

Domestic Travel to NSW

Year ended September 2018

For the period of October 2017 to September 2018

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



Domestic Overnight Travel

Overview

NSW received over 33.6 million domestic overnight visitors - up by 8.4%* on YE Sep 17. Visitors spent over 105.1 million nights in the State - up by 5.5%* on YE Sep 17.

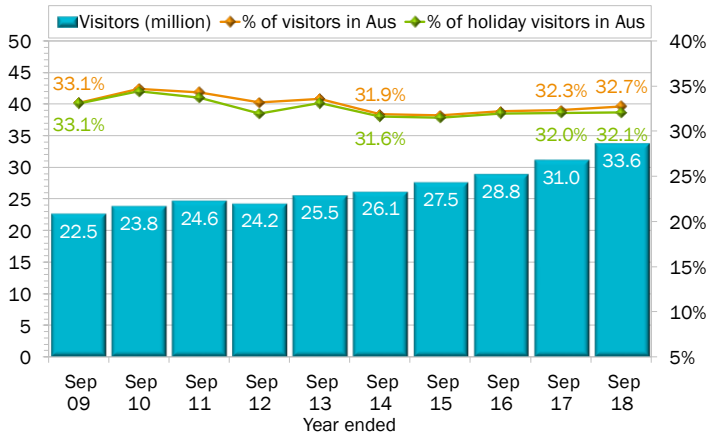
NSW received 32.7% of visitors and 28.5% of nights in Australia. Compared to YE Sep 17, the share of visitors was up by 0.4% pts and the share of nights was down by 0.2% pts.

The average length of stay in NSW was 3.1 nights - down by 0.1 night on YE Sep 17.

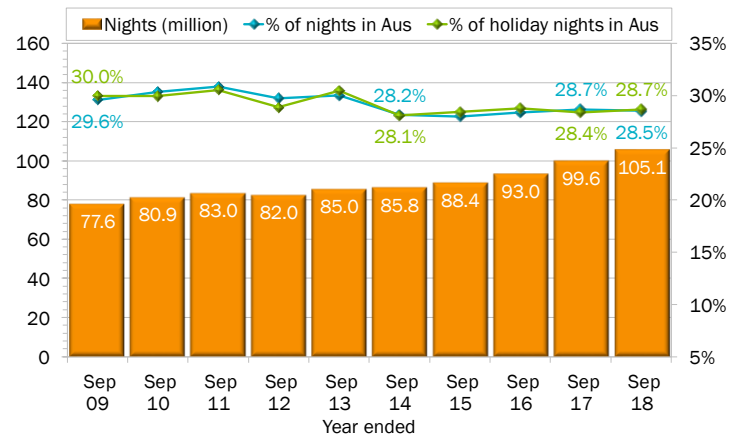
Domestic overnight visitors spent \$20.4 billion in NSW (incl airfares and transport costs) - up by 13.0%* on YE Sep 17. This represented 29.1% of total expenditure in Australia. On average, visitors spent \$607 per person and \$194 per night in NSW. ⁽¹⁾

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

Overnight visitors



Visitor nights



Age groups

'15 to 29 years' (22.2%) was the largest age group of visitors to the State, followed by '40 to 49 years' (18.3%) and '50 to 59 years' (18.1%).

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	12,593	37.4%	35,355	6,126	173	2.8
Sydney	9,568	28.4%	27,143	5,825	215	2.8
Total intrastate	22,161	65.9%	62,498	11,951	191	2.8
Queensland	4,213	12.5%	15,824	2,942	186	3.8
Victoria	4,048	12.0%	14,369	3,134	218	3.5
ACT	1,799	5.3%	5,129	833	162	2.9
Other interstate	1,413	4.2%	7,291	1,560	214	5.2
Total interstate	11,472	34.1%	42,612	8,469	199	3.7
Total NSW	33,633		105,110	20,421	194	3.1

Regional NSW (12.6 million or 37.4%) was the largest source of **visitors** to the State, followed by Sydney (9.6 million or 28.4%) and Queensland (4.2 million or 12.5%). Compared to YE Sep 17, the regional NSW source market grew by 5.3%* and Sydney increased by 8.3%* while Queensland grew by 12.6%*.

