

Domestic Travel to NSW

Year ended December 2018

For the period of January 2018 to December 2018

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



Domestic Overnight Travel

Overview

NSW received nearly 34.6 million domestic overnight visitors - up by 9.4%* on YE Dec 17. Visitors spent over 107.4 million nights in the State - up by 7.3%* on YE Dec 17.

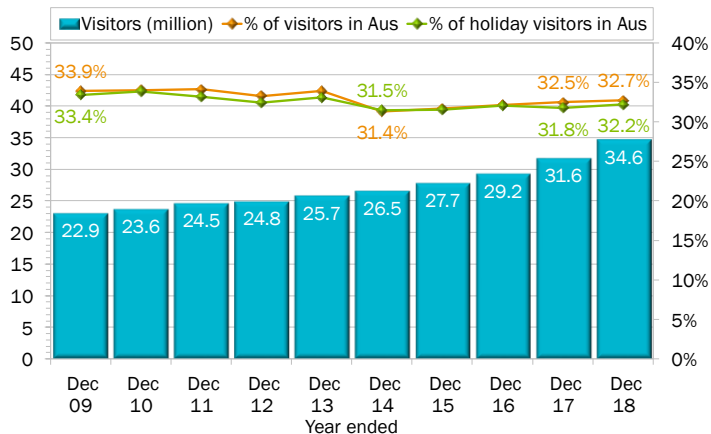
NSW received 32.7% of visitors and 28.6% of nights in Australia. Compared to YE Dec 17, the share of visitors was up by 0.2% pts and the share of nights was up by 0.1% pt.

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

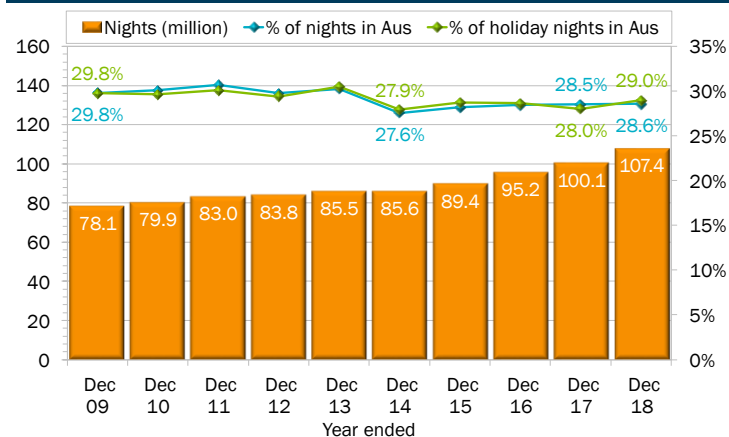
Domestic overnight visitors spent \$21.1 billion in NSW (incl airfares and transport costs) - up by 13.1%* on YE Dec 17. This represented 29.0% of total expenditure in Australia. On average, visitors spent \$610 per person and \$196 per night in NSW. ⁽¹⁾

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

Overnight visitors



Visitor nights



Age groups

'15 to 29 years' (22.7%) was the largest age group of visitors to the State, followed by '50 to 59 years' (18.0%) and '40 to 49 years' (17.9%).

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	13,033	37.7%	36,406	6,460	177	2.8
Sydney	9,879	28.6%	28,077	5,924	211	2.8
Total intrastate	22,912	66.3%	64,483	12,384	192	2.8
Queensland	4,231	12.2%	15,548	2,925	188	3.7
Victoria	4,150	12.0%	14,728	3,285	223	3.5
ACT	1,853	5.4%	5,325	903	170	2.9
Other interstate	1,408	4.1%	7,328	1,599	218	5.2
Total interstate	11,642	33.7%	42,930	8,711	203	3.7
Total NSW	34,554		107,413	21,095	196	3.1

Regional NSW (13.0 million or 37.7%) was the largest source of visitors to the State, followed by Sydney (9.9 million or 28.6%) and Queensland (4.2 million or 12.2%). Compared to YE Dec 17, the regional NSW source market grew by 8.1%* and Sydney increased by 10.7%* while Queensland grew by 11.3%*.

