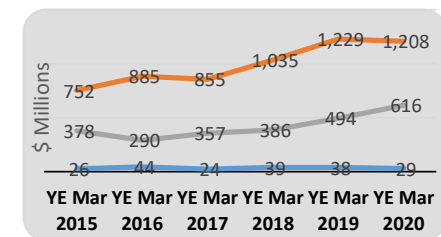
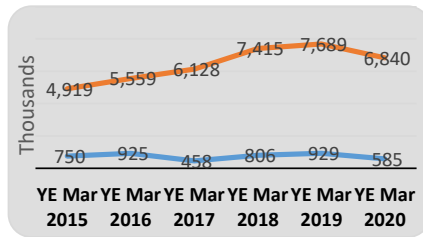
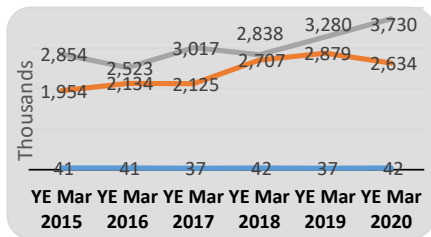
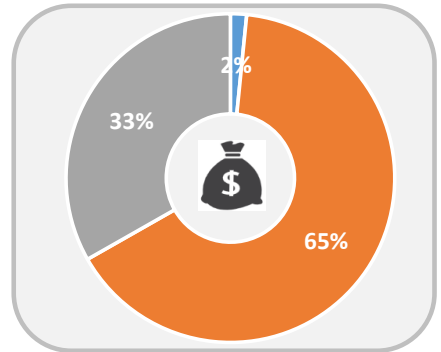
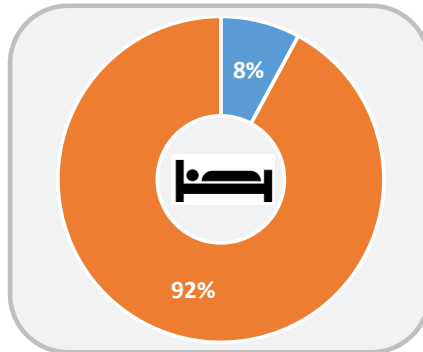
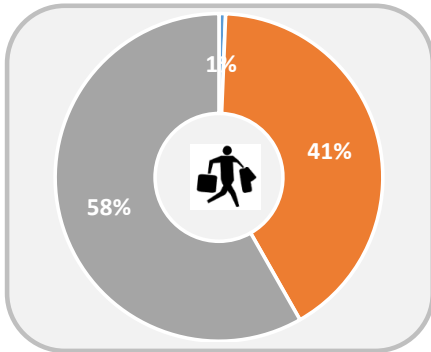


TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 2.6m (-8.5% YoY)
Nights: 6.8m (-11.0% YoY)
Expenditure: \$1.2bn (-1.7% YoY)

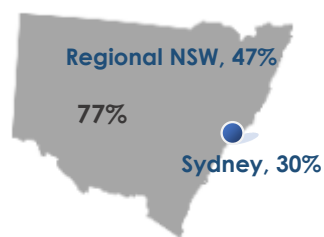
Average spend
\$177 per night
\$459 per visitor

Average length of stay:
2.6 nights

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

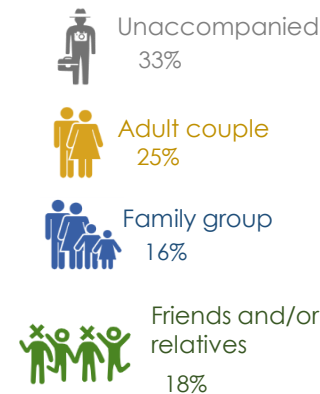
Origin

77% of the visitors came from within NSW



Travel party

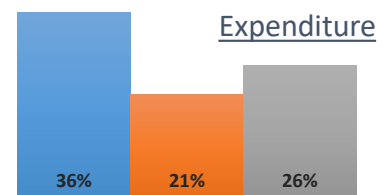
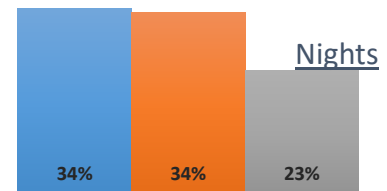
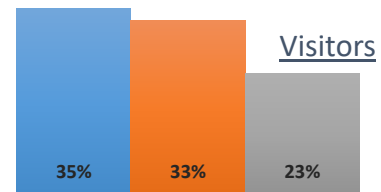
33% of the visitors were travelling alone



