

Definition

Food tourism to NSW is defined as visitors who have had a food experience in NSW (also referred to as **NSW food travellers**).

Overview

	Visitors to (million)	Nights in (million)	Total spend (\$ billion)	Spend per visitor (\$)	Spend per night (\$)
Australia	16.3	216.5	\$31.7	\$1,942	\$146
NSW	5.0	59.4	\$8.5	\$1,720	\$143

There were over 16.3 million international ⁽¹⁾ and domestic ⁽²⁾ overnight visitors who have had a food experience on their trip. They spent over 216.5 million nights in Australia.

Visitors who have had a food experience on their trip spent an estimated \$31.7 billion ⁽³⁾ (incl package expenditure by overseas visitors) in Australia.

NSW received nearly 5.0 million food travellers who stayed for nearly 59.4 million nights in the State. Food travellers spent an estimated \$8.5 billion in the State.

⁽¹⁾ Source: International Visitor Survey, YE Dec 17, Tourism Research Australia.

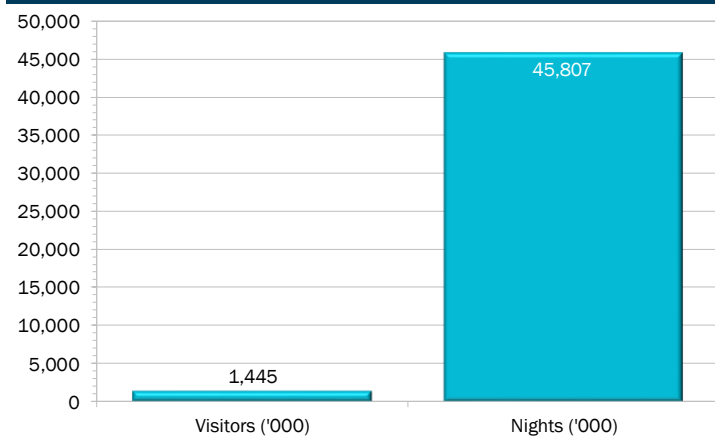
⁽²⁾ Source: National Visitor Survey, YE Dec 17, Tourism Research Australia.

⁽³⁾ Total expenditure on the trip.

International Market¹

The information in this section relates to international overnight visitors who have had a food experience in NSW.

Visitors and nights in NSW



NSW received over 1.4 million international food travellers. They spent over 45.8 million nights in the State.

Expenditure (incl 30% prepaid package expenditure)

International food travellers spent an estimated \$5.4 billion in the State (incl 30% of prepaid package expenditure). On average, they spent \$3,784 per visitor and \$118 per night.

Market share

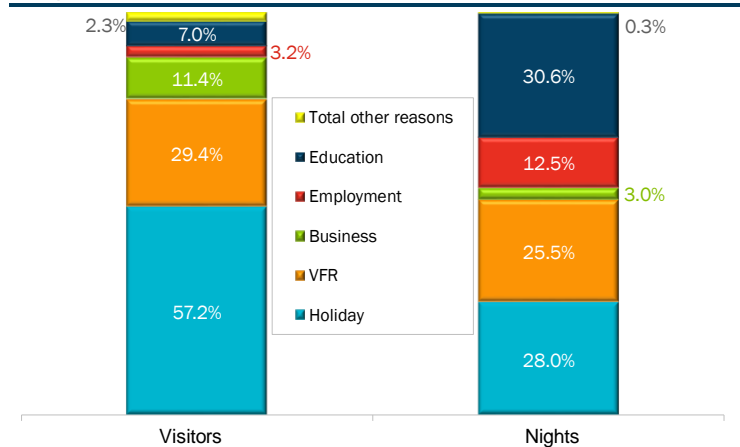
Food travellers represented 34.7% of visitors and 48.5% of nights by all international travellers to the State.

NSW received 39.5% of visitors and 29.7% of nights in Australia by international food travellers.

Spend by food travellers represented 51.9% of expenditure by all international travellers to NSW.

The State received 31.1% of all expenditure by international food travellers to Australia.

Purpose of visit to NSW



'Holiday' (57.2%) was the largest purpose of visit to the State for international food **travellers**. 'Visiting friends and relatives (VFR)' (29.4%) was the 2nd largest, followed by 'business' (11.4%).

