Domestic travel to NSW Visitor Profile
Year ended March 2020

Source: National Visitor Survey, Tourism Research Australia.

TOTAL DOMESTIC VISITATION

**Visitors**
- 110.7m (+9.5% YoY)

**Nights**
- 118.1m (+6.0% YoY)

**Expenditure**
- $30.9bn (+6.7% YoY)

Market share to Australia

<table>
<thead>
<tr>
<th>Visitors</th>
<th>Nights</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic day</td>
<td>31%</td>
<td>32%</td>
</tr>
<tr>
<td>Domestic overnight</td>
<td>33%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Domestic overnight travel

- Visitors: 37.2m (+4.6% YoY)
- Nights: 118.1m (+6.0% YoY)
- Expenditure: $22.8bn (+5.0% YoY)

Average spend
- $193 per night
- $611 per visitor

Average length of stay: 3.2 nights

#1 for visitors
- Sydney, 33%
1. Sydney, 33%
2. North Coast NSW, 17%
3. South Coast, 12%
4. Hunter, 11%

Destination

Purpose of visit

The largest number of visitors came for a holiday

<table>
<thead>
<tr>
<th>Purpose of visit</th>
<th>Visitors</th>
<th>Nights</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>37%</td>
<td>40%</td>
<td>42%</td>
</tr>
<tr>
<td>VFR</td>
<td>36%</td>
<td>33%</td>
<td>19%</td>
</tr>
<tr>
<td>Business</td>
<td>22%</td>
<td>20%</td>
<td>23%</td>
</tr>
</tbody>
</table>

Top 3 accommodation types

- Friends or relatives property, 38%
- Standard hotel/motor inn (below 4 star), 13%
- Caravan park or commercial camping ground, 10%

Transport

- Private vehicle or company car, 75%
- Aircraft, 18%

Age

- 15-29: 22%
- 30-39: 17%
- 40-49: 17%
- 50-59: 18%
- 60-69: 16%
- 70+: 10%

Gender

- Female: 47%
- Male: 53%
Domestic travel to NSW Visitor Profile
Year ended March 2020
Source: National Visitor Survey, Tourism Research Australia.

Domestic daytrip travel

Visitors: 73.5m (+12.1% YoY)
Expenditure: $8.2bn (+12.1% YoY)

Average spend $111 per visitor

#1 for visitors
#1 for expenditure in Australia

Destination
Sydney was the top destination in NSW
1. Sydney, 38%
2. North Coast NSW, 12%
3. South Coast, 11%
4. Hunter, 11%

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

Transport
Private vehicle or company car
89%
Railway
8%

Purpose of visit
Visitors

Sydney was the largest source market of visitors to NSW

Origin
1. Sydney, 45%
2. Hunter, 10%
3. North Coast NSW, 8%

Origin
1. Regional NSW, 38%
2. Sydney, 28%
3. Victoria, 12%

Sydney was the largest source market of visitors to NSW

Regional NSW was the largest source market of visitors to NSW

Top 5 activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat out / dine at a restaurant and/or cafe</td>
<td>64%</td>
</tr>
<tr>
<td>Visit friends &amp; relatives</td>
<td>44%</td>
</tr>
<tr>
<td>Pubs, clubs, discos etc</td>
<td>25%</td>
</tr>
<tr>
<td>Sightseeing/looking around</td>
<td>24%</td>
</tr>
<tr>
<td>Go to the beach</td>
<td>24%</td>
</tr>
</tbody>
</table>

Average spend

In Australia

Aviation

In YE Mar 2020, NSW accounted for 49% of the domestic aviation seat capacity in Australia's top 66 competitive routes or 32.7 million seats (-3.3% on YE Mar 2019).
Source: Bureau of Infrastructure, Transport and Regional Economics (BITRE), seats both directions.

<table>
<thead>
<tr>
<th>Destination</th>
<th>Visitors (000)</th>
<th>Expenditure ($million)</th>
<th>Nights (million)</th>
<th>Expenditure ($million)</th>
<th>ALOS</th>
<th>Spend per night ($)</th>
<th>Spend per visitor ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Domestic</td>
<td>110,741</td>
<td>30,948</td>
<td>27,542</td>
<td>14,111</td>
<td>3.2</td>
<td>$193</td>
<td>$611</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Destination</th>
<th>Visitors (000)</th>
<th>Expenditure ($million)</th>
<th>Spend per visitor ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney</td>
<td>39,907</td>
<td>12,075</td>
<td>$3,039</td>
</tr>
<tr>
<td>Regional NSW</td>
<td>71,716</td>
<td>18,873</td>
<td>$4,512</td>
</tr>
<tr>
<td>North Coast NSW</td>
<td>14,971</td>
<td>4,972</td>
<td>$1,230</td>
</tr>
<tr>
<td>South Coast</td>
<td>12,286</td>
<td>2,796</td>
<td>$680</td>
</tr>
<tr>
<td>Hunter</td>
<td>11,990</td>
<td>2,784</td>
<td>$670</td>
</tr>
<tr>
<td>Central Coast</td>
<td>6,819</td>
<td>1,051</td>
<td>$331</td>
</tr>
<tr>
<td>Central NSW</td>
<td>6,364</td>
<td>1,083</td>
<td>$331</td>
</tr>
<tr>
<td>Capital Country</td>
<td>5,159</td>
<td>899</td>
<td>$258</td>
</tr>
<tr>
<td>Blue Mountains</td>
<td>4,318</td>
<td>742</td>
<td>$169</td>
</tr>
<tr>
<td>New England North West</td>
<td>3,552</td>
<td>1,018</td>
<td>$331</td>
</tr>
<tr>
<td>Riverina</td>
<td>2,676</td>
<td>744</td>
<td>$258</td>
</tr>
<tr>
<td>The Murray</td>
<td>2,640</td>
<td>605</td>
<td>$258</td>
</tr>
<tr>
<td>Snowy Mountains</td>
<td>1,581</td>
<td>781</td>
<td>$258</td>
</tr>
<tr>
<td>Outback NSW</td>
<td>887</td>
<td>363</td>
<td>$258</td>
</tr>
<tr>
<td>Total National</td>
<td>110,741</td>
<td>30,948</td>
<td>$193</td>
</tr>
</tbody>
</table>

AOS - average length of stay