

Domestic Travel to NSW

Year ended March 2018

For the period of April 2017 to March 2018

Source: National Visitor Survey (NVS), YE Mar 18, Tourism Research Australia (TRA) - unless otherwise specified.



Domestic Overnight Travel

Overview

NSW received nearly 32.3 million domestic overnight visitors - up by 9.8%* on YE Mar 17. Visitors spent nearly 101.4 million nights in the State - up by 5.1%* on YE Mar 17.

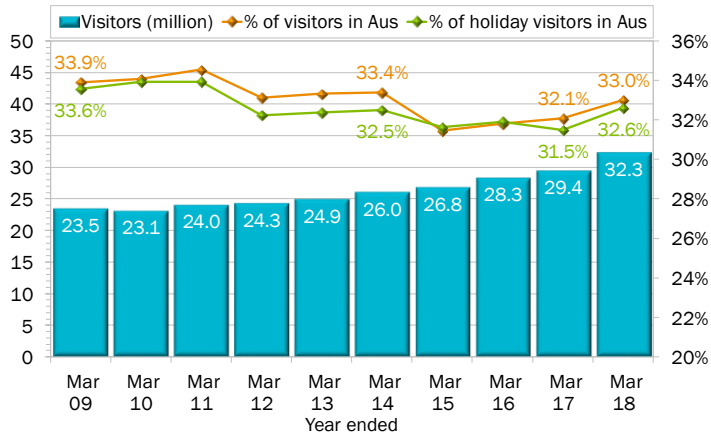
NSW received 33.0% of visitors and 28.9% of nights in Australia. Compared to YE Mar 17, the share of visitors was up by 0.9% pts and the share of nights was up by 0.1% pt.

The average length of stay in NSW was 3.1 nights - down by 0.2 nights on YE Mar 17.

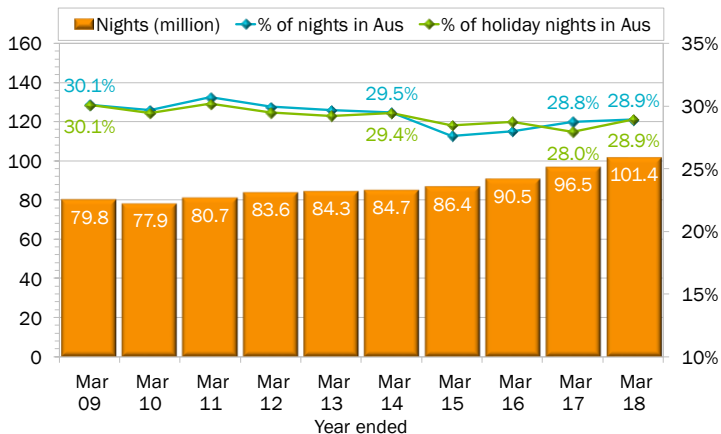
Domestic overnight visitors spent \$19.2 billion in NSW (incl airfares and transport costs) - up by 14.9%* on YE Mar 17. This represented 29.5% of total expenditure in Australia. On average, visitors spent \$595 per person and \$190 per night in NSW. ⁽¹⁾

(1) Source: TRA's expenditure allocation method applied to NVS data, YE Mar 18.

Overnight visitors



Visitor nights



Age groups

'15 to 29 years' (22.4%) was the largest age group of visitors to the State, followed by '40 to 49 years' (18.9%) and '50 to 59 years' (17.8%).

Forecast²

Domestic visitor nights in NSW are expected to increase from nearly 97.9 million in 2016/17 to nearly 118.9 million in 2026/27, an average annual growth rate of 2.0%.

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

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.

Origin

Origin	Visitors ('000)	%	Visitor nights ('000)	Spend in NSW (\$ million)	Average spend per night in NSW	Average length of stay in NSW
Regional NSW	12,248	37.9%	34,856	5,939	170	2.8
Sydney	9,145	28.3%	25,561	5,526	216	2.8
Total intrastate	21,393	66.3%	60,418	11,465	190	2.8
Queensland	3,899	12.1%	14,489	2,666	184	3.7
Victoria	3,839	11.9%	14,070	2,812	200	3.7
ACT	1,759	5.4%	5,341	803	150	3.0
Other interstate	1,393	4.3%	7,046	1,467	208	5.1
Total interstate	10,890	33.7%	40,945	7,748	189	3.8
Total NSW	32,283		101,363	19,213	190	3.1

Regional NSW (12.2 million or 37.9%) was the largest source of visitors to the State, followed by Sydney (9.1 million or 28.3%) and Queensland (3.9 million or 12.1%). Compared to YE Mar 17, the regional NSW source market grew by 8.1%* and Sydney increased by 9.0%* while Queensland grew by 3.8%.