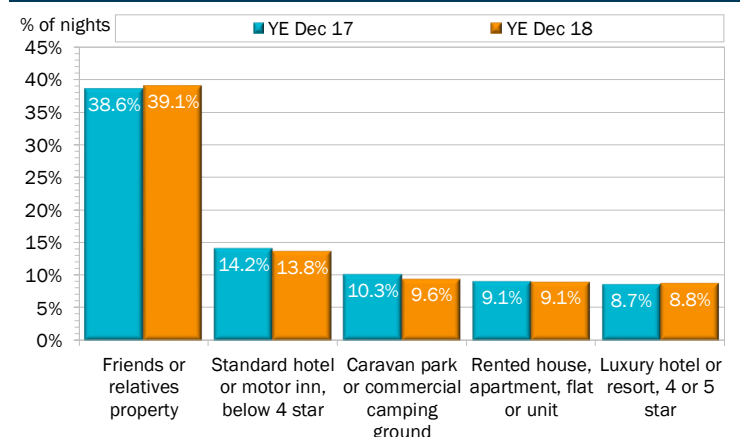
Regional NSW (36.4 million or 33.9%) was the largest source market in terms of nights in the State, followed by Sydney (28.1 million or 26.1%) and Queensland (15.5 million or 14.5%). Compared to YE Dec 17, nights spent by visitors from regional NSW grew by 6.7%* and nights from Sydney increased by 10.2%* while nights by Queenslanders grew by 3.1%.

Visitors from regional NSW spent the most in the State (\$6.5 billion), followed by visitors from Sydney (\$5.9 billion) and visitors from Victoria (\$3.3 billion). Compared to YE Dec 17, expenditure by regional NSW visitors grew by 15.0%* and spend by visitors from Sydney increased by 6.3% while spend by Victorian visitors grew by 20.7%*.

Visitors from South Australia (\$236) had the highest average spend per night in NSW, followed by Victorian visitors (\$223) and visitors from Western Australia (\$213).

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 (7.4 nights) had the longest average stay in NSW, followed by Western Australian visitors (6.1 nights).

Accommodation in NSW



'Friends or relatives property' (39.1%) was the most popular accommodation type used for nights in NSW, followed by 'standard hotel or motor inn, below 4 star' (13.8%). Compared to YE Dec 17, 'friends or relatives property' increased by 0.5% pts, while 'caravan park or commercial camping ground' decreased by 0.7% pts.

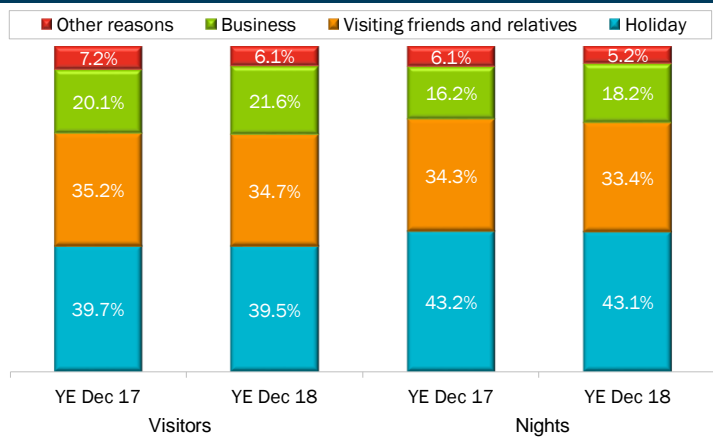
Domestic Travel to NSW

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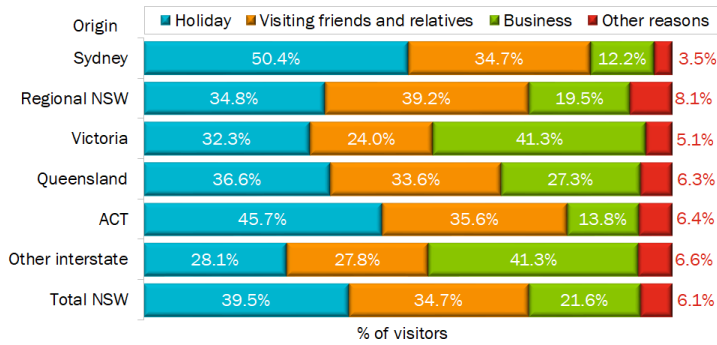
Source: NVS, YE Dec 18, TRA - unless otherwise specified.

