


FACT SHEET

Total Domestic and International visitation to Regional NSW tourism region (spend, visitors and nights).

 **SPEND**
\$18.3 b
up 6.3% YoY

 **VISITORS**
67.5 m
up 6.8% YoY

 **NIGHTS**
95.5 m
up 6.1% YoY

Regional NSW received 20% of international visitors, 70% of domestic overnight visitors and 64% of domestic daytrip visitors to NSW.

DOMESTIC OVERNIGHT VISITATION

- There were 25.0 million domestic overnight visitors (up 6.1% on the previous year) who stayed 80.4 million nights (up 6.5%) in Regional NSW and spent \$12.6 billion (up 5.4%).
- The average length of stay in the region was 3.2 nights and average spend per night was \$157.
- Regional NSW accounted for 70% of visitors, 72% of nights and 58% of expenditure in NSW.
- The majority of visitors to the region came for the purpose of Holiday (45%), followed by Visiting Friends and Relatives (36%) and Business (14%).
- 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%).
- 'Adult couple' (27%) was the most common travel party amongst visitors to Regional NSW, followed by 'unaccompanied traveller' (26%) and 'friends and relatives travelling together' (24%).
- Sydney was the largest source market for visitors to the region (39%), followed by Regional NSW (36%) and Queensland (10%). Visitors from interstate accounted for 25% of visitors to Regional NSW.

Trend

- From YE March 2014 to YE March 2019**, domestic visitors, nights and expenditure in the region recorded the following changes: up 37.5%, up 30.2% and up 39.1%, respectively.

DOMESTIC DAY TRIP VISITATION

- There were 41.7 million domestic day trip visitors to Regional NSW (up 7.3% on the previous year) who spent \$4.6 billion (up 10.2%). The average spend per visitor was \$110.
- The region accounted for 64% of visitors and 63% of expenditure in NSW.
- The majority of day trip visitors to Regional NSW came for the purpose of Holiday (50%), followed by Visiting Friends and Relatives (27%) and Business (11%).
- Around 21% of the domestic daytrip visitors were aged 15-29 years followed by 60-69 years (18%) and 50-59 years old (17%).

Trend

- From YE March 2014 to YE March 2019**, domestic day trip visitors and expenditure in the region recorded the following changes: up 31.2% and up 28.0%, respectively.

FACT SHEET – Cont'd

INTERNATIONAL VISITATION

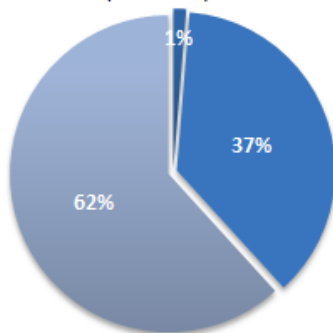
- There were 868,800 international visitors (down 0.1% on the previous year) who stayed 15.1 million nights (up 4.1%) in Regional NSW and spent \$1.0 billion (up 1.6%).
- The average length of stay in Regional NSW was 17.4 nights and average spend per night was \$69.
- The region accounted for 20% of visitors, 16% of visitor nights and 9% of expenditure in NSW for YE March 2019.
- Holiday was the largest purpose of visit to the region (65%), followed by Visiting Friends and Relatives (30%) and Business (5%).
- 35% of the visitors were aged 15-29 years, followed by 30-39 years old (16%) and 50-59 years old (16%).
- 'Unaccompanied traveller' (53%) was the most common travel party amongst visitors to Regional NSW, followed by 'adult couple' (22%), 'friends and relatives travelling together' (11%) and 'family groups with children' (11%).
- United Kingdom was the region's largest source market for visitors (16%), followed by New Zealand (12%) and United States of America (10%).

Trend

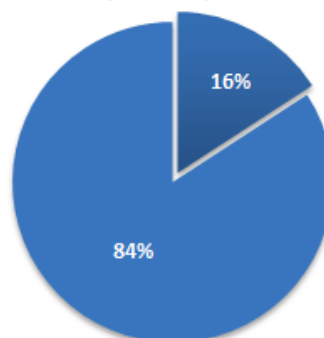
- From YE March 2014 to YE March 2019**, international visitors, nights and expenditure in the region recorded the following changes: up 40.9%, up 27.8% and up 51.1%, respectively.

The chart below relate to Visitors, Nights and Expenditure of International and Domestic visitors to Regional NSW for YE March 2019.

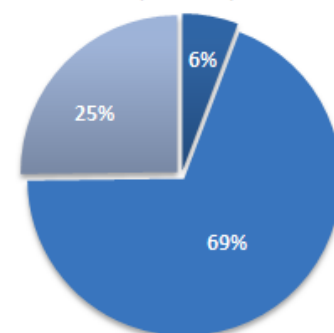
Visitors to Regional NSW
(% share)



Nights to Regional NSW
(% share)



Expenditure to Regional NSW
(%share)



■ International ■ Domestic Overnight ■ Domestic daytrip