Domestic travel to NSW
Year ending June 2019
Source: National Visitor Survey, Tourism Research Australia.

FACT SHEET

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

<table>
<thead>
<tr>
<th>SPEND</th>
<th>VISITORS</th>
<th>NIGHTS</th>
</tr>
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<tbody>
<tr>
<td>$30.2 b up 13.1% YoY</td>
<td>106.4 m up 12.0% YoY</td>
<td>116.1 m up 10.7% YoY</td>
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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 37.2 million domestic overnight visitors (up 10.6%) who stayed 116.1 million nights (up 10.7%) and spent $22.6 billion (up 12.5%).
- 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 (36%) 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' (33%) 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' (15%).
- Regional NSW was the largest source market of visitors to the State (38%), followed by Sydney (30%) and Victoria (12%). Visitors from interstate accounted for 32% 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 June 2014 to YE June 2019, domestic overnight visitors, nights and expenditure in NSW recorded the following changes: up 41.9%, up 35.3% and up 50.2%, respectively.

Forecast

- Domestic visitor nights to NSW are expected to grow in the medium term (from 2018/19 to 2023/24) and in the longer term (from 2018/19 to 2028/29) by 1.2% per annum and 1.1% per annum, respectively. (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 69.2 million domestic visitors (up 12.7%) who spent $7.6 billion (up 15.0%). The average spend per visitor was $110
- Holiday was the largest purpose of visit to NSW (47%), followed by Visiting Friends and Relatives (28%) and Business (13%).
FACT SHEET – Cont’d

- Around 23% of the visitors were aged 15-29 years, followed by 60-69 years old (18%) and 30-39 years old (16%).
- Sydney was the largest source market of visitors to the State (45%), 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 June 2014 to YE June 2019, domestic day trip visitors and expenditure in NSW recorded the following changes: up 29.8% and up 31.1%, respectively.

AVIATION

- In the YE June 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 2,799 (million) 2.5% from YE June 2014, seat capacity was both directions.
- The charts and table below relate to Visitation, Purpose of visit and Destination of Domestic visitors to NSW for YE June 2019.

For more information and statistics about tourism in NSW, see the Destination NSW Corporate website at http://www.destinationnsw.com.au/