Purpose of visit to NSW



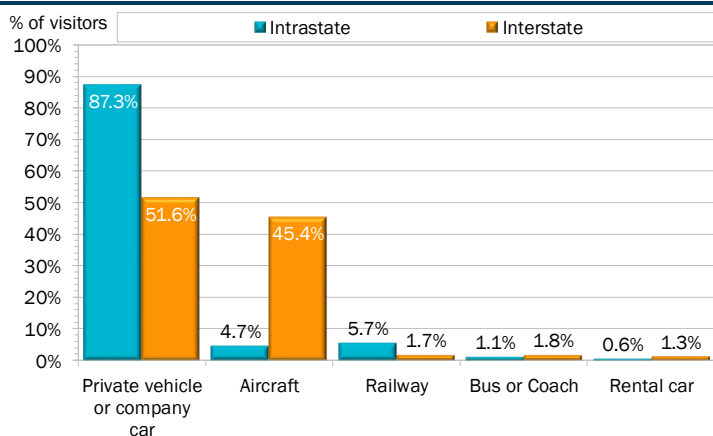
'Holiday' (39.5%) was the largest purpose of visit for visitors to NSW, followed by 'visiting friends and relatives (VFR)' (34.7%) and 'business' (21.6%). Compared to YE Dec 17, visitors who travelled for 'holiday' grew by 9.0%* and 'VFR' increased by 8.1%* while 'business' grew by 17.4%*.

'Holiday' (43.1%) was the largest purpose in terms of nights in the State, followed by 'VFR' (33.4%) and 'business' (18.2%). Compared to YE Dec 17, nights spent for 'holiday' grew by 7.1%* and 'VFR' increased by 4.4% while 'business' grew by 21.0%*.



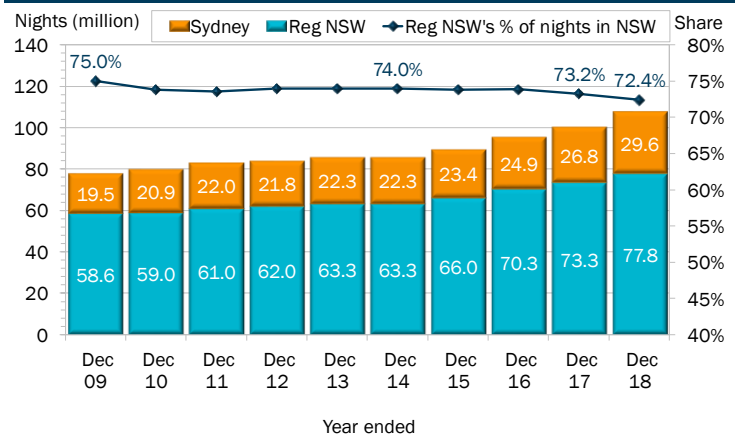
Sydney residents (50.4%) were more likely than visitors from other origins to travel for 'holiday' to the State, while Victorians (41.3%) had the largest proportion of 'business' visitors (note: of the individual origins shown in the graph).

Transport in NSW



'Private vehicle or company car' was the most popular form of transport used by both intrastate and interstate visitors to NSW (87.3% and 51.6% respectively). 'Railway' (5.7%) was the 2nd most popular amongst intrastate visitors, while 'aircraft' (45.4%) was the 2nd most popular amongst interstate visitors.

Destinations in NSW



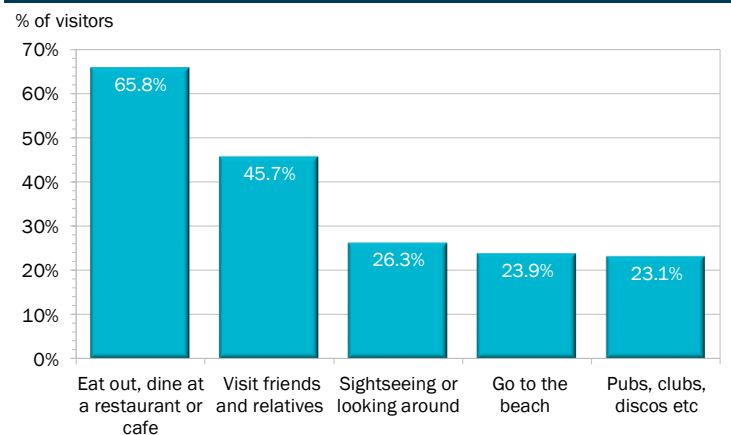
Regional NSW received nearly 77.8 million visitor nights - up by 6.1%* on YE Dec 17. This represented 72.4% of all nights in NSW - down by 0.8% pts on YE Dec 17.

