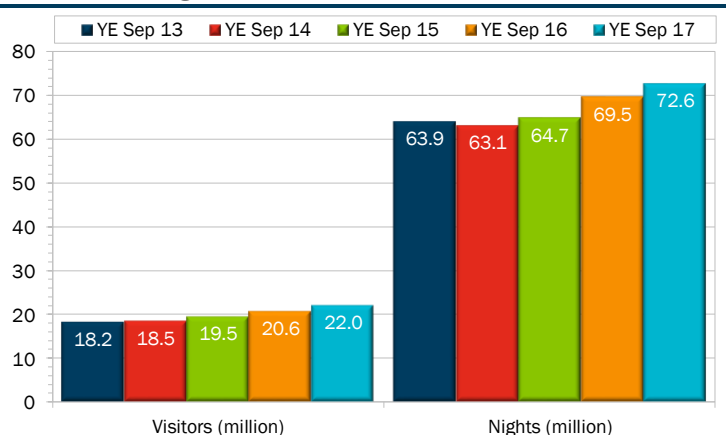


### Domestic Overnight Travel<sup>1</sup>

#### Visitors and nights



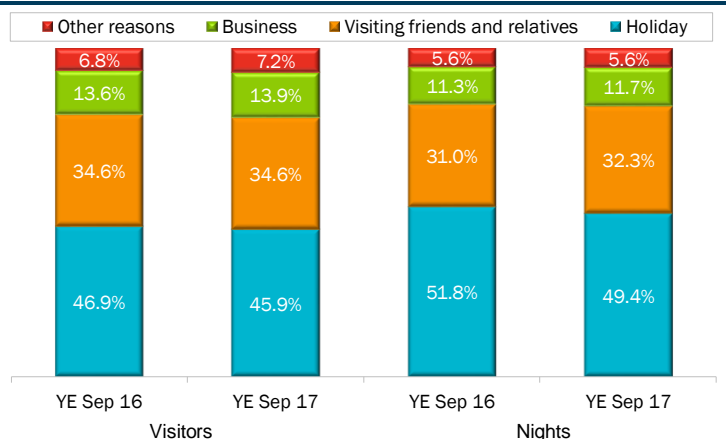
Regional NSW received nearly 22.0 million domestic overnight visitors - up by 6.6%\* on YE Sep 16. Visitors spent nearly 72.6 million nights in regional NSW - up by 4.4% on YE Sep 16.

Note: The number of domestic overnight trips to New South Wales increased by 7.6 percent\* on last year and by 21.6 percent\* compared to four years ago.

#### Market share

Regional NSW received 70.8% of visitors and 72.9% of nights in NSW. Compared to YE Sep 16, the share of visitors was down by 0.7% pts and the share of nights was down by 1.8% pts.

#### Purpose of visit to regional NSW



'Holiday' (45.9%) was the largest purpose of visit for visitors to regional NSW, followed by 'visiting friends and relatives (VFR)' (34.6%) and 'business' (13.9%). Compared to YE Sep 16, visitors who travelled for 'holiday' grew by 4.3%\* and 'VFR' increased by 6.6%\* while 'business' grew by 9.5%\*.

'Holiday' (49.4%) was the largest purpose in terms of nights in regional NSW, followed by 'VFR' (32.3%) and 'business' (11.7%). Compared to YE Sep 16, nights spent for 'holiday' declined by 0.4% while 'VFR' grew by 8.8%\* and 'business' increased by 7.7%.

#### Accommodation in regional NSW

'Friends or relatives property' (35.5%) was the most popular accommodation used for nights in regional NSW. 'Caravan park or commercial camping ground' (13.7%) was the 2<sup>nd</sup> most popular, followed by 'standard hotel or motor inn, below 4 star' (13.5%).

#### Origin

Origin	Visitors ('000)	%	Visitor nights ('000)	Spend in Reg NSW (\$ million)	Average spend per night in Reg NSW	Average length of stay in Reg NSW
Regional NSW	8,204	37.4%	24,986	3,885	155	3.0
Sydney	7,956	36.2%	23,408	3,942	168	2.9
Total intrastate	16,160	73.6%	48,394	7,827	162	3.0
Queensland	2,428	11.1%	9,452	1,300	138	3.9
Victoria	1,891	8.6%	8,980	1,223	136	4.7
ACT	928	4.2%	2,578	320	124	2.8
Other interstate	553	2.5%	3,155	408	129	5.7
Total interstate	5,800	26.4%	24,166	3,251	135	4.2
Total regional NSW	21,959		72,560	11,078	153	3.3

Regional NSW (8.2 million or 37.4%) was the largest source of visitors to regional NSW, followed by Sydney (8.0 million or 36.2%) and Queensland (2.4 million or 11.1%). Compared to YE Sep 16, the regional NSW source market grew by 10.1%\* and Sydney increased by 8.3%\* while Queensland declined by 3.8%.