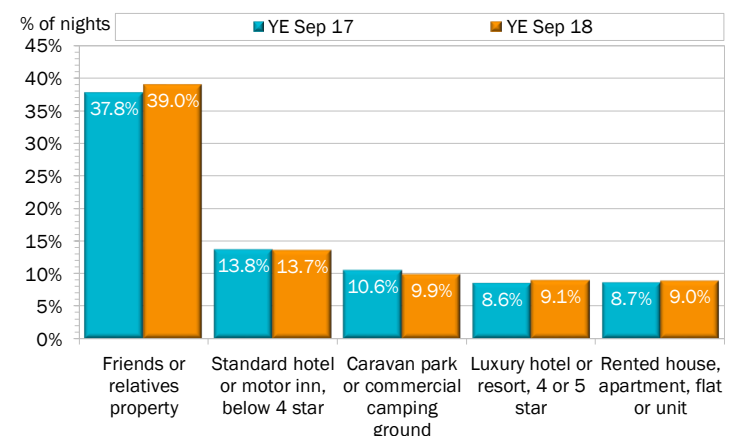
Regional NSW (35.4 million or 33.6%) was the largest source market in terms of **nights** in the State, followed by Sydney (27.1 million or 25.8%) and Queensland (15.8 million or 15.1%). Compared to YE Sep 17, nights spent by visitors from regional NSW grew by 4.5% and nights from Sydney increased by 6.8% while nights by Queenslanders grew by 4.7%.

Visitors from regional NSW spent the most in the State (\$6.1 billion), followed by visitors from Sydney (\$5.8 billion) and visitors from Victoria (\$3.1 billion). Compared to YE Sep 17, **expenditure** by regional NSW visitors grew by 11.2%* and spend by visitors from Sydney increased by 6.1% while spend by Victorian visitors grew by 19.5%*.

Visitors from Northern Territory (\$250) had the highest **average spend per night** in NSW, followed by Western Australian visitors (\$230) and visitors from Victoria (\$218).

Interstate visitors to NSW stayed, on average, 3.7 nights in the State. This was 0.9 nights longer than intrastate visitors. Visitors from Northern Territory (6.7 nights) had the longest **average stay** in NSW, followed by Western Australian visitors (5.6 nights).

Accommodation in NSW



'Friends or relatives property' (39.0%) was the most popular accommodation type used for nights in NSW, followed by 'standard hotel or motor inn, below 4 star' (13.7%). Compared to YE Sep 17, 'friends or relatives property' increased by 1.2% pts, while 'caravan park or commercial camping ground' decreased by 0.7% pts.

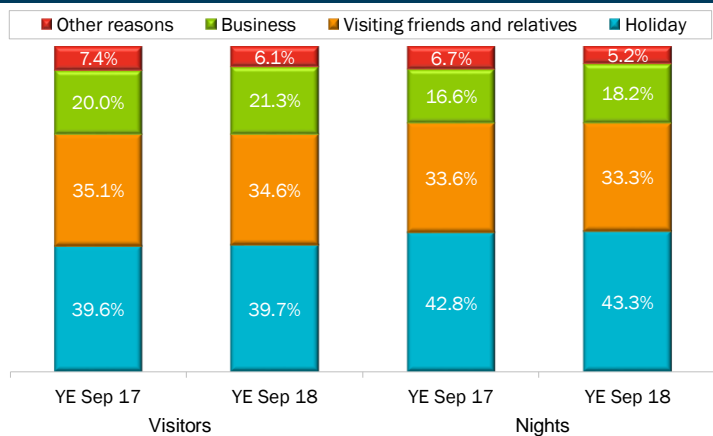
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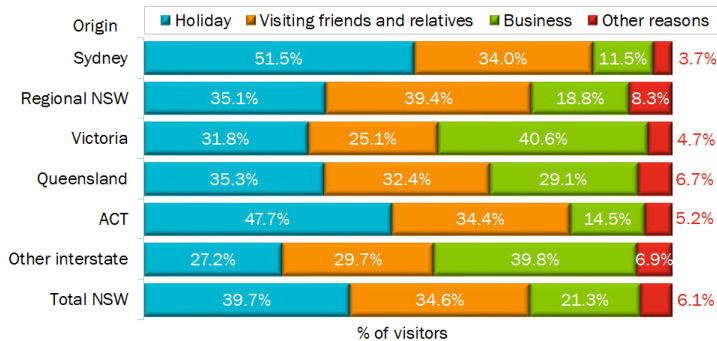
Source: NVS, YE Sep 18, TRA - unless otherwise specified.