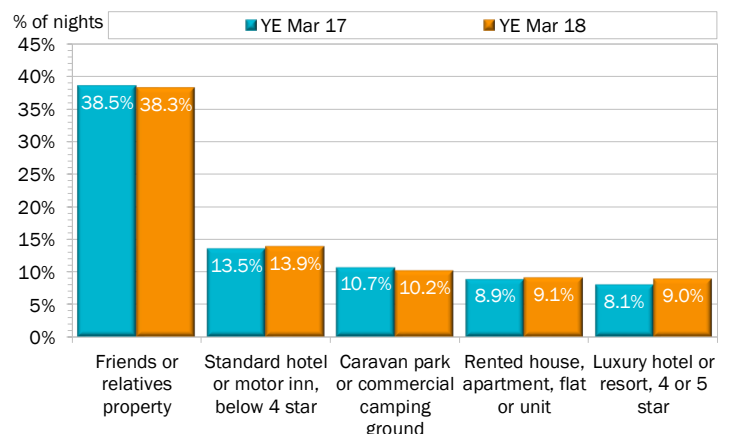
Regional NSW (34.9 million or 34.4%) was the largest source market in terms of nights in the State, followed by Sydney (25.6 million or 25.2%) and Queensland (14.5 million or 14.3%). Compared to YE Mar 17, nights spent by visitors from regional NSW grew by 6.9%* and nights from Sydney increased by 5.9% while nights by Queenslanders declined by 8.2%.

Visitors from regional NSW spent the most in the State (\$5.9 billion), followed by visitors from Sydney (\$5.5 billion) and visitors from Victoria (\$2.8 billion). Compared to YE Mar 17, expenditure by regional NSW visitors grew by 16.0%* and spend by visitors from Sydney increased by 9.7%* while spend by Victorian visitors grew by 23.2%*.

Visitors from Western Australia (\$254) had the highest average spend per night in NSW, followed by Northern Territory visitors (\$235) and visitors from Sydney (\$216).

Interstate visitors to NSW stayed, on average, 3.8 nights in the State. This was 1.0 night longer than intrastate visitors. Visitors from Northern Territory (6.1 nights) had the longest average stay in NSW, followed by Western Australian visitors (5.2 nights).

Accommodation in NSW



'Friends or relatives property' (38.3%) was the most popular accommodation type used for nights in NSW, followed by 'standard hotel or motor inn, below 4 star' (13.9%). Compared to YE Mar 17, 'luxury hotel or resort, 4 or 5 star' grew by 0.9% pts, while 'caravan park or commercial camping ground' decreased by 0.5% pts.

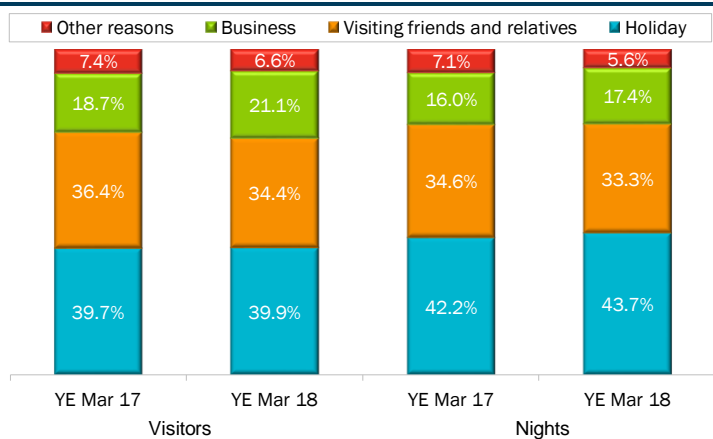
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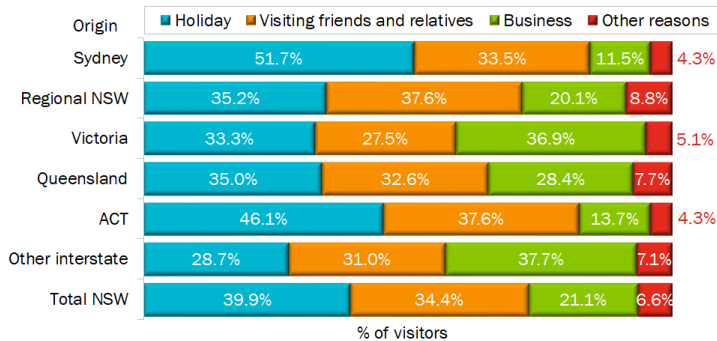
Source: NVS, YE Mar 18, TRA - unless otherwise specified.

