

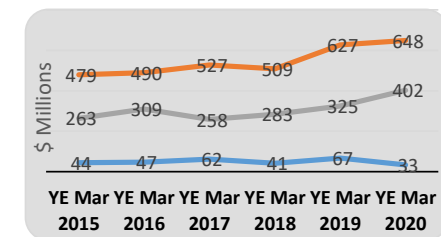
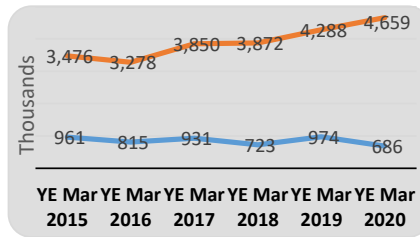
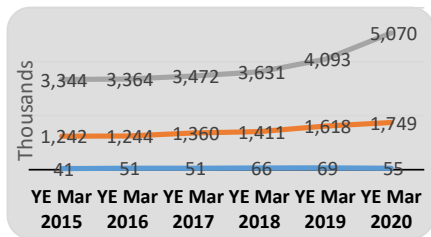
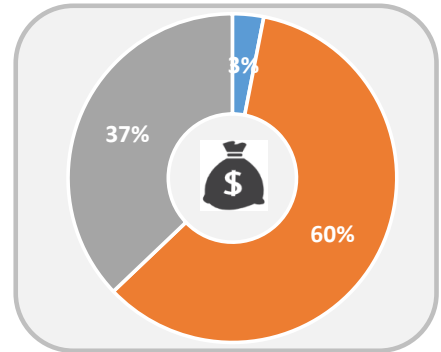
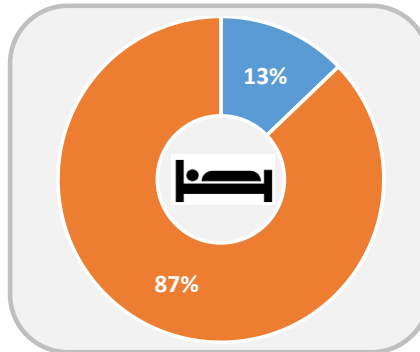
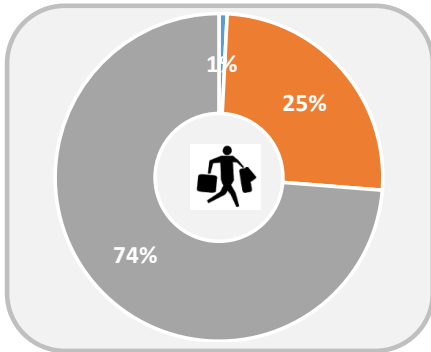
TOTAL DOMESTIC & INTERNATIONAL

Visitors
6.9m
+18.9% YoY

Nights
5.3m
+1.6% YoY

Expenditure
\$1.1bn
+6.4% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 1.7m (+8.1% YoY)
Nights: 4.7m (+8.7% YoY)
Expenditure: \$648.3m (+3.5% YoY)

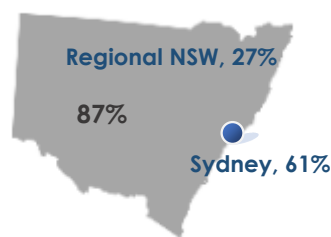
Average spend
\$139 per night
\$371 per visitor

Average length of stay:
2.7 nights

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

Origin

87% of the visitors came from within NSW



Travel party

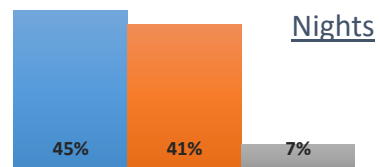
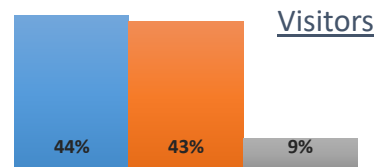
33% of the visitors were travelling alone

- Unaccompanied: 33%
- Adult couple: 26%
- Family group: 20%
- Friends and/or relatives: 19%

