

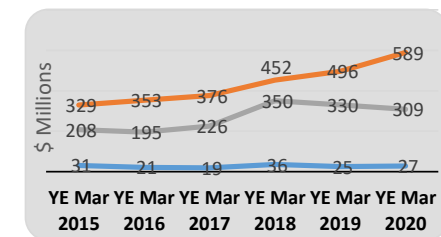
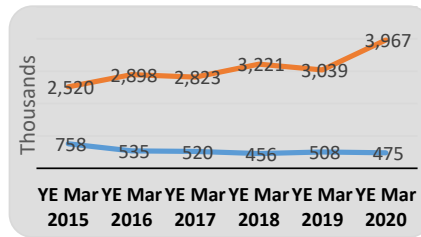
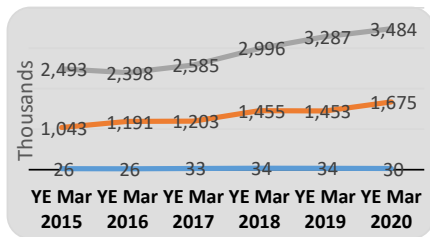
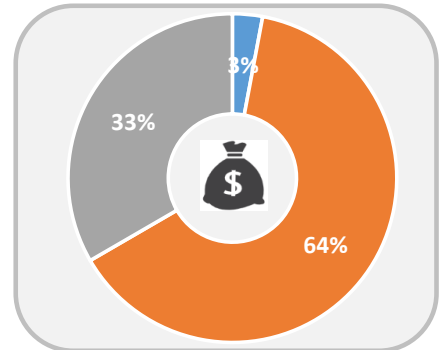
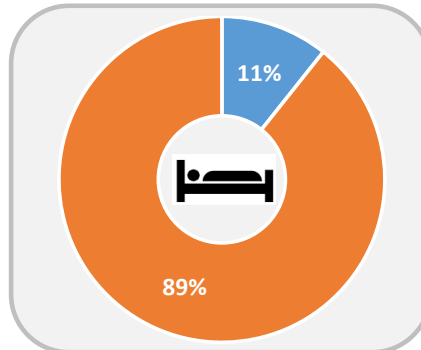
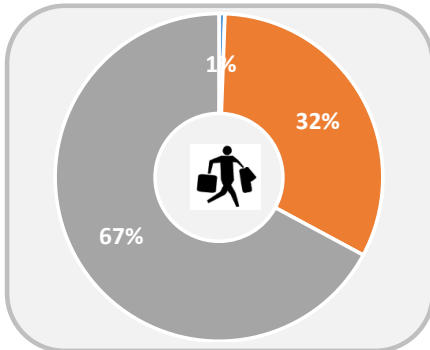
TOTAL DOMESTIC & INTERNATIONAL

Visitors
5.2m
+8.7% YoY

Nights
4.4m
+25.2% YoY

Expenditure
\$925.1m
+8.6% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 1.7m (+15.3% YoY)
Nights: 4.0m (+30.5% YoY)
Expenditure: \$589.1m (+18.7% YoY)

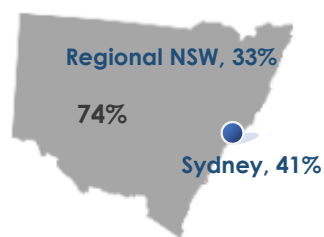
Average spend
\$149 per night
\$352 per visitor

Average length of stay:
2.4 nights

#7 for visitors
#7 for nights
#9 for expenditure
In Regional NSW

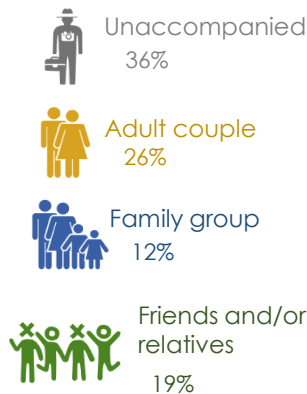
Origin

74% of the visitors came from within NSW



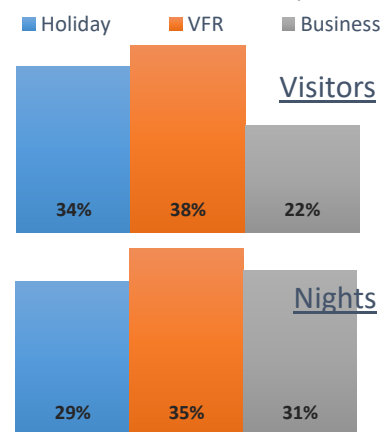
Travel party

36% of the visitors were travelling alone



Purpose of visit

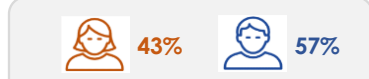
The largest number of visitors came for a holiday



