Regional NSW received over 23.3 million domestic overnight visitors - up by 9.4%* on YE Jun 17. Visitors spent nearly 75.7 million nights in regional NSW - up by 7.1%* on YE Jun 17.

Note: The number of domestic overnight trips to New South Wales increased by 9.3 percent* on last year and by 25.5 percent* compared to four years ago.

Market share
Regional NSW received 70.9% of visitors and 73.2% of nights in NSW. Compared to YE Jun 17, the share of visitors was up by 0.1% pt and the share of nights was up by 0.3% 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)’ (34.5%) and ‘business’ (15.0%). Compared to YE Jun 17, visitors who travelled for ‘holiday’ grew by 10.6%* and ‘VFR’ increased by 6.1%* while ‘business’ grew by 18.1%*.

‘Holiday’ (50.1%) was the largest purpose in terms of nights in regional NSW, followed by ‘VFR’ (31.5%) and ‘business’ (13.1%). Compared to YE Jun 17, nights spent for ‘holiday’ grew by 8.6%* and ‘VFR’ increased by 2.7% while ‘business’ grew by 15.4%.

Accommodation in regional NSW

‘Friends or relatives property’ (35.4%) was the most popular accommodation used for nights in regional NSW. ‘Standard hotel or motor inn, below 4 star’ (13.5%) was the 2nd most popular, followed by ‘caravan park or commercial camping ground’ (13.0%).

Sydney (8.6 million or 36.9%) was the largest source of visitors to regional NSW, followed by regional NSW (8.6 million or 36.8%) and Queensland (2.6 million or 11.2%). Compared to YE Jun 17, the Sydney source market grew by 11.4%* and regional NSW increased by 8.5%* while Queensland grew by 6.8%.

Regional NSW (26.2 million or 34.7%) was the largest source market in terms of nights in regional NSW, followed by Sydney (24.8 million or 32.8%) and Queensland (9.9 million or 13.1%). Compared to YE Jun 17, nights spent by visitors from regional NSW grew by 9.5%* and nights from Sydney increased by 9.9%* while Queensland nights grew by 2.7%.

Top activities in regional NSW

‘Eat out, dine at a restaurant or cafe’ (61.7%) was the most popular activity undertaken by visitors to regional NSW, followed by ‘visit friends and relatives’ (42.5%) and ‘go to the beach’ (27.5%).

Age groups

‘15 to 29 years’ (22.8%) was the largest age group of visitors to regional NSW, followed by ‘50 to 59 years’ (17.8%) and ‘40 to 49 years’ (17.5%).

Expenditure (incl airfares and transport costs)

Domestic overnight visitors spent over $12.0 billion in regional NSW - up by 14.0%* on YE Jun 17. On average, they spent $159 per night – up by 6.4% on YE Jun 17.

(3) Source: TRA’s expenditure allocation method applied to NVS data, YE Jun 18.

* The percentage change is statistically significant.
Travel to Regional NSW
Year ended June 2018
For the period of July 2017 to June 2018

Sources: (1) NVS YE & (2) IVS, YE Jun 18, TRA - unless otherwise specified.

### International Overnight Travel

- **Visitors and nights**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors (’000)</td>
<td>12,466</td>
<td>12,405</td>
<td>13,729</td>
<td>14,238</td>
</tr>
<tr>
<td>Nights (’000)</td>
<td>6,045</td>
<td>5,972</td>
<td>5,840</td>
<td>5,810</td>
</tr>
</tbody>
</table>

Regional NSW received 863,100 international overnight visitors - up by 6.2%* on YE Jun 17. Visitors spent over 14.2 million nights in regional NSW - down by 3.9% on YE Jun 17.

Note: The number of overnight trips to New South Wales by international visitors increased by 5.9 percent* on last year and by 36.1 percent* compared to four years ago.

### Market share

Regional NSW received 19.9% of visitors and 15.1% of nights in NSW. Compared to YE Jun 17, the share of visitors was unchanged and the share of nights was down by 0.9% pts.