Purpose of visit

The largest number of visitors came for a holiday

■ Holiday ■ VFR ■ Business



Transport

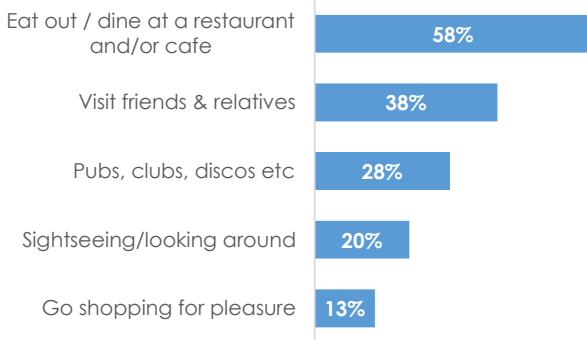
Private vehicle or company car - 89%
Aircraft - n/p



Gender

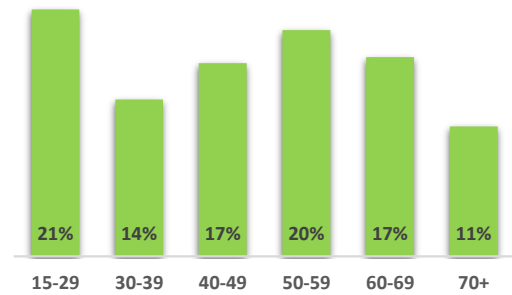


Top 5 activities



Age

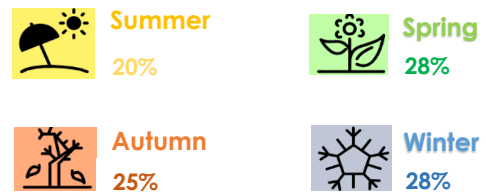
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 3.7m (+13.7% YoY)
Expenditure: \$615.6m (+24.6% YoY)



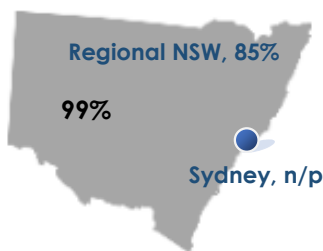
Average spend \$165 per visitor



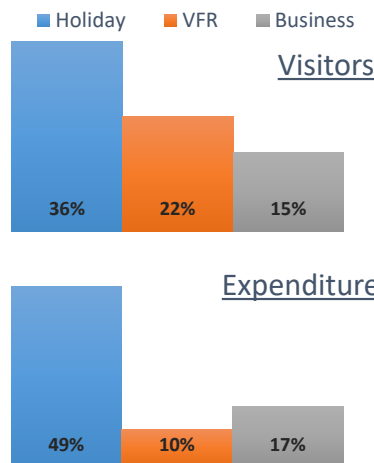
#5 for visitors
#4 for expenditure
In Regional NSW

Origin

99% of the visitors to the region came from NSW

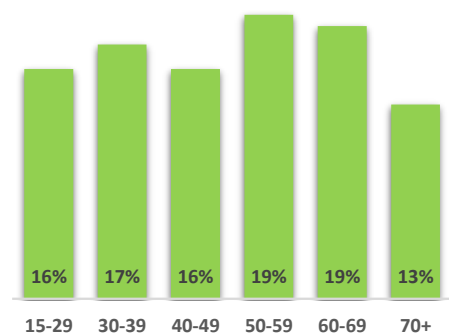


Purpose of visit

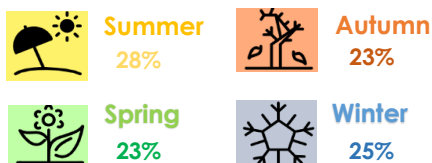


Age

'50-59 years' was the largest age group of the visitors to the region

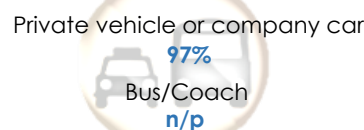


Travel season*

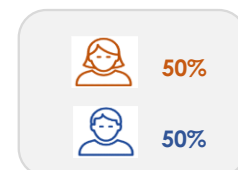


*by month returned from the trip

Transport



Gender



International travel

Visitors: 41,700 (+12.4% YoY)
 Nights: 585,400 (-37.0% YoY)
 Expenditure: \$29.5m (-23.3% YoY)



