

This factsheet provides a profile of event visitors<sup>1</sup> to New South Wales in the year ended (YE) December 2018<sup>2</sup>.

Research into the domestic travel mindset found that Australians crave an authentic experience, great location and atmosphere when looking into attending events and festivals in the country<sup>3</sup>. As events and festivals generate lots of excitement and interest, they create an opportunity to escape the “busyness” of everyday life and reconnect with family and friends and experience something different. The research revealed the key motivators for attending an event included reconnection, indulging passions, trying something different and attending an iconic Australian event. For Australians, food and wine, sporting and musical events are high on the list of events that encourage domestic travel.



Credit: Parkes Elvis Festival



Credit: L'Étape Australia

## Overview

### By market

In the YE December 2018, the total number of Domestic overnight and Daytrip and International event visitors to NSW was 6.9 million (up 4.6% on previous year). Of these visitors, 32% were from the Domestic overnight market, 67% were Domestic Day trippers and 1% was from Overseas.

The State received 26% of all International event visitors to Australia, 35% of Domestic overnight and 30% of Domestic daytrip event visitors for the year.

Event visitors stayed 5.5 million nights and spent \$2.2 billion in NSW in YE December 2018. Of these, domestic overnight event visitors accounted for 96% of nights and 72% of expenditure. Domestic day trippers' share of NSW event expenditure was 24% while 4% were from International visitors.

International event visitors stayed on average, almost 3 times longer than Domestic overnight event visitors (6.1 nights vs. 2.4 nights). Their spend per night was, on average, higher than their Domestic overnight counterpart (\$351 vs \$307).

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<sup>1</sup> Definition: Event visitors are those whose purpose of visit to NSW are either to participate in or watch organised sporting events and/or attend a specific leisure event or festival.

<sup>2</sup> Source: International Visitor Survey and National Visitor Survey, YE Dec 18, Tourism Research Australia.

<sup>3</sup> Source: Domesticate, Kantar TNS. Domesticate is an annual syndicated study into the Australian travel market, their mindset, attitudes to travel and outlook.

### By event type

Sports visitors to NSW accounted for more than half of all overnight and day trip event visitors, nights and expenditure for the year (55%, 58% and 55%, respectively). Leisure event visitors however, spent more per night than sports visitors (\$441 and \$383, respectively). Both international and domestic overnight sports event visitors had higher average length of stay than their leisure event counterparts.

While sports was the bigger drawcard for both international and domestic overnight visitors than leisure events, there was a higher proportion of the international event goers than the domestic overnight visitors who came for purpose of sports event (63% vs 54%). International leisure event visitors though spent more per night than international sports event visitors (\$303 vs \$566).

For domestic day trip event visitation, though sport events attracted more visitors to NSW than leisure events (2.5 million vs 2.1 million), leisure event visitors spent more than sports goers for the year.

Table 1. Visitors, Nights and Expenditure

Event Visitor to NSW	Visitors (million)	Nights (million)	Average Length of Stay	Total spend (\$ billion)	Spend per visitor	Spend per night	
International	Sport	0.02	0.17	6.8	0.06	\$2,067	\$303
	Leisure	0.01	0.07	4.8	0.02	\$2,706	\$566
	<b>Total</b>	<b>0.04</b>	<b>0.24</b>	<b>6.1</b>	<b>0.08</b>	<b>\$2,127</b>	<b>\$351</b>
Domestic Overnight	Sport	1.21	3.00	2.5	0.92	\$762	\$309
	Leisure	1.03	2.27	2.2	0.69	\$676	\$306
	<b>Total</b>	<b>2.24</b>	<b>5.27</b>	<b>2.4</b>	<b>1.62</b>	<b>\$723</b>	<b>\$307</b>
Domestic Daytrip	Sport	2.53	-	-	0.24	\$94	-
	Leisure	2.10	-	-	0.30	\$142	-
	<b>Total</b>	<b>4.64</b>	<b>-</b>	<b>-</b>	<b>0.54</b>	<b>\$116</b>	<b>-</b>
TOTAL	Sport	3.77	3.17	-	1.22	\$322	\$383
	Leisure	3.14	2.34	-	1.02	\$328	\$441
	<b>Total</b>	<b>6.92</b>	<b>5.50</b>	<b>-</b>	<b>2.24</b>	<b>\$324</b>	<b>\$407</b>

### International visitor profile

There were 39,000 international event visitors to NSW (up 38.2% when compared to YE December 2017). They stayed 237,000 nights (up 46.6%) and spent \$83 million (up 64.5%) in the state.

