INTERNATIONAL VISITATION

Visitors
3.1m
-30.3% YoY

Nights
69.7m
-28.9% YoY

Expenditure
$8.0bn
-29.4% YoY

Average spend
$114 per night
$2,613 per visitor

Average length of stay
22.9 nights

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

Source: International Visitor Survey, Tourism Research Australia.

Market share to Australia

Visitors
Nights
Expenditure

49% 34% 35%

Time series

YE JUN 2015
YE JUN 2016
YE JUN 2017
YE JUN 2018
YE JUN 2019
YE JUN 2020

Visitors (m) Nights (m) Expenditure ($bn)

Purpose of visit

Visitors

Holiday 55% VFR 29% Business 10% Education 6% Employment 2%

Nights

Holiday 29% VFR 27% Business 4% Education 31% Employment 9%

Expenditure

Holiday 30% VFR 14% Business 7% Education 42% Employment 6%

Visitor dispersal

19% of international visitors to NSW visited Regional NSW

Regional NSW, 19%
North Coast NSW, 8.6%
Hunter, 4.2%
Sydney, 93%

Top 5 origin markets

China was the largest individual source market of visitors to NSW

China 16%
United States of America 12%
New Zealand 10%
United Kingdom 9%
Japan 5%

Top 3 accommodation types (nights)

Rented house/apartment/flat or unit
45%

Friends or relatives property
28%

Standard hotel/motor inn (below 4 star)
4%

Top 5 activities

Eat out / dine at a restaurant and/or cafe
91%

Go shopping for pleasure
75%

Sightseeing/looking around
75%

Go to the beach
69%

Visit national parks / state parks
51%

Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.
International Travel to NSW Visitor Profile
Year ended June 2020
Source: International Visitor Survey, Tourism Research Australia.

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

<table>
<thead>
<tr>
<th>Age</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>15-29</td>
<td>30%</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>

91% of all visitors from Total to NSW were non-group visitors.

- Non group tour: 91%
- Group tour: 9%

51% of international visitors to NSW were travelling alone.

- Unaccompanied: 51%
- Family group: 13%
- Adult couple: 22%
- Friends and/or relatives: 10%

86% of all visitors from Total to NSW were non-package visitors.

- Non package tour: 86%
- Package tour: 14%

First vs Return visitor

- Return visitor to Australia: 54%
- First time visitor to Australia: 46%

63% free and independent traveller

Employment status

- Working full time: 54%
- Working part time: 5%
- Retired or on a pension: 16%
- Studying: 13%
- Self employed: 6%

Gender

- Female: 53%
- Male: 47%

Life cycle

- Young single: 14%
- Midlife single: 20%
- Young/midlife couple, no kids: 12%
- Parent(s) with children: 25%
- Older person: 29%

Transport

- Aircraft: 28%
- Private vehicle or company car: 25%

Travel party

- Non group tour: 91%
- Group tour: 9%

Travel package

- Non package tour: 86%
- Package tour: 14%

Aviation

Inbound seats to NSW

<table>
<thead>
<tr>
<th>Seats</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>8,272,094</td>
<td>-25.1% YoY</td>
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</table>

40% of the total inbounds seats to Australia.

Inbound flights to NSW

<table>
<thead>
<tr>
<th>Flights</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>29,059</td>
<td>-24.9% YoY</td>
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</tbody>
</table>

37% of the total inbounds flights to Australia.

Key airlines

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