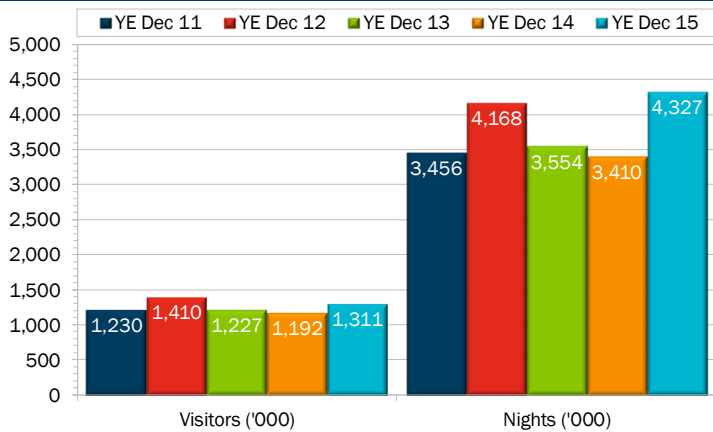


Domestic Overnight Travel (1)

Visitors and nights



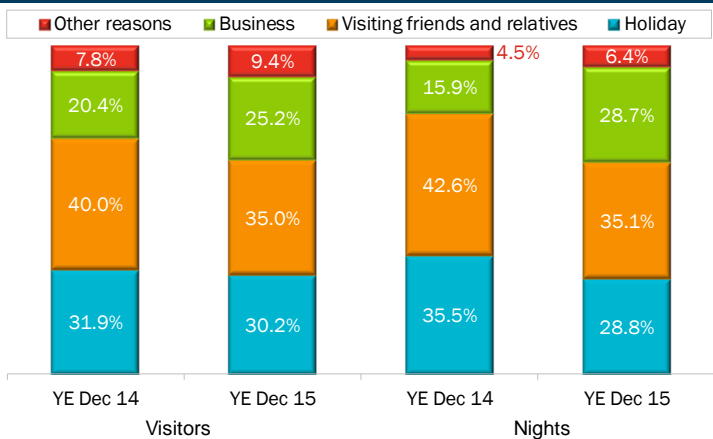
New England North West received over 1.3 million domestic overnight visitors - up by 10.0% on YE Dec 14. Visitors spent over 4.3 million nights in the region - up by 26.9%* on YE Dec 14.

Note: The number of domestic overnight trips to regional New South Wales increased by 2.3 percent on last year and by 12.2 percent* compared to four years ago.

Market share

The region received 6.7% of visitors and 6.5% of nights in regional NSW. Compared to YE Dec 14, the share of visitors was up by 0.5 pts and the share of nights was up by 1.2% pts.

Purpose of visit to New England North West



'Visiting friends and relatives (VFR)' (35.0%) was the largest purpose of visit for visitors to the region, followed by 'holiday' (30.2%) and 'business' (25.2%). Compared to YE Dec 14, visitors who travelled for 'VFR' declined by 3.7% while 'holiday' grew by 4.1% while 'business' increased by 36.0%*.

'VFR' (35.1%) was the largest purpose in terms of nights in the region, followed by 'holiday' (28.8%) and 'business' (28.7%). Compared to YE Dec 14, nights spent for 'VFR' grew by 4.7% and 'holiday' increased by 3.0% while 'business' grew by 128%*.

Accommodation in New England North West

'Friends or relatives property' (39.8%) was the most popular accommodation used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (15.6%) and 'caravan park or commercial camping ground' (15.4%).

New England North West includes Armidale, Glen Innes, Inverell, Moree, Narrabri, Tamworth and Tenterfield.

* The percentage change is statistically significant.

(1) Source: National Visitor Survey (NVS), YE Dec 15, Tourism Research Australia (TRA)

Origin

Origin	Share of visitors		Share of nights	
	YE Dec 14	YE Dec 15	YE Dec 14	YE Dec 15
Regional NSW	51.8%	53.1%	47.3%	43.0%
Sydney	17.4%	17.8%	18.9%	15.2%
Total intrastate	69.2%	71.0%	66.1%	58.2%
Queensland	21.8%	19.9%	24.1%	31.2%
Victoria	5.1%	6.3%	5.2%	5.8%
South Australia	1.4%	1.1%	1.5%	1.3%
Other interstate	2.5%	1.8%	3.1%	3.5%
Total interstate	30.8%	29.0%	33.9%	41.8%

Regional NSW (53.1%) was the largest source of visitors to the region, followed by Queensland (19.9%) and Sydney (17.8%). Compared to YE Dec 14, the regional NSW source market grew by 12.9% and Sydney increased by 12.7%. Over the same period, Queensland grew by 0.2% and Victoria increased by 36.4% while South Australia declined by 14.1%.