Regional NSW (25.0 million or 34.4%) was the largest source market in terms of nights in regional NSW, followed by Sydney (23.4 million or 32.3%) and Queensland (9.5 million or 13.0%). Compared to YE Sep 16, nights spent by visitors from regional NSW grew by 4.8% and nights from Sydney increased by 9.0%\* while Queensland nights declined by 6.9%.

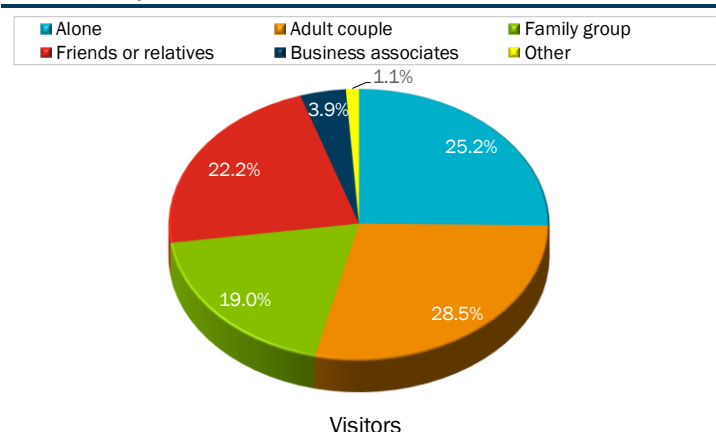
#### Top activities in regional NSW

'Eat out, dine at a restaurant or cafe' (60.5%) was the most popular activity undertaken by visitors to regional NSW, followed by 'visit friends and relatives' (44.1%) and 'go to the beach' (27.7%).

#### Age groups

'15 to 29 years' (22.8%) was the largest age group of visitors to regional NSW, followed by '40 to 49 years' (18.2%) and '50 to 59 years' (17.6%).

#### Travel party



'Adult couple' (28.5%) was the most common travel party amongst visitors to regional NSW, followed by 'alone' (25.2%) and 'friends or relatives' (22.2%).

#### Expenditure (incl airfares and transport costs)<sup>3</sup>

Domestic overnight visitors spent nearly \$11.1 billion in regional NSW - up by 11.7%\* on YE Sep 16. On average, they spent \$153 per night - up by 6.9% on YE Sep 16.

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 17.

# Travel to Regional NSW

Year ended September 2017

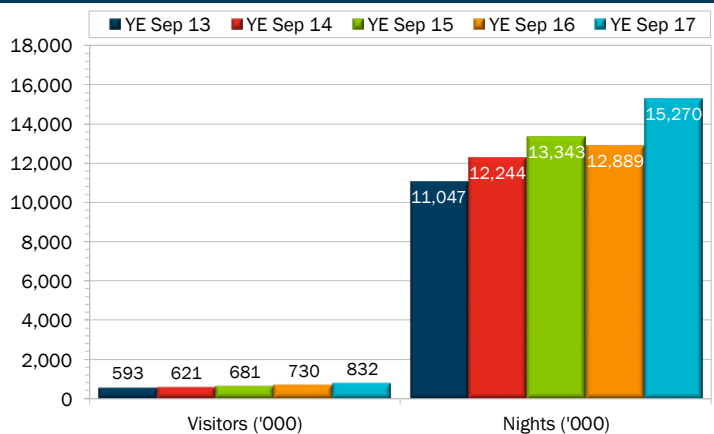
For the period of October 2016 to September 2017

Sources: (1) NVS & (2) IVS, YE Sep 17, TRA - unless otherwise specified.

	YE Sep 16	YE Sep 17	YE on YE growth	Share of regional NSW		
				international overnight	domestic overnight	domestic daytrips
Total visitors (million)	57.5	60.7	5.6%	1.4%	36.2%	62.4%
Total nights (million)	82.4	87.8	6.6%	17.4%	82.6%	0.0%
Total spend (billion)	\$14.5	\$16.0	10.6%	6.7%	69.2%	24.0%

## International Overnight Travel<sup>2</sup>

### Visitors and nights



Regional NSW received 832,300 international overnight visitors - up by 14.0%\* on YE Sep 16. Visitors spent nearly 15.3 million nights in regional NSW - up by 18.5%\* on YE Sep 16.

Note: The number of overnight trips to New South Wales by international visitors increased by 8.9 percent\* on last year and by 38.4 percent\* compared to four years ago.

### Market share

Regional NSW received 20.3% of visitors and 16.1% of nights in NSW. Compared to YE Sep 16, both the share of visitors was up by 0.9% pts and the share of nights was up by 1.3% pts.

