### Overview

<table>
<thead>
<tr>
<th>Year ended</th>
<th>Visitors to NSW (‘000)</th>
<th>Nights in Australia (million)</th>
<th>Total spend ($ million)</th>
<th>Spend per visitor ($)</th>
<th>Spend per night ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>NSW</td>
<td>456</td>
<td>14.8</td>
<td>$1,061</td>
<td>$23.7</td>
<td>$72</td>
</tr>
<tr>
<td>Australia</td>
<td>596</td>
<td>46.6</td>
<td>$3,262</td>
<td>$547.4</td>
<td>$70</td>
</tr>
</tbody>
</table>

NSW received 455,900 international backpackers - up by 2.3% on YE Dec 14. Backpackers represented 13.3% of visitors to the State - down by 0.6% points on YE Dec 14.

### Visitor nights

International backpackers spent over 14.8 million nights in NSW - up by 1.2% on YE Dec 14. Backpackers contributed 17.3% of international nights in the State - down by 2.0% points on YE Dec 14.

### Market share

NSW’s share of international backpackers in Australia was 76.5% of visitors and 31.8% of nights. Compared to YE Dec 14, the share of visitors was up by 1.1% points and the share of nights was up by 0.5% points.

### Accommodation in NSW

‘Rented house, apartment, flat or unit’ (41.6%) was the most popular accommodation type used for international backpacker nights in NSW. ‘Backpacker or hostel’ (28.6%) was the 2nd most popular, followed by ‘friends or relatives property’ (9.8%).

### Transport in NSW

‘Aircraft’ (43.8%) was the most common transport used to destinations in NSW by international backpackers. ‘Local public transport’ (32.1%) was the 2nd most common, followed by ‘long distance coach or bus’ (19.2%).

### Purpose of visit to NSW

‘Holiday’ (88.3%) was the largest purpose of visit for international backpacker visitors to the State. ‘Visiting friends and relatives (VFR)’ (12.8%) was the 2nd largest, followed by ‘education’ (4.7%). Compared to YE Dec 14, visitors who travelled for ‘holiday’ grew by 2.1% and ‘VFR’ increased by 16.3% while ‘education’ grew by 7.2%.

‘Holiday’ (66.4%) was the largest purpose in terms of international backpacker nights in NSW. ‘Education’ (15.1%) was the 2nd largest, followed by ‘employment’ (11.4%). Compared to YE Dec 14, nights spent for ‘holiday’ grew by 2.8% and ‘education’ increased by 4.2% while ‘employment’ decreased by 3.0%.

### Length of stay

International backpackers stayed on average 32.5 nights in NSW, while their average stay in Australia was 78.3 nights. The median length of stay in the State was 8 nights, compared to 30 nights in Australia.

International ‘holiday’ backpackers had an average stay of 24.5 nights and a median stay of 8 nights in NSW.

### Travel party

Over 2/3 (66.7%) of international backpackers to the State arrived in Australia ‘alone’.

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*The percentage change is statistically significant.*

Source: International Visitor Survey, YE Dec 15, Tourism Research Australia (TRA) – unless otherwise indicated
United Kingdom was the largest source market of international backpackers to NSW. This market contributed 17.9% of visitors and 21.9% of nights.

Top places visited in NSW

‘sydney’ (95.0%) was by far the most visited region in NSW by international backpackers. ‘north coast region’ (31.6%) was the 2nd most visited region, followed by ‘the hunter’ (8.0%).

international backpackers to australia: ‘sydney’ (72.6%) was the most visited region. ‘melbourne’ (47.8%) was the 2nd most visited region, followed by ‘brisbane’ (34.5%).

Gender

A larger proportion of international backpackers to the state were female (54.3%) than male (45.7%).

Age groups

‘15 to 29 years’ (75.2%) was the largest age group of international backpackers to NSW, followed by ‘30 to 39 years’ (14.9%) and ‘40 to 49 years’ (3.8%).

Planned and booked the trip

Over ¼ (26.3%) of international backpackers to NSW planned the trip to Australia between ‘1 and 3 months’ before they arrived. ‘1 to 3 months’ was also the most common time period before arrival to book the trip.

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

Source: International Visitor Survey, YE Dec 15, Tourism Research Australia (TRA) – unless otherwise indicated