

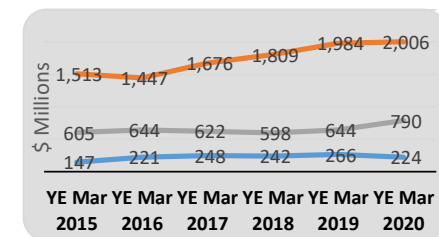
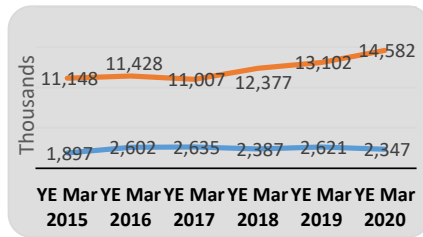
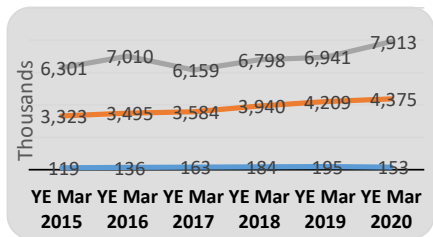
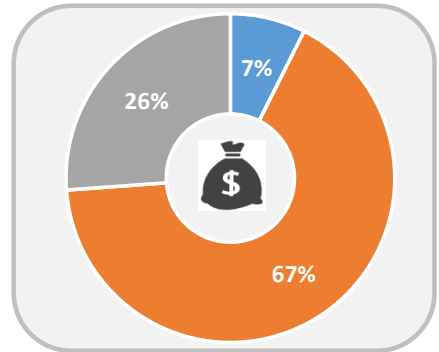
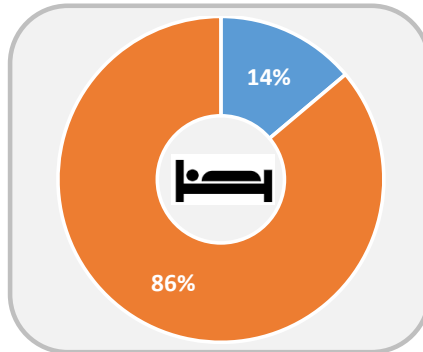
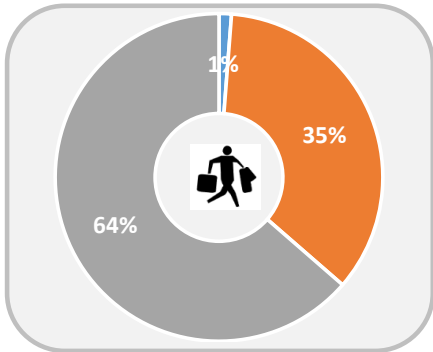
TOTAL DOMESTIC & INTERNATIONAL

Visitors
12.4m
+9.7% YoY

Nights
16.9m
+7.7% YoY

Expenditure
\$3.0bn
+4.4% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 4.4m (+3.9% YoY)
Nights: 14.6m (+11.3% YoY)
Expenditure: \$2.0bn (+1.1% YoY)

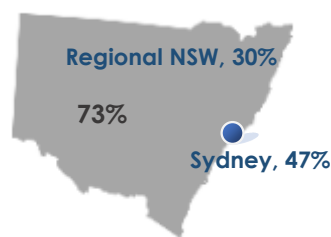
Average spend
\$138 per night
\$459 per visitor

Average length of stay:
3.3 nights

#2 for visitors
#2 for nights
#3 for expenditure
In Regional NSW

Origin

77% of the visitors came from within NSW



Travel party

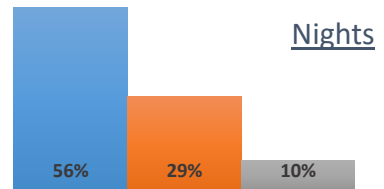
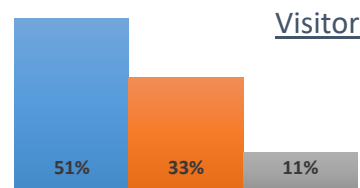
30% of the visitors were adult couple

- Unaccompanied: 26%
- Adult couple: 30%
- Family group: 18%
- Friends and/or relatives: 21%

