

Travel to New South Wales

Year ended December 2018



Source: National and International Visitor Surveys, TRA.

OVERVIEW

GRAND TOTAL - overnight & daytrip	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
Visitors ('000)	76,154	79,316	82,613	80,742	81,883	85,628	90,672	93,760	100,642	7.3%	32.2%
Nights ('000)	143,398	150,456	152,469	158,406	161,504	174,539	182,287	194,088	203,617	4.9%	42.0%
Expenditure (\$ million)*	\$23,893	\$25,450	\$26,056	\$27,595	\$27,380	\$29,689	\$32,028	\$35,054	\$38,759	10.6%	62.2%
Overnight - Int'l & domestic											
Visitors ('000)	26,410	27,311	27,686	28,786	29,764	31,171	33,101	35,818	38,924	8.7%	47.4%
Nights ('000)	143,398	150,456	152,469	158,406	161,504	174,539	182,287	194,088	203,617	4.9%	42.0%
Expenditure (\$ million)*	\$18,969	\$20,117	\$20,241	\$21,752	\$21,924	\$24,035	\$26,009	\$28,934	\$31,824	10.0%	67.8%
Domestic - overnight & daytrip											
Visitors ('000)	73,316	76,547	79,717	77,661	78,611	82,166	86,759	89,517	96,272	7.5%	31.3%
Nights ('000)	79,860	82,981	83,809	85,540	85,562	89,442	95,183	100,104	107,413	7.3%	34.5%
Expenditure (\$ million)*	\$18,095	\$19,397	\$19,786	\$20,963	\$20,422	\$21,451	\$22,720	\$24,764	\$28,031	13.2%	54.9%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
Visitors (000)	23,572	24,542	24,790	25,705	26,492	27,709	29,188	31,575	34,554	9.4%	46.6%
Nights (000)	79,860	82,981	83,809	85,540	85,562	89,442	95,183	100,104	107,413	7.3%	34.5%
Average Length of Stay	3.4	3.4	3.4	3.3	3.2	3.2	3.3	3.2	3.1	-2.0%	-8.2%
Expenditure (\$ million)*	\$13,171	\$14,064	\$13,971	\$15,120	\$14,967	\$15,797	\$16,701	\$18,644	\$21,095	13.1%	60.2%
Spend per visitor per night (\$)	\$165	\$169	\$167	\$177	\$175	\$177	\$175	\$186	\$196	5.4%	19.1%
Intrastate visitors (000)	16,136	16,657	16,922	17,592	17,560	18,313	19,325	20,981	22,912	9.2%	42.0%
Interstate visitors (000)	7,436	7,885	7,868	8,113	8,932	9,396	9,863	10,593	11,642	9.9%	56.6%
Intrastate nights (000)	49,678	51,251	51,448	52,519	51,761	53,237	55,603	59,597	64,483	8.2%	29.8%
Interstate nights (000)	30,182	31,729	32,361	33,021	33,801	36,205	39,580	40,507	42,930	6.0%	42.2%
Intrastate expenditure (\$million)	\$8,143	\$8,512	\$8,529	\$9,158	\$9,006	\$9,419	\$9,933	\$11,189	\$12,384	10.7%	52.1%
Interstate expenditure (\$ million)	\$5,027	\$5,552	\$5,442	\$5,962	\$5,960	\$6,377	\$6,768	\$7,455	\$8,711	16.9%	73.3%