Regional NSW (43.0%) was the largest source market in terms of nights in the region, followed by Queensland (31.2%) and Sydney (15.2%). Compared to YE Dec 14, nights spent by visitors from regional NSW grew by 15.4% and nights from Sydney increased by 2.3%. Over the same period, nights by Queenslanders grew by 64.3%* and Victorian nights increased by 43.4% while nights by South Australians grew by 8.4%.

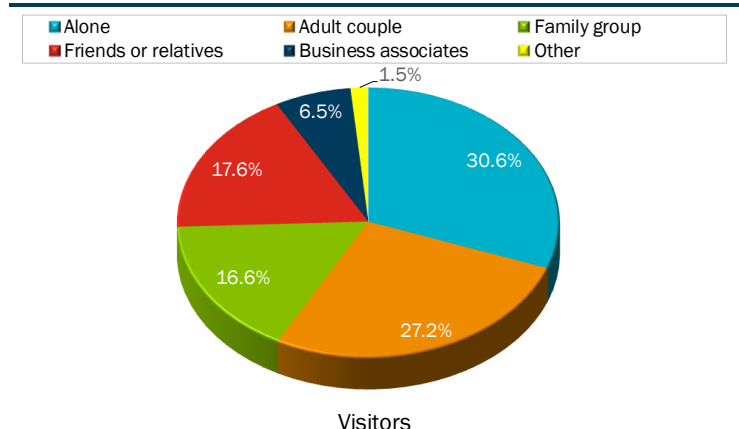
Top activities in New England North West

'Eat out, dine at a restaurant or cafe' (48.5%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (38.7%) and 'pubs, clubs, discos etc' (25.9%).

Age groups

'60 to 69 years' (19.4%) was the largest age group of visitors to the region, followed by '50 to 59 years' (18.9%) and '15 to 29 years' (18.6%).

Travel party



'Alone' (30.6%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (27.2%).

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent \$526 million in the region - up by 13.7% on YE Dec 14. On average, they spent \$122 per night - down by 10.4% on YE Dec 14.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 15, TRA

np = Not published due to insufficient sample.

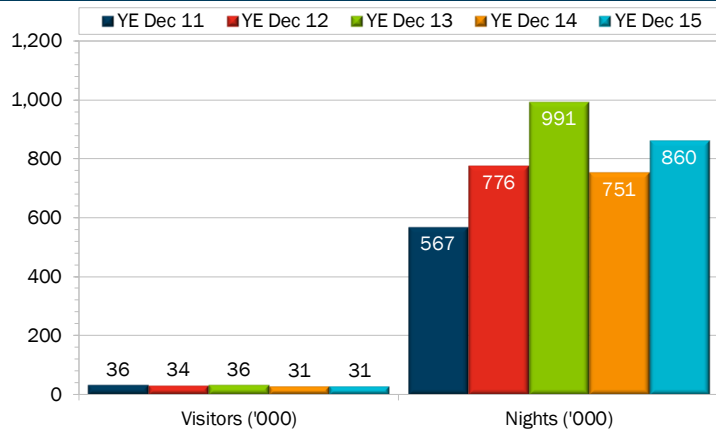
Travel to New England North West

Year ended December 2015

	YE Dec 15	YE Dec 14	YE on YE growth	Share of Reg NSW	Rank in Reg NSW
Total visitors (million)	2.6	2.8	-7.0%	4.8%	12
Total nights (million)	5.2	4.2	24.6%	6.5%	9
Total expenditure (million)	\$757	\$762	-0.7%	5.4%	10

International Overnight Travel (3)

Visitors and nights



New England North West received 30,600 international overnight visitors - down by 0.8% on YE Dec 14. Visitors spent 860,100 nights in the region - up by 14.5% on YE Dec 14.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 8.5 percent* on last year and by 17.9 percent* compared to four years ago.

Market share

The region received 4.4% of visitors and 6.2% of nights in regional NSW. Compared to YE Dec 14, the share of visitors was down by 0.4% pts and the share of nights was unchanged.

Purpose of visit to New England North West

'Holiday' (63.4%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (18.9%) and 'business' (7.6%). Compared to YE Dec 14, visitors who travelled for 'holiday' grew by 8.5% while 'VFR' declined by 33.4% and 'business' decreased by 20.6%.