Purpose of visit

The largest number of visitors came for a holiday

■ Holiday ■ VFR ■ Business



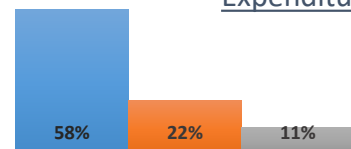
Transport

Private vehicle or company car - 90%
Aircraft - 4%

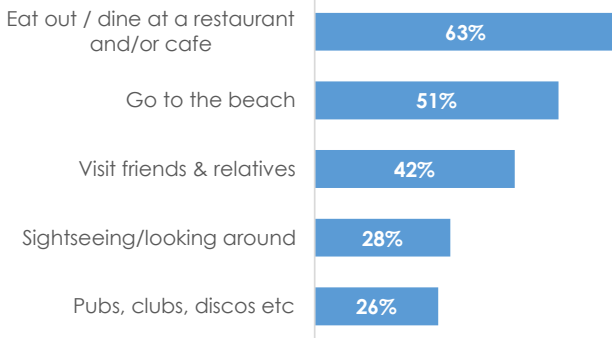
Gender



Expenditure

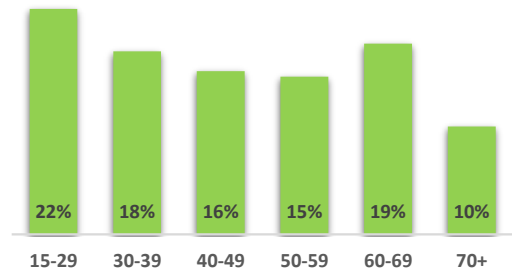


Top 5 activities

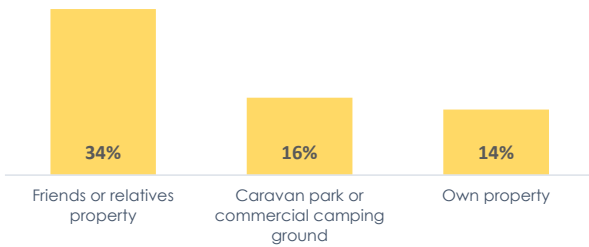


Age

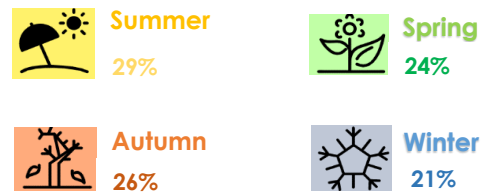
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 7.9m (+14.0% YoY)
Expenditure: \$790.1m (+22.8% YoY)



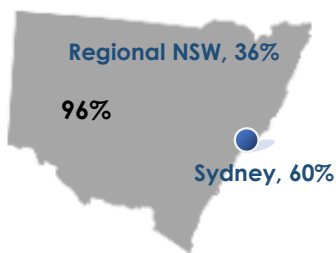
Average spend \$100 per visitor



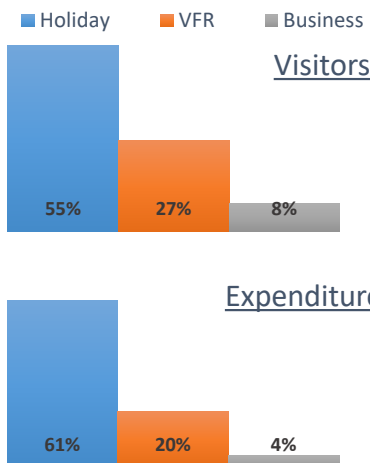
#2 for visitors
#2 for expenditure
In Regional NSW

Origin

96% of the visitors to the region came from NSW

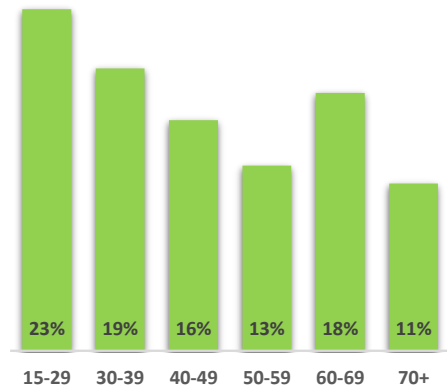


Purpose of visit

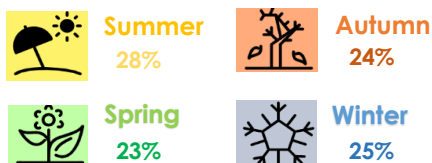


Age

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

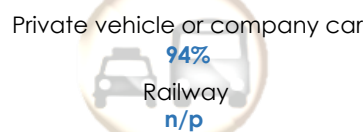


Travel season*

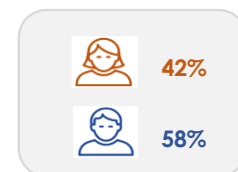


*by month returned from the trip

Transport



Gender



International travel

Visitors: 152,800 (-21.6% YoY)
 Nights: 2.3m (-10.5% YoY)
 Expenditure: \$224.0m (-15.8% YoY)