Purpose of visit to NSW



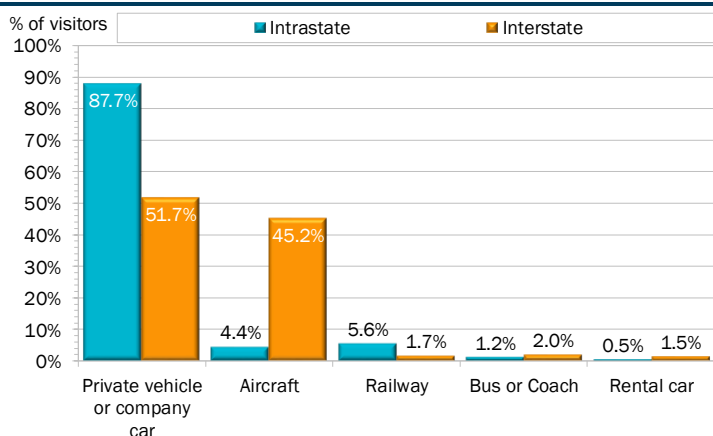
'Holiday' (39.9%) was the largest purpose of visit for visitors to NSW, followed by 'visiting friends and relatives (VFR)' (34.4%) and 'business' (21.1%). Compared to YE Mar 17, visitors who travelled for 'holiday' grew by 10.3%* and 'VFR' increased by 3.4% while 'business' grew by 23.7%*.

'Holiday' (43.7%) was the largest purpose in terms of nights in the State, followed by 'VFR' (33.3%) and 'business' (17.4%). Compared to YE Mar 17, nights spent for 'holiday' grew by 8.8%* and 'VFR' increased by 1.0% while 'business' grew by 14.1%*.



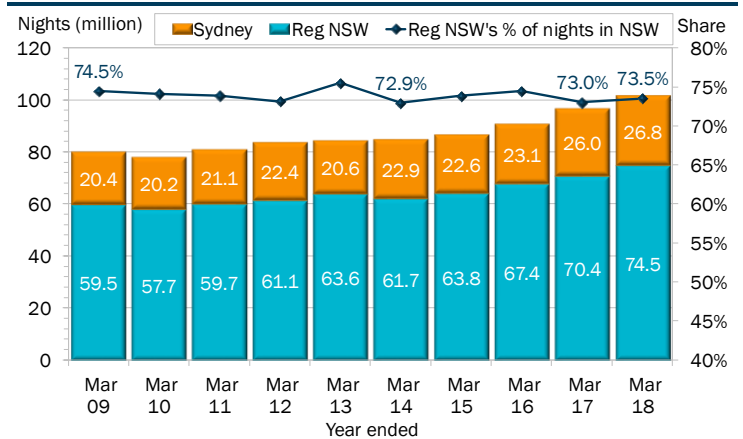
Sydney residents (51.7%) were more likely than visitors from other origins to travel for 'holiday' to the State, while Victorians (36.9%) had the largest proportion of 'business' visitors (note: of the individual origins shown in the graph).

Transport in NSW



'Private vehicle or company car' was the most popular form of transport used by both intrastate and interstate visitors to NSW (87.7% and 51.7% respectively). 'Railway' (5.6%) was the 2nd most popular amongst intrastate visitors, while 'aircraft' (45.2%) was the 2nd most popular amongst interstate visitors.

Destinations in NSW



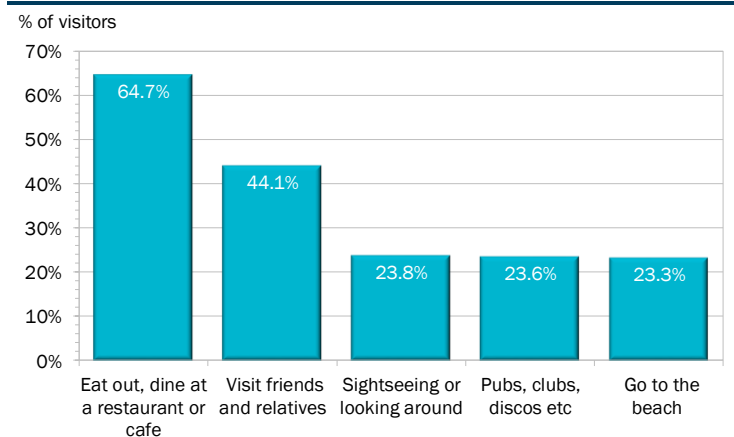
Regional NSW received over 74.5 million visitor nights - up by 5.8%* on YE Mar 17. This represented 73.5% of all nights in NSW - up by 0.5% pts on YE Mar 17.