- Event visitors accounted for less than 1% of all international visitors, nights and expenditure to NSW.
- The largest age group for event visitors were those aged 15 to 29, 31% share of all international event visitors to NSW.
- One third of all international event visitors to NSW were first time visitors to Australia and 59% were fully independent travellers (i.e. did not join a group tour).
- Over half of international event visitors to NSW were unaccompanied travellers (56%)
- Most event visitors to NSW came from New Zealand, United Kingdom and USA.
- Most International visitors participated or attended events in the Sydney region (70%).

### Domestic overnight visitor profile

The number of domestic overnight event visitors to NSW in YE December 2018 was 2.2 million, up 6.3% when compared to YE December 2017. They stayed 5.3 million nights (down 1.9%) and spent \$1.6 billion (up 3.1%) in the State.

- They accounted for 6% of all domestic overnight visitors to NSW, 5% of nights and 8% of expenditure.
- Around two thirds of domestic overnight event visitors came from intrastate (68%), mainly from Sydney (22%) and the Hunter (10%). One third of event visitors came from interstate (32%), with 12% from Victoria and 11% from Queensland. By event type, interstate sports visitors to NSW were more likely from Victoria while leisure visitors were more likely from Queensland.

- Regional NSW received most of the domestic overnight event visitors (63%), with the North Coast as the most popular destination. Sports events in Regional NSW garnered higher interest than leisure events.
- Over a quarter of domestic overnight event visitors to NSW were 15 to 29 years old (27%). Around 23% were aged 60 years+ and 17% were aged 30–39 years and 17% were 50-59 years. There was no significant difference among age groups in terms of sport event attendance while leisure events were more popular among those aged 15 to 29, followed by those aged 60+.
- Domestic overnight event goers to NSW were mostly friends or relatives travelling together (35%), followed by adult couples (23%), family group (21%) and solo travellers (13%). Leisure events attracted more adult couples while family groups found sport events more appealing.
- Overall, staying in standard hotel/motor inn (below 4 star) was the most popular type of accommodation used by domestic event visitors in NSW (27% of nights), followed by friends or relatives property (18%).

### Domestic daytrip visitor profile

The number of domestic daytrip event visitors to NSW in YE December 2018 was 4.6 million, up 3.6% when compared to YE December 2017. They spent \$0.5 billion (up 7.1%).

- They accounted for 8% of all domestic day trip visitors to NSW and 8% of expenditure.
- Domestic day trip event visitors to NSW were mainly from intrastate (92%), with 36% from Sydney, 11% from South Coast and 10% from Hunter.
- Majority of domestic day trippers attended or participated in Regional NSW events (58%), mostly in the South Coast and the Hunter. Sports events attracted higher visitation than leisure events.
- The largest group of event based domestic daytrip visitors to NSW were aged 60 years+ (31%). Around 20% were aged 40-49 years and 18% were aged 15–29 years. Leisure events had higher interest from those aged 60+.

### Visitation trends

The volume of event visitors to NSW and their expenditure have increased since YE December 2015. In the YE December 2018, NSW achieved record levels in both metrics for the international, domestic overnight and day trip markets.

The growth in event visitors and expenditure in YE December 2018 vs YE December 2017 (up 4.6% and up 5.5%, respectively) were higher than the average annual growth since YE December 2010 (up 1.7% and up 3.6%, respectively).

In the last 9 years, there has been a slight increase in share of the domestic overnight visitors to all events visitors to NSW (from 29% in YE December 2010 to 32% in YE December 2018) at the expense of domestic day trippers (from 71% down to 67%). The share of international visitors to all event visitors to NSW has been stable (i.e. less than 1%).



