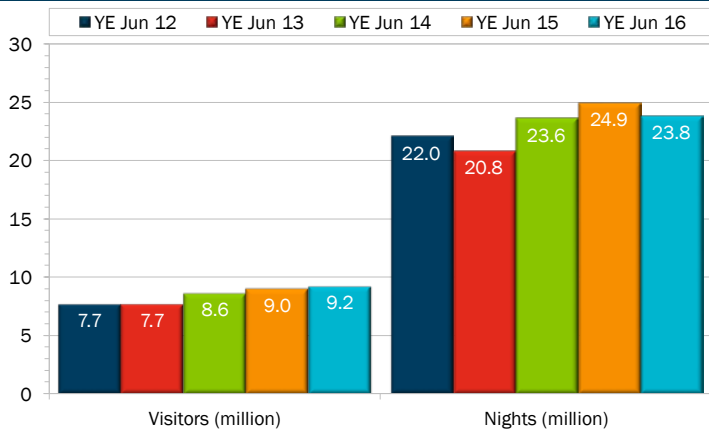


## Domestic Overnight Travel (1)

### Visitors and nights



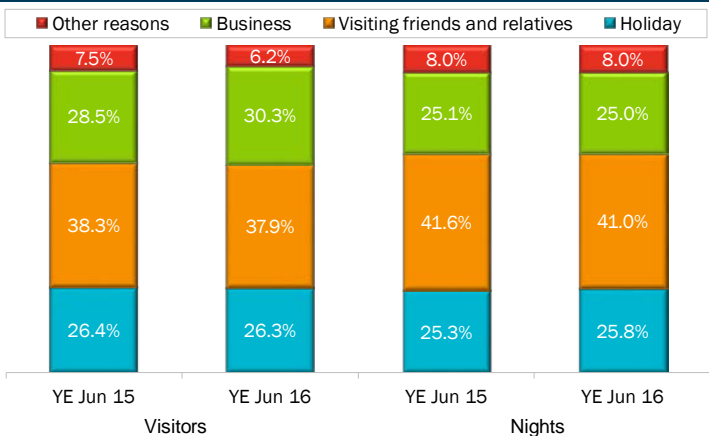
Sydney received over 9.2 million domestic overnight visitors - up by 2.3% on YE Jun 15. Visitors spent nearly 23.8 million nights in Sydney - down by 4.6% on YE Jun 15.

Note: The number of domestic overnight trips to New South Wales increased by 5.1 percent\* on last year and by 18.9 percent\* compared to four years ago.

### Market share

Sydney received 32.0% of visitors and 25.6% of nights in NSW. Compared to YE Jun 15, the share of visitors was down by 0.9% pts and the share of nights was down by 2.2% pts.

### Purpose of visit to Sydney



'Visiting friends and relatives (VFR)' (37.9%) was the largest purpose of visit for visitors to Sydney, followed by 'business' (30.3%) and 'holiday' (26.3%). Compared to YE Jun 15, visitors who travelled for 'VFR' grew by 1.3% and 'business' increased by 8.9%\* while 'holiday' grew by 1.9%.

'VFR' (41.0%) was the largest purpose in terms of nights in Sydney, followed by 'holiday' (25.8%) and 'business' (25.0%). Compared to YE Jun 15, nights spent for 'VFR' declined by 5.9% and 'holiday' decreased by 2.7% while 'business' fell by 4.9%.

### Accommodation in Sydney

'Friends or relatives property' (48.0%) was the most popular accommodation used for nights in Sydney, followed by 'luxury hotel or resort, 4 or 5 star' (16.9%) and 'standard hotel or motor inn, below 4 star' (16.4%).

### Origin

Origin	Share of visitors		Share of nights	
	YE Jun 15	YE Jun 16	YE Jun 15	YE Jun 16
Regional NSW	41.4%	41.4%	36.3%	36.4%
Sydney	9.0%	8.2%	6.0%	6.1%
Total intrastate	50.4%	49.6%	42.3%	42.5%
Victoria	18.0%	18.5%	18.9%	19.2%
Queensland	15.1%	14.9%	19.2%	18.6%
ACT	6.8%	6.6%	5.7%	5.0%
Other interstate	9.7%	10.4%	13.8%	14.7%
Total interstate	49.6%	50.4%	57.7%	57.5%

Regional NSW (41.4%) was the largest source of visitors to Sydney, followed by Victoria (18.5%) and Queensland (14.9%). Compared to YE Jun 15, the regional NSW source market grew by 2.5% while Sydney declined by 6.4%. Over the same period, Victoria grew by 5.2% and Queensland increased by 0.6% while the ACT declined by 0.8%.