Purpose of visit

The largest number of visitors came for a holiday

■ Holiday ■ VFR ■ Business



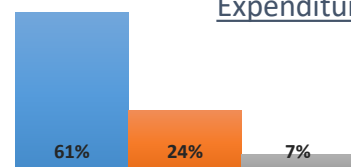
Transport

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

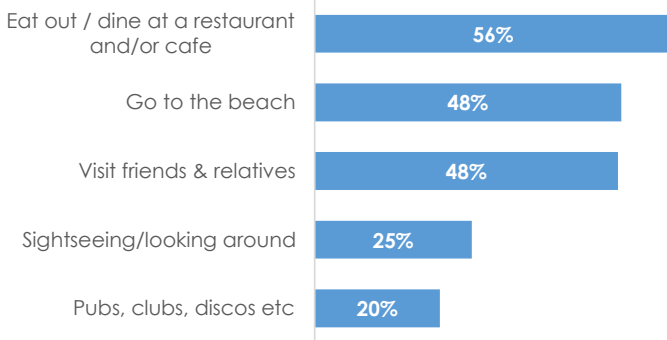
Gender

Female: 53% Male: 47%

Expenditure

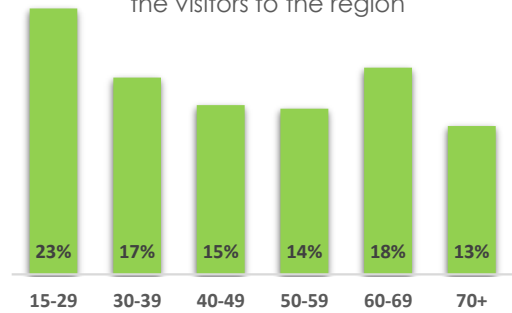


Top 5 activities

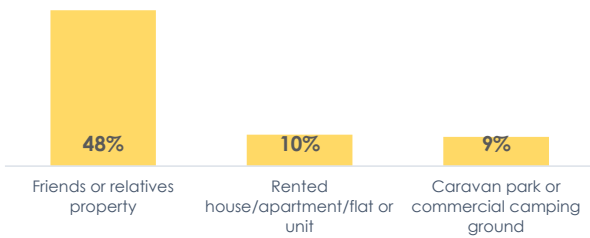


Age

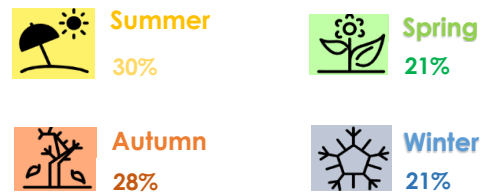
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 5.1m (+23.8% YoY)
Expenditure: \$402.2m (+23.8% YoY)



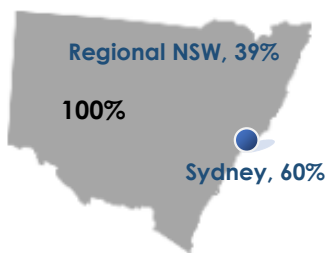
Average spend \$79 per visitor



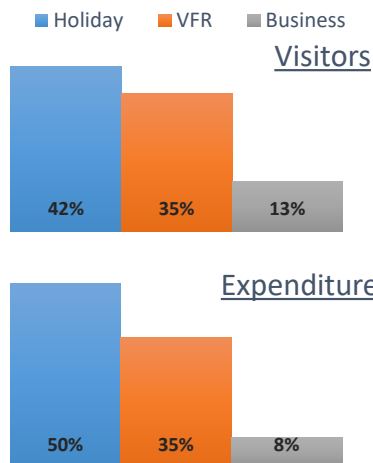
#4 for visitors
#5 for expenditure
In Regional NSW

