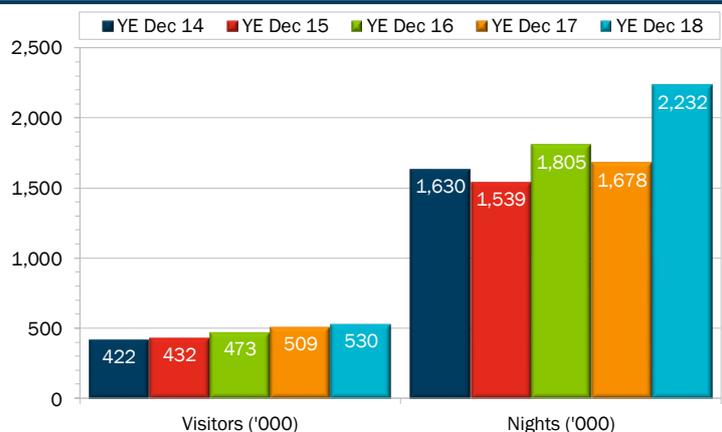


Domestic Overnight Travel¹

Visitors and nights



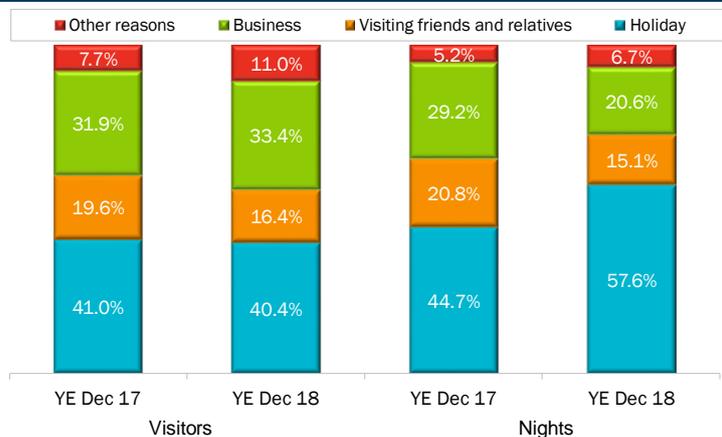
Outback NSW received 530,000 domestic overnight visitors - up by 4.2% on YE Dec 17. Visitors spent over 2.2 million nights in the region - up by 33.0%* on YE Dec 17.

Note: The number of domestic overnight trips to regional New South Wales increased by 8.5 percent* on last year and by 28.2 percent* compared to four years ago.

Market share

The region received 2.2% of visitors and 2.9% of nights in regional NSW. Compared to YE Dec 17, the share of visitors was down by 0.1 pt and the share of nights was up by 0.6 pts.

Purpose of visit to Outback NSW



'Holiday' (40.4%) was the largest purpose of visit for visitors to the region, followed by 'business' (33.4%) and 'visiting friends and relatives (VFR)' (16.4%). Compared to YE Dec 17, visitors who travelled for 'holiday' grew by 2.7% and 'business' increased by 9.2% while 'VFR' declined by 12.9%.

'Holiday' (57.6%) was the largest purpose in terms of nights in the region, followed by 'business' (20.6%) and 'VFR' (15.1%). Compared to YE Dec 17, nights spent for 'holiday' grew by 71.3%* while 'business' declined by 6.3% and 'VFR' decreased by 3.4%.

Accommodation in Outback NSW

'Friends or relatives property' (45.4%) was the most popular accommodation used for nights in the region, followed by 'standard hotel or motor inn, below 4 star' (15.7%) and 'caravan park or commercial camping ground' (12.0%).

Origin

Origin	Share of visitors		Share of nights	
	YE Dec 17	YE Dec 18	YE Dec 17	YE Dec 18
Regional NSW	39.6%	50.0%	38.3%	30.6%
Sydney	20.0%	13.1%	21.9%	36.2%
Total intrastate	59.5%	63.1%	60.2%	66.8%
Victoria	16.1%	13.4%	17.2%	13.0%
South Australia	12.8%	11.7%	13.6%	8.8%
Queensland	8.7%	7.9%	6.1%	5.2%
Other interstate	3.0%	3.9%	2.9%	6.2%
Total interstate	40.5%	36.9%	39.8%	33.2%

Regional NSW (50.0%) was the largest source of visitors to the region, followed by Victoria (13.4%) and Sydney (13.1%). Compared to YE Dec 17, the regional NSW source market grew by 31.7%* while Sydney declined by 31.6%. Over the same period, Victoria declined by 13.1% and South Australia decreased by 5.1% while Queensland fell by 5.4%.