Purpose of visit to NSW



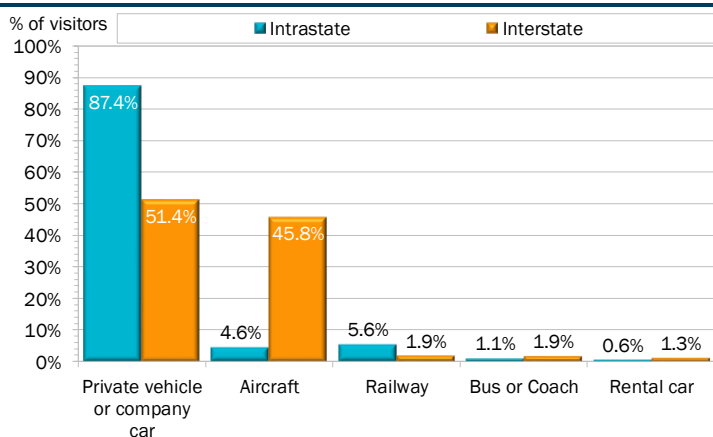
'Holiday' (39.7%) was the largest purpose of visit for visitors to NSW, followed by 'visiting friends and relatives (VFR)' (34.6%) and 'business' (21.3%). Compared to YE Sep 17, visitors who travelled for 'holiday' grew by 8.6%* and 'VFR' increased by 6.9%* while 'business' grew by 15.3%*.

'Holiday' (43.3%) was the largest purpose in terms of nights in the State, followed by 'VFR' (33.3%) and 'business' (18.2%). Compared to YE Sep 17, nights spent for 'holiday' grew by 6.7%* and 'VFR' increased by 4.4% while 'business' grew by 15.7%*.



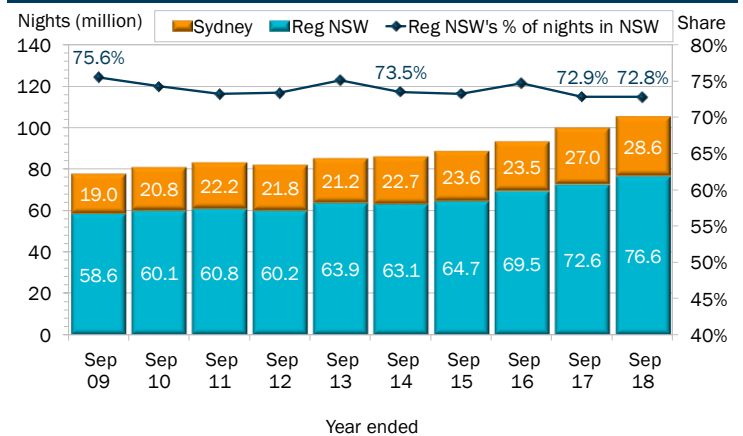
Sydney residents (51.5%) were more likely than visitors from other origins to travel for 'holiday' to the State, while Victorians (40.6%) had the largest proportion of 'business' visitors (note: of the individual origins shown in the graph).

Transport in NSW



'Private vehicle or company car' was the most popular form of transport used by both intrastate and interstate visitors to NSW (87.4% and 51.4% respectively). 'Railway' (5.6%) was the 2nd most popular amongst intrastate visitors, while 'aircraft' (45.8%) was the 2nd most popular amongst interstate visitors.

