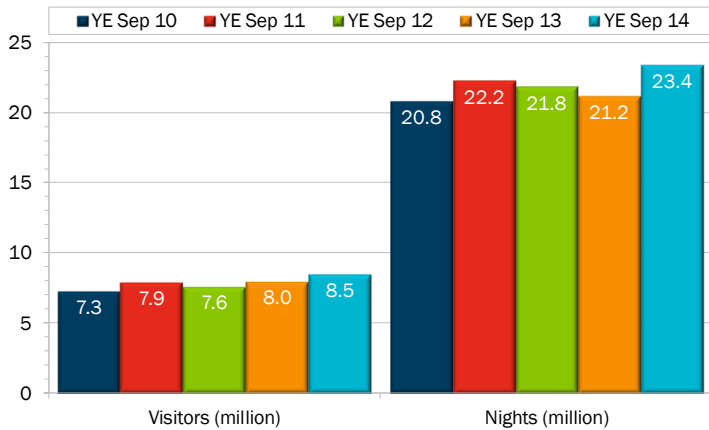


## Domestic Overnight Travel (1)

### Visitors and nights



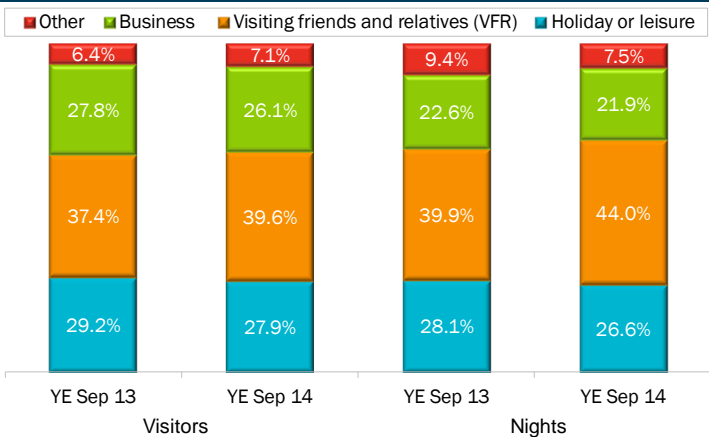
Sydney received over 8.5 million domestic overnight visitors - up by 6.8%\* on YE Sep 13. Visitors spent nearly 23.4 million nights in the region - up by 10.5%\* on YE Sep 13.

Note: The number of domestic overnight trips to New South Wales increased by 3.6 percent\* on last year and by 11.0 percent\* compared to four years ago.

### Market share

The region received 32.2% of visitors and 26.9% of nights in NSW. Compared to YE Sep 13, the share of visitors was up by 1.0 pt and the share of nights was up by 2.0 pts.

### Purpose of visit to the region



'Visiting friends and relatives (VFR)' (39.6%) was the largest purpose of visit for visitors to the region, followed by 'holiday or leisure' (27.9%) and 'business' (26.1%). Compared to YE Sep 13, visitors who travelled for 'VFR' grew by 13.2%\* and 'holiday or leisure' increased by 2.0% while 'business' grew by 0.4%.

'VFR' (44.0%) was the largest purpose in terms of nights in the region, followed by 'holiday or leisure' (26.6%) and 'business' (21.9%). Compared to YE Sep 13, nights spent for 'VFR' grew by 21.9%\* and 'holiday or leisure' increased by 4.7% while 'business' grew by 7.4%.

### Accommodation

'Friends or relatives property' (50.3%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (17.2%) and 'luxury hotel or resort, 4 or 5 star' (14.7%).

### Origin

Origin	Share of visitors		Share of nights	
	YE Sep 13	YE Sep 14	YE Sep 13	YE Sep 14
Regional NSW	43.0%	42.6%	38.6%	36.1%
Sydney	8.5%	9.2%	6.9%	7.5%
Total intrastate	51.5%	51.8%	45.5%	43.6%
Victoria	18.5%	17.0%	17.4%	16.4%
Queensland	13.8%	13.9%	17.9%	18.1%
ACT	6.9%	7.1%	5.6%	6.1%
Other interstate	9.3%	10.1%	13.6%	15.9%
Total interstate	48.5%	48.2%	54.5%	56.4%

Regional NSW (42.6%) was the largest source of visitors to the region, followed by Victoria (17.0%) and Queensland (13.9%). Compared to YE Sep 13, the regional NSW source market grew by 5.9% and Sydney increased by 15.7%\*. Over the same period, Victoria declined by 1.3% while Queensland increased by 7.9% and the ACT grew by 8.9%.