Sydney (36.2%) was the largest source market in terms of nights in the region, followed by regional NSW (30.6%) and Victoria (13.0%). Compared to YE Dec 17, nights spent by visitors from Sydney grew by 120%* and nights from regional NSW increased by 6.1%. Over the same period, nights by Victorians grew by 0.6% while South Australian nights declined by 14.1% and nights by Queenslanders increased by 13.8%.

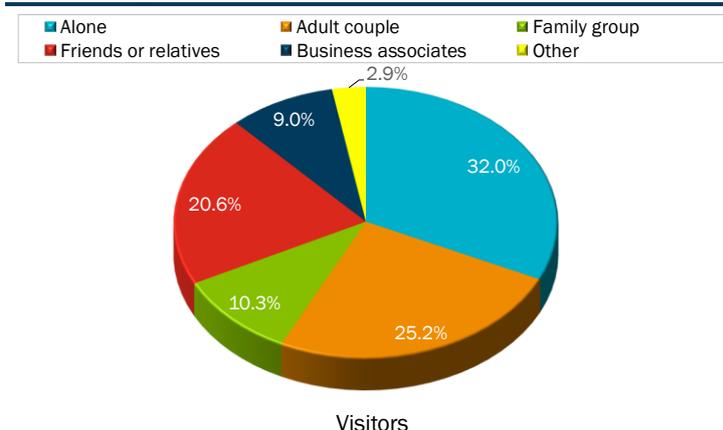
Top activities in Outback NSW

'Eat out, dine at a restaurant or cafe' (46.5%) was the most popular activity undertaken by visitors to the region, followed by 'sightseeing or looking around' (26.8%) and 'visit friends and relatives' (24.2%).

Age groups

'60 to 69 years' (24.3%) was the largest age group of visitors to the region, followed by '40 to 49 years' (19.9%) and '50 to 59 years' (16.3%).

Travel party



'Alone' (32.0%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (25.2%) and 'friends or relatives' (20.6%).

Expenditure (incl airfares and transport costs)³

Domestic overnight visitors spent \$192 million in the region - down by 28.9% on YE Dec 17. On average, they spent \$86 per night - down by 46.5% on YE Dec 17.

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

Travel to Outback NSW

Year ended December 2018

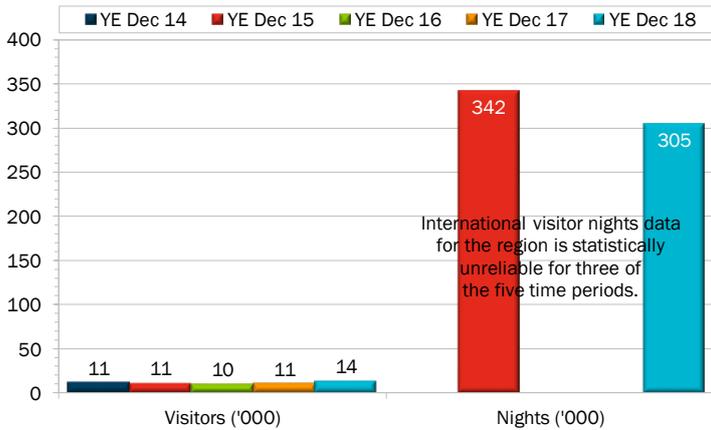
For the period of January 2018 to December 2018

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

	YE Dec 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)	0.8	11.5%	1.8%	69.7%	28.4%	1.2%	12
Total nights (million)	2.5	34.1%	12.0%	88.0%	0.0%	2.7%	12
Total spend (million)	\$236	-21.0%	7.7%	81.5%	10.8%	1.3%	12

International Overnight Travel²

Visitors and nights



Outback NSW received 14,000 international overnight visitors - up by 31.6% on YE Dec 17. Visitors spent 305,000 nights in the region.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 2.0 percent on last year and by 36.6 percent* compared to four years ago.

Market share

The region received 1.6% of visitors and 2.0% of nights in regional NSW. Compared to YE Dec 17, the share of visitors was up by 0.4% pts.