'Education' (30.6%) was the largest purpose of visit in terms of **nights** in the State by international food travellers. 'Holiday' (28.0%) was the 2nd largest, followed by 'VFR' (25.5%).

Average length of stay in NSW

International food travellers stayed an average of 31.7 nights in the State. This was substantially longer than the average for all international visitors in NSW (22.7 nights).

Thai food travellers (70.3 nights) had the longest average stay in the State, followed by food travellers from India (55.6 nights) and Italian food travellers (53.4 nights).

Median stay in NSW

International food travellers had a median stay of 7 nights in the State. This was longer than the median stay for all international visitors in NSW (5 nights).

Food travellers from Philippines (20 nights) had the longest median stay in the State, followed by Indian food travellers (19 nights) and food travellers from Ireland (16 nights).

Origin

Rank	Origin market	Visitors		Nights		Average stay (nights)
		('000)	%	('000)	%	
1	Mainland China	296	20.5%	9,955	21.7%	33.7
2	USA	173	11.9%	2,558	5.6%	14.8
3	New Zealand	135	9.3%	1,291	2.8%	9.6
4	United Kingdom	121	8.4%	3,614	7.9%	29.8
5	Hong Kong	64	4.4%	1,528	3.3%	24.0
	<i>Other Asia (1)</i>	365	25.3%	14,975	32.7%	41.0
	<i>Other Europe (2)</i>	171	11.9%	6,214	13.6%	36.3
	<i>Other Countries</i>	120	8.3%	5,673	12.4%	47.3
	Total NSW	1,445		45,807		31.7

np = estimate considered statistically unreliable

Mainland China (20.5%) was the largest source market of international NSW food **travellers**. The USA (11.9%) was the 2nd largest, followed by New Zealand (9.3%).

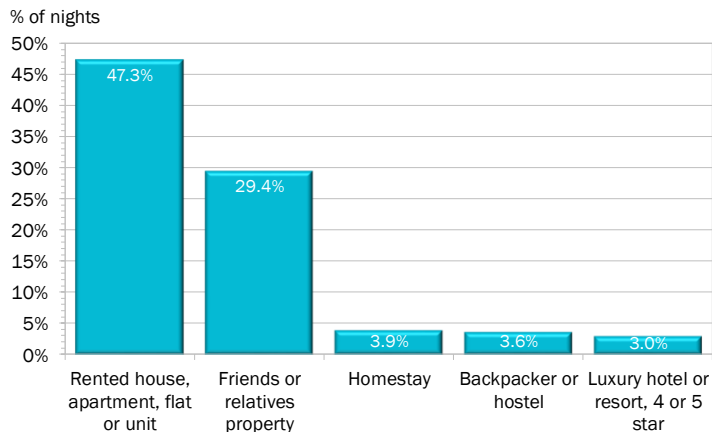
Mainland China (21.7%) contributed more **nights** in the State than any other source market of international food travellers. The United Kingdom (7.9%) was the 2nd largest, followed by the USA (5.6%).

⁽¹⁾ All Asian markets, excluding Mainland China and Hong Kong

⁽²⁾ All European markets, excluding the United Kingdom

International Market continued

Accommodation used in NSW



'Rented house, apartment, flat or unit' (47.3%) was the most popular accommodation type used for nights in the State by international food travellers. 'Friends or relatives property' (29.4%) was the 2nd most popular accommodation type, followed by 'homestay' (3.9%).

Seasonality

Over 3/10 (30.6%) of international NSW food travellers departed Australia in the March quarter. Over 1/3 (34.1%) of nights by international food travellers were spent by those who departed Australia in the March quarter.

Travel party

Over 1/2 (50.4%) of international NSW food travellers arrived in Australia 'alone'. Their 2nd most common travel party description was 'adult couple' (20.5%), followed by 'friends or relatives' (13.1%).