Regional NSW (36.1%) was the largest source market in terms of nights in the region, followed by Queensland (18.1%) and Victoria (16.4%). Compared to YE Sep 13, nights spent by visitors from regional NSW grew by 3.2% and nights from Sydney increased by 20.0%. Over the same period, nights by Queenslanders grew by 11.6% and Victorian nights increased by 4.3% while nights by visitors from the ACT grew by 20.1%.

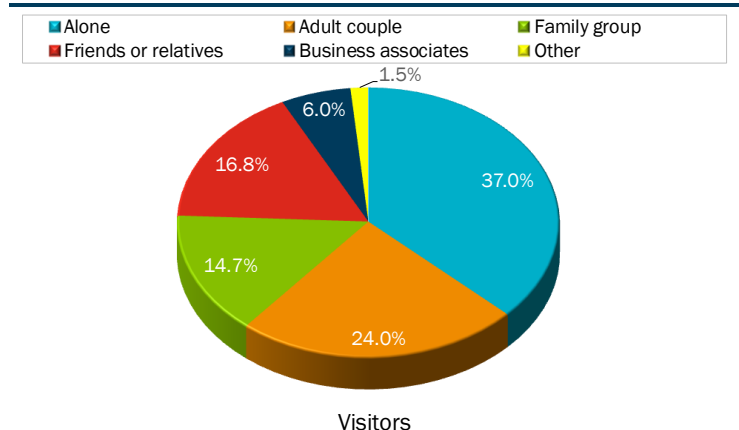
### All transport

'Private or company vehicle' (48.6%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (40.2%) and 'railway' (8.8%).

### Activities

'Eat out at restaurants' (64.8%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (54.9%) and 'shopping for pleasure' (26.1%).

### Travel party



'Alone' (37.0%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (24.0%) and 'friends or relatives' (16.8%).

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

Domestic overnight visitors spent over \$6.1 billion in the region - up by 6.9% on YE Sep 13. On average, they spent \$262 per night - down by 3.3% on YE Sep 13.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 14, 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 Sep 14, Tourism Research Australia (TRA)

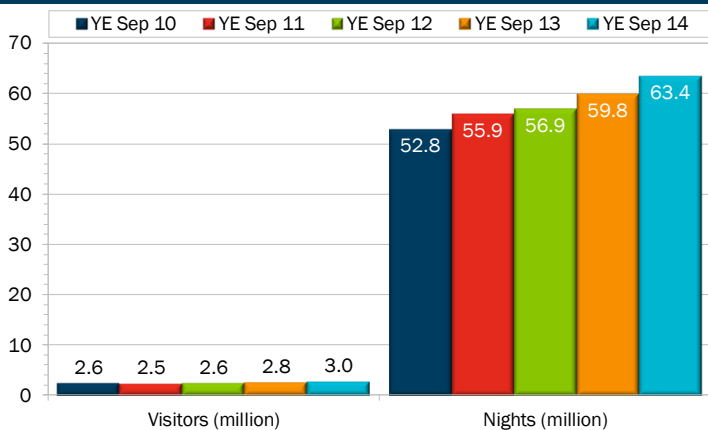
# Travel to Sydney

Year ended September 2014

Total visitors (million)	31.6
Total nights (million)	86.8
Total expenditure (billion)	\$14.6

## International Overnight Travel (3)

### Visitors and nights



Sydney received nearly 3.0 million international overnight visitors - up by 6.3%\* on YE Sep 13. Visitors spent nearly 63.4 million nights in the region - up by 6.0%\* on YE Sep 13.

Note: The number of overnight trips to New South Wales by international visitors increased by 6.6 percent\* on last year and by 13.1 percent\* compared to four years ago.

### Market share

The region received 93.6% of visitors and 83.8% of nights in NSW. Compared to YE Sep 13, the share of visitors was down by 0.3% pts and the share of nights was down by 0.6% pts.

### Purpose of visit to the region

'Holiday / pleasure' (55.8%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (25.0%) and 'business' (12.8%). Compared to YE Sep 13, visitors who travelled for 'holiday / pleasure' grew by 8.2%\* and 'VFR' increased by 7.9%\* while 'business' grew by 3.7%.