Rank	Tourism region	Nights (million)	Rank	Tourism region	Nights (million)
1	Sydney	26.8	8	Snowy Mountains	3.4
2	North Coast region	20.0	9	The Murray	3.3
3	South Coast region	12.2	10	Capital Country	3.2
4	The Hunter	9.5	11	Riverina	2.5
5	Central NSW	7.3	12	Blue Mountains	2.5
6	New England North West	4.6	13	Outback NSW	1.7
7	Central Coast	3.8			

Travel party

'Alone' (31.3%) was the most common travel party amongst visitors to NSW. 'Adult couple' (25.3%) was the 2nd most common, followed by 'friends or relatives' (21.1%).

Top activities in NSW



'Eat out, dine at a restaurant or cafe' (64.7%) was the most popular activity undertaken by visitors to the State. 'Visit friends and relatives' (44.1%) was the 2nd most popular, followed by 'sightseeing or looking around' (23.8%).

Overview - Australia

Australians took nearly 97.8 million trips and spent over 350.6 million nights in Australia. Visitors were up by 6.7%* and nights were up by 4.5%* on YE Mar 17. On average, they stayed 3.6 nights - down by 0.1 night on YE Mar 17.

Australians spent over \$65.1 billion (incl airfares & transport costs) on domestic overnight travel - up by 5.5%* on YE Mar 17. On average, visitors spent \$666 per person and \$186 per night in Australia.

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

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Source: NVS, YE Mar 18, TRA - unless otherwise specified.

	YE Mar 18	% overnight visitors	YE Mar 17	YE on YE growth
Visitors to NSW (million)	91.2	35.4%	85.4	6.9%
Nights in NSW (million)	101.4		96.5	5.1%
Expenditure in NSW (billion)	\$25.5	75.3%	\$22.5	13.5%

Domestic Daytrip Travel

Overview

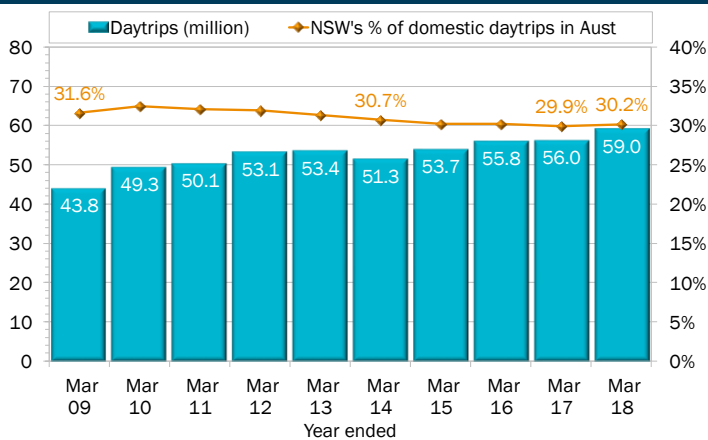
NSW received nearly 59.0 million domestic daytrip visitors - up by 5.4%* on YE Mar 17.

NSW received 30.2% of daytrips in Australia. Compared to YE Mar 17, the share was up by 0.3% pts.

Domestic daytrip visitors spent \$6.3 billion in NSW - up by 9.5%* on YE Mar 17. This represented 30.3% of total expenditure in Australia. On average, they spent \$107 per trip to the State - up by 3.9% on YE Mar 17. ⁽¹⁾

(1) Source: TRA's expenditure allocation method applied to NVS data, YE Mar 18.