Origin - share of visitors to New England North West

Share of international visitors to New England North West						
Rank	Individual market	YE Dec 14	YE Dec 15	Origin region	YE Dec 14	YE Dec 15
1	New Zealand	14.2%	16.4%	Europe	43.8%	42.3%
2	United Kingdom	14.9%	14.5%	North America	17.5%	14.0%
3	USA	13.4%	10.9%	Asia	15.1%	22.2%
4	Germany	9.2%	10.5%	New Zealand & Oceania	15.9%	16.9%
5	np	np	np	Other Countries	7.7%	np

New Zealand (16.4%) was the region's largest individual source market of visitors, followed by the United Kingdom (14.5%) and the USA (10.9%).

Accommodation in New England North West

'Rented house, apartment, flat or unit' (32.0%) was the most popular form of accommodation used for nights in the region, followed by 'friends or relatives property' (25.3%).

Age groups

'15 to 29 years' (35.2%) was the largest age group of visitors to the region, followed by '30 to 39 years' (20.1%) and '50 to 59 years' (16.4%).

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

Expenditure by international overnight visitors in the region is statistically unreliable.

(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 15, TRA.

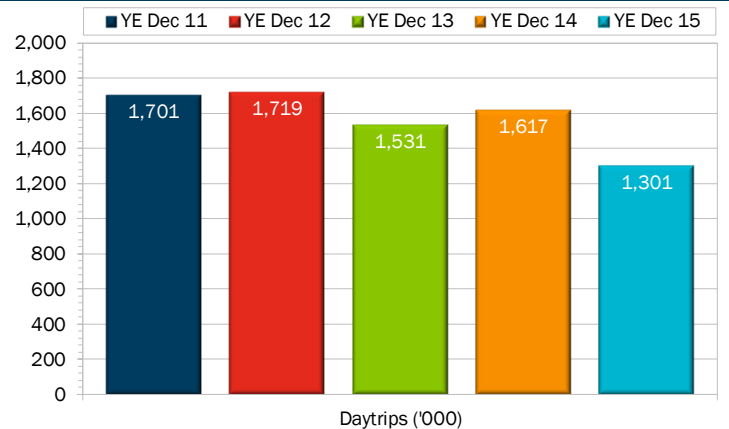
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Dec 15, TRA

Domestic Daytrip Travel (5)

Daytrips



New England North West received over 1.3 million domestic daytrip visitors - down by 19.6%* on YE Dec 14.

Note: The number of domestic daytrips to regional New South Wales increased by 8.5 percent* on last year and by 5.2 percent* compared to four years ago.

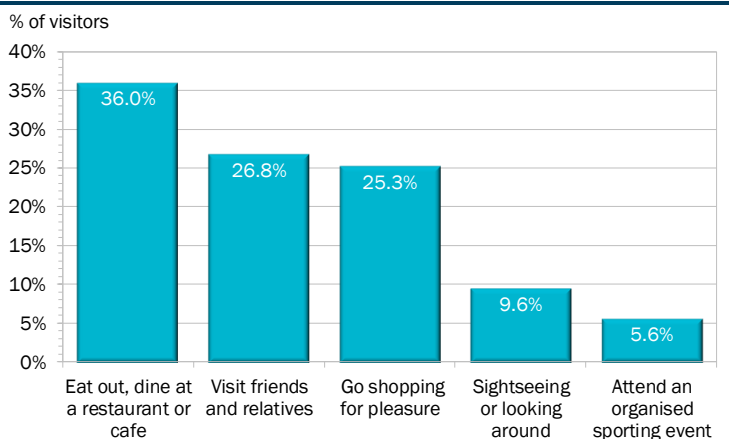
Market share

The region received 3.7% of daytrips to regional NSW. Compared to YE Dec 14, the share was down by 1.3% pts.

Main purpose of trip

'Holiday' (42.0%) was the largest purpose of trip for visitors to the region, followed by 'visiting friends and relatives (VFR)' (18.4%) and 'business' (14.4%). Compared to YE Dec 14, visitors who travelled for 'holiday' declined by 20.3% and 'VFR' decreased by 10.7% while 'business' fell by 30.4%.

Top activities in New England North West



Expenditure (6)

Domestic daytrip visitors spent \$192 million in the region - down by 23.3% on YE Dec 14. On average, they spent \$147 per trip - down by 4.7% on YE Dec 14.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Dec 15, TRA

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 Dec 15, TRA

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