

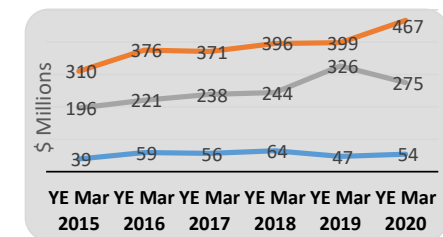
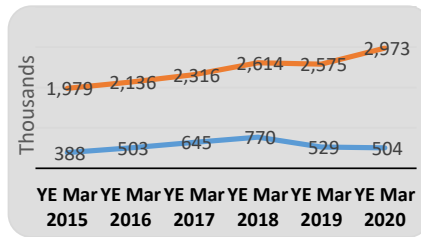
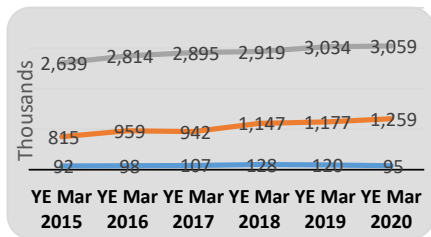
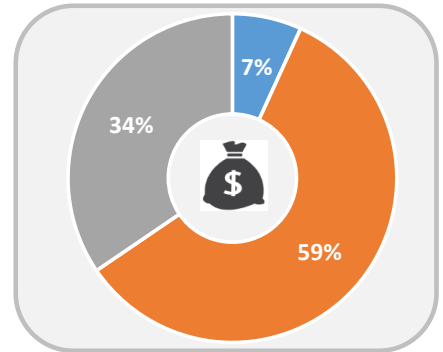
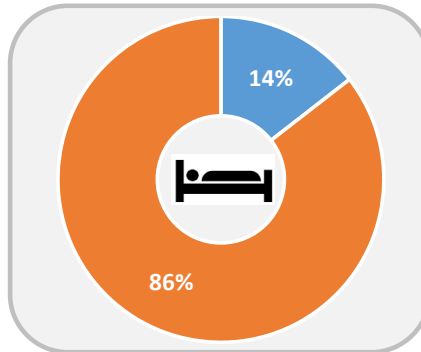
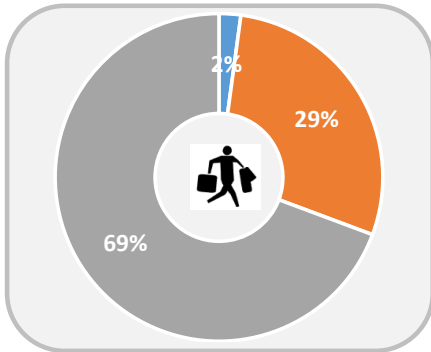
TOTAL DOMESTIC & INTERNATIONAL

Visitors
4.4m
+1.9% YoY

Nights
3.5m
+12.0% YoY

Expenditure
\$796.7m
+3.2% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 1.3m (+7.0% YoY)
Nights: 3.0m (+15.5% YoY)
Expenditure: \$467.4m (+17.2% YoY)

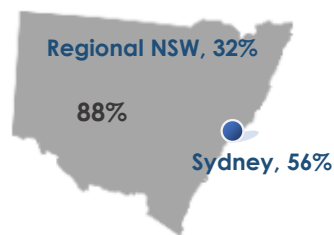
Average spend
\$157 per night
\$371 per visitor

Average length of stay:
2.4 nights

#9 for visitors
#10 for nights
#11 for expenditure
In Regional NSW

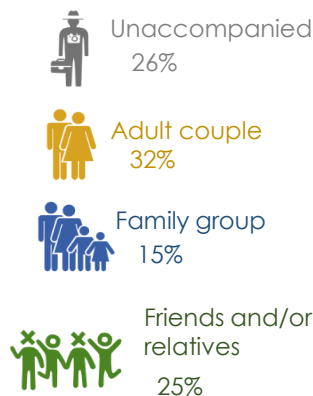
Origin

88% of the visitors came from within NSW



Travel party

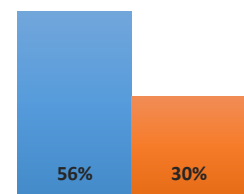
32% of the visitors were adult couple



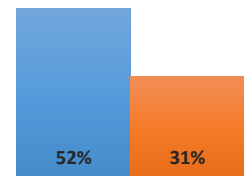
Purpose of visit

The largest number of visitors came for a holiday

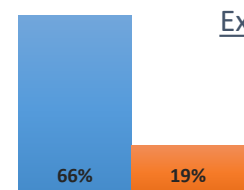
■ Holiday ■ VFR ■ Business (n/p)