Destinations in NSW



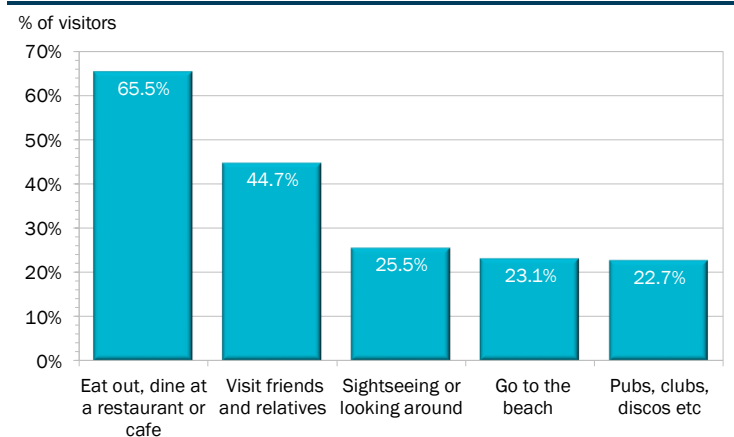
Regional NSW received nearly 76.6 million visitor nights - up by 5.5%* on YE Sep 17. This represented 72.8% of all nights in NSW - down by 0.1% pt on YE Sep 17.

Rank	Tourism region	Nights (million)	Rank	Tourism region	Nights (million)
1	Sydney	28.6	8	Snowy Mountains	3.3
2	North Coast region	20.8	9	Capital Country	3.2
3	South Coast region	12.2	10	The Murray	3.0
4	The Hunter	10.0	11	Riverina	2.9
5	Central NSW	7.7	12	Outback NSW	2.2
6	New England North West	4.5	13	Blue Mountains	2.2
7	Central Coast	3.9			

Travel party

'Alone' (32.3%) was the most common travel party amongst visitors to NSW. 'Adult couple' (25.0%) was the 2nd most common, followed by 'friends or relatives' (20.9%).

Top activities in NSW



'Eat out, dine at a restaurant or cafe' (65.5%) was the most popular activity undertaken by visitors to the State. 'Visit friends and relatives' (44.7%) was the 2nd most popular, followed by 'sightseeing or looking around' (25.5%).

Overview - Australia

Australians took over 102.7 million trips and spent over 368.2 million nights in Australia. Visitors were up by 7.0%* and nights were up by 6.0%* on YE Sep 17. On average, they stayed 3.6 nights - unchanged on YE Sep 17.

Australians spent nearly \$70.3 billion (incl airfares & transport costs) on domestic overnight travel - up by 10.3%* on YE Sep 17. On average, visitors spent \$684 per person and \$191 per night in Australia.

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* The percentage change is statistically significant.

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

	YE Sep 18	% overnight visitors	YE Sep 17	YE on YE growth
Visitors to NSW (million)	94.9	35.5%	89.3	6.2%
Nights in NSW (million)	105.1		99.6	5.5%
Expenditure in NSW (billion)	\$27.1	75.2%	\$24.1	12.4%

Domestic Daytrip Travel

Overview

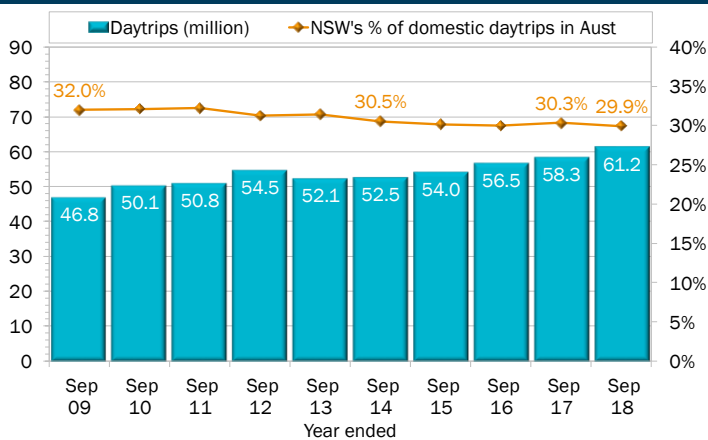
NSW received over 61.2 million domestic daytrip visitors - up by 5.1%* on YE Sep 17.

NSW received 29.9% of daytrips in Australia. Compared to YE Sep 17, the share was down by 0.4% pts.