Daytrips

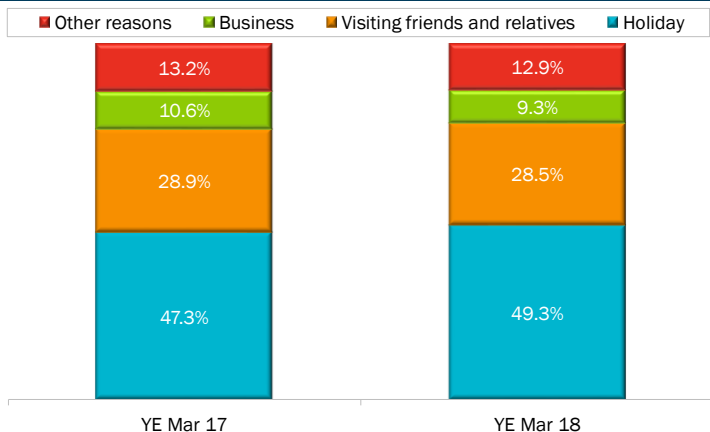


Origin

Regional NSW (48.4%) was the largest source of visitors to NSW, followed by Sydney (42.6%) and Queensland (4.3%).

Compared to YE Mar 17, the regional NSW source market grew by 4.4%* and Sydney increased by 5.5%* while Queensland grew by 12.0%.

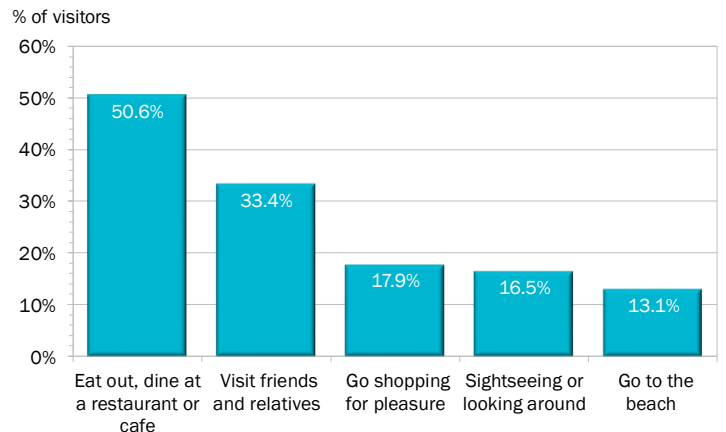
Main purpose of trip



'Holiday' (49.3%) was the largest purpose of trip for visitors to the State, followed by 'visiting friends and relatives (VFR)' (28.5%) and 'business' (9.3%).

Compared to YE Mar 17, visitors who travelled for 'holiday' grew by 9.8%* and 'VFR' increased by 3.9% while 'business' declined by 7.5%.

Top activities in NSW

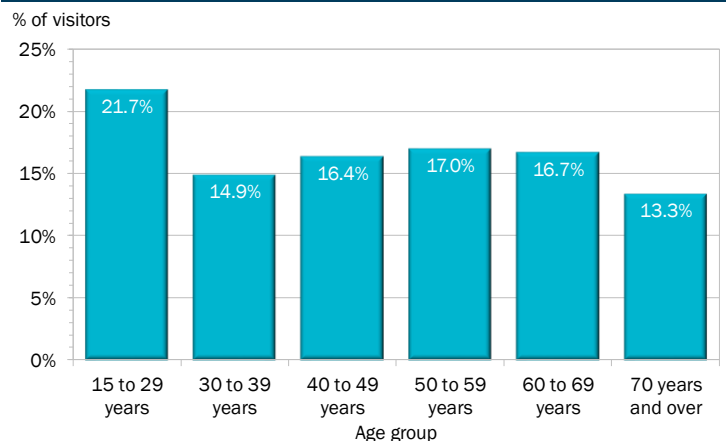


'Eat out, dine at a restaurant or cafe' (50.6%) was the most popular activity undertaken by visitors to NSW, followed by 'visit friends and relatives' (33.4%).

Transport in NSW

'Private vehicle or company car' (89.4%) was the most popular form of transport used by visitors to NSW, followed by 'railway' (6.8%) and 'bus or coach' (2.0%).

Age groups



Overview - Australia

Australians took nearly 195.4 million daytrips. Daytrips were up by 4.5%* on YE Mar 17. Australians spent nearly \$20.8 billion on domestic daytrip travel - up by 6.0%* on YE Mar 17. On average, they spent \$106 per trip - up by 1.5% on YE Mar 17.

Notes and further information

Domestic overnight visitor = an Australian resident, aged 15 and over, who had taken a trip within Australia involving a stay away from home for at least one night (but no more than 12 months) at a place at least 40 km from home.

Domestic daytrip visitor = an Australian resident, aged 15 and over, who had taken a round trip for a distance of at least 50km, of a duration of at least 4 hours but not involving a night away from home (same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work/school and home).

Please see www.destinationnsw.com.au for detailed profiles on travel to each of NSW's regions and information on international travel to the State.

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