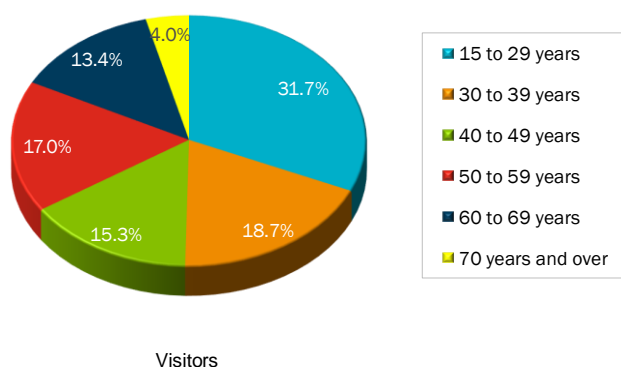
Lifecycle

'Young or midlife single' (35.4%) was the most common lifecycle grouping amongst international food travellers to NSW. 'Older working' (13.7%) was the 2nd most common, followed by 'older non-working' (13.6%).

Gender

A larger proportion of international NSW food travellers were female (53.6%) than male (46.4%).

Age groups



'15 to 29 years' (31.7%) was the biggest age group of international NSW food travellers. '30 to 39 years' (18.7%) was the 2nd biggest, followed by '50 to 59 years' (17.0%).

Top places visited in NSW

Visitors			Nights		
Region	('000)	%	Region	('000)	%
Sydney	1,352	94.6%	Sydney	39,379	86.0%
North Coast NSW	109	7.7%	North Coast NSW	1,707	3.7%
The Hunter	70	4.9%	The Hunter	1,343	2.9%
South Coast NSW	66	4.6%	South Coast NSW	1,245	2.7%
Blue Mountains	48	3.3%	New England North West	563	1.2%

np = estimate considered statistically unreliable

'Sydney' (94.6%) was by far the most visited region in the State by international food travellers. 'North Coast NSW' (7.7%) was the 2nd most visited, followed by 'The Hunter' (4.9%).

International food travellers spent more nights in 'Sydney' (86.0%) than any other region in the State. 'North Coast NSW' (3.7%) had the 2nd most nights, followed by 'The Hunter' (2.9%).

Transport in NSW

'Private vehicle or company car' (28.9%) was the most common transport used in the State by international food travellers. 'Aircraft' (27.9%) was the 2nd most common, followed by 'taxi or chauffeur driven hire car' (22.6%).

First or return visitor

Over 1/2 (51.1%) of international NSW food travellers were on a return visit to Australia. This was a higher percentage than for all visitors to the State (50.3%).

Travel package

Nearly 1/5 (17.2%) of international NSW food travellers arrived in Australia on a travel package. This was a lower percentage than for all visitors to the State (18.5%). 'All accommodation' (86.4%) was the most popular travel arrangement included in the package by international NSW food travellers (other than 'international airfares').

Group tours

The rate of group tour travel to Australia amongst international NSW food travellers was 11.0%. This was a lower percentage than for all visitors to the State (12.2%).

Top activities in Australia

'Eat out, dine at a restaurant or cafe' (96.6%) was the most popular activity undertaken during the trip to Australia by international NSW food travellers. 'Go shopping for pleasure' (83.2%) was the 2nd most popular, followed by 'sightseeing or looking around' (82.1%).

Type of food experience in NSW

Food experience	Visitors to NSW		Visitors to Sydney		Visitors to regional NSW	
	('000)	%	('000)	%	('000)	%
Local food markets	849	58.8%	785	59.5%	95	55.4%
Fine dining	718	49.7%	677	51.3%	75	43.5%
Food festivals	185	12.8%	169	12.8%	25	14.6%
Farm tour	64	4.4%	43	3.2%	27	15.7%
Pick your own fruit	53	3.7%	38	2.8%	23	13.2%
Food tour	28	1.9%	24	1.8%	8	4.8%
Cooking class	6	0.4%	5	0.4%	np	np

np = estimate considered statistically unreliable

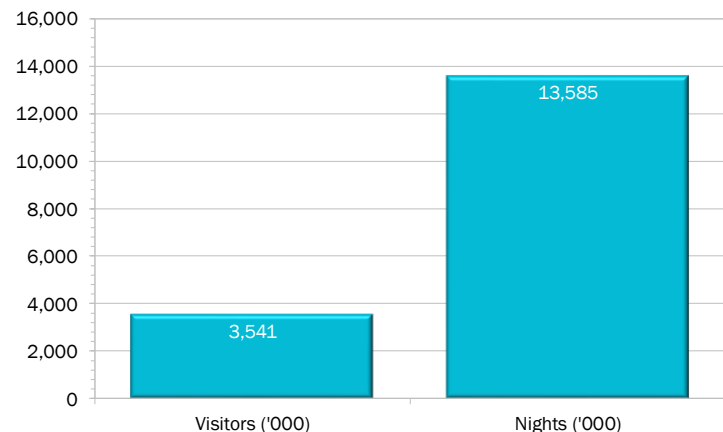
'Local food markets' (58.8%) was the most popular food experience by international NSW food travellers. 'Fine dining restaurants' (49.7%) was the 2nd most popular.

