

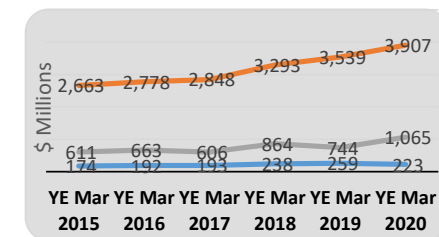
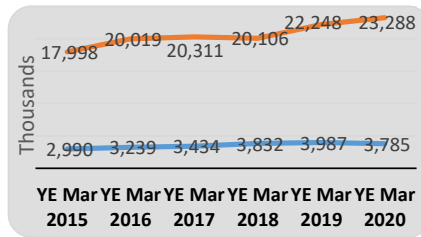
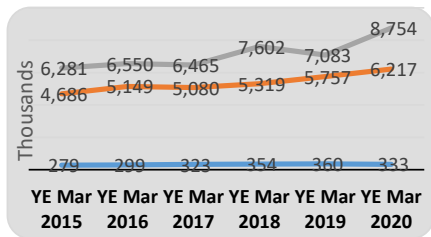
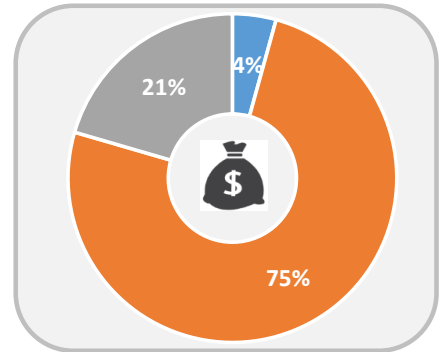
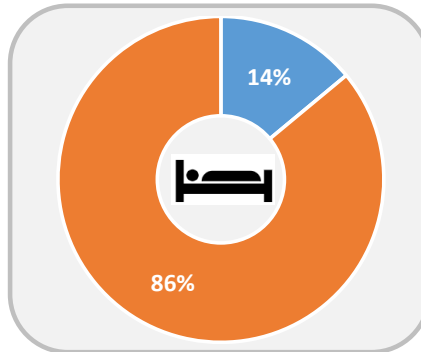
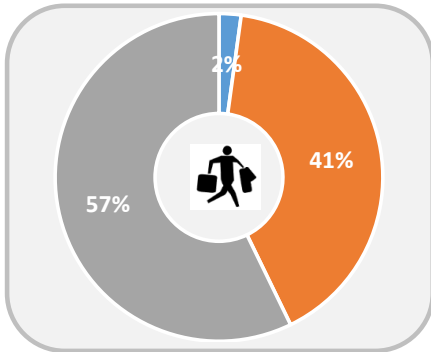
### TOTAL DOMESTIC & INTERNATIONAL

**Visitors**  
15.3m  
+15.9% YoY

**Nights**  
27.1m  
+3.2% YoY

**Expenditure**  
\$5.2bn  
+14.4% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



### Domestic overnight travel

Visitors: 6.2m (+8.0% YoY)  
Nights: 23.3m (+4.7% YoY)  
Expenditure: \$3.9bn (+10.4% YoY)

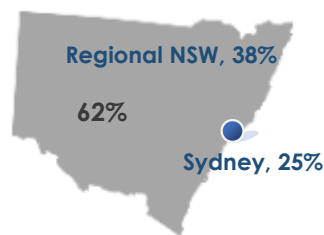
Average spend  
\$168 per night  
\$628 per visitor

Average length of stay:  
3.7 nights

#1 for visitors  
#1 for nights  
#1 for expenditure  
**In Regional NSW**

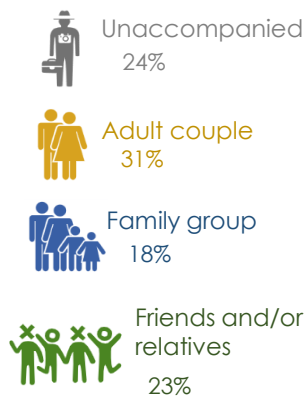
#### Origin

62% of the visitors came from within NSW



#### Travel party

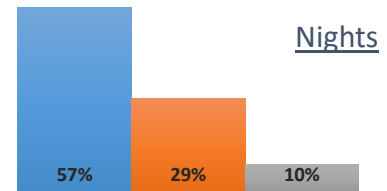
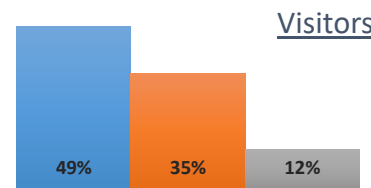
31% of the visitors were adult couple



