Regional NSW received over 24.2 million domestic overnight visitors - up by 8.5%* on YE Dec 17. Visitors spent nearly 77.8 million nights in regional NSW - up by 6.1%* on YE Dec 17.

Note: The number of domestic overnight trips to New South Wales increased by 9.4 percent* on last year and by 30.4 percent* compared to four years ago.

**Market share**
Regional NSW received 70.1% of visitors and 72.4% of nights in NSW. Compared to YE Dec 17, the share of visitors was down by 0.6% pts and the share of nights was down by 0.8% pts.

**Purpose of visit to regional NSW**

- ‘Holiday’ (44.9%) was the largest purpose of visit for visitors to regional NSW, followed by ‘visiting friends and relatives (VFR)’ (35.7%) and ‘business’ (15.2%). Compared to YE Dec 17, visitors who travelled for ‘holiday’ grew by 5.7%* and ‘VFR’ increased by 10.9%* while ‘business’ grew by 18.3%*.

- ‘Holiday’ (50.0%) was the largest purpose in terms of nights in regional NSW, followed by ‘VFR’ (32.2%) and ‘business’ (12.8%). Compared to YE Dec 17, nights spent for ‘holiday’ grew by 6.2% and ‘VFR’ increased by 3.0% while ‘business’ grew by 17.4%*.

**Accommodation in regional NSW**

‘Friends or relatives property’ (36.9%) was the most popular accommodation used for nights in regional NSW. ‘Standard hotel or motor inn, below 4 star’ (13.1%) was the 2nd most popular, followed by ‘caravan park or commercial camping ground’ (12.9%) and ‘rented house, apartment, flat or unit’ (10.2%).

**Origin**
Sydney (9.0 million or 37.1%) was the largest source of visitors to regional NSW, followed by regional NSW (8.9 million or 36.9%) and Queensland (2.7 million or 11.1%). Compared to YE Dec 17, the Sydney source market grew by 12.3%* and regional NSW increased by 6.6%* while Queensland grew by 8.8%*.

Regional NSW (26.6 million or 34.3%) was the largest source market in terms of nights in regional NSW, followed by Sydney (26.4 million or 33.9%) and Queensland (9.8 million or 12.6%). Compared to YE Dec 17, nights spent by visitors from regional NSW grew by 3.6% and nights from Sydney increased by 12.9%* while Queensland nights declined by 1.2%.

**Top activities in regional NSW**

‘Eat out, dine at a restaurant or cafe’ (62.8%) was the most popular activity undertaken by visitors to regional NSW, followed by ‘visit friends and relatives’ (45.4%) and ‘go to the beach’ (28.1%).

**Age groups**

‘15 to 29 years’ (22.8%) was the largest age group of visitors to regional NSW, followed by ‘50 to 59 years’ (17.9%) and ‘30 to 39 years’ (17.8%).

**Expenditure (incl airfares and transport costs)**
Domestic overnight visitors spent nearly $12.3 billion in regional NSW - up by 8.1%* on YE Dec 17. On average, they spent $158 per night – up by 1.9% on YE Dec 17.

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

Regional NSW received 870,500 international overnight visitors - up by 2.0% on YE Dec 17. Visitors spent over 14.9 million nights in regional NSW - up by 1.4% on YE Dec 17.

Note: The number of overnight trips to New South Wales by international visitors increased by 3.0 percent* on last year and by 33.5 percent* compared to four years ago.

Market share
Regional NSW received 19.9% of visitors and 15.5% of nights in NSW. Compared to YE Dec 17, the share of visitors and the share of nights were down by 0.2% pts each.

Purpose of visit to regional NSW

‘Holiday’ (64.7%) was the largest purpose of visit for visitors to regional NSW, followed by ‘visiting friends and relatives (VFR)’ (30.6%) and ‘business’ (5.5%). Compared to YE Dec 17, visitors who travelled for ‘holiday’ grew by 2.6% and ‘VFR’ increased by 3.5% while ‘business’ grew by 1.2%.

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>143</td>
<td>16.5%</td>
<td>1,685</td>
<td>105</td>
<td>62</td>
<td>11.7</td>
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<tr>
<td>2</td>
<td>New Zealand</td>
<td>108</td>
<td>12.4%</td>
<td>933</td>
<td>84</td>
<td>90</td>
<td>8.6</td>
</tr>
<tr>
<td>3</td>
<td>USA</td>
<td>90</td>
<td>10.4%</td>
<td>936</td>
<td>73</td>
<td>78</td>
<td>10.3</td>
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<tr>
<td>4</td>
<td>Mainland China</td>
<td>59</td>
<td>6.9%</td>
<td>747</td>
<td>147</td>
<td>118</td>
<td>23.0</td>
</tr>
<tr>
<td>5</td>
<td>Germany</td>
<td>57</td>
<td>6.6%</td>
<td>765</td>
<td>38</td>
<td>50</td>
<td>13.4</td>
</tr>
<tr>
<td>6</td>
<td>Canada</td>
<td>33</td>
<td>3.8%</td>
<td>462</td>
<td>30</td>
<td>65</td>
<td>13.9</td>
</tr>
<tr>
<td>7</td>
<td>France</td>
<td>29</td>
<td>3.4%</td>
<td>540</td>
<td>22</td>
<td>41</td>
<td>18.4</td>
</tr>
<tr>
<td>8</td>
<td>South Korea</td>
<td>22</td>
<td>2.5%</td>
<td>411</td>
<td>25</td>
<td>58</td>
<td>20.0</td>
</tr>
<tr>
<td>9</td>
<td>Singapore</td>
<td>22</td>
<td>2.5%</td>
<td>np</td>
<td>22</td>
<td>158</td>
<td>np</td>
</tr>
<tr>
<td>10</td>
<td>Japan</td>
<td>19</td>
<td>2.2%</td>
<td>342</td>
<td>26</td>
<td>75</td>
<td>17.8</td>
</tr>
<tr>
<td>Other markets</td>
<td>287</td>
<td>33.0%</td>
<td>7,334</td>
<td>438</td>
<td>60</td>
<td>25.5</td>
<td></td>
</tr>
</tbody>
</table>

Accommodation in regional NSW

‘Friends or relatives property’ (36.3%) was the most popular form of accommodation for nights in regional NSW, followed by ‘rented house, apartment, flat or unit’ (27.3%).

Expenditure (incl 30% prepaid package expenditure)

International overnight visitors spent over $1.0 billion in regional NSW - down by 1.4% on YE Dec 17. On average, they spent $68 per night - down by 2.7% on YE Dec 17.

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

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.

np = Not published due to insufficient sample.