### Origin to regional NSW

<table>
<thead>
<tr>
<th>Rank</th>
<th>Origin</th>
<th>Visitors (’000)</th>
<th>Visitor nights (’000)</th>
<th>Spend in Reg NSW ($ million)</th>
<th>Average spend per night Reg NSW</th>
<th>Average length of stay in Reg NSW</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United Kingdom</td>
<td>138</td>
<td>138.0</td>
<td>1,609</td>
<td>106</td>
<td>66</td>
</tr>
<tr>
<td>2</td>
<td>New Zealand</td>
<td>108</td>
<td>126.5</td>
<td>942</td>
<td>87</td>
<td>92</td>
</tr>
<tr>
<td>3</td>
<td>USA</td>
<td>92</td>
<td>10.7</td>
<td>961</td>
<td>77</td>
<td>80</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
<td>92</td>
<td>7.2</td>
<td>948</td>
<td>42</td>
<td>44</td>
</tr>
<tr>
<td>5</td>
<td>Mainland China</td>
<td>50</td>
<td>5.8</td>
<td>1,168</td>
<td>149</td>
<td>127</td>
</tr>
<tr>
<td>6</td>
<td>Canada</td>
<td>32</td>
<td>3.7</td>
<td>456</td>
<td>30</td>
<td>66</td>
</tr>
<tr>
<td>7</td>
<td>South Korea</td>
<td>26</td>
<td>3.0</td>
<td>497</td>
<td>28</td>
<td>57</td>
</tr>
<tr>
<td>8</td>
<td>France</td>
<td>26</td>
<td>3.0</td>
<td>366</td>
<td>14</td>
<td>37</td>
</tr>
<tr>
<td>9</td>
<td>Taiwan</td>
<td>20</td>
<td>2.3</td>
<td>641</td>
<td>36</td>
<td>56</td>
</tr>
<tr>
<td>10</td>
<td>India</td>
<td>20</td>
<td>2.3</td>
<td>641</td>
<td>36</td>
<td>56</td>
</tr>
<tr>
<td>Other markets</td>
<td>290</td>
<td>33.6</td>
<td>6,045</td>
<td>352</td>
<td>58</td>
<td>20.8</td>
</tr>
<tr>
<td>Total Reg NSW</td>
<td>863</td>
<td>32.6</td>
<td>14,238</td>
<td>947</td>
<td>67</td>
<td>16.5</td>
</tr>
</tbody>
</table>

Accommodation in regional NSW

‘Friends or relatives property’ (37.7%) was the most popular form of accommodation for nights in regional NSW, followed by ‘rented house, apartment, flat or unit’ (27.9%) and ‘backpacker or hostel’ (6.7%).

### Expenditure

International overnight visitors spent $947 million in regional NSW - down by 11.0% on YE Jun 17. On average, they spent $67 per night - down by 7.5% on YE Jun 17.

Expenditure (incl. 30% prepaid package expenditure)

International overnight visitors spent over $947 million in regional NSW - down by 11.0% on YE Jun 17. On average, they spent $67 per night - down by 7.5% on YE Jun 17.

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

### Domestic Daytrip Travel

Regional NSW received nearly 38.5 million domestic daytrip visitors - up by 4.0%* on YE Jun 17.

Note: The number of domestic daytrips to New South Wales increased by 6.0 percent* on last year and was up by 12.8 percent* compared to four years ago.

### Market share

Regional NSW received 64.0% of daytrips to NSW. Compared to YE Jun 17, the share was down by 1.3% pts.

### Main purpose of trip

‘Holiday’ (52.1%) was the largest purpose of trip for visitors to regional NSW, followed by ‘visiting friends and relatives (VFR)’ (26.8%) and ‘business’ (8.4%).

‘Holiday’ (52.1%) was the largest purpose of trip for visitors to regional NSW, followed by ‘visiting friends and relatives (VFR)’ (30.9%) and ‘go shopping for pleasure’ (17.8%).

### Top activities

‘Eat out, dine at a restaurant or cafe’ (50.7%) was the most popular activity undertaken by visitors to regional NSW, followed by ‘visit friends and relatives’ (30.9%) and ‘go shopping for pleasure’ (18.7%).

### Expenditure

Domestic daytrip visitors spent over $4.1 billion in regional NSW - up by 10.2%* on YE Jun 17. On average, they spent $108 per trip – up by 6.0% on YE Jun 17.

(3) Source: TRA’s expenditure allocation method applied to NVS data, YE Jun 18.

### Forecast

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 for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.

Please note: Due to quality issues with the incoming passenger data, IVS and total travel results for the YE Jun 18 are preliminary.

* The percentage change is statistically significant.

np = Not published due to insufficient sample.