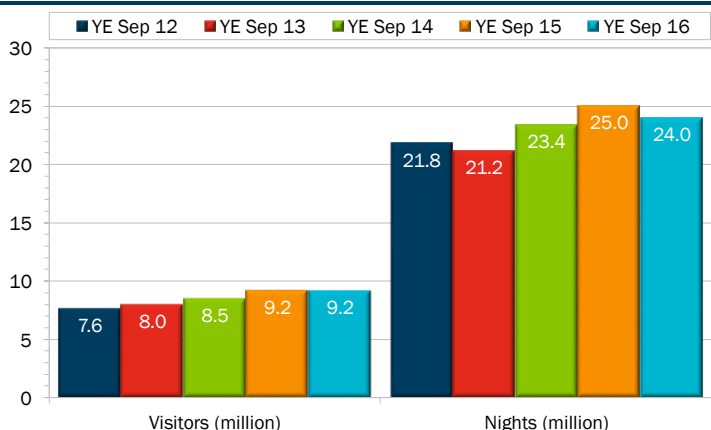


Domestic Overnight Travel (1)

Visitors and nights



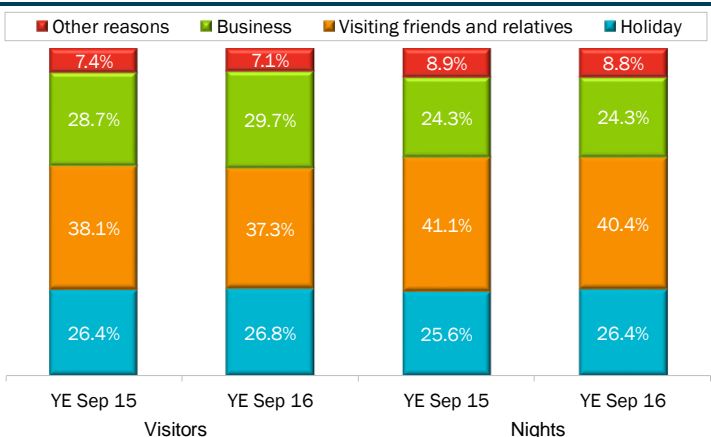
Sydney received nearly 9.2 million domestic overnight visitors - down by 0.5% on YE Sep 15. Visitors spent nearly 24.0 million nights in Sydney - down by 4.1% on YE Sep 15.

Note: The number of domestic overnight trips to New South Wales increased by 4.5 percent* on last year and by 20.1 percent* compared to four years ago.

Market share

Sydney received 31.6% of visitors and 25.5% of nights in NSW. Compared to YE Sep 15, the share of visitors was down by 1.6% pts and the share of nights was down by 2.2% pts.

Purpose of visit to Sydney



'Visiting friends and relatives (VFR)' (37.3%) was the largest purpose of visit for visitors to Sydney, followed by 'business' (29.7%) and 'holiday' (26.8%). Compared to YE Sep 15, visitors who travelled for 'VFR' declined by 2.6% while 'business' increased by 3.1% and 'holiday' grew by 1.0%.

'VFR' (40.4%) was the largest purpose in terms of nights in Sydney, followed by 'holiday' (26.4%) and 'business' (24.3%). Compared to YE Sep 15, nights spent for 'VFR' declined by 5.9% and 'holiday' decreased by 1.3% while 'business' fell by 4.3%.

Accommodation in Sydney

'Friends or relatives property' (48.1%) 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' (15.3%).

Origin

Origin	Share of visitors		Share of nights	
	YE Sep 15	YE Sep 16	YE Sep 15	YE Sep 16
Regional NSW	41.1%	41.2%	36.0%	36.1%
Sydney	9.0%	8.7%	6.0%	6.6%
Total intrastate	50.2%	49.9%	42.0%	42.7%
Victoria	18.0%	18.8%	19.4%	18.2%
Queensland	14.6%	15.2%	18.6%	19.2%
ACT	6.4%	6.7%	5.4%	5.6%
Other interstate	10.8%	9.4%	14.6%	14.2%
Total interstate	49.8%	50.1%	58.0%	57.3%

Regional NSW (41.2%) was the largest source of visitors to Sydney, followed by Victoria (18.8%) and Queensland (15.2%). Compared to YE Sep 15, the regional NSW source market declined by 0.3% and Sydney decreased by 4.5%. Over the same period, Victoria grew by 4.2% and Queensland increased by 3.7% while the ACT grew by 2.8%.