# International and Domestic Event visitors to NSW

YE December 2018



Source: International & National Visitor Survey, TRA

## OVERVIEW

	2010	2011	2012	2013	2014	2015	2016	2017	2018	% change 2018 vs. 2017	% change 2018 vs. 2010
<b>GRAND TOTAL to NSW - overnight &amp; daytrip</b>											
Visitors ('000)	6,043	6,158	6,868	6,536	6,669	6,150	6,423	6,612	6,916	4.6%	14.5%
Nights ('000)	4,844	4,510	4,764	4,599	5,436	5,226	4,611	5,533	5,504	-0.5%	13.6%
Expenditure (\$ billion)	\$1.7	\$1.5	\$1.7	\$1.9	\$1.9	\$1.8	\$1.8	\$2.1	\$2.2	5.5%	32.3%
<b>Overnight - International &amp; Domestic</b>											
Visitors ('000)	1,772	1,637	1,743	1,862	1,883	1,953	1,796	2,135	2,279	6.7%	28.6%
Nights ('000)	4,844	4,510	4,764	4,599	5,436	5,226	4,611	5,533	5,504	-0.5%	13.6%
Expenditure (\$ billion)	\$1.3	\$1.1	\$1.2	\$1.4	\$1.4	\$1.4	\$1.3	\$1.6	\$1.7	5.1%	35.8%
<b>Domestic - overnight &amp; daytrip</b>											
Visitors ('000)	6,031	6,142	6,845	6,511	6,647	6,119	6,398	6,583	6,877	4.5%	14.0%
Nights ('000)	4,719	4,320	4,517	4,427	5,162	4,998	4,458	5,371	5,267	-1.9%	11.6%
Expenditure (\$ billion)	\$1.7	\$1.5	\$1.6	\$1.8	\$1.9	\$1.7	\$1.7	\$2.1	\$2.2	4.1%	29.6%

## INTERNATIONAL OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	2010	2011	2012	2013	2014	2015	2016	2017	2018	% change 2018 vs. 2017	% change 2018 vs. 2010
Visitors (000)	12	16	23	25	23	31	25	28	39	38.2%	230.6%
Nights (000)	126	189	247	172	274	229	153	162	237	46.6%	89.0%
Average Length of Stay	10.6	11.8	10.8	6.8	12.1	7.4	6.1	5.7	6.1	6.1%	-42.8%
Expenditure (\$ billion)	\$0.03	\$0.0	\$0.1	\$0.0	\$0.1	\$0.1	\$0.1	\$0.1	\$0.1	64.5%	187.3%
Spend per visitor per night (\$)	\$231	\$221	\$216	\$236	\$255	\$320	\$330	\$313	\$351	12.2%	52.0%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	2010	2011	2012	2013	2014	2015	2016	2017	2018	% change 2018 vs. 2017	% change 2018 vs. 2010
Visitors (000)	1,760	1,621	1,720	1,837	1,861	1,922	1,772	2,107	2,240	6.3%	27.2%
Nights (000)	4,719	4,320	4,517	4,427	5,162	4,998	4,458	5,371	5,267	-1.9%	11.6%
Average Length of Stay	2.7	2.7	2.6	2.4	2.8	2.6	2.5	2.5	2.4	-7.8%	-12.3%
Expenditure (\$ billion)	\$1.2	\$1.0	\$1.1	\$1.3	\$1.3	\$1.3	\$1.2	\$1.6	\$1.6	3.1%	32.2%
Spend per visitor per night (\$)	\$259	\$238	\$252	\$296	\$251	\$261	\$278	\$292	\$307	5.2%	18.4%

## DOMESTIC DAYTRIP TRAVEL

### Visitors, Nights and Expenditure

	2010	2011	2012	2013	2014	2015	2016	2017	2018	% change 2018 vs. 2017	% change 2018 vs. 2010
Visitors (000)	4,271	4,520	5,125	4,674	4,786	4,197	4,627	4,476	4,637	3.6%	8.6%
Expenditure (\$ billion)	0.4	0.4	0.5	0.5	0.6	0.4	0.5	0.5	0.5	7.1%	22.4%
Spend per visitor (\$)	\$103	\$97	\$96	\$107	\$119	\$99	\$107	\$112	\$116	3.4%	12.7%