Average spend
 \$50 per night
 \$706 per visitor



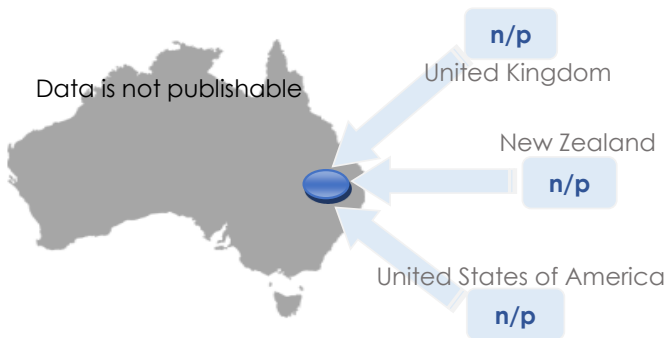
Average length of stay: 14.0 nights



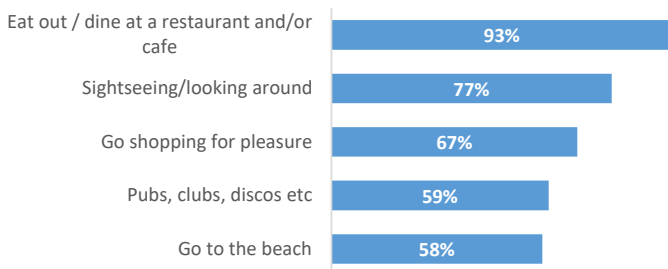
#6 for visitors
 #7 for nights
 #7 for expenditure
In Regional NSW

Top 3 origin markets

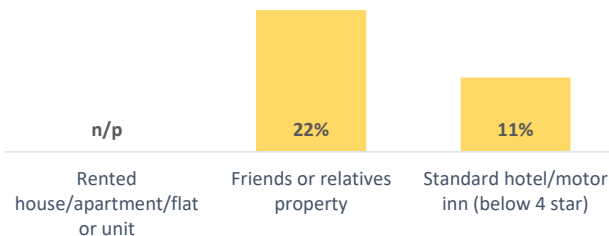
United Kingdom was the largest individual source market of visitors to the region



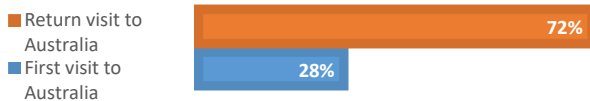
Top 5 activities



Top 3 accommodation types (nights)



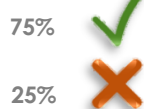
First vs return visitor



Transport



FIT visitor[#]



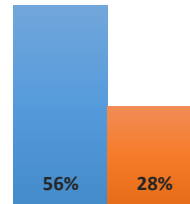
N/P - data not publishable

[#] free and independent traveller

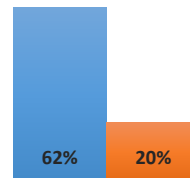
Purpose of visit

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

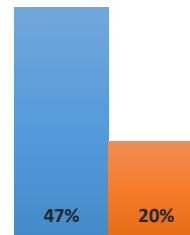
Visitors



Nights

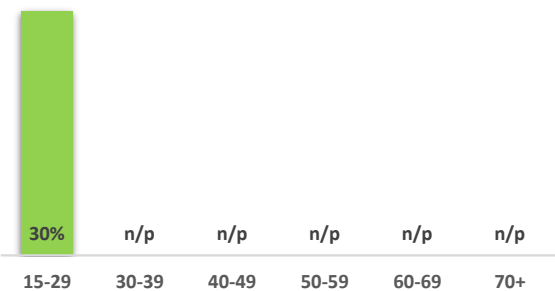


Expenditure



Age

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



Travel party