Regional NSW (36.1%) was the largest source market in terms of nights in Sydney, followed by Queensland (19.2%) and Victoria (18.2%). Compared to YE Sep 15, nights spent by visitors from regional NSW declined by 3.8% while nights from Sydney grew by 5.2%. Over the same period, nights by Queenslanders declined by 0.9% and Victorian nights decreased by 9.8% while nights by visitors from the ACT fell by 0.5%.

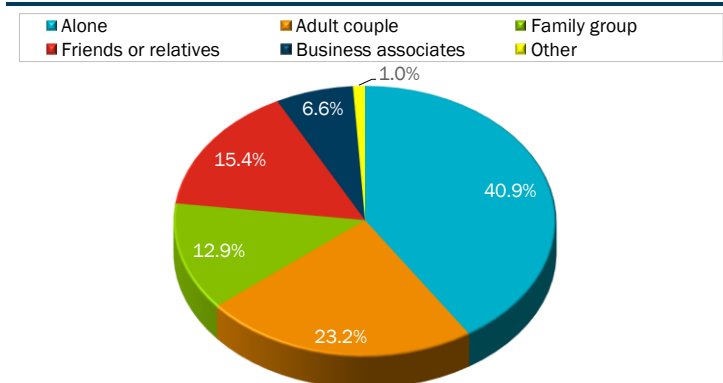
Top activities in Sydney

'Eat out, dine at a restaurant or cafe' (67.3%) was the most popular activity undertaken by visitors to Sydney, followed by 'visit friends and relatives' (50.7%) and 'go shopping for pleasure' (22.9%).

Age groups

'15 to 29 years' (22.3%) was the largest age group of visitors to Sydney, followed by '50 to 59 years' (19.6%) and '40 to 49 years' (18.4%).

Travel party



'Alone' (40.9%) was the most common travel party amongst visitors to Sydney, followed by 'adult couple' (23.2%) and 'friends or relatives' (15.4%).

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent over \$6.6 billion in Sydney - up by 0.6% on YE Sep 15. On average, they spent \$276 per night - up by 5.0% on YE Sep 15.

(2) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 16.

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.

np = Not published due to insufficient sample.

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

Travel to Sydney

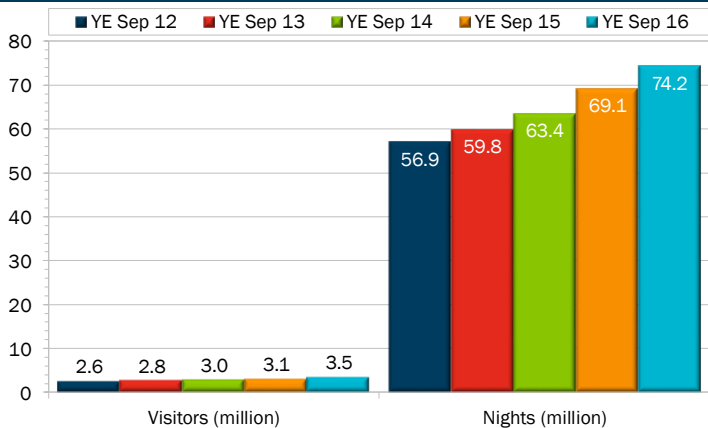
Year ended September 2016

For the period of October 2015 to September 2016

	YE Sep 16	% overnight visitors	YE Sep 15	YE on YE growth
Total visitors (million)	33.4	38.0%	31.7	5.4%
Total nights (million)	98.1		94.1	4.3%
Total expenditure (billion)	\$17.3	87.6%	\$15.8	9.4%

International Overnight Travel (3)

Visitors and nights



Sydney received over 3.5 million international overnight visitors - up by 12.9%* on YE Sep 15. Visitors spent nearly 74.2 million nights in Sydney - up by 7.4%* on YE Sep 15.

Note: The number of overnight trips to New South Wales by international visitors increased by 12.6 percent* on last year and by 34.8 percent* compared to four years ago.

Market share

Sydney received 93.6% of visitors and 85.2% of nights in NSW. Compared to YE Sep 15, the share of visitors was up by 0.2% pts and the share of nights was up by 1.4% pts.