Visitors



Nights



Expenditure

Transport

Private vehicle or company car - 86%
Railway - n/p

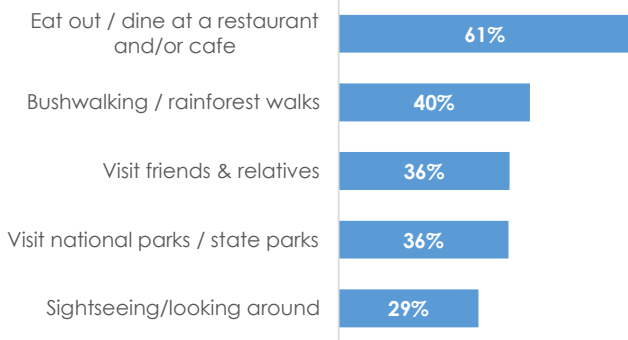


Gender

50% Male 50% Female

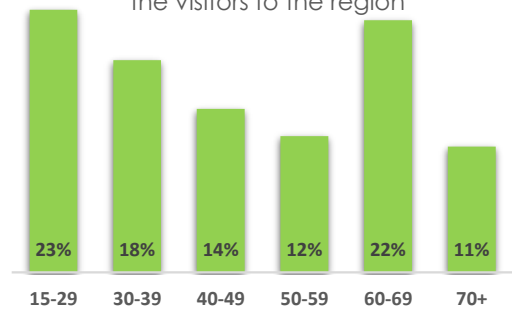


Top 5 activities

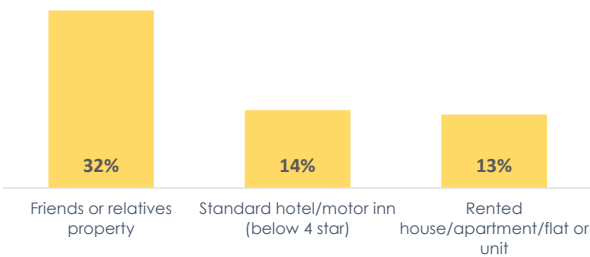


Age

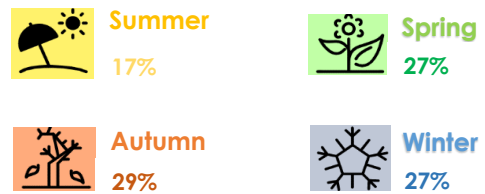
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 3.1m (+0.8% YoY)
Expenditure: \$274.9m (-15.8% YoY)



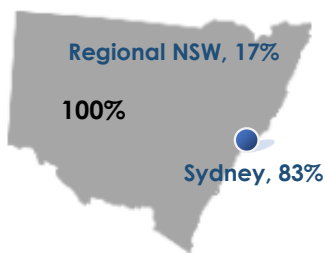
Average spend \$90 per visitor



#7 for visitors
#8 for expenditure
In Regional NSW

Origin

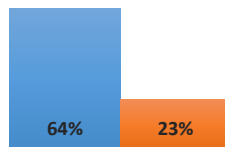
100% of the visitors to the region came from NSW



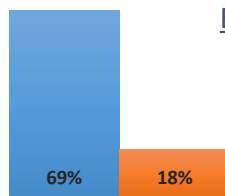
Purpose of visit

■ Holiday ■ VFR ■ Business (n/p)

