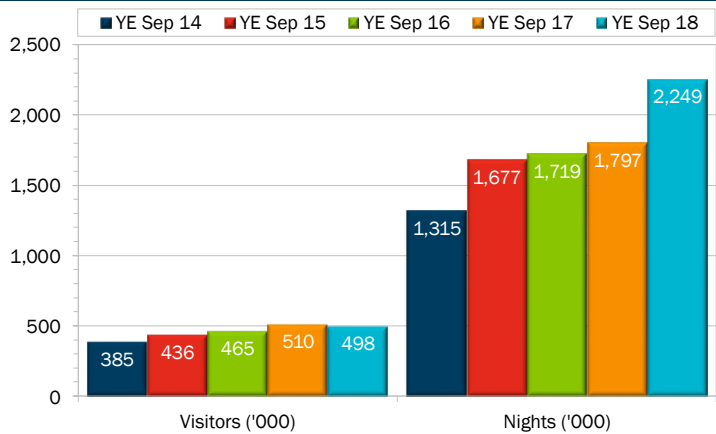


## Domestic Overnight Travel<sup>1</sup>

### Visitors and nights



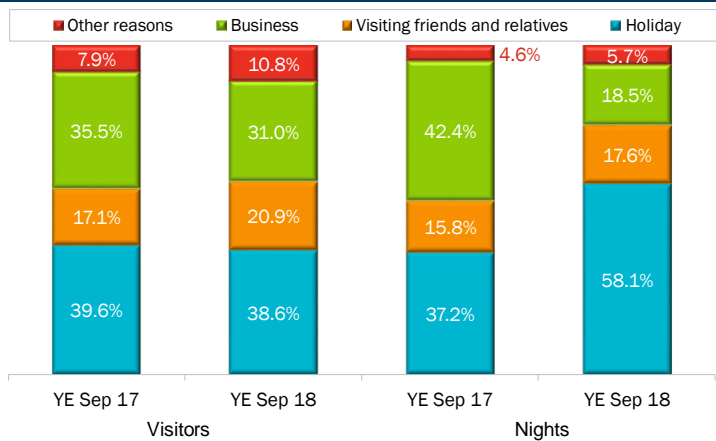
Outback NSW received 498,000 domestic overnight visitors - down by 2.4% on YE Sep 17. Visitors spent over 2.2 million nights in the region - up by 25.1% on YE Sep 17.

Note: The number of domestic overnight trips to regional New South Wales increased by 7.7 percent\* on last year and by 28.1 percent\* compared to four years ago.

### Market share

The region received 2.1% of visitors and 2.9% of nights in regional NSW. Compared to YE Sep 17, the share of visitors was down by 0.2% pts and the share of nights was up by 0.5% pts.

### Purpose of visit to Outback NSW



'Holiday' (38.6%) was the largest purpose of visit for visitors to the region, followed by 'business' (31.0%) and 'visiting friends and relatives (VFR)' (20.9%). Compared to YE Sep 17, visitors who travelled for 'holiday' declined by 4.8% and 'business' decreased by 14.8% while 'VFR' grew by 19.5%.

'Holiday' (58.1%) was the largest purpose in terms of nights in the region, followed by 'business' (18.5%) and 'VFR' (17.6%). Compared to YE Sep 17, nights spent for 'holiday' grew by 95.4%\* while 'business' declined by 45.3% and 'VFR' increased by 39.4%.

### Accommodation in Outback NSW

'Friends or relatives property' (47.1%) was the most popular accommodation used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (13.5%) and 'caravan park or commercial camping ground' (12.4%).

### Origin

Origin	Share of visitors		Share of nights	
	YE Sep 17	YE Sep 18	YE Sep 17	YE Sep 18
Regional NSW	43.5%	40.1%	37.8%	25.8%
Sydney	17.8%	16.6%	18.2%	38.5%
Total intrastate	61.3%	56.7%	56.0%	64.2%
Victoria	14.6%	16.4%	15.0%	15.3%
South Australia	10.0%	15.3%	9.4%	10.5%
Queensland	11.2%	8.3%	16.7%	4.5%
Other interstate	2.9%	3.3%	2.9%	5.6%
Total interstate	38.7%	43.3%	44.0%	35.8%

Regional NSW (40.1%) was the largest source of visitors to the region, followed by Sydney (16.6%) and Victoria (16.4%). Compared to YE Sep 17, the regional NSW source market declined by 9.9% and Sydney decreased by 9.4%. Over the same period, Victoria grew by 9.9% and South Australia increased by 49.4% while Queensland declined by 27.8%.