Purpose of visit to Sydney

'Holiday' (58.3%) was the largest purpose of visit for visitors to Sydney, followed by 'visiting friends and relatives (VFR)' (23.4%) and 'business' (10.3%). Compared to YE Sep 15, visitors who travelled for 'holiday' grew by 17.9%* and 'VFR' increased by 4.5%* while 'business' grew by 0.5%.

Origin - share of visitors to Sydney

Share of international visitors to Sydney							
Rank	Market	YE Sep 15	YE Sep 16	Rank	Market	YE Sep 15	YE Sep 16
1	Mainland China	16.9%	18.6%	14	France	2.3%	2.0%
2	USA	10.2%	10.9%	15	Indonesia	1.8%	1.6%
3	New Zealand	11.3%	10.4%	16	Philippines	1.1%	1.3%
4	United Kingdom	9.8%	9.4%	17	Italy	1.2%	1.0%
5	South Korea	4.8%	5.5%	18	Thailand	1.0%	1.0%
6	Japan	4.1%	4.1%	19	Switzerland	1.0%	0.9%
7	Singapore	3.5%	3.3%	20	Netherlands	0.7%	0.7%
8	Germany	3.5%	3.3%	21	Ireland	0.8%	0.7%
9	India	3.4%	3.3%				
10	Hong Kong	3.2%	3.1%		Other Asia	2.0%	2.1%
11	Malaysia	2.4%	2.3%		Scandinavia	1.7%	1.7%
12	Canada	2.5%	2.3%		Other Europe	2.6%	2.6%
13	Taiwan	1.8%	2.0%		Other Countries	6.5%	5.9%

Accommodation in Sydney

'Rented house, apartment, flat or unit' (46.3%) was the most popular form of accommodation used for nights in Sydney, followed by 'friends or relatives property' (27.4%) and 'backpacker or hostel' (4.6%).

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

International overnight visitors spent nearly \$8.5 billion in Sydney - up by 18.5%* on YE Sep 15. On average, they spent \$114 per night - up by 10.4% on YE Sep 15.

(4) Source: TRA's expenditure allocation method applied to IVS data, YE Sep 16.

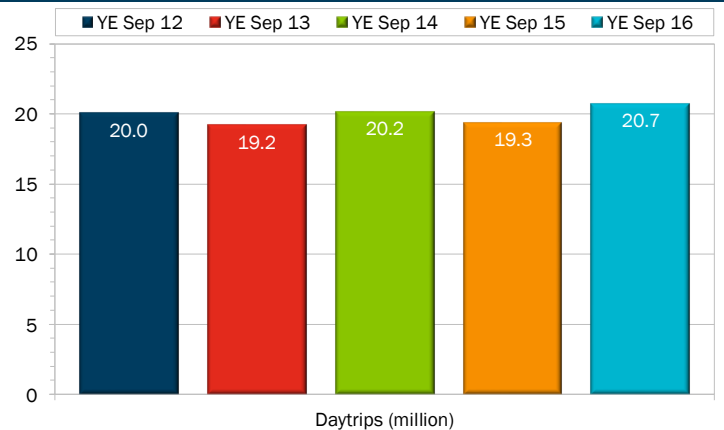
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

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

Domestic Daytrip Travel (5)

Daytrips



Sydney received over 20.7 million domestic daytrip visitors - up by 7.1%* on YE Sep 15.

Note: The number of domestic daytrips to New South Wales increased by 3.7 percent* on last year and by 4.2 percent* compared to four years ago.

Market share

Sydney received 36.5% of daytrips to NSW. Compared to YE Sep 15, the share was up by 1.2% pts.

Main purpose of trip

'Holiday' (42.9%) was the largest purpose of trip for visitors to Sydney, followed by 'visiting friends and relatives (VFR)' (30.2%) and 'business' (13.6%).

Compared to YE Sep 15, visitors who travelled for 'holiday' grew by 16.8%* while 'VFR' declined by 10.8%* and 'business' increased by 40.1%*.

Top activities in Sydney

'Eat out, dine at a restaurant or cafe' (49.2%) was the most popular activity undertaken by visitors to Sydney, followed by 'visit friends and relatives' (37.3%) and 'go shopping for pleasure' (16.1%).

Expenditure (2)

Domestic daytrip visitors spent over \$2.1 billion in Sydney - up by 5.8% on YE Sep 15. On average, they spent \$103 per trip - down by 1.3% on YE Sep 15.

(2) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 16.

Forecast (6)

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%.

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

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.

np = Not published due to insufficient sample.

(5) Source: NVS, YE Sep 16, TRA.

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