Purpose of visit to Outback NSW

'Holiday' (68.2%) was the largest purpose of visit for visitors to the region, followed by 'other (incl VFR, business, education and employment)' (34.5%). Compared to YE Dec 17, visitors who travelled for 'holiday' grew by 10.1% while 'other (incl VFR, business, education and employment)' increased by 145%.

Origin - share of visitors to Outback NSW

Rank	Individual market	Share of international visitors to Outback NSW				
		YE Dec 17	YE Dec 18	Origin region	YE Dec 17	YE Dec 18
1	Germany	np	22.9%	Europe	39.4%	49.6%
2	np	np	np	North America	26.5%	np
3	np	np	np	Asia	np	np
4	np	np	np	New Zealand & Oceania	np	np
5	np	np	np	Other Countries	np	np

Germany (22.9%) was the region's largest individual source market of visitors. Almost ½ (49.6%) of visitors were from Europe.

Accommodation in Outback NSW

'Standard hotel or motor inn, below 4 star' (23.7%) was the most popular form of accommodation used by visitors in the region. 'Friends or relatives property' (20.7%) was the 2nd most popular form used.

Age groups

'60 to 69 years' (24.7%) was the largest age group of visitors to the region, followed by '15 to 29 years' (22.4%) and '40 to 49 years' (21.4%).

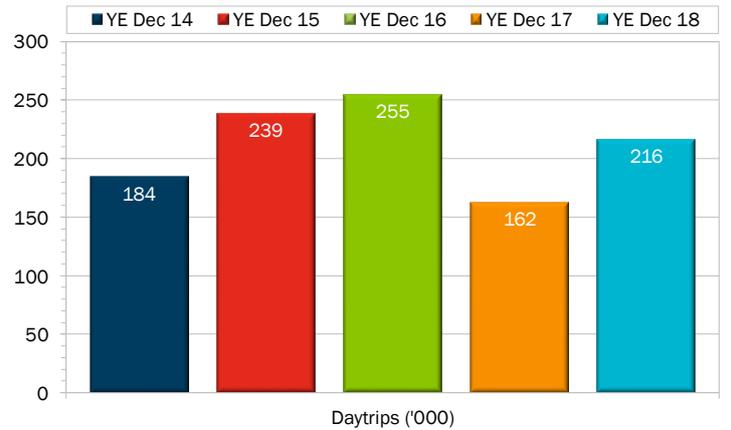
Expenditure (incl 30% prepaid package expenditure)⁴

Expenditure by international overnight visitors in the region is statistically unreliable

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

Domestic Daytrip Travel⁴

Daytrips



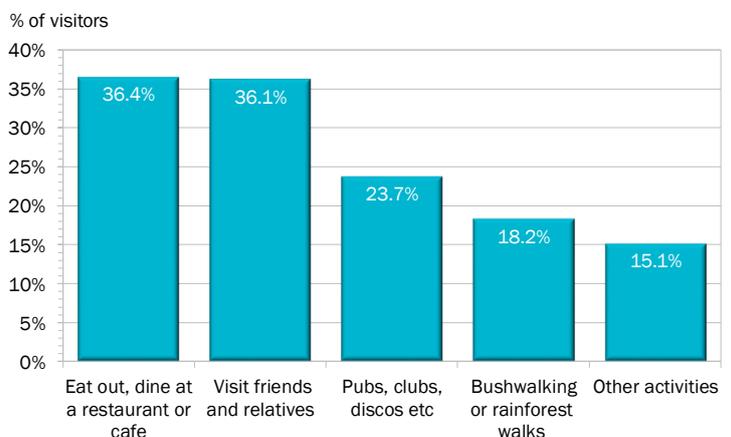
Outback NSW received 216,000 domestic daytrip visitors - up by 33.0% on YE Dec 17.

Note: The number of domestic daytrips to regional New South Wales increased by 4.5 percent* on last year and by 17.3 percent* compared to four years ago.

Market share

The region received 0.5% of daytrips to regional NSW. Compared to YE Dec 17, the share was up by 0.1% pt.

Top activities in Outback NSW



'Eat out, dine at a restaurant or cafe' (36.4%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (36.1%) was the 2nd most popular activity, followed by 'pubs, clubs, discos etc' (23.7%) and 'bushwalking or rainforest walks' (18.2%).

Expenditure³

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

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

Further information

Please see www.destinationnsw.com.au for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.