Overview

<table>
<thead>
<tr>
<th>Purpose of visit</th>
<th>WHM</th>
<th>Non-WHM</th>
<th>All visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>69.1</td>
<td>6.9</td>
<td>13.0</td>
</tr>
<tr>
<td>Visiting friends and relatives</td>
<td>34.1</td>
<td>22.8</td>
<td>23.1</td>
</tr>
<tr>
<td>Business</td>
<td>23.6</td>
<td>8.9</td>
<td>9.0</td>
</tr>
<tr>
<td>Employment</td>
<td>123.2</td>
<td>112.8</td>
<td>115.4</td>
</tr>
<tr>
<td>Education</td>
<td>110.3</td>
<td>127.2</td>
<td>126.7</td>
</tr>
<tr>
<td>Other reasons</td>
<td>67</td>
<td>75</td>
<td>45</td>
</tr>
<tr>
<td>Total</td>
<td>79.2</td>
<td>21.2</td>
<td>25.1</td>
</tr>
</tbody>
</table>

WHM visitors stayed on average 79.2 nights in NSW - substantially longer than non-WHM visitors (21.2 nights). Their average stay in Australia was 158.3 nights. WHM travellers who visited NSW for ‘holiday’ stayed on average 69.1 nights in the State.

Median stay

The median length of stay in the State for WHM visitors was 36 nights, compared with 5 nights for non-WHM visitors. Their median stay in Australia was 143 nights.

Accommodation in NSW

‘Rented house, apartment, flat or unit’ was the most popular accommodation type used for nights in NSW by both WHM visitors and non-WHM visitors (61.5% and 37.9% respectively).

Origin

The United Kingdom (20.6%) was the largest source market of WHM visitors to NSW. Germany (12.8%) was the 2nd largest, followed by South Korea (11.2%).

The United Kingdom (20.2%) contributed more WHM nights in NSW than any other source market. South Korea (18.5%) was the 2nd largest contributor, followed by Taiwan (8.8%).

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.

Source: International Visitor Survey, YE Dec 15, Tourism Research Australia (TRA) – unless otherwise indicated
‘Sydney’ (93.3%) was by far the most visited region in NSW by WHM visitors. ‘North Coast region’ (26.1%) was the 2nd most visited region, followed by ‘The Hunter’ (7.7%).

WHM visitors to Australia: ‘Sydney’ (63.8%) was the most visited region. ‘Melbourne’ (42.1%) was the 2nd most visited region, followed by ‘Brisbane’ (30.1%).

‘Aircraft’ (40.9%) was the most common transport used to destinations in NSW by WHM visitors. ‘Local public transport’ (30.3%) was the 2nd most common, followed by ‘private vehicle or company car’ (26.7%).

‘Eat out, dine at a restaurant or cafe’ (94.4%) was the most popular activity undertaken during the trip to Australia by WHM visitors who had been to NSW. ‘Go to the beach’ (90.6%) was the 2nd most popular, followed by ‘go shopping for pleasure’ (87.2%).

Gender

A larger proportion of WHM visitors who had been to NSW were female (52.4%) than male (47.6%)

Expenditure (incl 30% prepaid package expenditure)

WHM visitors spent over $1.0 billion in NSW – up by 8.2% on YE Dec 14. On average, they spent $4,563 per visitor and $58 per night in the State.

In total, they spent almost $3.0 billion in Australia – up by 9.0%* on YE Dec 14. On average, they spent $9,043 per visitor.

Definition and further information

* A ‘working holiday maker’ is defined as an international visitor who arrived in Australia on either a ‘working holiday maker’ or ‘work and holiday’ visa. They are aged 18 to 30 years, tend to be first time visitors to Australia and travel independently.

Please see www.destinationnsw.com.au for detailed profiles on international youth travel, international backpackers, each of the NSW top international country markets, domestic visitors to the State and travel to NSW’s regions.

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

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