

A Taste of NSW - Food Tourism

Year ended December 2019

Source: National and International Visitor Surveys, Tourism Research Australia.



Icons sourced from www.easil.ly and www.flaticon.com

Food tourism to NSW is defined as visitors who have had a food experience in NSW such as 'food festivals', 'food markets', 'farm tours', 'food tours', 'pick your own fruit', 'cooking classes' and 'fine dining restaurants'.

This report provides a snapshot for the year ended (YE) December 2019, as well as visitation trend. It will serve as benchmark for assessing impact of Australia's bushfire 2019-20 and COVID-19 pandemic on this segment.

NSW is the top destination for food visitors in Australia. Eating at fine dining restaurants is the most popular food experience followed by visiting local food markets.

How big is the market ?

TOTAL DOMESTIC & INTERNATIONAL FOOD VISITATION



Visitors
5.2m
+6.9% YoY



Nights
57.4m
+2.5% YoY



Expenditure
\$9.0bn
+4.5% YoY

Spend per night of food visitors to NSW was \$198 compared to \$157 for all overnight visitors to NSW, 26% higher.

* YoY = change on previous year

International travel

Visitors: 1.3m (-3.4% YoY)
Nights: 42.5m (0.4% YoY)
Expenditure: \$5.2bn (+2.2% YoY)
Spend per night: \$122
ALOS: 33.7 nights

Ranking in Australia

Total International and Domestic Overnight travel



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

Domestic Overnight travel

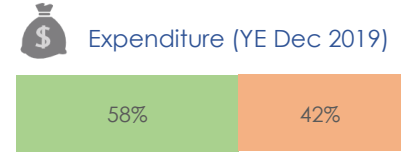
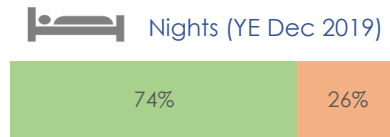
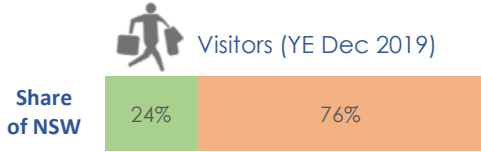
Visitors: 4.0m (+10.6% YoY)
Nights: 14.9m (+9.0% YoY)
Expenditure: \$3.8bn (+7.7% YoY)
Spend per night: \$255
ALOS: 3.8 nights

ALOS = average length of stay

Market share

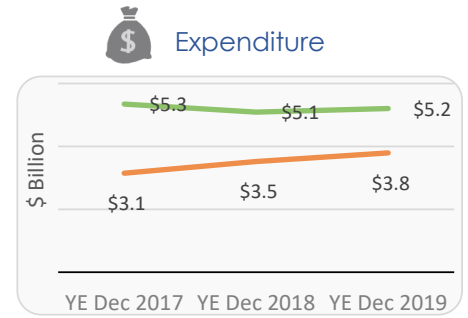
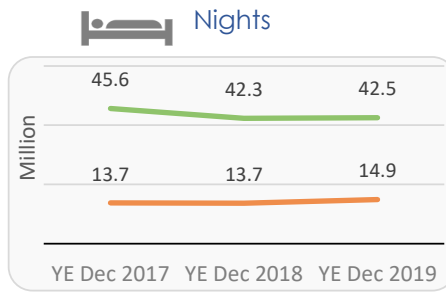
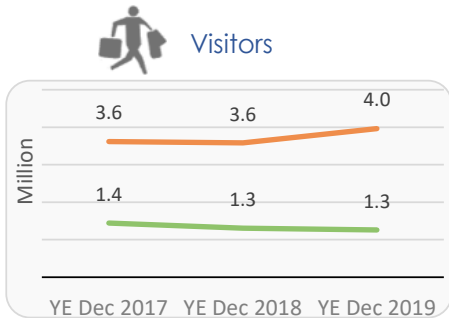
International Domestic Overnight

