

FACT SHEET

Total Domestic visitation to NSW (spend, visitors and nights)

 **SPEND**
\$29.0 b
up 11.9% YoY

 **VISITORS**
101.2 m
up 8.7% YoY

 **NIGHTS**
111.4 m
up 8.3% YoY

Domestic overnight visitors accounted for 35% of total domestic visitors to NSW and 75% of domestic expenditure.

DOMESTIC OVERNIGHT VISITATION

- NSW has continued its national leadership in the domestic overnight market and accounts for 33% of all visitors, 29% of all nights and 29% of all expenditure to Australia.
- NSW received 35.6 million domestic visitors (up 7.9%) who stayed 111.4 million nights (up 8.3%) and spent \$21.7 billion (up 11.4%).
- Their average length of stay in NSW was 3.1 nights and average spend per night was \$195.
- Holiday was the largest purpose of visit to NSW (39%), followed by Visiting Friends and Relatives (35%) and Business (21%).
- Around 23% of the domestic overnight visitors were aged 15-29 years, followed by 50-59 years old (18%) and 30-39 years old (17%).
- 'Unaccompanied traveller' (32%) was the most common travel party amongst visitors to NSW, followed by 'adult couple' (25%), then 'friends and relatives travelling together' (21%) and 'family groups with children' (16%).
- Regional NSW was the largest source market of visitors to the State (37%), followed by Sydney (30%) and Victoria (13%). Visitors from interstate accounted for 33% of visitors to NSW.
- Sydney was the top destination in NSW (32% share), followed by the North Coast NSW (16%), Hunter (12%) and South Coast (12%). In total, Regional NSW accounted for 70% of the State's visitors.

Trend

- From YE March 2014 to YE March 2019**, domestic overnight visitors, nights and expenditure in NSW recorded the following changes: up 36.9%, up 31.6% and up 42.5%, respectively.

Forecast

- Domestic visitor nights to NSW are expected** to grow in both the medium term (from 2016/17 to 2021/22) and in the longer term (from 2016/17 to 2026/27) by 2.0% per annum. (Source: TRA, Tourism Forecast, 2017)

DOMESTIC DAY TRIP VISITATION

- NSW has continued its national leadership in the domestic day trip market and accounts for 30% of all day trippers and 31% of all their expenditure to Australia.
- NSW received 65.6 million domestic visitors (up 9.1%) who spent \$7.3 billion (up 13.5%). The average spend per visitor was \$111
- Holiday was the largest purpose of visit to NSW (48%), followed by Visiting Friends and Relatives (28%) and Business (12%).

FACT SHEET – Cont'd

- Around 22% of the visitors were aged 15-29 years, followed by 60-69 years old (18%) and 50-59 years old (16%).
- Sydney was the largest source market of visitors to the State (44%), followed by Hunter (10%) and North Coast NSW (8%). Visitors from interstate accounted for 8% of visitors to NSW.
- Sydney was the most popular destination in NSW (36% share), followed by Hunter (12%), North Coast NSW (11%) and South Coast (11%). In total, Regional NSW accounted for 64% of the State's visitors.

Trend

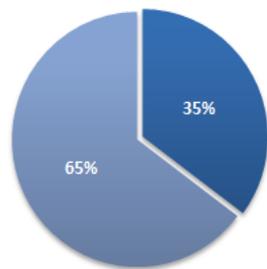
- **From YE March 2014 to YE March 2019**, domestic day trip visitors and expenditure in NSW recorded the following changes: up 27.8% and up 27.1%, respectively.

AVIATION

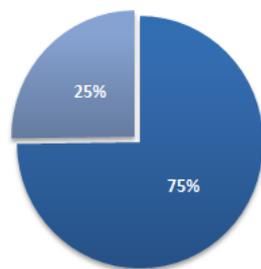
- In the YE March 2019, NSW accounted for almost a half of the domestic aviation seat capacity in Australia's top 66 competitive routes (49%) or 33.8 million seats, down 0.3% on YE March 2018 (Source: Bureau of Infrastructure, Transport and Regional Economics (BITRE), seats both directions)

The charts and table below relate to Visitation, Purpose of visit and Destination of Domestic visitors to NSW for YE March 2019.

Visitors to NSW (% share)

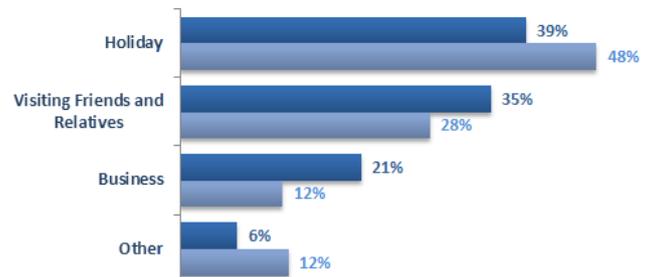


Expenditure to NSW (%share)



■ Domestic Overnight
■ Domestic Daytrip

Purpose of visit to NSW



Destination	TOTAL DOMESTIC		DOMESTIC OVERNIGHT						DOMESTIC DAYTRIP		
	Visitors (000)	Expenditure (\$million)	Visitors (000)	Nights (million)	Expenditure (\$million)	ALOS	Spend per night (\$)	Spend per visitor (\$)	Visitors (000)	Expenditure (\$million)	Spend per visitor (\$)
Sydney	35,267	\$11,770	11,419	31.0	\$9,063	2.7	\$293	\$794	23,848	\$2,707	\$114
Regional NSW	66,668	\$17,222	24,951	80.4	\$12,619	3.2	\$157	\$506	41,718	\$4,603	\$110
North Coast NSW	12,840	\$4,283	5,757	22.2	\$3,539	3.9	\$159	\$615	7,083	\$744	\$105
Hunter	12,178	\$2,637	4,238	11.6	\$1,780	2.7	\$153	\$420	7,939	\$857	\$108
South Coast	11,150	\$2,627	4,209	13.1	\$1,984	3.1	\$151	\$471	6,941	\$644	\$93
Central NSW	6,159	\$1,723	2,879	7.7	\$1,229	2.7	\$160	\$427	3,280	\$494	\$151
Central Coast	5,711	\$952	1,618	4.3	\$627	2.7	\$146	\$387	4,093	\$325	\$79
Capital Country	4,740	\$827	1,453	3.0	\$496	2.1	\$163	\$342	3,287	\$330	\$100
Blue Mountains	4,211	\$725	1,177	2.6	\$399	2.2	\$155	\$339	3,034	\$326	\$108
New England North West	3,564	\$888	1,611	4.2	\$631	2.6	\$150	\$392	1,953	\$257	\$132
The Murray	2,758	\$774	1,193	3.0	\$480	2.5	\$160	\$402	1,564	\$294	\$188
Riverina	2,676	\$659	1,144	2.9	\$436	2.6	\$149	\$382	1,532	\$223	\$145
Snowy Mountains	1,700	\$768	1,020	3.1	\$698	3.1	\$222	\$684	679	\$70	\$103
Outback NSW	890	\$298	574	2.3	\$261	3.9	\$116	\$454	np	np	-
NSW Total	101,172	\$28,992	35,606	111.4	\$21,683	3.1	\$195	\$609	65,566	\$7,309	\$111

ALOS - average length of stay

np = data not publishable