Domestic daytrip visitors spent \$6.7 billion in NSW - up by 10.6%* on YE Sep 17. This represented 30.6% of total expenditure in Australia. On average, they spent \$110 per trip to the State - up by 5.3% on YE Sep 17. ⁽¹⁾

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

Daytrips

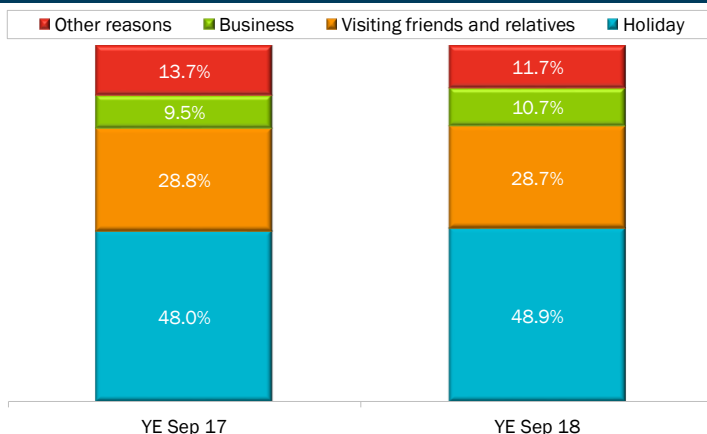


Origin

Regional NSW (48.9%) was the largest source of visitors to NSW, followed by Sydney (41.9%) and Queensland (4.1%).

Compared to YE Sep 17, the regional NSW source market grew by 4.4%* and Sydney increased by 3.8% while Queensland grew by 7.2%.

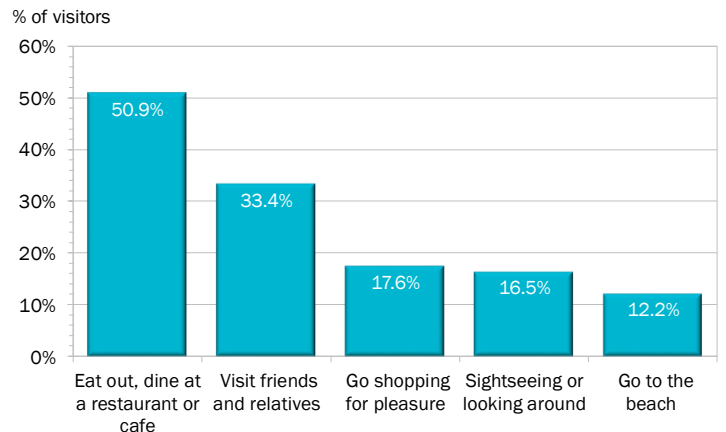
Main purpose of trip



'Holiday' (48.9%) was the largest purpose of trip for visitors to the State, followed by 'visiting friends and relatives (VFR)' (28.7%) and 'business' (10.7%).

Compared to YE Sep 17, visitors who travelled for 'holiday' grew by 6.9%* and 'VFR' increased by 4.6% while 'business' grew by 18.5%*.

Top activities in NSW

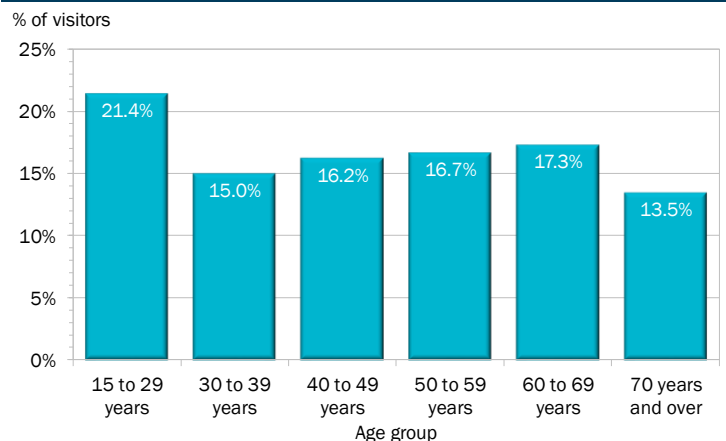


'Eat out, dine at a restaurant or cafe' (50.9%) was the most popular activity undertaken by visitors to NSW, followed by 'visit friends and relatives' (33.4%).

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' (6.4%) and 'bus or coach' (2.3%).

Age groups



Overview - Australia

Australians took nearly 204.6 million daytrips. Daytrips were up by 6.6%* on YE Sep 17. Australians spent almost \$22.0 billion on domestic daytrip travel - up by 7.7%* on YE Sep 17. On average, they spent \$108 per trip - up by 1.1% on YE Sep 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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