YE = year ended

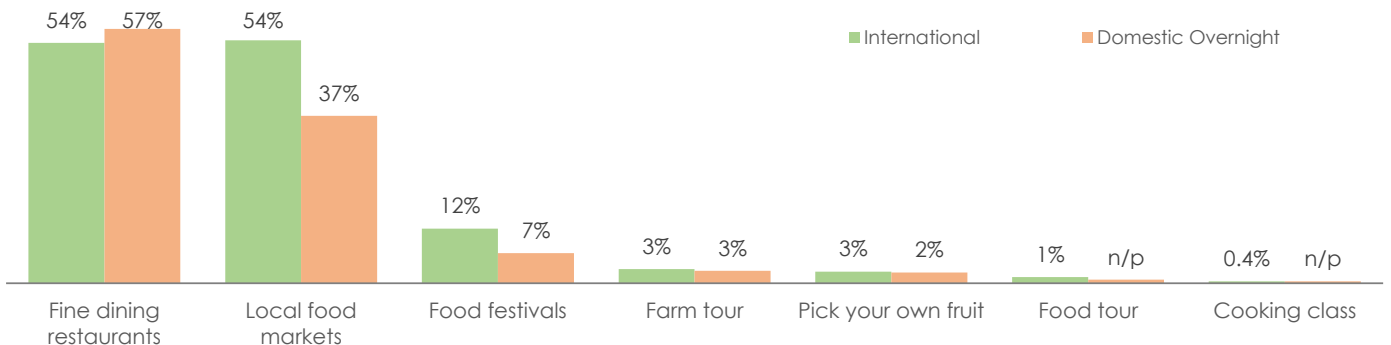


Time series

International Domestic Overnight



Food experiences in NSW



Location of food experiences

International

	Visitors to NSW		Visitors to Sydney		Visitors to Regional NSW	
	('000)	%	('000)	%	('000)	%
Local food markets	686	54%	631	54%	80	59%
Fine dining restaurants	679	54%	647	55%	65	48%
Food festivals	154	12%	145	12%	15	11%
Farm tour	40	3%	33	3%	12	9%
Pick your own fruit	33	3%	25	2%	12	9%
Food tour	18	1%	16	1%	n/p	n/p
Cooking class	5	0.4%	5	0.4%	n/p	n/p

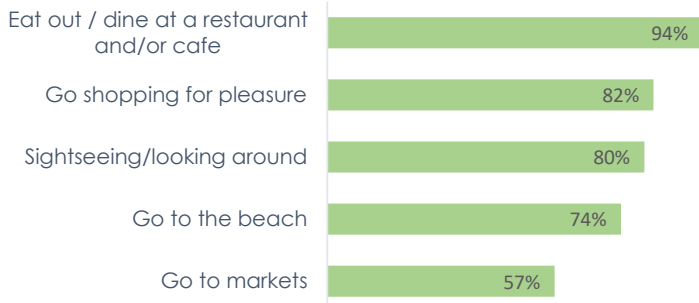
Domestic Overnight

	Visitors to NSW		Visitors to Sydney		Visitors to Regional NSW	
	('000)	%	('000)	%	('000)	%
Fine dining restaurants	2,257	57%	1,032	71%	1,235	49%
Food markets	1,486	38%	421	29%	1,073	43%
Food festivals	266	7%	91	6%	177	7%
Farm tours	110	3%	n/p	n/p	105	4%
Pick your own fruit	94	2%	n/p	n/p	n/p	n/p
Food tours	n/p	n/p	n/p	n/p	n/p	n/p
Cooking classes	n/p	n/p	n/p	n/p	n/p	n/p

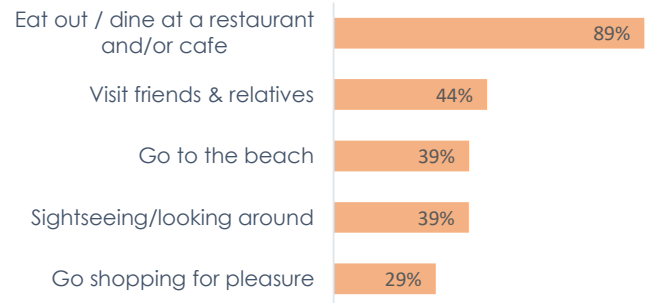
Note: Some data are not publishable. Visitors may have participated in more than one food experience and hence the percent will not add to 100%. Food experiences are sorted in decreasing order of popularity.

