Regional NSW received over 23.0 million domestic overnight visitors - up by 11.0%* on YE Mar 17. Visitors spent over 74.5 million nights in regional NSW - up by 5.8%* on YE Mar 17.

Note: The number of domestic overnight trips to New South Wales increased by 9.8 percent* on last year and by 24.1 percent* compared to four years ago.

Market share

Regional NSW received 71.3% of visitors and 73.5% of nights in NSW. Compared to YE Mar 17, the share of visitors was up by 0.8% pts and the share of nights was up by 0.5% pts.

Purpose of visit to regional NSW

‘Holiday’ (46.0%) was the largest purpose of visit for visitors to regional NSW, followed by ‘visiting friends and relatives (VFR)’ (34.1%) and ‘business’ (15.2%). Compared to YE Mar 17, visitors who travelled for ‘holiday’ grew by 11.9%* and ‘VFR’ increased by 5.4%* while ‘business’ grew by 26.1%*.

‘Holiday’ (50.7%) was the largest purpose in terms of nights in regional NSW, followed by ‘VFR’ (31.2%) and ‘business’ (13.0%). Compared to YE Mar 17, nights spent for ‘holiday’ grew by 10.0%* while ‘VFR’ declined by 0.7% and ‘business’ increased by 15.5%*.

Accommodation in regional NSW

‘Friends or relatives property’ (35.4%) was the most popular accommodation used for nights in regional NSW, followed by ‘standard hotel or motor inn, below 4 star’ (13.9%) and ‘caravan park or commercial camping ground’ (13.3%).

Regional NSW (8.7 million or 37.7%) was the largest source of visitors to regional NSW, followed by Sydney (8.2 million or 35.8%) and Queensland (2.5 million or 10.8%). Compared to YE Mar 17, the regional NSW source market grew by 16.0%* and Sydney increased by 8.3%* while Queensland declined by 1.4%.

Regional NSW (26.5 million or 35.5%) was the largest source market in terms of nights in regional NSW, followed by Sydney (23.7 million or 31.8%) and Queensland (9.2 million or 12.3%). Compared to YE Mar 17, nights spent by visitors from regional NSW grew by 13.3%* and nights from Sydney increased by 5.4% while Queensland nights declined by 9.1%.

Top activities in regional NSW

‘Eat out, dine at a restaurant or café’ (61.9%) was the most popular activity undertaken by visitors to regional NSW, followed by ‘visit friends and relatives’ (42.4%) and ‘go to the beach’ (27.2%).

Age groups

‘15 to 29 years’ (22.7%) was the largest age group of visitors to regional NSW, followed by ‘40 to 49 years’ (18.1%) and ‘50 to 59 years’ (17.6%).

Travel party

‘Adult couple’ (27.4%) was the most common travel party amongst visitors to regional NSW, followed by ‘alone’ (26.0%) and ‘friends or relatives’ (23.4%).

Expenditure (incl airfares and transport costs)3

Domestic overnight visitors spent over $11.8 billion in regional NSW - up by 16.1%* on YE Mar 17. On average, they spent $159 per night – up by 9.7% on YE Mar 17.

(3) Source: TRA’s expenditure allocation method applied to NVS data, YE Mar 18.
Regional NSW received 868,900 international overnight visitors - up by 11.2%* on YE Mar 17. Visitors spent nearly 14.6 million nights in regional NSW - up by 2.4% on YE Mar 17.

Note: The number of overnight trips to New South Wales by international visitors increased by 8.5 percent* on last year and by 38.7 percent* compared to four years ago.

Market share
Regional NSW received 20.0% of visitors and 15.4% of nights in NSW. Compared to YE Mar 17, the share of visitors was up by 0.5% pts and the share of nights was down by 0.4% pts.

Origin to regional NSW

```
<table>
<thead>
<tr>
<th>Rank</th>
<th>Origin</th>
<th>Visitors ('000)</th>
<th>%</th>
<th>Visitor nights ('000)</th>
<th>Spend in Reg NSW ($ million)</th>
<th>Average spend per night in Reg NSW</th>
<th>Average length of stay in Reg NSW</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United Kingdom</td>
<td>140</td>
<td>16.1%</td>
<td>1,700</td>
<td>113</td>
<td>67</td>
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<td>New Zealand</td>
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<td>95</td>
<td>89</td>
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<td>10.6%</td>
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<td>87</td>
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<td>Germany</td>
<td>95</td>
<td>11.1%</td>
<td>620</td>
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<td>45</td>
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<td>6</td>
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<td>63</td>
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<tr>
<td>7</td>
<td>South Korea</td>
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<td>3.1%</td>
<td>499</td>
<td>29</td>
<td>58</td>
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<tr>
<td>8</td>
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<tr>
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<td>18</td>
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<td>Other markets</td>
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<td>402</td>
<td>67</td>
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<td>Total Reg NSW</td>
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<td>14,352</td>
<td>1,036</td>
<td>71</td>
<td>16.7</td>
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</tbody>
</table>
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Accommodation in regional NSW
‘Friends or relatives property’ (34.1%) was the most popular form of accommodation for nights in regional NSW, followed by ‘rented house, apartment, flat or unit’ (29.1%) and ‘backpacker or hostel’ (6.9%).

Expenditure (incl. 30% prepaid package expenditure)*
International overnight visitors spent over $1.0 billion in regional NSW - up by 9.4% on YE Mar 17. On average, they spent $71 per night - up by 6.8% on YE Mar 17.

(4) Source: TRA’s expenditure allocation method applied to IVS data, YE Mar 18.

Preliminary IVS results
Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit. There are no issues with the survey collection.

* The percentage change is statistically significant.
np = Not published due to insufficient sample.