International Travel to NSW Visitor Profile

Year ended March 2020

Source: International Visitor Survey, Tourism Research Australia.

INTERNATIONAL VISITATION

- Visitors: 4.0m (-8.6% YoY)
- Nights: 88.7m (-9.0% YoY)
- Expenditure: $10.0bn (-10.9% YoY)

Average spend:
- $112 per night
- $2,510 per visitor

Average length of stay: 22.3 nights

#1 for visitors
#1 for nights
#1 for expenditure

In AUSTRALIA

Market share to Australia

- Visitors: 49%
- Nights: 35%
- Expenditure: 35%

Time series

YE MAR 2015: 78.3 visitors, 8.6 nights, 4.0bn expenditure
YE MAR 2016: 86.3 visitors, 9.6 nights, 4.3bn expenditure
YE MAR 2017: 89.2 visitors, 10.5 nights, 4.3bn expenditure
YE MAR 2018: 94.4 visitors, 10.0 nights, 4.0bn expenditure
YE MAR 2019: 97.4 visitors, 10.0 nights, 4.0bn expenditure
YE MAR 2020: 88.7 visitors, 9.0 nights, 3.3bn expenditure

Purpose of visit

- Holiday: 55%
- VFR: 29%
- Business: 10%
- Education: 5%
- Employment: 2%

Visit national parks / state parks

Top 3 accommodation types (nights)

- Rented house/apartment/flat or unit: 44%
- Friends or relatives property: 30%
- Standard hotel/motor inn (below 4 star): 4%

Visitor dispersal (visitors)

- 19% of international visitors to NSW visited Regional NSW
- North Coast NSW, 8.4%
- Hunter, 4.3%
- Sydney, 94%

First vs return visitor*

- 54% of international visitors to NSW were return visitors to Australia
- 46% were first time visitors to Australia

Top 5 activities

- Eat out / dine at a restaurant and/or cafe: 88%
- Go shopping for pleasure: 73%
- Sightseeing/looking around: 72%
- Go to the beach: 66%
- Visit national parks / state parks: 49%
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Source: International Visitor Survey, Tourism Research Australia.

n/p - data not publishable

**Age**

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

<table>
<thead>
<tr>
<th>Age</th>
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<tbody>
<tr>
<td>15-29</td>
<td>29%</td>
</tr>
<tr>
<td>30-39</td>
<td>18%</td>
</tr>
<tr>
<td>40-49</td>
<td>15%</td>
</tr>
<tr>
<td>50-59</td>
<td>18%</td>
</tr>
<tr>
<td>60-69</td>
<td>14%</td>
</tr>
<tr>
<td>70+</td>
<td>5%</td>
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</tbody>
</table>

**Travel party**

51% of international visitors to NSW were travelling alone

Unaccompanied 51%

Family group 13%

Adult couple 22%

Friends and/or relatives 10%

**Group tour**

90% of all visitors from Total to NSW were non-group visitors

Non group tour 90%

Group tour 10%

**Travel package**

85% of all visitors from Total to NSW were non-package visitors

Non package tour 85%

Package tour 15%

**Transport**

Aircraft, 28%

Private vehicle or company car, 25%

**Employment status**

<table>
<thead>
<tr>
<th>Employment status</th>
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<tbody>
<tr>
<td>Working full time</td>
<td>54%</td>
</tr>
<tr>
<td>Working part time</td>
<td>5%</td>
</tr>
<tr>
<td>Retired or on a pension</td>
<td>16%</td>
</tr>
<tr>
<td>Studying</td>
<td>12%</td>
</tr>
<tr>
<td>Self employed</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Life cycle**

<table>
<thead>
<tr>
<th>Life cycle</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Young single</td>
<td>13%</td>
</tr>
<tr>
<td>Midlife single</td>
<td>20%</td>
</tr>
<tr>
<td>Young/midlife couple, no kids</td>
<td>12%</td>
</tr>
<tr>
<td>Parent(s) with children</td>
<td>26%</td>
</tr>
<tr>
<td>Older person</td>
<td>29%</td>
</tr>
</tbody>
</table>

**Aviation**

**Inbound seats to NSW**

10,621,877 seats

-4.4% YoY

38% of the total inbounds seats to Australia

**Inbound flights to NSW**

37,457 flights

-3.0% YoY

35% of the total inbounds flights to Australia

**Key airlines**

1. Qantas Airways, 19%
2. Air New Zealand, 9%
3. Singapore Airlines, 6%

Source: OAG YE March 2020, International flight and seat capacity based on direct non-stop services.

Source: DIBP YE March 2020, short term arrivals to NSW.