Top activities

International



Domestic Overnight

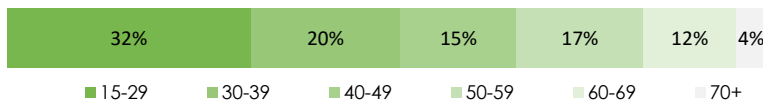


Note: Activities engaged by International visitors in Australia, not necessarily NSW

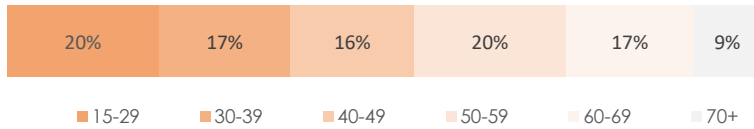
About food visitors to NSW

Age

International

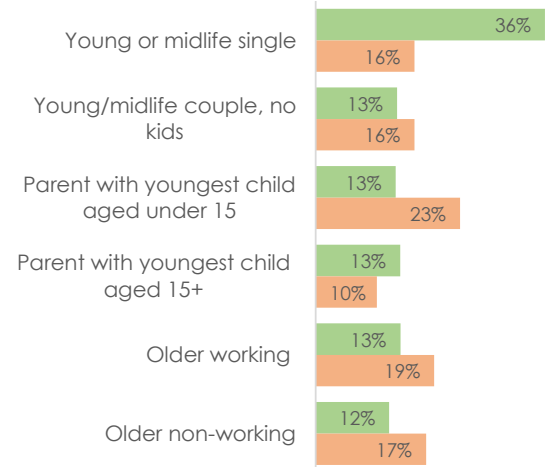


Domestic Overnight



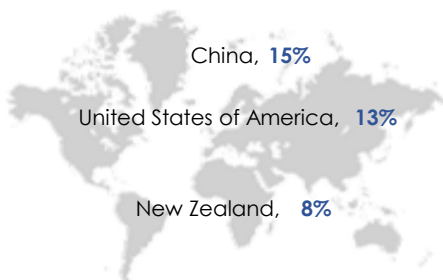
Lifecycle group

■ International ■ Domestic Overnight

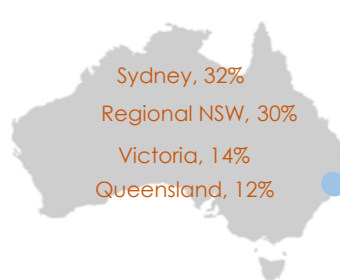


Origin

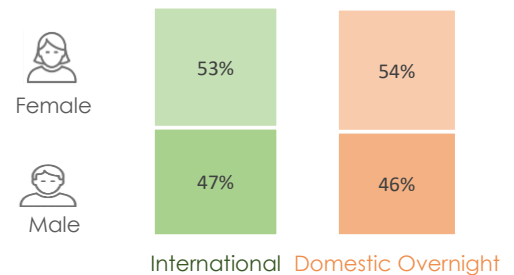
International



Domestic Overnight



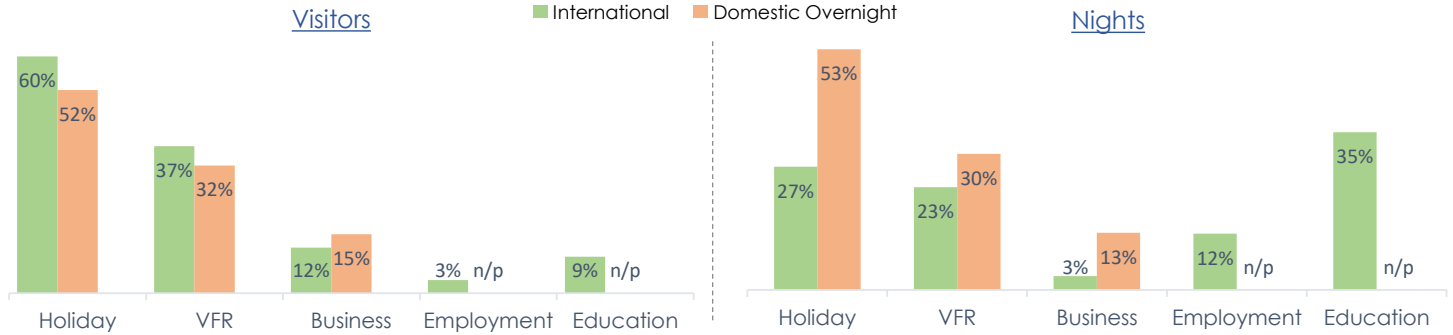