Origin

100% of the visitors to the region came from NSW

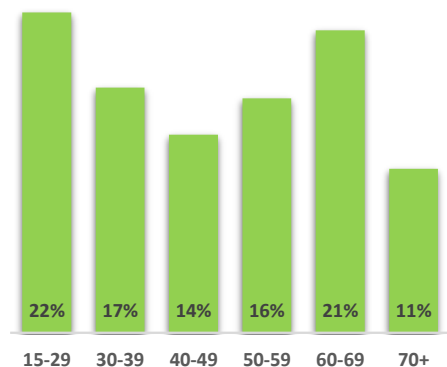


Purpose of visit

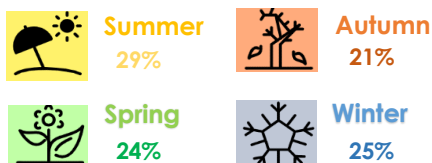


Age

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

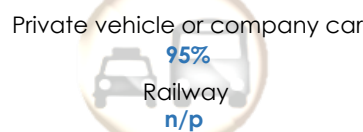


Travel season*

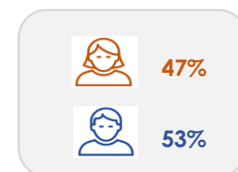


*by month returned from the trip

Transport



Gender



International travel

Visitors: 55,100 (-20.3% YoY)
 Nights: 686,400 (-29.5% YoY)
 Expenditure: \$33.3m (-50.3% YoY)



Average spend
 \$49 per night
 \$604 per visitor



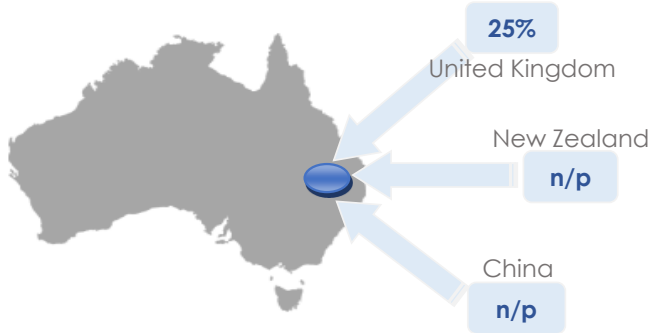
Average length of stay:
 12.5 nights



#5 for visitors
 #5 for nights
 #6 for expenditure
In Regional NSW

Top 3 origin markets

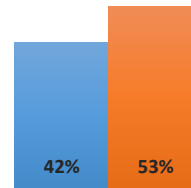
United Kingdom was the largest individual source market of visitors to the region



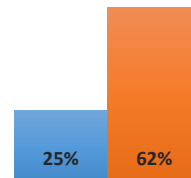
Purpose of visit

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

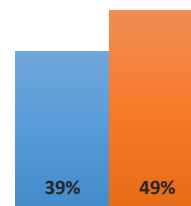
Visitors



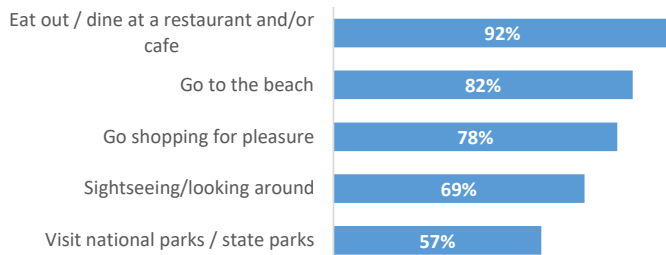
Nights



Expenditure



Top 5 activities

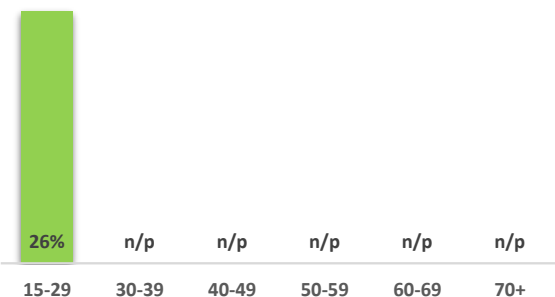


Top 3 accommodation types (nights)

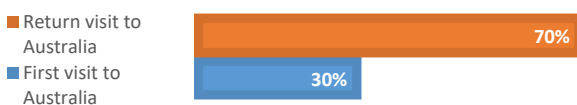


Age

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



First vs return visitor



Transport

Private vehicle or company car: 46%
 Local public transport: n/p

FIT visitor#

84% (with green checkmark icon)
 n/p (with red X icon)

N/P - data not publishable

free and independent traveller

Travel party