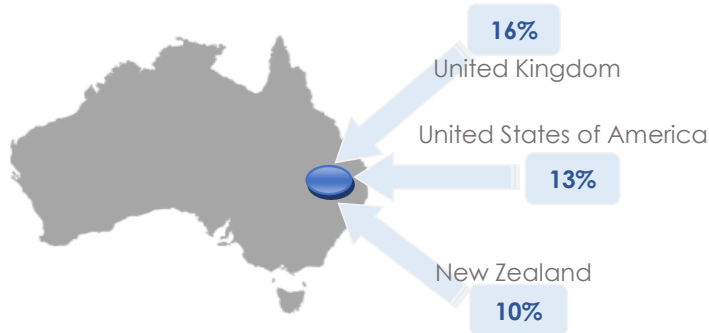
Average spend
 \$95 per night
 \$1,466 per visitor

Average length of stay:
 15.4 nights

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

Top 3 origin markets

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



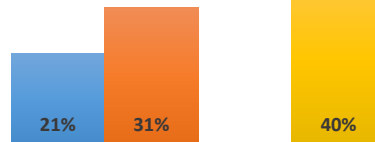
Purpose of visit

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

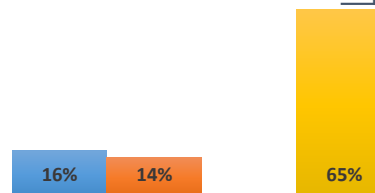
Visitors



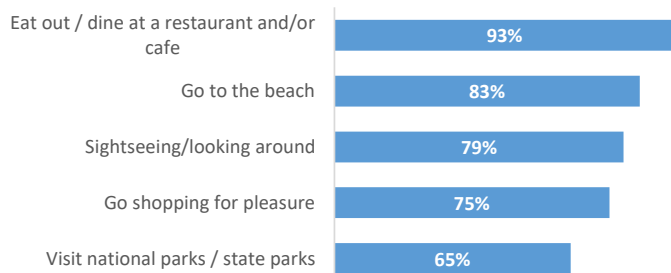
Nights



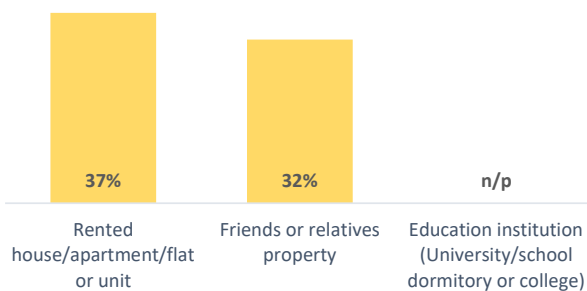
Expenditure



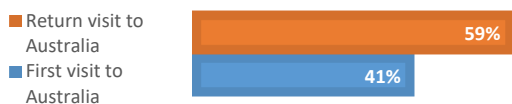
Top 5 activities



Top 3 accommodation types (nights)

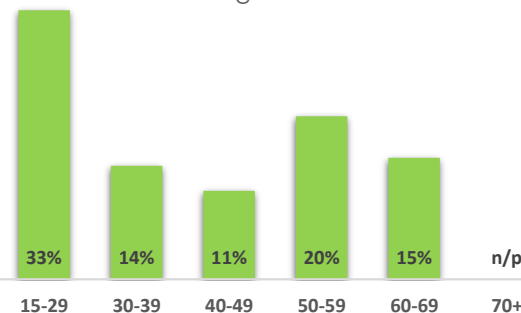


First vs return visitor



Age

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



Transport

Private vehicle or company car **37%**
 Rental car **28%**

FIT visitor[#]

77%
 23%

N/P - data not publishable

[#] free and independent traveller

Travel party