'Local food markets' was also the most popular food experience in Sydney (59.5%) and regional NSW (55.4%).

Domestic Market¹

The information in this section relates to domestic overnight visitors who have had a food experience in NSW. Corresponding data for domestic daytrips is not available.

Visitors and nights in NSW



NSW received over 3.5 million domestic overnight food travellers. They spent nearly 13.6 million nights in the State.

Expenditure (incl airfares and transport costs)

Domestic overnight food travellers spent an estimated \$3.1 billion in the State. On average, they spent \$882 per visitor and \$229 per night.

Market share

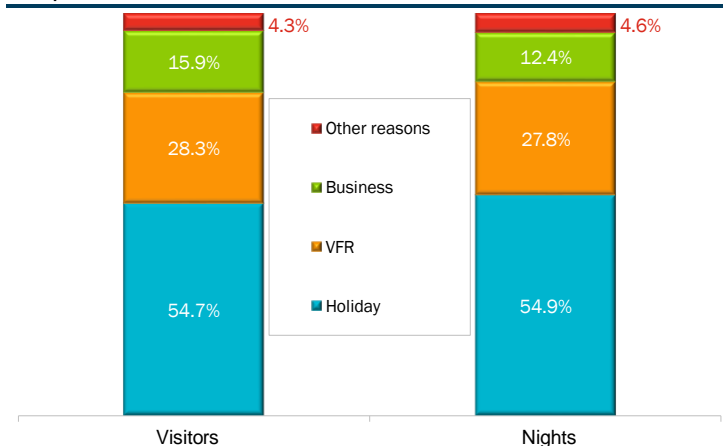
Food travellers represented 11.2% of visitors and 13.6% of nights by all domestic overnight travellers to the State.

NSW received 27.9% of visitors and 21.8% of nights by all domestic overnight food travellers.

Spend by food travellers represented 16.7% of expenditure by all domestic overnight travellers to NSW.

The State received 21.7% of all expenditure by all domestic overnight food travellers.

Purpose of visit to NSW



'Holiday' (54.7%) was the largest purpose of visit to the State for domestic overnight food travellers. 'Visiting friends and relatives (VFR)' (28.3%) was the 2nd largest, followed by 'business' (15.9%).

'Holiday' (54.9%) was the largest purpose of visit in terms of nights in the State by domestic food travellers. 'VFR' (27.8%) was the 2nd largest, followed by 'business' (12.4%).

Origin

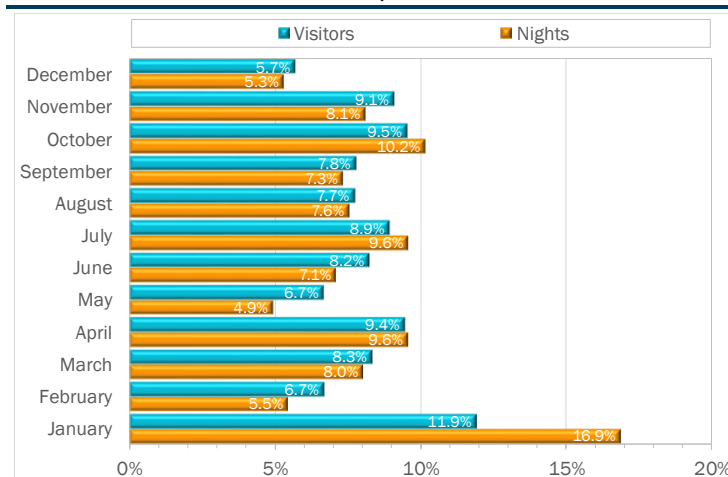
Origin market	Visitors		Nights		Average stay (nights)
	('000)	%	('000)	%	
Regional NSW	1,113	31.4%	3,650	26.9%	3.3
Sydney	1,089	30.7%	3,686	27.1%	3.4
Intrastate	2,202	62.2%	7,336	54.0%	3.3
Queensland	528	14.9%	2,579	19.0%	4.9
Victoria	437	12.3%	2,068	15.2%	4.7
ACT	174	4.9%	519	3.8%	3.0
Other interstate	201	5.7%	1,083	8.0%	5.4
Interstate	1,339	37.8%	6,249	46.0%	4.7
Total NSW	3,541		13,585		3.8