### Purpose of visit to regional NSW

'Holiday' (65.3%) was the largest purpose of visit for visitors to regional NSW, followed by 'visiting friends and relatives (VFR)' (28.2%) and 'business' (5.2%). Compared to YE Sep 16, visitors who travelled for 'holiday' grew by 14.6%\* and 'VFR' increased by 12.1%\* while 'business' grew by 31.6%\*.

### Origin to regional NSW

Rank	Origin	Visitors ('000)	%	Visitor nights ('000)	Spend in Reg NSW (\$ million)	Average spend per night Reg NSW	Average length of stay in Reg NSW
1	United Kingdom	144	17.3%	2,023	117	58	14.1
2	New Zealand	100	12.1%	933	88	95	9.3
3	USA	93	11.2%	1,446	122	85	15.5
4	Germany	61	7.3%	995	48	48	16.4
5	Mainland China	54	6.4%	1,695	169	100	31.6
6	Canada	30	3.6%	518	36	70	17.5
7	France	29	3.4%	430	20	47	15.0
8	South Korea	26	3.2%	617	42	68	23.3
9	Taiwan	19	2.3%	780	39	51	40.1
10	Netherlands	17	2.1%	np	14	62	np
	Other markets	259	31.2%	5,611	384	68	21.6
	Total Reg NSW	832		15,270	1,080	71	18.3

### Accommodation in regional NSW

'Friends or relatives property' (32.6%) was the most popular form of accommodation for nights in regional NSW, followed by 'rented house, apartment, flat or unit' (32.6%).

### Expenditure (incl 30% prepaid package expenditure)<sup>4</sup>

International overnight visitors spent nearly \$1.1 billion in regional NSW - up by 29.9%\* on YE Sep 16. On average, they spent \$71 per night - up by 9.6% on YE Sep 16.

(4) Source: TRA's expenditure allocation method applied to IVS data, YE Sep 17.

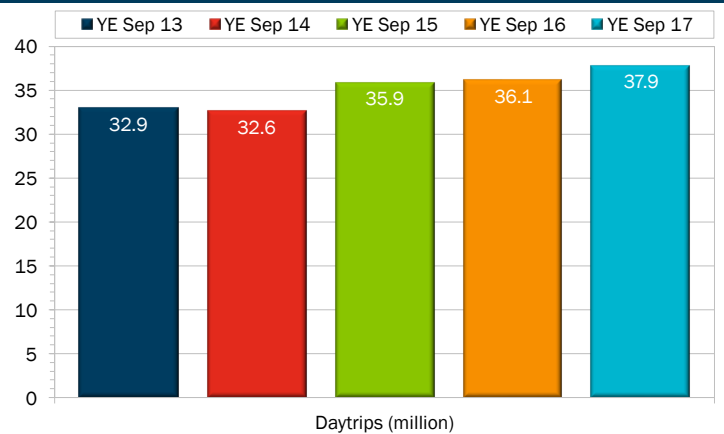
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

\* The percentage change is statistically significant.

np = Not published due to insufficient sample.

## Domestic Daytrip Travel<sup>4</sup>

### Daytrips



Regional NSW received nearly 37.9 million domestic daytrip visitors - up by 4.8%\* on YE Sep 16.

Note: The number of domestic daytrips to New South Wales increased by 3.1 percent\* on last year and was up by 11.8 percent\* compared to four years ago.

### Market share

Regional NSW received 65.0% of daytrips to NSW. Compared to YE Sep 16, the share was up by 1.1% pts.

### Main purpose of trip

'Holiday' (50.0%) was the largest purpose of trip for visitors to regional NSW, followed by 'visiting friends and relatives (VFR)' (27.2%) and 'business' (8.4%).

Compared to YE Sep 16, visitors who travelled for 'holiday' grew by 1.1% and 'VFR' increased by 10.2%\* while 'business' declined by 1.3%.

### Top activities in regional NSW

'Eat out, dine at a restaurant or cafe' (48.9%) was the most popular activity undertaken by visitors to regional NSW, followed by 'visit friends and relatives' (32.1%) and 'go shopping for pleasure' (19.3%).

### Expenditure<sup>3</sup>

Domestic daytrip visitors spent over \$3.8 billion in regional NSW - up by 3.5% on YE Sep 16. On average, they spent \$102 per trip - down by 1.3% on YE Sep 16.

(3) Source: TRA's expenditure allocation method applied to NVS data, YE Sep 17.

### Forecast<sup>5</sup>

Domestic visitor nights in regional NSW are expected to increase from over 71.0 million in 2016/17 to nearly 85.5 million in 2026/27, an average annual growth rate of 1.9%.

International visitor nights in regional NSW are expected to increase from nearly 14.4 million in 2016/17 to over 24.2 million in 2026/27, an average annual growth rate of 5.4%.

(5) Source: State and Territory Tourism Forecasts, 2017, TRA. Note: nights only.

### Further information

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.