#### Purpose of visit

The largest number of visitors came for a holiday

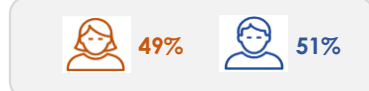
■ Holiday ■ VFR ■ Business



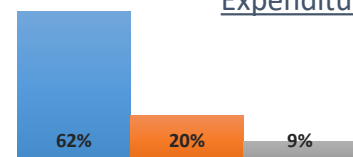
#### Transport

Private vehicle or company car - 84%  
Aircraft - 11%

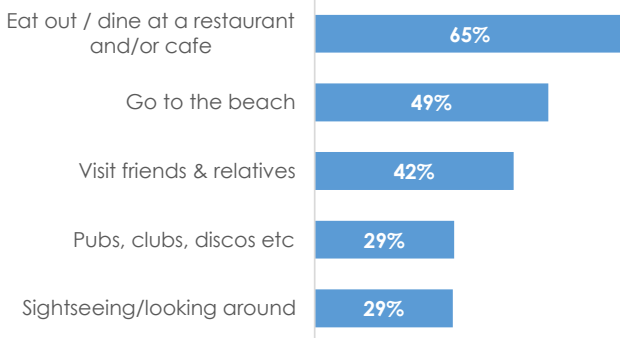
#### Gender



#### Expenditure

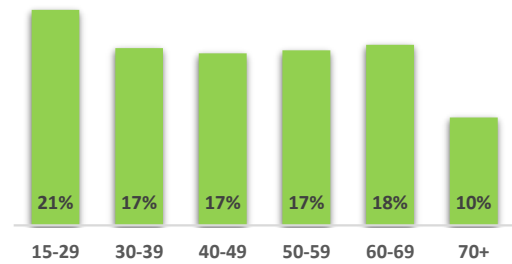


### Top 5 activities

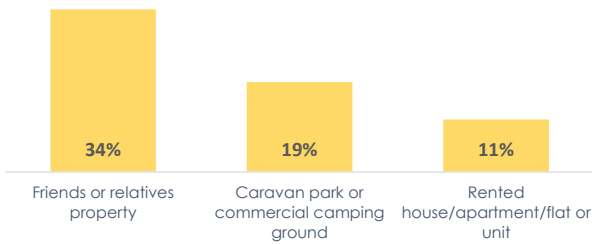


### Age

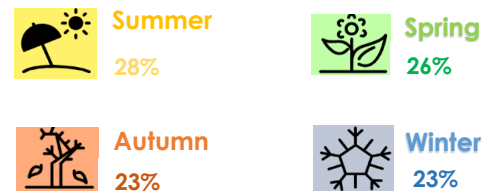
'15-29 years' was the largest age group of the visitors to the region



### Top 3 accommodation types (nights)



### Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

Visitors: 8.8m (+23.6% YoY)

Expenditure: \$1064.8m (+43.1% YoY)



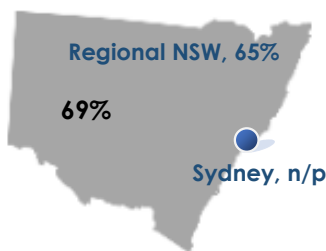
Average spend \$122 per visitor



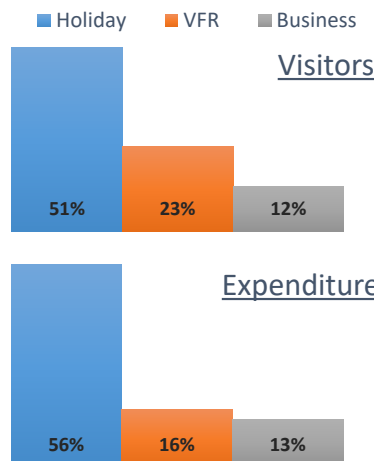
#1 for visitors  
#1 for expenditure  
**In Regional NSW**