np = estimate considered statistically unreliable

Regional NSW (31.4%) was the largest source market of domestic overnight food travellers to NSW. Sydney (30.7%) was the 2nd largest, followed by Queensland (14.9%).

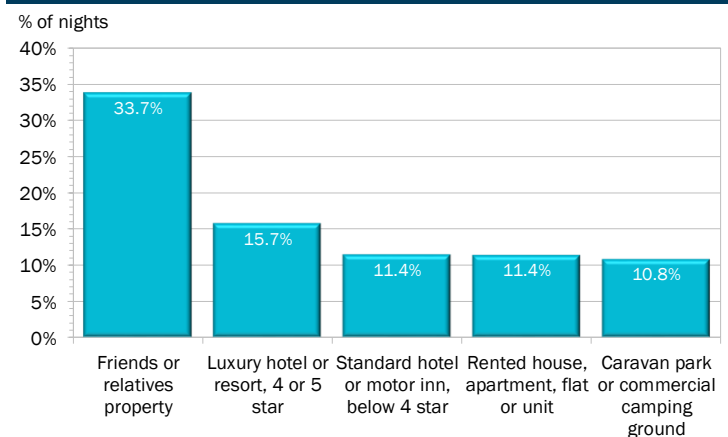
Sydney (27.1%) contributed more nights in the State than any other source market of domestic food travellers. Regional NSW (26.9%) was the 2nd largest, followed by Queensland (19.0%).

Month returned home from trip to NSW



More domestic overnight food travellers returned home from their visit to NSW in January (11.9%) than any other month. Nearly 1/5 (16.9%) of nights in the State by domestic food travellers were spent by those who returned home from the trip in January.

Accommodation used in NSW



'Friends or relatives property' (33.7%) was the most popular accommodation type used for nights in the State by domestic food travellers. 'Luxury hotel or resort, 4 or 5 star' (15.7%) was the 2nd most popular accommodation type, followed by 'standard hotel or motor inn, below 4 star' (11.4%).

Domestic Market continued

Top places visited in NSW

Visitors		Nights	
Region	(‘000) %	Region	(‘000) %
Sydney	1,318 37.4%	Sydney	4,239 31.2%
North Coast NSW	668 19.0%	North Coast NSW	3,293 24.2%
The Hunter	476 13.5%	South Coast NSW	1,954 14.4%
South Coast NSW	458 13.0%	The Hunter	1,271 9.4%
Central NSW	221 6.3%	Central NSW	873 6.4%

np = estimate considered statistically unreliable

‘Sydney (37.4%) was by far the most visited region in the State by domestic overnight food **travellers**. ‘North Coast NSW’ (19.0%) was the 2nd most visited, followed by ‘The Hunter’ (13.5%).

Domestic food travellers spent more **nights** in ‘Sydney’ (31.2%) than any other region in the State. ‘North Coast NSW’ (24.2%) had the 2nd most nights, followed by ‘South Coast NSW’ (14.4%).

Average length of stay in NSW

Domestic food travellers stayed an average of 3.8 nights in the State. This was longer than the average for all domestic visitors in NSW (3.2 nights).

Interstate food travellers spent an average of 1.4 nights longer in NSW than intrastate food travellers (4.7 nights vs 3.3 nights).

South Australian food travellers (4.9 nights) had the longest average stay in the State, followed by food travellers from Queensland (4.9 nights) and Victorian food travellers (4.7 nights).