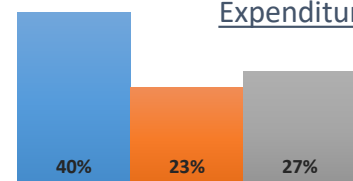
Transport

Private vehicle or company car - 91%
Railway - n/p

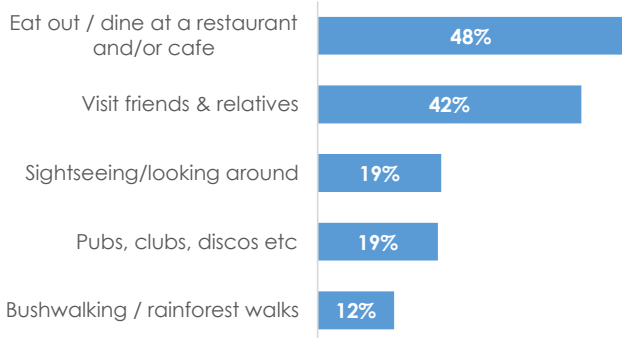
Gender



Expenditure

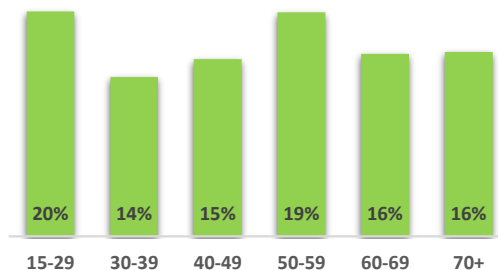


Top 5 activities

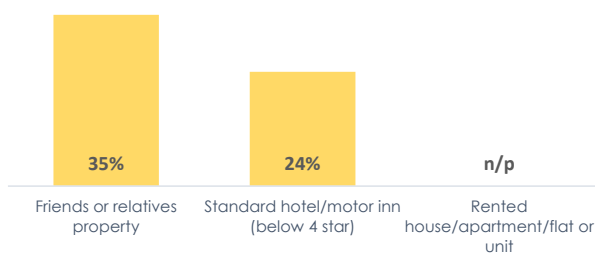


Age

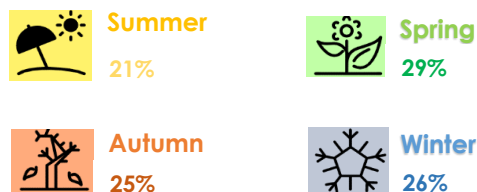
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 3.5m (+6.0% YoY)
Expenditure: \$308.6m (-6.6% YoY)



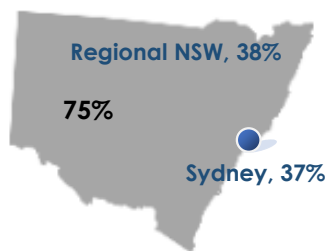
Average spend \$89 per visitor



#6 for visitors
#7 for expenditure
In Regional NSW

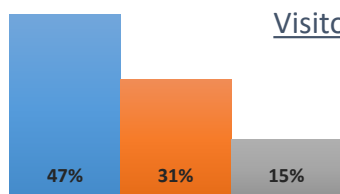
Origin

75% of the visitors to the region came from NSW

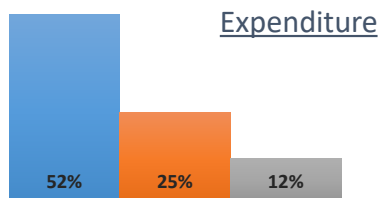


Purpose of visit

■ Holiday ■ VFR ■ Business



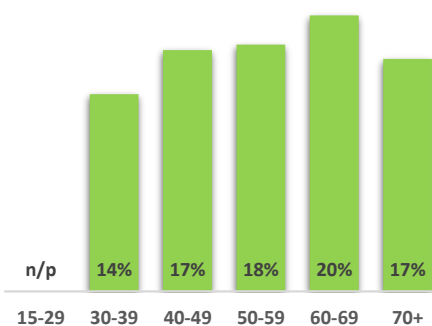
Visitors



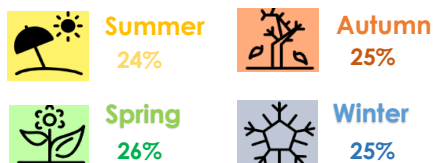
Expenditure

Age

'60-69 years' was the largest age group of the visitors to the region



Travel season*



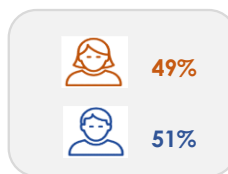
*by month returned from the trip

Transport

Private vehicle or company car



Gender



International travel

Visitors: 30,200 (-12.1% YoY)
 Nights: 475,400 (-6.3% YoY)
 Expenditure: \$27.4m (+8.3% YoY)