Regional NSW (36.4%) was the largest source market in terms of nights in Sydney, followed by Victoria (19.2%) and Queensland (18.6%). Compared to YE Jun 15, nights spent by visitors from regional NSW declined by 4.2% and nights from Sydney decreased by 4.1%. Over the same period, nights by Victorians declined by 3.3% and Queensland nights decreased by 7.3% while nights by visitors from the ACT fell by 16.6%.

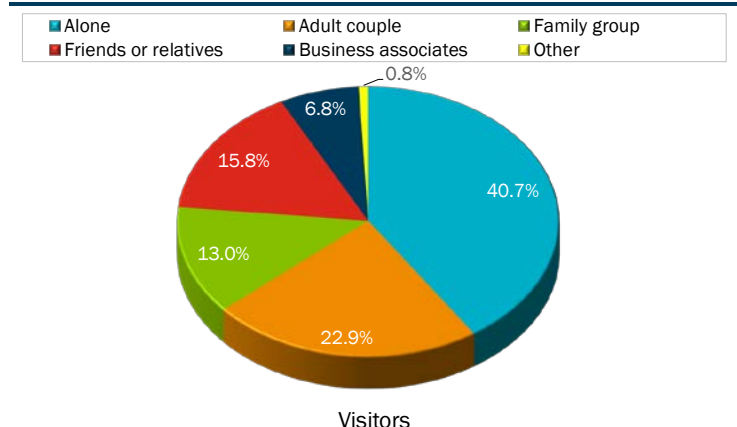
### Top activities in Sydney

'Eat out, dine at a restaurant or cafe' (67.2%) was the most popular activity undertaken by visitors to Sydney, followed by 'visit friends and relatives' (50.4%) and 'go shopping for pleasure' (23.2%).

### Age groups

'15 to 29 years' (22.7%) was the largest age group of visitors to Sydney, followed by '50 to 59 years' (19.4%) and '40 to 49 years' (19.0%).

### Travel party



'Alone' (40.7%) was the most common travel party amongst visitors to Sydney, followed by 'adult couple' (22.9%).

### Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent over \$6.7 billion in Sydney - up by 4.8% on YE Jun 15. On average, they spent \$283 per night - up by 9.8% on YE Jun 15.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Jun 16, TRA

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.

(1) Source: National Visitor Survey (NVS), YE Jun 16, Tourism Research Australia (TRA)

np = Not published due to insufficient sample.

# Travel to Sydney

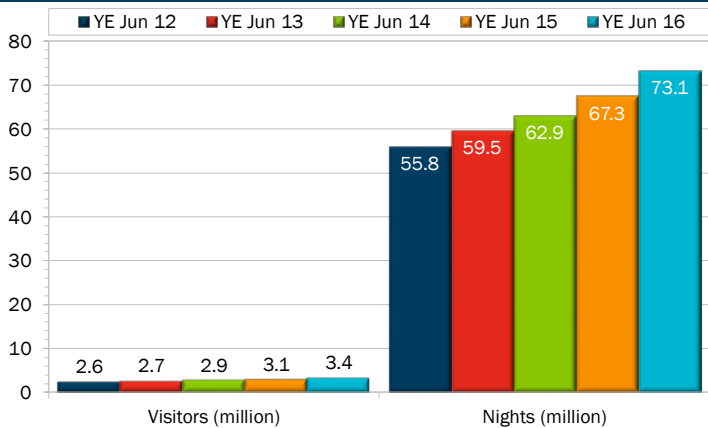
Year ended June 2016

For the period of July 2015 to June 2016

	YE Jun 16	% overnight visitors	YE Jun 15	YE on YE growth
Total visitors (million)	33.8	37.4%	30.5	10.9%
Total nights (million)	96.9		92.2	5.1%
Total expenditure (billion)	\$17.2	87.1%	\$15.2	12.7%

## International Overnight Travel (3)

Visitors and nights



Sydney received over 3.4 million international overnight visitors - up by 10.2%\* on YE Jun 15. Visitors spent over 73.1 million nights in Sydney - up by 8.6%\* on YE Jun 15.

Note: The number of overnight trips to New South Wales by international visitors increased by 10.3 percent\* on last year and by 32.5 percent\* compared to four years ago.

### Market share

Sydney received 93.6% of visitors and 84.2% of nights in NSW. Compared to YE Jun 15, the share of visitors was unchanged and the share of nights was down by 0.2% pts.

### Purpose of visit to Sydney

'Holiday' (57.7%) was the largest purpose of visit for visitors to Sydney, followed by 'visiting friends and relatives (VFR)' (24.2%) and 'business' (10.6%). Compared to YE Jun 15, visitors who travelled for 'holiday' grew by 12.6%\* and 'VFR' increased by 8.6%\* while 'business' declined marginally.

