Sydney received nearly 10.7 million domestic overnight visitors - up by 9.4% on YE Sep 17. Visitors spent nearly 28.6 million nights in Sydney - up by 5.7% 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
Sydney received 31.7% of visitors and 27.2% 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 up by 0.1% pt.

Purpose of visit to Sydney

‘Business’ (35.5%) was the largest purpose of visit to Sydney, followed by ‘visiting friends and relatives (VFR)’ (32.7%) and ‘holiday’ (26.2%). Compared to YE Sep 17, visitors who travelled for ‘business’ grew by 17.8%* while ‘VFR’ declined by 0.1% and ‘holiday’ increased by 18.8%*.

‘VFR’ (37.4%) was the largest purpose in terms of nights in Sydney, followed by ‘business’ (32.1%) and ‘holiday’ (24.5%). Compared to YE Sep 17, nights spent for ‘VFR’ grew by 6.0% and ‘business’ increased by 13.5%* while ‘holiday’ grew by 11.2%.

Accommodation in Sydney

‘Friends or relatives property’ (45.6%) was the most popular accommodation used for nights in Sydney. ‘Luxury hotel or resort, 4 or 5 star’ (18.2%) was the 2nd most popular, followed by ‘standard hotel or motor inn, below 4 star’ (14.9%) and ‘rented house, apartment, flat or unit’ (6.5%).

Regional NSW (4.0 million or 37.9%) was the largest source of visitors to Sydney, followed by Victoria (2.4 million or 22.1%) and Queensland (1.7 million or 16.1%). Compared to YE Sep 17, the regional NSW source market grew by 1.0% and Victoria increased by 23.5%* while Queensland grew by 18.5%*.

Regional NSW (9.1 million or 32.0%) was the largest source market in terms of nights in Sydney, followed by Victoria (6.5 million or 22.7%) and Queensland (5.8 million or 20.4%). Compared to YE Sep 17, nights spent by visitors from regional NSW grew by 3.4% and Victorian nights increased by 18.1%* while nights by Queenslanders grew by 3.1%.

Top activities in Sydney

‘Eat out, dine at a restaurant or cafe’ (70.4%) was the most popular activity undertaken by visitors to Sydney, followed by ‘visit friends and relatives’ (45.7%) and ‘sightseeing or looking around’ (21.6%).

Age groups

‘15 to 29 years’ (21.2%) was the largest age group of visitors to Sydney, followed by ‘40 to 49 years’ (21.2%) and ‘50 to 59 years’ (18.0%).

Travel party

‘Alone’ (45.2%) was the most common travel party amongst visitors to Sydney, followed by ‘adult couple’ (20.0%) and ‘friends or relatives’ (14.5%).

Expenditure (incl airfares and transport costs)

Domestic overnight visitors spent over $8.4 billion in Sydney - up by 20.7%* on YE Sep 17. On average, they spent $295 per night - up by 14.3% on YE Sep 17.

(3) Source: TRA’s expenditure allocation method applied to NVS data, YE Sep 18.
Travel to Sydney
Year ended September 2018
For the period from 1 July 2017 to 30 September 2018

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

Sydney received nearly 4.1 million international overnight visitors - up by 3.3%* on YE Sep 17. Visitors spent almost 81.0 million nights in Sydney - up by 1.7% 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
Sydney received 93.5% of visitors and 84.8% of nights in NSW. Compared to YE Sep 17, the share of visitors was down by 0.1 pt and the share of nights was up by 0.9 pts.

Origin of Sydney

<table>
<thead>
<tr>
<th>Rank</th>
<th>Origin</th>
<th>Visitors ('000)</th>
<th>%</th>
<th>Visitor nights ('000)</th>
<th>Spend in Sydney ($ million)</th>
<th>Average spend per night in Sydney</th>
<th>Average length of stay in Sydney</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mainland China</td>
<td>757</td>
<td>18.7%</td>
<td>18,932</td>
<td>3,341</td>
<td>176</td>
<td>25.0</td>
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<tr>
<td>2</td>
<td>UK</td>
<td>653</td>
<td>15.9%</td>
<td>7,853</td>
<td>465</td>
<td>117</td>
<td>13.8</td>
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<tr>
<td>3</td>
<td>New Zealand</td>
<td>373</td>
<td>9.2%</td>
<td>2,582</td>
<td>381</td>
<td>147</td>
<td>6.9</td>
</tr>
<tr>
<td>4</td>
<td>United Kingdom</td>
<td>339</td>
<td>8.4%</td>
<td>5,355</td>
<td>531</td>
<td>99</td>
<td>15.8</td>
</tr>
<tr>
<td>5</td>
<td>South Korea</td>
<td>217</td>
<td>5.4%</td>
<td>4,973</td>
<td>590</td>
<td>119</td>
<td>22.9</td>
</tr>
<tr>
<td>6</td>
<td>Japan</td>
<td>172</td>
<td>4.3%</td>
<td>3,364</td>
<td>365</td>
<td>109</td>
<td>19.5</td>
</tr>
<tr>
<td>7</td>
<td>India</td>
<td>154</td>
<td>3.8%</td>
<td>5,885</td>
<td>329</td>
<td>56</td>
<td>38.1</td>
</tr>
<tr>
<td>8</td>
<td>Hong Kong</td>
<td>125</td>
<td>3.1%</td>
<td>2,158</td>
<td>316</td>
<td>147</td>
<td>17.2</td>
</tr>
<tr>
<td>9</td>
<td>Germany</td>
<td>120</td>
<td>3.0%</td>
<td>1,924</td>
<td>176</td>
<td>92</td>
<td>16.0</td>
</tr>
<tr>
<td>10</td>
<td>Singapore</td>
<td>113</td>
<td>2.9%</td>
<td>1,840</td>
<td>224</td>
<td>179</td>
<td>11.8</td>
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<tr>
<td>11</td>
<td>Other markets</td>
<td>1,223</td>
<td>30.2%</td>
<td>30,748</td>
<td>2,732</td>
<td>92</td>
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<tr>
<td>Total Sydney</td>
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<td></td>
<td></td>
<td>80,994</td>
<td>9,641</td>
<td>119</td>
<td>20.0</td>
</tr>
</tbody>
</table>

Accommodation in Sydney

‘Rented house, apartment, flat or unit’ (45.5%) was the most popular form of accommodation used for nights in Sydney, followed by ‘friends or relatives property’ (29.5%) and ‘standard hotel or motor inn, below 4 star’ (4.6%).

Expenditure (incl 30% prepaid package expenditure)*
International overnight visitors spent over $9.6 billion in Sydney - up by 3.1% on YE Sep 17. On average, they spent $119 per night - up by 1.4% 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.

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