Gender



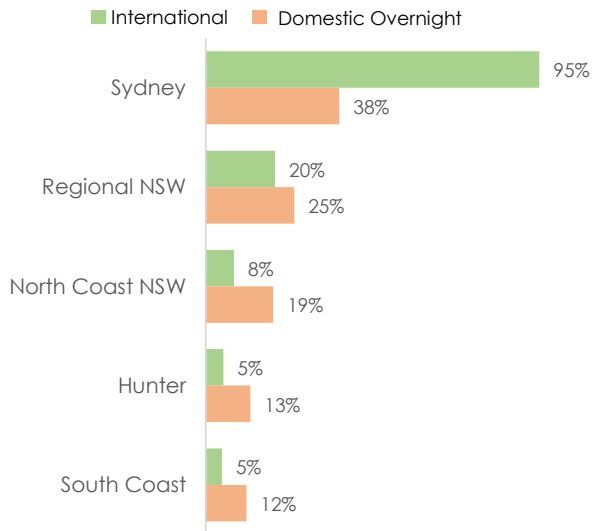
About their trip to NSW

Purpose of visit

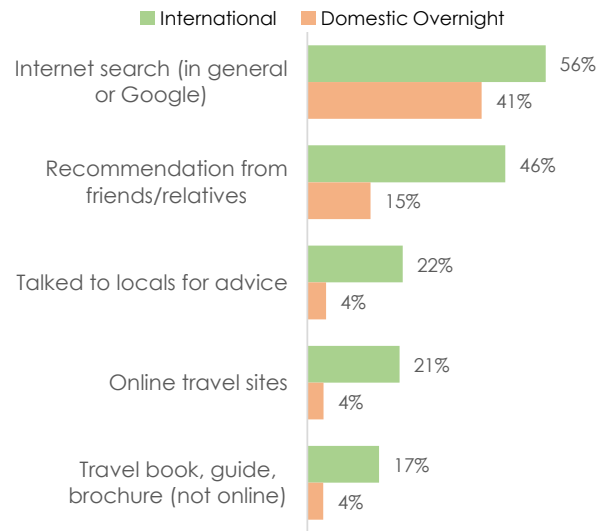
Note: Visitors may visit for more than one purpose; VFR indicates Visiting Friends and/or Relatives; some data are not publishable.



Top regions visited



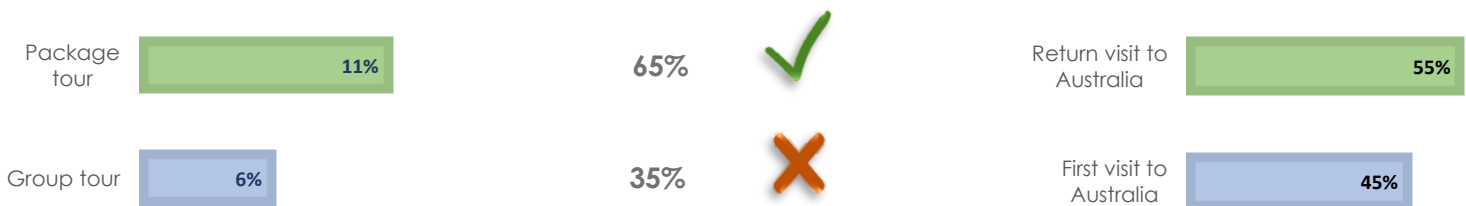
Source of destination information



Package and Group tours

FIT# international visitor

First vs return visitor



Note: International visitors to Australia only

free and independent traveller

Note: International visitors to Australia only