0.4% on YE Mar 16.

(3) Source: TRA’s expenditure allocation method applied to NVS data, YE Mar 17.
International Overnight Travel

Regional NSW received 781,200 international overnight visitors - up by 9.6%* on YE Mar 16. Visitors spent over 14.2 million nights in regional NSW - up by 3.3% on YE Mar 16.

Note: The number of overnight trips to New South Wales by international visitors increased by 9.8 percent* on last year and by 35.9 percent* compared to four years ago.

Market share

Regional NSW received 20.0% of visitors and 15.8% of nights in NSW. Compared to YE Mar 16, both the share of visitors and the share of nights were unchanged.

Purpose of visit to regional NSW

‘Holiday’ (66.0%) was the largest purpose of visit for visitors to regional NSW, followed by ‘visiting friends and relatives (VFR)’ (27.5%) and ‘business’ (4.9%). Compared to YE Mar 16, visitors who travelled for ‘holiday’ grew by 12.5%* and ‘VFR’ increased by 8.4%* while ‘business’ grew by 5.2%.

Origin to regional NSW

<table>
<thead>
<tr>
<th>Rank</th>
<th>Origin</th>
<th>Visitors ('000)</th>
<th>%</th>
<th>Visitor nights ('000)</th>
<th>Spend in Reg NSW ($ billion)</th>
<th>Average spend per night Reg NSW</th>
<th>Average length of stay in Reg NSW</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United Kingdom</td>
<td>135</td>
<td>17.3</td>
<td>1,895</td>
<td>101</td>
<td>53</td>
<td>14.0</td>
</tr>
<tr>
<td>2</td>
<td>New Zealand</td>
<td>90</td>
<td>11.5</td>
<td>1,002</td>
<td>78</td>
<td>78</td>
<td>11.2</td>
</tr>
<tr>
<td>3</td>
<td>USA</td>
<td>89</td>
<td>11.4</td>
<td>1,192</td>
<td>92</td>
<td>77</td>
<td>13.4</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
<td>60</td>
<td>8.7</td>
<td>919</td>
<td>66</td>
<td>59</td>
<td>11.3</td>
</tr>
<tr>
<td>5</td>
<td>Mainland China</td>
<td>53</td>
<td>6.8</td>
<td>1,528</td>
<td>131</td>
<td>86</td>
<td>28.7</td>
</tr>
<tr>
<td>6</td>
<td>Canada</td>
<td>33</td>
<td>4.2</td>
<td>509</td>
<td>38</td>
<td>67</td>
<td>17.4</td>
</tr>
<tr>
<td>7</td>
<td>France</td>
<td>27</td>
<td>3.5</td>
<td>397</td>
<td>19</td>
<td>48</td>
<td>14.7</td>
</tr>
<tr>
<td>8</td>
<td>South Korea</td>
<td>22</td>
<td>2.9</td>
<td>663</td>
<td>38</td>
<td>58</td>
<td>29.8</td>
</tr>
<tr>
<td>9</td>
<td>Taiwan</td>
<td>16</td>
<td>2.0</td>
<td>570</td>
<td>31</td>
<td>55</td>
<td>35.8</td>
</tr>
<tr>
<td>10</td>
<td>Japan</td>
<td>16</td>
<td>2.0</td>
<td>407</td>
<td>31</td>
<td>75</td>
<td>26.0</td>
</tr>
<tr>
<td></td>
<td>Other markets</td>
<td>241</td>
<td>30.8</td>
<td>5,068</td>
<td>342</td>
<td>67</td>
<td>21.1</td>
</tr>
<tr>
<td></td>
<td>Total Reg NSW</td>
<td>781</td>
<td></td>
<td>14,210</td>
<td>947</td>
<td>67</td>
<td>18.2</td>
</tr>
</tbody>
</table>

Accommodation in regional NSW

‘Friends or relatives property’ (32.8%) was the most popular form of accommodation for nights in regional NSW, followed by ‘rented house, apartment, flat or unit’ (32.3%).

Expenditure (incl 30% prepaid package expenditure)

International overnight visitors spent $947 million in regional NSW - up by 5.1% on YE Mar 16. On average, they spent $67 per night - up by 1.8% on YE Mar 16.

Domestic Daytrip Travel

Regional NSW received nearly 36.5 million domestic daytrip visitors - up by 2.3% on YE Mar 16.

Note: The number of domestic daytrips to New South Wales increased by 0.2 percent on last year and by 4.8 percent* compared to four years ago.

Market share

Regional NSW received 65.1% of daytrips to NSW. Compared to YE Mar 16, the share was up by 1.3% pts.

Main purpose of trip

‘Holiday’ (49.9%) was the largest purpose of trip for visitors to regional NSW, followed by ‘visiting friends and relatives (VFR)’ (27.5%) and ‘business’ (9.5%).

Compared to YE Mar 16, visitors who travelled for ‘holiday’ declined by 0.5% while ‘VFR’ grew by 4.8% and ‘business’ increased by 12.3%.

Top activities in regional NSW

‘Eat out, dine at a restaurant or cafe’ (49.4%) was the most popular activity undertaken by visitors to regional NSW, followed by ‘visiting friends and relatives’ (31.6%) and ‘go shopping for pleasure’ (20.0%).

Expenditure

Domestic daytrip visitors spent over $3.7 billion in regional NSW - up by 2.3% on YE Mar 16. On average, they spent $102 per trip - unchanged on YE Mar 16.

Forecast

Domestic visitor nights in regional NSW are expected to increase from 64.8 million in 2014/15 to 87.4 million in 2024/25, an average annual growth rate of 3.0%.

International visitor nights in regional NSW are expected to increase from 12.4 million in 2014/15 to 20.6 million in 2024/25, an average annual growth rate of 5.2%.

Further information

Please see www.destinationnsw.com.au for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.