Purpose of Visit

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Holiday	10,513	10,260	10,308	10,925	10,979	11,355	11,901	12,520	13,648	9.0%	29.8%
Visiting Friends & Relatives	8,338	8,778	9,428	9,375	9,427	9,939	10,532	11,102	12,001	8.1%	43.9%
Business	3,830	4,504	4,286	4,401	4,751	5,122	5,384	6,344	7,451	17.4%	94.5%
Other	1,353	1,425	1,261	1,533	1,797	1,909	2,045	2,344	2,099	-10.5%	55.1%
Total	23,572	24,542	24,790	25,705	26,492	27,709	29,188	31,575	34,554	9.4%	46.6%
	Nights (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Holiday	39,035	39,777	39,209	41,056	39,109	40,423	42,309	43,280	46,347	7.1%	18.7%
Visiting Friends & Relatives	27,128	27,790	30,111	27,974	28,953	30,136	31,624	34,370	35,875	4.4%	32.2%
Business	9,650	11,350	10,473	11,327	12,590	13,391	14,649	16,170	19,564	21.0%	102.7%
Other	4,046	4,064	4,018	5,183	4,910	5,492	6,601	6,285	5,626	-10.5%	39.0%
Total	79,860	82,981	83,809	85,540	85,562	89,442	95,183	100,104	107,413	7.3%	34.5%

Origin

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Regional NSW	9,431	9,812	10,129	10,592	10,239	10,681	11,024	12,058	13,033	8.1%	38.2%
Sydney	6,705	6,845	6,793	7,000	7,322	7,632	8,301	8,923	9,879	10.7%	47.3%
Total Intrastate	16,136	16,657	16,922	17,592	17,560	18,313	19,325	20,981	22,912	9.2%	42.0%
Victoria	2,641	2,825	2,848	2,802	3,084	3,267	3,273	3,802	4,150	9.1%	57.1%
Queensland	2,690	2,775	2,728	2,638	3,288	3,309	3,841	3,801	4,231	11.3%	57.3%
ACT	1,093	1,232	1,307	1,543	1,385	1,537	1,516	1,611	1,853	15.1%	69.5%
Other Interstate	1,012	1,052	985	1,131	1,175	1,283	1,233	1,380	1,408	2.1%	39.2%
Total Interstate	7,436	7,885	7,868	8,113	8,932	9,396	9,863	10,593	11,642	9.9%	56.6%
Grand Total	23,572	24,542	24,790	25,705	26,492	27,709	29,188	31,575	34,554	9.4%	46.6%

Travel to New South Wales

Year ended December 2018



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
15-29	5,467	5,274	5,591	5,399	6,277	6,476	6,404	7,064	7,850	11.1%	43.6%
30-39	4,203	4,536	4,160	4,478	4,139	4,375	4,866	5,281	6,098	15.5%	45.1%
40-49	4,359	4,661	4,688	4,836	5,162	4,972	5,255	5,996	6,169	2.9%	41.5%
50-59	4,570	4,556	4,574	4,811	4,827	5,302	5,538	5,587	6,204	11.0%	35.8%
60-69	3,173	3,680	3,780	4,063	3,984	4,386	4,561	4,694	5,014	6.8%	58.0%
70+	1,800	1,833	1,996	2,117	2,104	2,198	2,565	2,953	3,219	9.0%	78.8%
Total	23,572	24,542	24,790	25,705	26,492	27,709	29,188	31,575	34,554	9.4%	46.6%

Travel Party

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Travelling alone	5,542	5,984	6,347	6,490	7,678	8,305	8,745	9,830	11,161	13.5%	101.4%
Adult couple	6,210	6,690	6,827	6,792	6,869	7,085	7,856	8,165	8,590	5.2%	45.1%
Family group - parents and children	6,160	5,797	5,666	5,567	4,950	4,894	4,955	5,137	5,566	8.3%	-9.6%
Friends or relatives travelling together with(out) children	4,098	4,413	4,463	5,227	5,455	5,704	6,048	6,548	7,129	8.9%	74.0%
Business associates travelling together with(out) spouse	1,107	1,200	1,085	1,172	1,107	1,301	1,237	1,549	1,684	8.8%	52.2%
Other	455	458	401	458	432	420	347	345	425	22.9%	-6.7%
Total	23,572	24,542	24,790	25,705	26,492	27,709	29,188	31,575	34,554	9.4%	46.6%

Top 5 Activities (sorted by the latest year)