Sydney (38.5%) was the largest source market in terms of nights in the region, followed by regional NSW (25.8%) and Victoria (15.3%). Compared to YE Sep 17, nights spent by visitors from Sydney grew by 164%\* while nights from regional NSW declined by 14.7%. Over the same period, nights by Victorians grew by 27.3% and South Australian nights increased by 39.0% while Queensland nights declined by 66.5%.

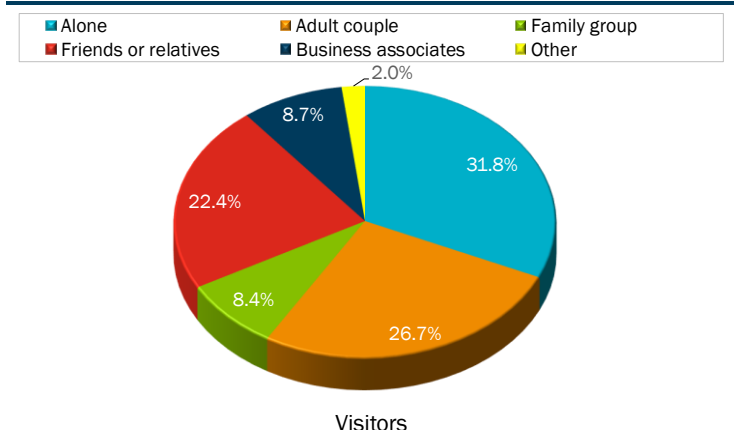
### Top activities in Outback NSW

'Eat out, dine at a restaurant or cafe' (47.8%) was the most popular activity undertaken by visitors to the region, followed by 'sightseeing or looking around' (26.5%) and 'visit friends and relatives' (24.6%).

### Age groups

'60 to 69 years' (26.6%) was the largest age group of visitors to the region, followed by '40 to 49 years' (23.2%) and '15 to 29 years' (17.9%).

### Travel party



'Alone' (31.8%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (26.7%) and 'friends or relatives' (22.4%).

### Expenditure (incl airfares and transport costs)<sup>3</sup>

Domestic overnight visitors spent \$210 million in the region - down by 38.9%\* on YE Sep 17. On average, they spent \$93 per night - down by 51.2% on YE Sep 17.

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

# Travel to Outback NSW

Year ended September 2018

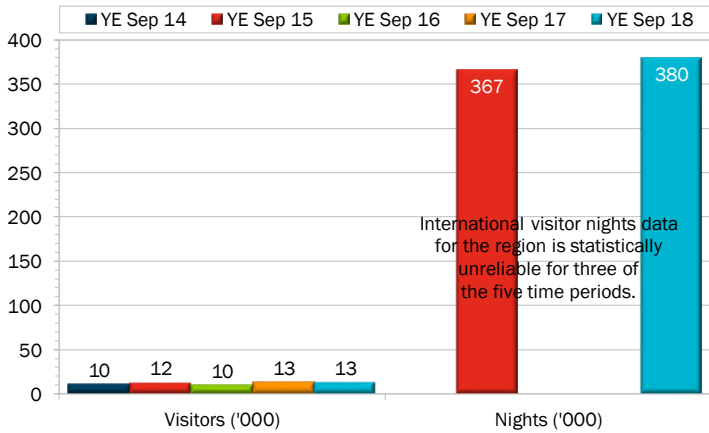
For the period of October 2017 to September 2018

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

Preliminary	YE Sep 18	YE on YE growth	Share of region			Share of regional NSW	Rank in regional NSW
			international overnight	domestic overnight	domestic daytrips		
Total visitors (million)	0.7	8.0%	1.7%	67.8%	30.4%	1.2%	12
Total nights (million)	2.6	37.5%	14.5%	85.5%	0.0%	2.9%	12
Total spend (million)	\$253	-31.2%	7.9%	82.8%	9.3%	1.5%	12

## International Overnight Travel<sup>2</sup> - preliminary

### Visitors and nights



Outback NSW received 12,800 international overnight visitors - down by 1.1% on YE Sep 17. Visitors spent 380,100 nights in the region.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 4.6 percent\* on last year and by 40.3 percent\* compared to four years ago.