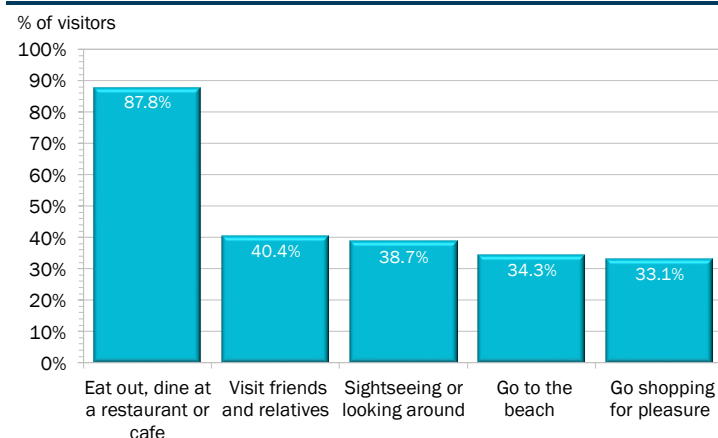
Transport in NSW

‘Private vehicle or company car’ (68.1%) was the most common transport used in the State by domestic overnight food travellers. ‘Aircraft’ (26.3%) was the 2nd most common, followed by ‘railway’ (4.9%).

Travel party

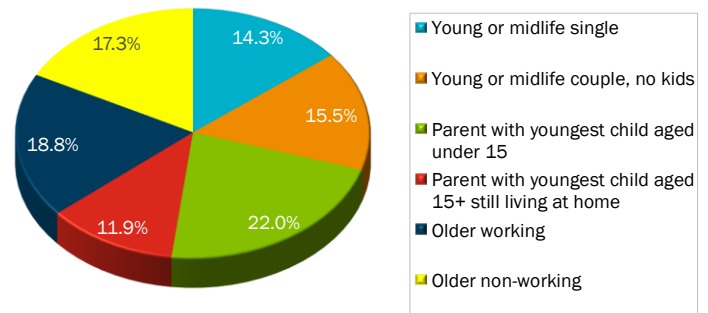
‘Adult couple’ (35.5%) was the most common travel party amongst domestic overnight food travellers to NSW. ‘Friends and relatives’ (23.2%) was the 2nd most common, followed by ‘alone’ (22.1%).

Activities in NSW



‘Eat out, dine at a restaurant or cafe’ (87.8%) was the most popular activity undertaken by domestic overnight food travellers in NSW. ‘Visit friends and relatives’ (40.4%) was the 2nd most popular activity, followed by ‘sightseeing or looking around’ (38.7%).

Lifecycle groups



Visitors

‘Parent with youngest child aged under 15’ (22.0%) was the most common lifecycle grouping amongst domestic overnight food travellers to NSW. ‘Older working’ (18.8%) was the 2nd most common, followed by ‘older non-working’ (17.3%).

Gender

A larger proportion of domestic overnight food travellers were female (52.1%) than male (47.9%).

Age groups

‘50 to 59 years’ (20.7%) was the biggest age group of domestic overnight food travellers. ‘15 to 29 years’ (18.9%) was the 2nd biggest, followed by ‘40 to 49 years’ (17.7%).

Marital status

Nearly ¾ (73.0%) of domestic overnight food travellers to NSW were ‘part of a couple’, while (26.8%) were ‘single’.

Employment status

‘Working full time’ (53.6%) was the most common employment status amongst domestic overnight food travellers to NSW. ‘Working part time’ (20.0%) was the 2nd most common, followed by ‘retired or on a pension’ (17.8%) and ‘studying’ (5.3%).

Type of food experience in NSW

Food experience	Visitors to NSW		Visitors to Sydney		Visitors to regional NSW	
	(‘000)	%	(‘000)	%	(‘000)	%
Fine dining	2,133	60.2%	893	70.7%	1,244	54.5%
Local food markets	1,269	35.8%	335	26.5%	934	40.9%
Food festivals	246	7.0%	88	6.9%	159	6.9%
Farm tour	100	2.8%	np	np	96	4.2%
Pick your own fruit	85	2.4%	np	np	85	3.7%
Cooking class	np	np	np	np	np	np
Food tour	np	np	np	np	np	np

np = estimate considered statistically unreliable

‘Fine dining restaurants’ (60.2%) was the most popular food experience by domestic overnight NSW food travellers. ‘Local food markets’ (35.8%) was the 2nd most popular.

‘Fine dining restaurants’ was also the most popular food experience in Sydney (70.7%) and regional NSW (54.5%).

Further information

Please see www.destinationnsw.com.au for profiles on travel to each region in NSW and information on international and domestic travel to the State.