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Eat out / dine at a restaurant and/or cafe	13,437	13,962	14,046	15,559	15,753	17,189	18,544	20,366	22,747	11.7%	69.3%
Visit friends & relatives	11,246	11,963	12,103	12,399	13,079	12,786	13,748	14,181	15,802	11.4%	40.5%
Sightseeing/looking around	6,527	6,553	5,936	6,355	6,324	6,259	6,882	7,511	9,079	20.9%	39.1%
Go to the beach	4,982	5,433	5,495	6,171	6,195	6,736	7,224	7,236	8,243	13.9%	65.5%
Pubs, clubs, discos etc	4,737	5,182	5,540	5,552	6,154	6,817	7,085	7,495	7,980	6.5%	68.5%

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Friends or relatives property	30,801	31,317	33,954	33,238	32,656	35,359	35,152	38,683	42,018	8.6%	36.4%
Standard hotel/motor inn (below 4 star)	12,463	13,037	11,543	12,133	12,909	12,884	12,723	14,206	14,803	4.2%	18.8%
Caravan park or commercial camping ground	9,898	10,640	10,378	11,105	10,604	10,576	11,462	10,274	10,263	-0.1%	3.7%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Private vehicle or company car	18,081	18,700	19,141	19,677	20,046	21,025	22,227	23,835	26,011	9.1%	43.9%
Aircraft	3,954	4,211	4,052	4,398	4,518	4,643	5,061	5,743	6,376	11.0%	61.3%
Railway	888	880	967	988	1,268	1,384	1,337	1,354	1,502	10.9%	69.2%

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
Visitors (000)	2,838	2,769	2,897	3,081	3,272	3,462	3,913	4,243	4,370	3.0%	54.0%
Nights (000)	63,539	67,476	68,659	72,866	75,942	85,097	87,104	93,984	96,204	2.4%	51.4%
Average Length of Stay	22.4	24.4	23.7	23.6	23.2	24.6	22.3	22.1	22.0	-0.6%	-1.7%
Expenditure (\$ million)*	\$5,798	\$6,053	\$6,270	\$6,632	\$6,958	\$8,238	\$9,308	\$10,290	\$10,729	4.3%	85.0%
Spend per visitor per night (\$)	\$91	\$90	\$91	\$91	\$92	\$97	\$107	\$109	\$112	1.9%	22.2%

Purpose of Visit

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Holiday	1,552	1,446	1,513	1,629	1,750	1,887	2,176	2,400	2,479	3.3%	59.7%
Visiting Friends & Relatives	801	794	853	913	952	1,007	1,103	1,183	1,235	4.5%	54.2%
Business	392	389	382	393	411	376	395	469	480	2.2%	22.4%
Employment	63	81	77	80	84	102	110	93	78	-15.6%	25.4%
Education	140	148	147	148	144	170	199	218	235	7.9%	67.6%
Other^	157	145	169	172	187	200	235	251	288	14.4%	83.2%
Total	2,838	2,769	2,897	3,081	3,272	3,462	3,913	4,243	4,370	3.0%	54.0%

Travel to New South Wales

Year ended December 2018



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	Nights (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Holiday	20,918	21,240	20,145	22,396	22,801	24,187	25,248	27,718	28,113	1.4%	34.4%
Visiting Friends & Relatives	16,476	16,301	17,909	19,247	21,463	23,430	23,550	26,444	27,858	5.3%	69.1%
Business	3,391	4,065	4,083	3,885	4,182	3,410	3,465	3,712	4,074	9.8%	20.1%
Employment	5,433	7,741	8,115	8,543	8,541	11,875	11,201	9,572	8,000	-16.4%	47.3%
Education	16,899	17,265	17,859	18,094	18,247	21,606	23,124	25,996	27,471	5.7%	62.6%
Other^	422	863	549	701	709	590	517	541	687	27.1%	62.9%
Total	63,539	67,476	68,659	72,866	75,942	85,097	87,104	93,984	96,204	2.4%	51.4%