Rank	Tourism region	Nights (million)	Rank	Tourism region	Nights (million)
1	Sydney	29.6	8	Snowy Mountains	3.4
2	North Coast region	20.9	9	Capital Country	3.2
3	South Coast region	12.7	10	Riverina	3.2
4	The Hunter	10.5	11	The Murray	3.0
5	Central NSW	8.0	12	Blue Mountains	2.6
6	New England North West	4.2	13	Outback NSW	2.2
7	Central Coast	3.7			

Travel party

'Alone' (32.3%) was the most common travel party amongst visitors to NSW. 'Adult couple' (24.9%) was the 2nd most common, followed by 'friends or relatives' (20.6%).

Top activities in NSW



'Eat out, dine at a restaurant or cafe' (65.8%) was the most popular activity undertaken by visitors to the State. 'Visit friends and relatives' (45.7%) was the 2nd most popular, followed by 'sightseeing or looking around' (26.3%).

Overview - Australia

Australians took 105.6 million trips and spent nearly 376.1 million nights in Australia. Visitors were up by 8.6%* and nights were up by 7.2%* on YE Dec 17. On average, they stayed 3.6 nights - unchanged on YE Dec 17.

Australians spent over \$72.7 billion (incl airfares & transport costs) on domestic overnight travel - up by 12.7%* on YE Dec 17. On average, visitors spent \$689 per person and \$193 per night in Australia.

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* The percentage change is statistically significant.

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

	YE Dec 18	% overnight visitors	YE Dec 17	YE on YE growth
Visitors to NSW (million)	96.3	35.9%	89.5	7.5%
Nights in NSW (million)	107.4		100.1	7.3%
Expenditure in NSW (billion)	\$28.0	75.3%	\$24.8	13.2%

Domestic Daytrip Travel

Overview

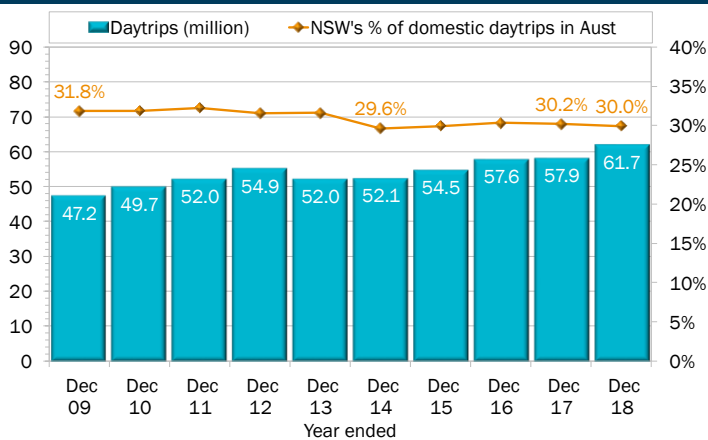
NSW received over 61.7 million domestic daytrip visitors - up by 6.5%* on YE Dec 17.

NSW received 30.0% of daytrips in Australia. Compared to YE Dec 17, the share was down by 0.2% pts.