### Origin - share of visitors to Sydney

Share of international visitors to Sydney							
Rank	Market	YE Jun 15	YE Jun 16	Rank	Market	YE Jun 15	YE Jun 16
1	Mainland China	16.7%	18.3%	14	Taiwan	1.7%	2.0%
2	USA	10.1%	10.7%	15	Indonesia	1.9%	1.6%
3	New Zealand	11.2%	10.5%	16	Philippines	1.0%	1.2%
4	United Kingdom	9.9%	9.7%	17	Italy	1.3%	1.1%
5	South Korea	4.9%	5.3%	18	Thailand	1.1%	1.0%
6	Japan	4.2%	4.0%	19	Switzerland	1.0%	0.9%
7	Singapore	3.4%	3.5%	20	Ireland	0.8%	0.7%
8	Germany	3.7%	3.3%	21	Netherlands	0.8%	0.7%
9	India	3.2%	3.3%				
10	Hong Kong	3.1%	3.2%		Other Asia	1.9%	2.1%
11	Canada	2.5%	2.3%		Scandinavia	1.8%	1.7%
12	Malaysia	2.3%	2.3%		Other Europe	2.7%	2.6%
13	France	2.3%	2.0%		Other Countries	6.6%	6.0%

### Accommodation in Sydney

'Rented house, apartment, flat or unit' (45.5%) was the most popular form of accommodation used for nights in Sydney, followed by 'friends or relatives property' (29.1%) and 'backpacker or hostel' (4.5%).

### Expenditure (incl 30% prepaid package expenditure) (4)

International overnight visitors spent over \$8.2 billion in Sydney - up by 19.3%\* on YE Jun 15. On average, they spent \$112 per night - up by 9.8% on YE Jun 15.

(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 16, TRA.

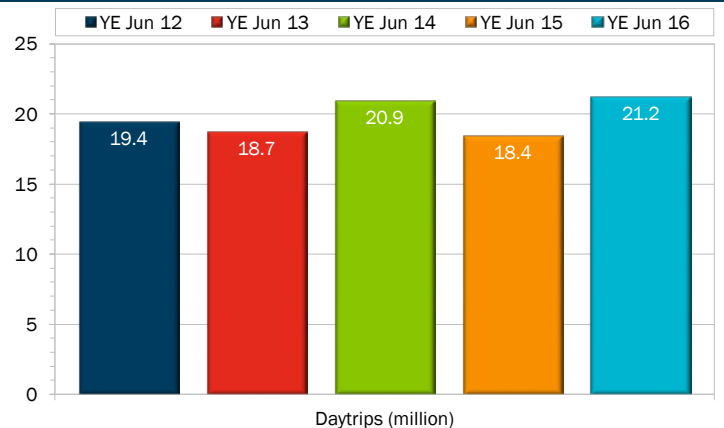
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

\* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Jun 16, TRA

## Domestic Daytrip Travel (5)

Daytrips



Sydney received nearly 21.2 million domestic daytrip visitors - up by 15.2%\* on YE Jun 15.

Note: The number of domestic daytrips to New South Wales increased by 9.6 percent\* on last year and by 6.8 percent\* compared to four years ago.

### Market share

Sydney received 36.8% of daytrips to NSW. Compared to YE Jun 15, the share was up by 1.8% pts.

### Main purpose of trip

'Holiday' (43.2%) was the largest purpose of trip for visitors to Sydney, followed by 'visiting friends and relatives (VFR)' (31.9%) and 'business' (12.1%).

Compared to YE Jun 15, visitors who travelled for 'holiday' grew by 28.7%\* and 'VFR' increased by 6.1% while 'business' increased by 23.3%\*.

### Top activities in Sydney

'Eat out, dine at a restaurant or cafe' (48.4%) was the most popular activity undertaken by visitors to Sydney, followed by 'visit friends and relatives' (38.2%) and 'go shopping for pleasure' (15.7%).

### Expenditure (6)

Domestic daytrip visitors spent over \$2.2 billion in Sydney - up by 15.4%\* on YE Jun 15. On average, they spent \$104 per trip - up by 0.1% on YE Jun 15.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Jun 16, TRA

### Forecast (7)

Domestic visitor nights in Sydney are expected to increase from over 24.9 million in 2014/15 to nearly 31.0 million in 2024/25, an average annual growth rate of 2.2%.

International visitor nights in Sydney are expected to increase from over 67.3 million in 2014/15 to over 115.1 million in 2024/25, an average annual growth rate of 5.5%.

(7) Source: State and Territory Tourism Forecasts, 2016, TRA. Note: nights only.

### Further information

Please see [www.destinationnsw.com.au](http://www.destinationnsw.com.au) for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.

(5) Source: NVS, YE Jun 16, TRA

np = Not published due to insufficient sample.