### Market share

The region received 1.5% of visitors and 2.6% of nights in regional NSW. Compared to YE Sep 17, the share of visitors was down by 0.1% pt.

### Origin - share of visitors to Outback NSW

Rank	Individual market	Share of international visitors to Outback NSW		
		YE Sep 17	YE Sep 18	Origin region
1	np	np	np	Europe
2	np	np	np	North America
3	np	np	np	Asia
4	np	np	np	New Zealand & Oceania
5	np	np	np	Other Countries

None of the region's individual source market of visitors had sufficient sample for publication. Nearly 2/5 (39.4%) of visitors were from Europe.

### Accommodation in Outback NSW

'Standard hotel or motor inn, below 4 star' (29.8%) was the most popular form of accommodation used by visitors in the region, followed by 'caravan park or commercial camping ground' (16.7%).

### Age groups

'15 to 29 years' (25.2%) was the largest age group of visitors to the region, followed by '60 to 69 years' (21.8%) and '50 to 59 years' (15.2%).

### Expenditure (incl 30% prepaid package expenditure)<sup>4</sup>

Expenditure by international overnight visitors in the region is statistically unreliable

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

### Preliminary IVS results

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

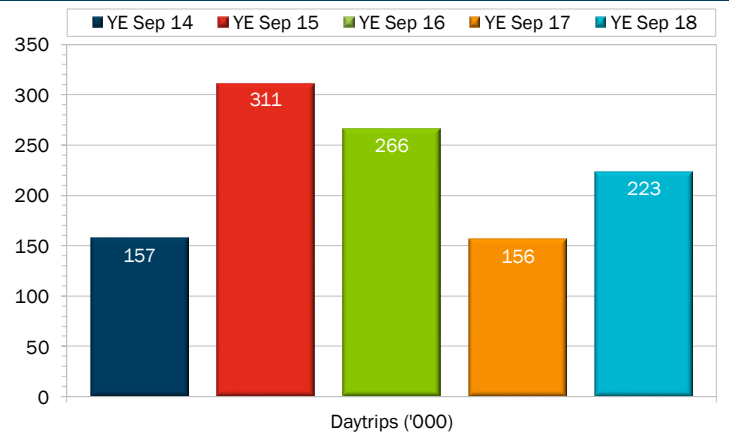
Please note: Due to quality issues with the incoming passenger data, IVS and total travel results for the YE Sep 18 are preliminary.

\* The percentage change is statistically significant.

np = Not published due to insufficient sample.

## Domestic Daytrip Travel<sup>4</sup>

### Daytrips



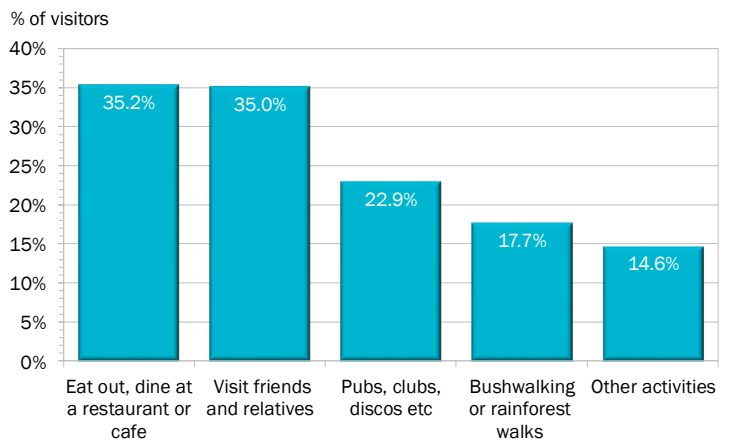
Outback NSW received 223,000 domestic daytrip visitors - up by 42.7% on YE Sep 17.

Note: The number of domestic daytrips to regional New South Wales increased by 3.7 percent on last year and by 20.3 percent\* compared to four years ago.

### Market share

The region received 0.6% of daytrips to regional NSW. Compared to YE Sep 17, the share was up by 0.2% pts.

### Top activities in Outback NSW



'Eat out, dine at a restaurant or cafe' (35.2%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (35.0%) was the 2<sup>nd</sup> most popular activity, followed by 'pubs, clubs, discos etc' (22.9%).

### Expenditure<sup>3</sup>

Expenditure by domestic daytrip visitors in the region is statistically unreliable.

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

### Further information

Please see [www.destinationnsw.com.au](http://www.destinationnsw.com.au) for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.