Domestic daytrip visitors spent \$6.9 billion in NSW - up by 13.3%* on YE Dec 17. This represented 30.8% of total expenditure in Australia. On average, they spent \$112 per trip to the State - up by 6.4% on YE Dec 17. ⁽¹⁾

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

Daytrips

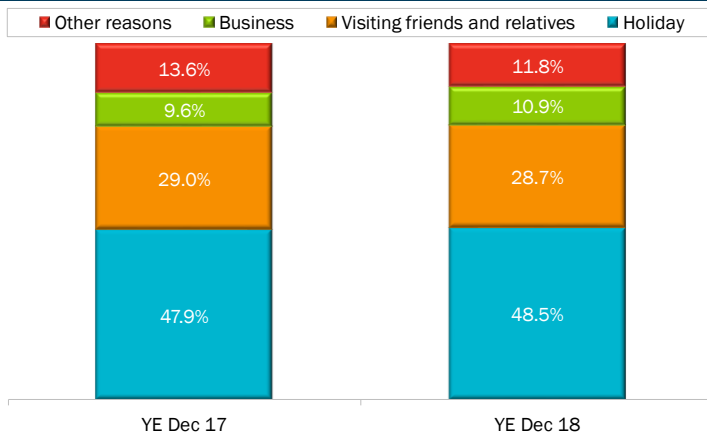


Origin

Regional NSW (48.1%) was the largest source of visitors to NSW, followed by Sydney (42.6%) and Queensland (4.0%).

Compared to YE Dec 17, the regional NSW source market grew by 4.3%* and Sydney increased by 6.8%* while Queensland grew by 4.3%.

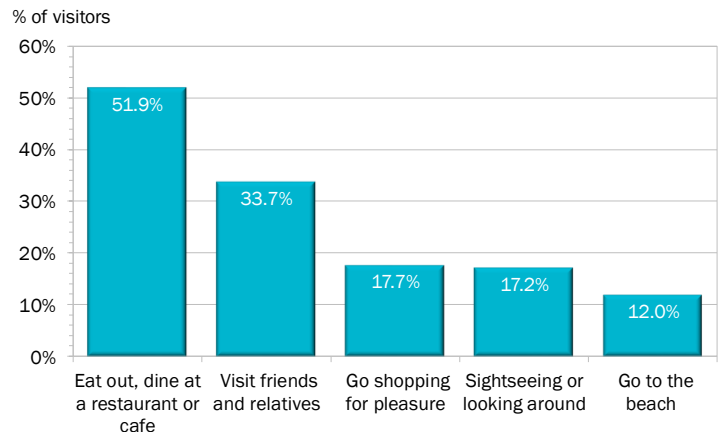
Main purpose of trip



'Holiday' (48.5%) was the largest purpose of trip for visitors to the State, followed by 'visiting friends and relatives (VFR)' (28.7%) and 'business' (10.9%).

Compared to YE Dec 17, visitors who travelled for 'holiday' grew by 7.9%* and 'VFR' increased by 5.6%* while 'business' grew by 21.5%*.

Top activities in NSW

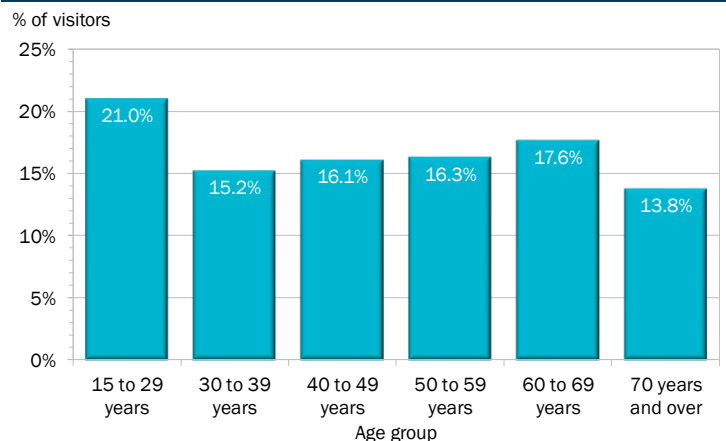


'Eat out, dine at a restaurant or cafe' (51.9%) was the most popular activity undertaken by visitors to NSW, followed by 'visit friends and relatives' (33.7%).

Transport in NSW

'Private vehicle or company car' (89.1%) was the most popular form of transport used by visitors to NSW, followed by 'railway' (6.5%) and 'bus or coach' (2.3%).

Age groups



Overview - Australia

Australians took nearly 206.1 million daytrips. Daytrips were up by 7.4%* on YE Dec 17. Australians spent over \$22.5 billion on domestic daytrip travel - up by 10.2%* on YE Dec 17. On average, they spent \$109 per trip - up by 2.6% on YE Dec 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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