Travel to Regional NSW
Year ended September 2018
For the period of October 2017 to September 2018

Regional NSW received nearly 23.7 million domestic overnight visitors - up by 7.7%* on YE Sep 17. Visitors spent nearly 76.6 million nights in regional NSW - up by 5.5%* on YE Sep 17.

Note: The number of domestic overnight trips to New South Wales increased by 8.4 percent* on last year and by 29.0 percent* compared to four years ago.

Market share
Regional NSW received 70.3% of visitors and 72.8% of nights in NSW. Compared to YE Sep 17, the share of visitors was down by 0.5% pts and the share of nights was down by 0.1 pt.

Purpose of visit to regional NSW

‘Holiday’ (45.5%) was the largest purpose of visit for visitors to regional NSW, followed by ‘visiting friends and relatives (VFR’) (35.4%) and ‘business’ (14.7%). Compared to YE Sep 17, visitors who travelled for ‘holiday’ grew by 6.4%* and ‘VFR’ increased by 10.3%* while ‘business’ grew by 13.5%*.

‘Holiday’ (50.3%) was the largest purpose in terms of nights in regional NSW, followed by ‘VFR’ (31.7%) and ‘business’ (13.0%). Compared to YE Sep 17, nights spent for ‘holiday’ grew by 5.9% and ‘VFR’ increased by 3.7% while ‘business’ grew by 17.8%*.

Accommodation in regional NSW

‘Friends or relatives property’ (36.6%) was the most popular accommodation used for nights in regional NSW. ‘Caravan park or commercial camping ground’ (13.3%) was the 2nd most popular, followed by ‘standard hotel or motor inn, below 4 star’ (13.2%).

Sydney (8.7 million or 36.9%) was the largest source of visitors to regional NSW, followed by regional NSW (8.7 million or 36.9%) and Queensland (2.7 million or 11.3%). Compared to YE Sep 17, the Sydney source market grew by 9.8%* and regional NSW increased by 6.4%* while Queensland grew by 10.4%*.

Regional NSW (26.2 million or 34.2%) was the largest source market in terms of nights in regional NSW, followed by Sydney (25.6 million or 33.4%) and Queensland (10.0 million or 13.0%). Compared to YE Sep 17, nights spent by visitors from regional NSW grew by 4.9% and nights from Sydney increased by 9.3%* while Queensland nights grew by 5.7%.

Top activities in regional NSW

‘Eat out, dine at a restaurant or café’ (62.5%) was the most popular activity undertaken by visitors to regional NSW, followed by ‘visit friends and relatives’ (43.9%) and ‘go to the beach’ (27.2%).

Age groups

‘15 to 29 years’ (22.5%) was the largest age group of visitors to regional NSW, followed by ‘50 to 59 years’ (18.1%) and ‘30 to 39 years’ (17.1%).

Travel party

‘Adult couple’ (27.4%) was the most common travel party amongst visitors to regional NSW, followed by ‘alone’ (26.4%) and ‘friends or relatives’ (23.7%).
Regional NSW received 870,800 international overnight visitors - up by 4.6%* on YE Sep 17. Visitors spent over 14.5 million nights in regional NSW - down by 4.7% on YE Sep 17.

Note: The number of overnight trips to New South Wales by international visitors increased by 3.4 percent* on last year and by 34.4 percent* compared to four years ago.

Market share
Regional NSW received 20.1% of visitors and 15.2% of nights in NSW. Compared to YE Sep 17, the share of visitors was up by 0.2% pts 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>%</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>140</td>
<td>16.1</td>
<td>1,649</td>
<td>108</td>
<td>65</td>
<td>11.8</td>
</tr>
<tr>
<td>2</td>
<td>New Zealand</td>
<td>107</td>
<td>12.3</td>
<td>999</td>
<td>86</td>
<td>87</td>
<td>10.0</td>
</tr>
<tr>
<td>3</td>
<td>USA</td>
<td>99</td>
<td>10.3</td>
<td>897</td>
<td>79</td>
<td>88</td>
<td>10.0</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
<td>69</td>
<td>8.8</td>
<td>829</td>
<td>37</td>
<td>44</td>
<td>14.0</td>
</tr>
<tr>
<td>5</td>
<td>Mainland China</td>
<td>56</td>
<td>6.4</td>
<td>1,310</td>
<td>157</td>
<td>120</td>
<td>23.0</td>
</tr>
<tr>
<td>6</td>
<td>Canada</td>
<td>33</td>
<td>3.8</td>
<td>495</td>
<td>33</td>
<td>67</td>
<td>14.9</td>
</tr>
<tr>
<td>7</td>
<td>France</td>
<td>26</td>
<td>3.0</td>
<td>468</td>
<td>18</td>
<td>39</td>
<td>18.0</td>
</tr>
<tr>
<td>8</td>
<td>South Korea</td>
<td>26</td>
<td>3.0</td>
<td>450</td>
<td>24</td>
<td>53</td>
<td>17.4</td>
</tr>
<tr>
<td>9</td>
<td>India</td>
<td>21</td>
<td>2.4</td>
<td>593</td>
<td>36</td>
<td>60</td>
<td>28.4</td>
</tr>
<tr>
<td>10</td>
<td>Japan</td>
<td>19</td>
<td>2.2</td>
<td>626</td>
<td>33</td>
<td>54</td>
<td>22.0</td>
</tr>
<tr>
<td></td>
<td>Other markets</td>
<td>293</td>
<td>33.7</td>
<td>6,240</td>
<td>397</td>
<td>64</td>
<td>21.9</td>
</tr>
<tr>
<td></td>
<td>Total Reg NSW</td>
<td>871</td>
<td></td>
<td>14,545</td>
<td>1,007</td>
<td>69</td>
<td>16.7</td>
</tr>
</tbody>
</table>

Accommodation in regional NSW

‘Friends or relatives property’ (36.0%) was the most popular form of accommodation for nights in regional NSW, followed by ‘rented house, apartment, flat or unit’ (27.6%) and ‘backpacker or hostel’ (5.8%).

Expenditure (incl 30% prepaid package expenditure)
International overnight visitors spent over $1.0 billion in regional NSW - down by 6.7% on YE Sep 17. On average, they spent $69 per night - down by 2.1% on YE Sep 17.

(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.