### Origin - share of visitors to the region

Share of international visitors to Sydney							
Rank	Market	YE Sep 13	YE Sep 14	Rank	Market	YE Sep 13	YE Sep 14
1	Mainland China & HK	17.4%	18.0%	12	France	2.4%	2.4%
	Mainland China	14.4%	14.8%	13	Taiwan	1.9%	1.9%
	Hong Kong	3.0%	3.3%	14	Scandinavia	1.9%	1.9%
2	New Zealand	11.9%	11.4%	15	Indonesia	2.0%	1.8%
3	United Kingdom	10.9%	10.5%	16	Italy	1.3%	1.4%
4	USA	9.8%	10.2%	17	Thailand	1.0%	1.1%
5	Korea	5.2%	4.9%	18	Middle East & Nth Africa	1.1%	1.0%
6	Japan	5.2%	4.6%	19	Switzerland	1.0%	1.0%
7	Germany	3.4%	3.6%	20	Ireland	1.1%	0.9%
8	Singapore	3.5%	3.5%	21	Netherlands	0.9%	0.9%
9	India	2.6%	2.8%		Other Asia	2.4%	2.7%
10	Canada	2.6%	2.6%		Other Europe	2.7%	2.9%
11	Malaysia	2.3%	2.5%		Other Countries	5.5%	5.4%

### Accommodation

'Rented house / apartment / unit / flat' (43.2%) was the most popular form of accommodation used for nights in the region, followed by 'home of friend or relative' (30.2%) and 'backpacker / hostel' (6.4%).

### Expenditure (incl pre-paid package expenditure) (4)

International overnight visitors spent nearly \$6.3 billion in the region - up by 7.3%\* on YE Sep 13. On average, they spent \$99 per night - up by 1.3% on YE Sep 13.

(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 14, TRA.

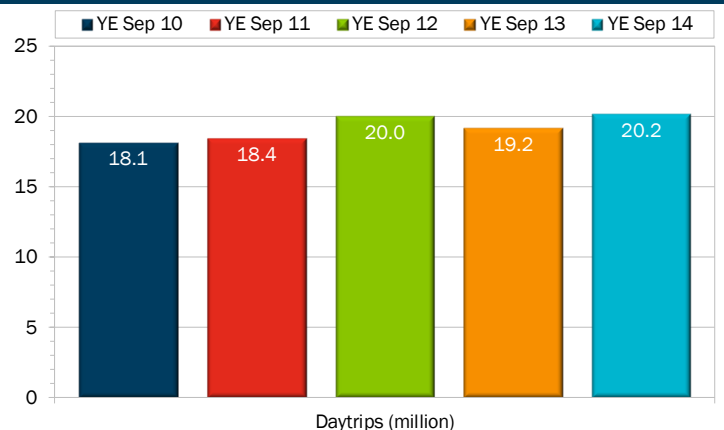
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

\* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Sep 14, TRA

## Domestic Daytrip Travel (5)

### Daytrips



Sydney received nearly 20.2 million domestic daytrip visitors - up by 5.2% on YE Sep 13.

Note: The number of domestic daytrips to New South Wales decreased by 1.2 percent on last year, but was up by 2.7 percent compared to four years ago.

### Market share

The region received 39.2% of daytrips to NSW. Compared to YE Sep 13, the share was up by 2.4% pts.

### Main purpose of trip

'Holiday or leisure' (44.2%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (31.2%) and 'business' (10.7%).

Compared to YE Sep 13, visitors who travelled for 'holiday or leisure' grew by 2.0% and 'VFR' increased by 6.3% while 'business' declined by 4.4%.

### Activities

'Eat out at restaurants' (44.0%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (39.6%) and 'shopping for pleasure' (18.5%).

### Expenditure (6)

Domestic daytrip visitors spent nearly \$2.2 billion in the region - down by 0.5% on YE Sep 13. On average, they spent \$109 per trip - down by 5.4% on YE Sep 13.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Sep 14, TRA

### Notes and further information

Due to changes to the National Visitor Survey (NVS) methodology, care should be taken when comparing year ending September 2014 survey results with those from previous years. These changes represent a break in the time series.

For more information on the NVS methodology changes please see [www.tra.gov.au/News&Media/Factsheets-2014-updates-to-the-IVS/NVS](http://www.tra.gov.au/News&Media/Factsheets-2014-updates-to-the-IVS/NVS).

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 Sep 14, TRA