Average spend
 \$58 per night
 \$906 per visitor



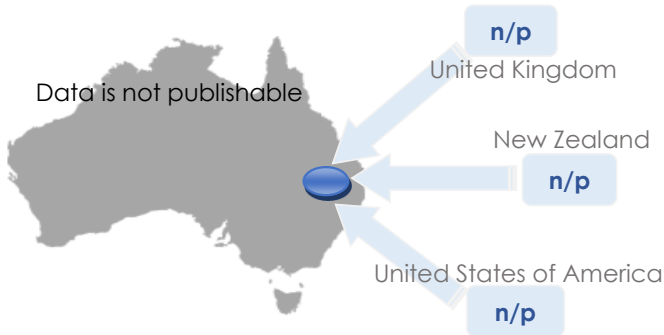
Average length of stay:
 15.7 nights



#8 for visitors
 #9 for nights
 #9 for expenditure
In Regional NSW

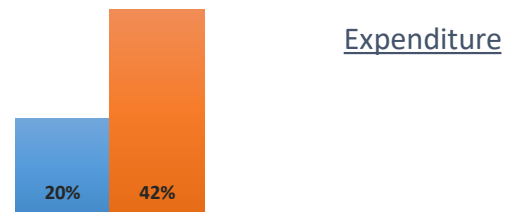
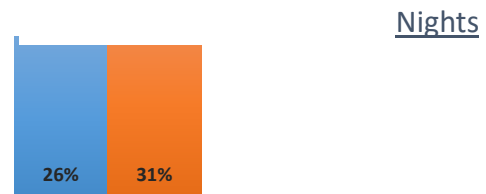
Top 3 origin markets

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

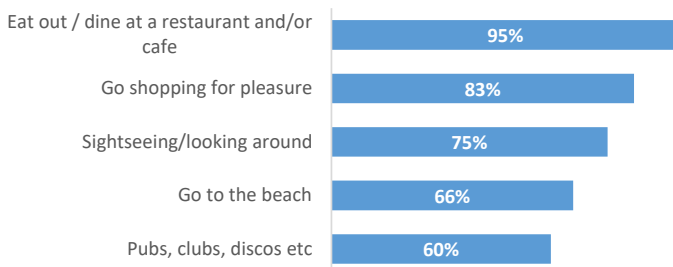


Purpose of visit

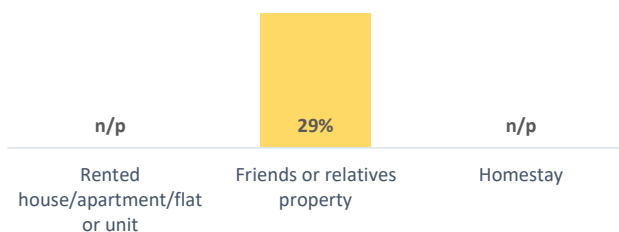
- Holiday
- Business (n/p)
- Employment (n/p)
- VFR
- Education (n/p)



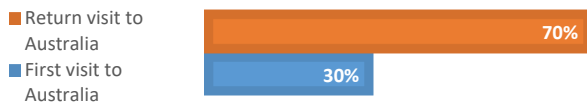
Top 5 activities



Top 3 accommodation types (nights)



First vs return visitor



Transport

Private vehicle or company car: 44%
 Rental car: n/p

FIT visitor#

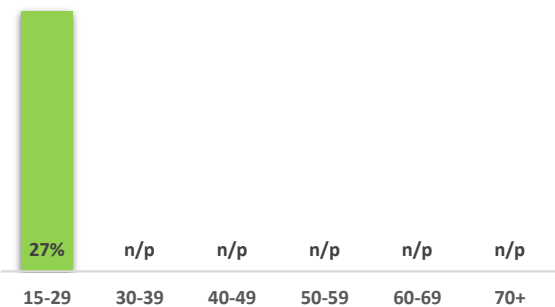
79% (with green checkmark)
 n/p (with red X)

N/P - data not publishable

free and independent traveller

Age

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



Travel party