Top 5 Int'l source markets to New South Wales

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
China	282	306	364	412	484	576	692	789	772	-2.1%	173.9%
United States of America	294	275	288	307	335	366	425	471	495	5.2%	68.2%
New Zealand	395	381	402	405	416	421	444	441	441	0.2%	11.9%
United Kingdom	363	337	313	342	333	344	370	385	372	-3.3%	2.3%
Korea	160	153	146	149	146	164	202	221	205	-7.5%	27.7%

Age

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
15-29	946	953	956	1,004	1,076	1,146	1,271	1,282	1,305	1.8%	38.0%
30-39	564	577	553	569	582	638	719	755	799	5.8%	41.7%
40-49	467	441	475	489	514	526	572	662	642	-3.0%	37.5%
50-59	455	396	446	506	539	558	639	683	752	10.0%	65.1%
60-69	321	318	361	395	423	455	536	650	643	-1.2%	100.6%
70+	86	84	106	117	139	139	175	211	229	8.9%	166.8%
Total	2,838	2,769	2,897	3,081	3,272	3,462	3,913	4,243	4,370	3.0%	54.0%

Travel Party

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Travelling alone	1,661	1,586	1,632	1,674	1,732	1,812	2,024	2,117	2,231	5.4%	34.3%
Adult couple	575	535	568	611	664	703	818	922	931	1.0%	62.0%
Family group - parent(s) and children	241	253	278	335	376	395	456	504	551	9.4%	128.7%
Friends and/ or relatives travelling together	250	253	270	318	360	422	467	530	487	-8.1%	94.9%
Business associates travelling together with(out) spouse	111	129	133	125	128	114	129	151	153	1.4%	37.3%
Other	-	14	15	18	13	15	18	19	16	-16.8%	-
Total	2,838	2,769	2,897	3,081	3,272	3,462	3,913	4,243	4,370	3.0%	54.0%

Top 5 activities on the trip to Australia (sorted by the latest year)

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Eat out / dine at a restaurant and/or cafe	2,427	2,302	2,459	2,643	2,859	3,054	3,559	3,886	3,974	2.3%	63.7%
Go shopping for pleasure	2,113	1,946	2,128	2,280	2,424	2,631	3,037	3,238	3,281	1.3%	55.3%
Sightseeing/looking around	2,076	1,936	2,064	2,156	2,278	2,434	2,949	3,231	3,263	1.0%	57.2%
Go to the beach	1,825	1,755	1,876	2,015	2,157	2,379	2,730	2,916	2,934	0.6%	60.8%
Visit national parks / state parks	1,355	1,217	1,325	1,423	1,601	1,789	2,088	2,217	2,217	0.0%	63.7%

First or Return Visitor to Australia

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
First visit	1,308	1,276	1,341	1,440	1,534	1,634	1,851	2,066	2,061	-0.3%	57.6%
Return visit	1,531	1,493	1,556	1,641	1,738	1,829	2,062	2,177	2,309	6.0%	50.9%
Total	2,838	2,769	2,897	3,081	3,272	3,462	3,913	4,243	4,370	3.0%	54.0%

Top 3 types of Accommodation (sorted by the latest year)

	Nights (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Rented house/apartment/flat or unit	24,144	28,170	28,365	30,170	29,979	35,588	36,710	38,444	41,163	7.1%	70.5%
Friends or relatives property	21,029	20,875	21,970	22,999	25,271	27,392	26,232	30,070	29,622	-1.5%	40.9%
Standard hotel/motor inn (below 4 star)	3,328	3,314	3,293	3,402	3,612	3,571	3,835	4,232	4,369	3.3%	31.3%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018		
Aircraft	850	827	890	961	1,013	1,012	1,179	1,255	1,272	1.3%	49.6%
Private vehicle or company car	842	823	833	867	913	977	1,031	1,088	1,078	-0.9%	28.0%
Local public transport	358	403	392	445	477	534	621	714	813	13.9%	127.2%