### Origin

69% of the visitors to the region came from NSW

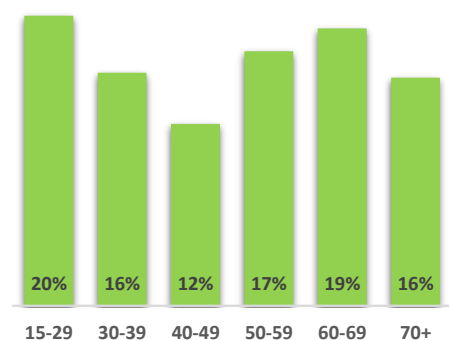


### Purpose of visit

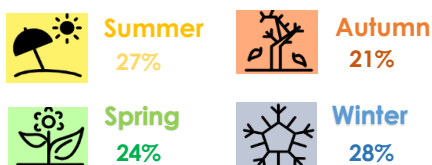


### Age

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

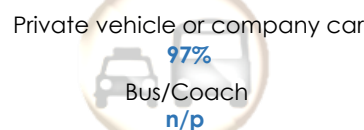


### Travel season\*

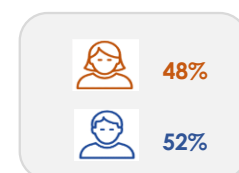


\*by month returned from the trip

### Transport



### Gender



### International travel

Visitors: 332,800 (-7.6% YoY)  
 Nights: 3.8m (-5.1% YoY)  
 Expenditure: \$223.0m (-13.8% YoY)



Average spend  
 \$59 per night  
 \$670 per visitor



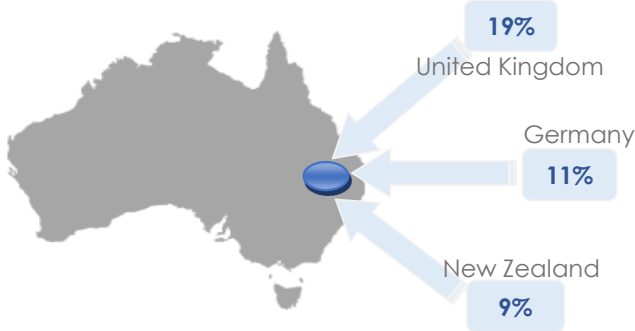
Average length of stay:  
 11.4 nights



#1 for visitors  
 #1 for nights  
 #2 for expenditure  
**In Regional NSW**

#### Top 3 origin markets

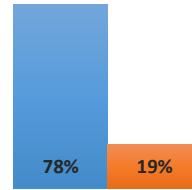
United Kingdom was the largest individual source market of visitors to the region



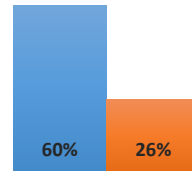
#### Purpose of visit

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

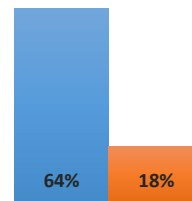
#### Visitors



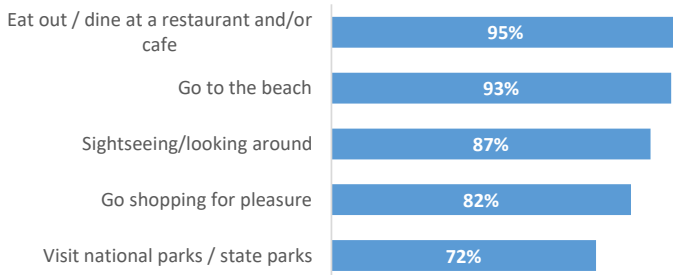
#### Nights



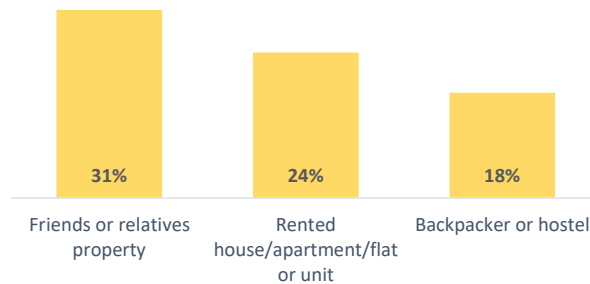
#### Expenditure



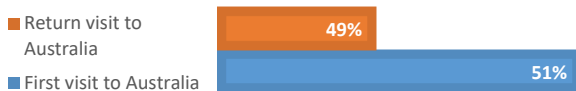
#### Top 5 activities



#### Top 3 accommodation types (nights)

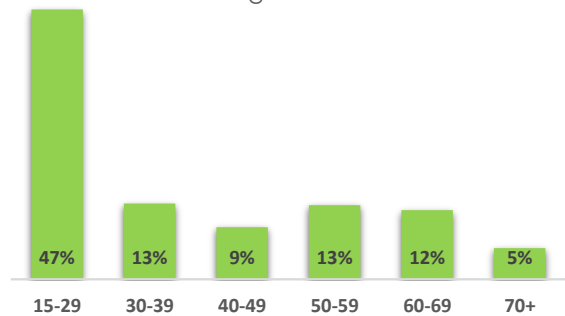


#### First vs return visitor



#### Age

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



#### Transport

Private vehicle or company car **27%**  
 Rental car **27%**

#### FIT visitor#

81%   
 19%

N/P - data not publishable

# free and independent traveller

#### Travel party