Visitors

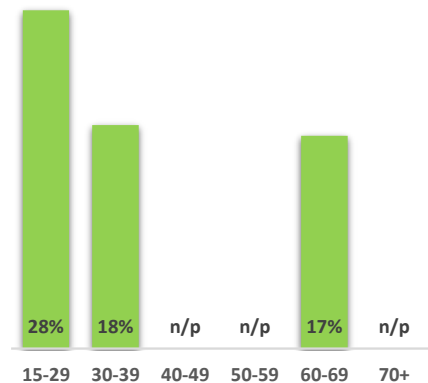


Expenditure

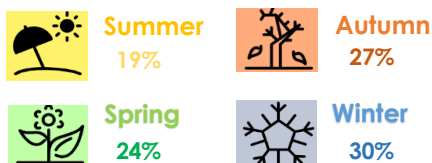


Age

'15-29 years' was the largest age group of the visitors to the region

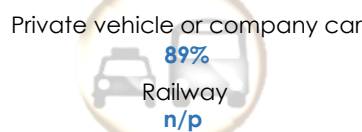


Travel season*

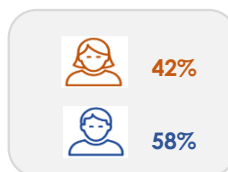


*by month returned from the trip

Transport



Gender



International travel

Visitors: 94,500 (-21.2% YoY)
 Nights: 503,800 (-4.8% YoY)
 Expenditure: \$54.3m (+15.8% YoY)



Average spend
 \$108 per night
 \$575 per visitor



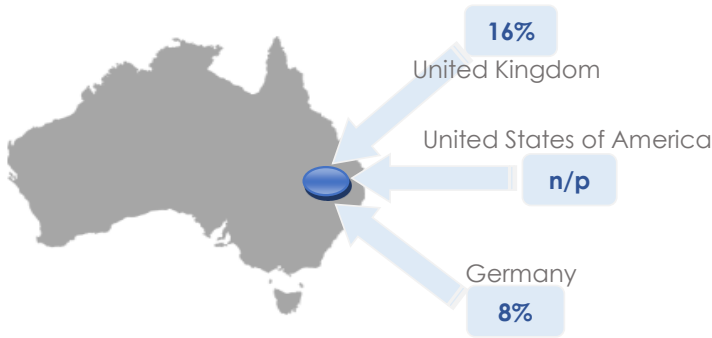
Average length of stay: 5.3 nights



#4 for visitors
 #8 for nights
 #5 for expenditure
In Regional NSW

Top 3 origin markets

United Kingdom was the largest individual source market of visitors to the region



Purpose of visit

- Holiday
- Business (n/p)
- Employment (n/p)
- VFR (n/p)
- Education (n/p)



Visitors

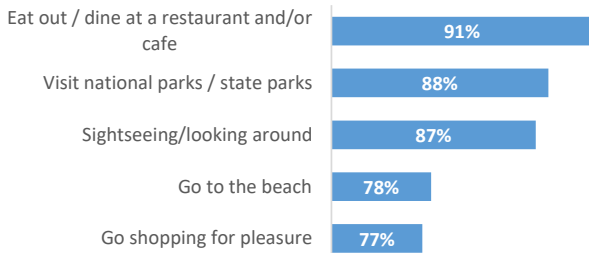


Nights

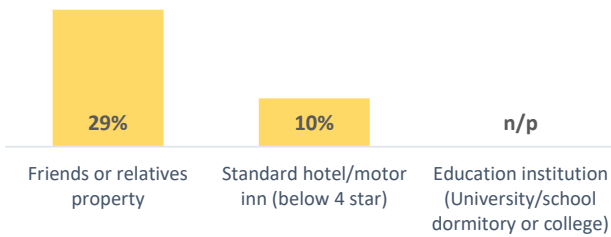


Expenditure

Top 5 activities

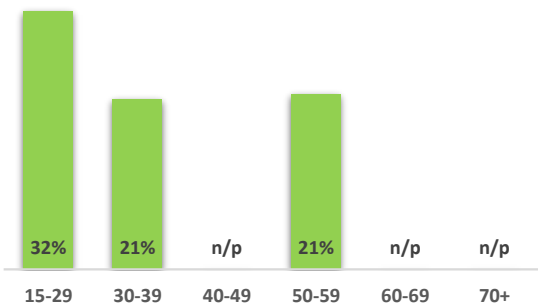


Top 3 accommodation types (nights)

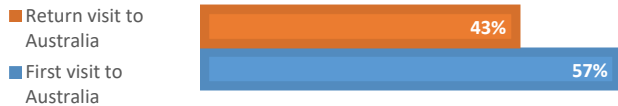


Age

'15-29 years' was the largest age group of the visitors to the region



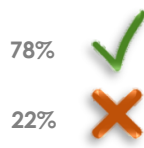
First vs return visitor



Transport



FIT visitor[#]



N/P - data not publishable

[#] free and independent traveller

Travel party