Travel to New South Wales

Year ended December 2018



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
Visitors (000)	49,744	52,005	54,927	51,956	52,119	54,457	57,571	57,942	61,718	6.5%	24.1%
Expenditure (\$ million)*	\$4,924	\$5,333	\$5,815	\$5,843	\$5,455	\$5,654	\$6,019	\$6,120	\$6,935	13.3%	40.8%
Spend per visitor (\$)	\$99	\$103	\$106	\$112	\$105	\$104	\$105	\$106	\$112	6.4%	13.5%

Main Purpose of Trip

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Holiday	24,667	24,326	25,090	24,384	25,622	26,577	27,907	27,740	29,940	7.9%	21.4%
Visiting Friends & Relatives	14,422	15,337	16,900	15,380	14,716	15,458	16,162	16,786	17,724	5.6%	22.9%
Business	4,933	5,379	6,294	5,593	5,127	5,439	5,847	5,550	6,741	21.5%	36.6%
Other	5,721	6,963	6,644	6,599	6,653	6,983	7,654	7,867	7,313	-7.0%	27.8%
Total	49,744	52,005	54,927	51,956	52,119	54,457	57,571	57,942	61,718	6.5%	24.1%

Origin

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Sydney	21,165	21,825	22,993	21,538	22,765	23,648	24,756	24,630	26,298	6.8%	24.3%
Regional NSW	24,787	26,248	28,338	26,680	25,081	26,297	27,885	28,482	29,713	4.3%	19.9%
Total Intrastate	45,952	48,073	51,332	48,218	47,846	49,945	52,641	53,112	56,012	5.5%	21.9%
Total Interstate	3,792	3,932	3,595	3,738	4,273	4,512	4,930	4,830	5,706	18.1%	50.5%
Total	49,744	52,005	54,927	51,956	52,119	54,457	57,571	57,942	61,718	6.5%	24.1%

Age

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
15-29	11,327	10,999	11,749	10,417	11,779	12,865	12,995	12,416	12,953	4.3%	14.4%
30-39	8,422	8,813	9,155	8,677	8,059	8,653	9,034	8,650	9,378	8.4%	11.4%
40-49	8,649	9,135	9,494	9,156	8,921	8,659	9,326	9,137	9,929	8.7%	14.8%
50-59	8,814	9,718	8,968	8,981	9,052	9,300	9,492	10,261	10,065	-1.9%	14.2%
60-69	7,137	8,244	9,645	8,902	8,757	9,316	9,935	9,820	10,892	10.9%	52.6%
70+	5,395	5,095	5,916	5,823	5,550	5,666	6,789	7,657	8,499	11.0%	57.5%
Total	49,744	52,005	54,927	51,956	52,119	54,457	57,571	57,942	61,718	6.5%	24.1%

Top 5 activities (sorted by the latest year)

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Eat out / dine at a restaurant and/or cafe	21,632	22,701	23,396	22,848	23,321	26,109	28,959	29,041	32,018	10.3%	48.0%
Visit friends & relatives	16,850	18,171	19,159	18,452	18,957	18,396	19,187	19,775	20,806	5.2%	23.5%
Go shopping for pleasure	10,250	11,060	11,154	11,323	10,350	9,965	10,532	10,842	10,899	0.5%	6.3%
Sightseeing/looking around	8,581	8,232	7,305	8,205	7,932	8,144	8,794	9,406	10,639	13.1%	24.0%
Go to the beach	5,036	4,689	4,744	5,462	6,279	6,651	6,761	6,955	7,376	6.1%	46.5%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Private vehicle or company car	44,284	46,727	49,111	46,637	46,465	48,516	51,648	51,923	55,011	5.9%	24.2%
Railway	3,154	3,193	3,448	3,128	3,681	3,551	3,829	4,064	4,005	-1.5%	27.0%
Bus/Coach	1,314	1,127	1,264	1,045	1,016	1,212	1,086	1,030	1,394	35.4%	6.1%

*The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions.

^Includes: Medical reasons, to renew visa & to explore possibility of immigration.