

Destination NSW Westpac Tourism Expenditure Monitor



RESULTS FOR PERIOD
December 2020



Report Overview

This Monitor has been developed in a collaborative partnership between Destination NSW and Westpac. It will ultimately boost our State's ability to attract more visitors by improving our understanding of how people spend money when they travel throughout NSW. This Monitor should prove particularly beneficial for tourism bodies and operators in rural and remote areas of our State, and assist in ensuring we remain Australia's number one tourist destination.

This Monitor is designed to complement the National Visitor Survey, which is published quarterly by Tourism Research Australia. The Monitor data is reported by Tourism Region (geographical areas managed by the Commonwealth Government for research and reporting purposes) and provides top-level monthly reporting on tourism expenditure in NSW, including:

- The number of visitors to a region – defined as, those who reside greater than 50km from the region;
- The number of transactions undertaken by visitors; and
- The value of visitor spending.

In providing greater understanding of tourism expenditure throughout NSW, this Monitor will be pivotal in benchmarking performance, identifying trends and highlighting opportunities for tourism growth.

This report includes information for the period July 2020 to December 2020 including monthly data and quarterly time-series data. All data is de-identified and aggregated and it is managed securely and responsibly in order to deliver this Monitor. The appendices in this report includes guidance on how to interpret information in this report.

Section 1: Regional Summary

DESTINATION NSW WESTPAC
TOURISM EXPENDITURE MONITOR

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Visitation Metrics By Tourism Region

Visitation count and share, volume transactions and value spend by tourism region

NSW Tourism Region	Visitation Count ('000)	Volume Transactions ('000)	Value Spend (\$'000)	Share of visitation from visitors (%)
Blue Mountains	43.2	96.4	\$4,147.2	37%
Capital Country	113.5	268.3	\$12,087.4	54%
Central Coast	106.3	287.2	\$12,026.0	28%
Central NSW	96.4	340.8	\$17,999.9	60%
Hunter	259.5	654.2	\$30,700.2	37%
New England North West	58.1	183.0	\$9,769.0	65%
North Coast	332.0	1,159.9	\$52,014.5	58%
Outback NSW	10.4	41.6	\$1,910.5	66%
Riverina	63.5	218.6	\$11,024.5	63%
Snow y Mountains	32.9	93.9	\$4,180.4	74%
South Coast	240.5	759.6	\$34,750.4	45%
Sydney	636.6	1,585.9	\$73,096.1	9%
The Murray	55.9	170.4	\$8,783.5	62%

Values are rounded to 1 significant figure, with percentages rounded to whole numbers

Results period: December 2020

Please refer to the appendix for how to interpret this table.

Interstate Visitation By Tourism Region

% Value spend within NSW tourism region by state of visitor origin

NSW Tourism Region	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory
Blue Mountains	88%	3%	6%	1%	0%	0%	0%	2%
Capital Country	80%	7%	4%	1%	0%	1%	0%	6%
Central Coast	88%	3%	5%	1%	2%	0%	0%	1%
Central NSW	83%	5%	6%	1%	1%	0%	0%	3%
Hunter	79%	9%	6%	1%	3%	0%	0%	2%
New England North West	79%	4%	13%	1%	1%	0%	0%	1%
North Coast	71%	7%	15%	1%	1%	0%	0%	4%
Outback NSW	63%	10%	10%	13%	2%	0%	1%	1%
Riverina	78%	10%	5%	1%	1%	0%	1%	4%
Snowy Mountains	72%	8%	5%	1%	3%	0%	0%	11%
South Coast	75%	8%	3%	1%	1%	0%	0%	12%
Sydney	52%	17%	15%	3%	3%	1%	1%	7%
The Murray	35%	56%	4%	2%	0%	0%	0%	2%

Percentages are rounded to whole numbers

Results period: December 2020

Please refer to the appendix for how to interpret this table.

Section 2: For Every \$100 Spent Analysis

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Tourism Satellite Account Expenditure

For every \$100 spent by visitors, what is it spent on?

Tourism Satellite Account	Sydney Value Spend	Regional NSW Average Value Spend
Accommodation and accommodation services for visitors	\$3.73	\$5.87
Air passenger transport and transport services	\$0.07	\$0.01
Cultural services and activities	\$0.16	\$0.42
Food and beverage serving services and activities	\$18.19	\$20.89
Groceries and off premise alcohol	\$13.62	\$23.33
Other (non-tourism related)*	\$30.98	\$24.03
Public transport	\$0.47	\$0.04
Retail and country specific tourism characteristic goods	\$17.92	\$9.52
Road passenger transport and transport services	\$12.71	\$12.79
Sports and recreational and activities	\$1.59	\$2.62
Transport equipment rental and rental services	\$0.40	\$0.24
Travel agencies and other reservation services and service activities	\$0.05	\$0.11
Water passenger transport and transport services	\$0.11	\$0.13

Values are rounded to 2 significant figures

Results period: December 2020

Please refer to the appendix for how to interpret this table.

*This Tourism Satellite Account reflects goods and services provided across a variety of industries (e.g. building and construction, healthcare, banking etc).

Section 3: Quarterly Trends

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Visitors By Tourism Region Over Time

JUL - DEC
2020

6 month review on the number of Visitors('000)

NSW Tourism Region	Jul-20	Aug-20	Sep-20	Q3-2020 Average	Oct-20	Nov-20	Dec-20	Q4-2020 Average
Blue Mountains	51	44	41	45	48	42	43	44
Capital Country	104	82	87	91	101	98	114	104
Central Coast	77	67	75	73	93	94	106	98
Central NSW	85	71	83	79	96	84	96	92
Hunter	197	156	180	178	220	219	260	233
New England North West	52	40	43	45	49	48	58	52
North Coast	234	161	185	193	253	263	332	283
Outback NSW	14	11	15	13	18	12	10	13
Riverina	47	40	45	44	51	51	64	55
Snowy Mountains	38	40	32	37	26	27	33	28
South Coast	162	121	149	144	195	186	241	207
Sydney	479	396	432	436	504	554	637	565
The Murray	27	20	24	24	31	37	56	41

Values are rounded to whole numbers.
Results period: July to December 2020
Please refer to the appendix for how to interpret this table.

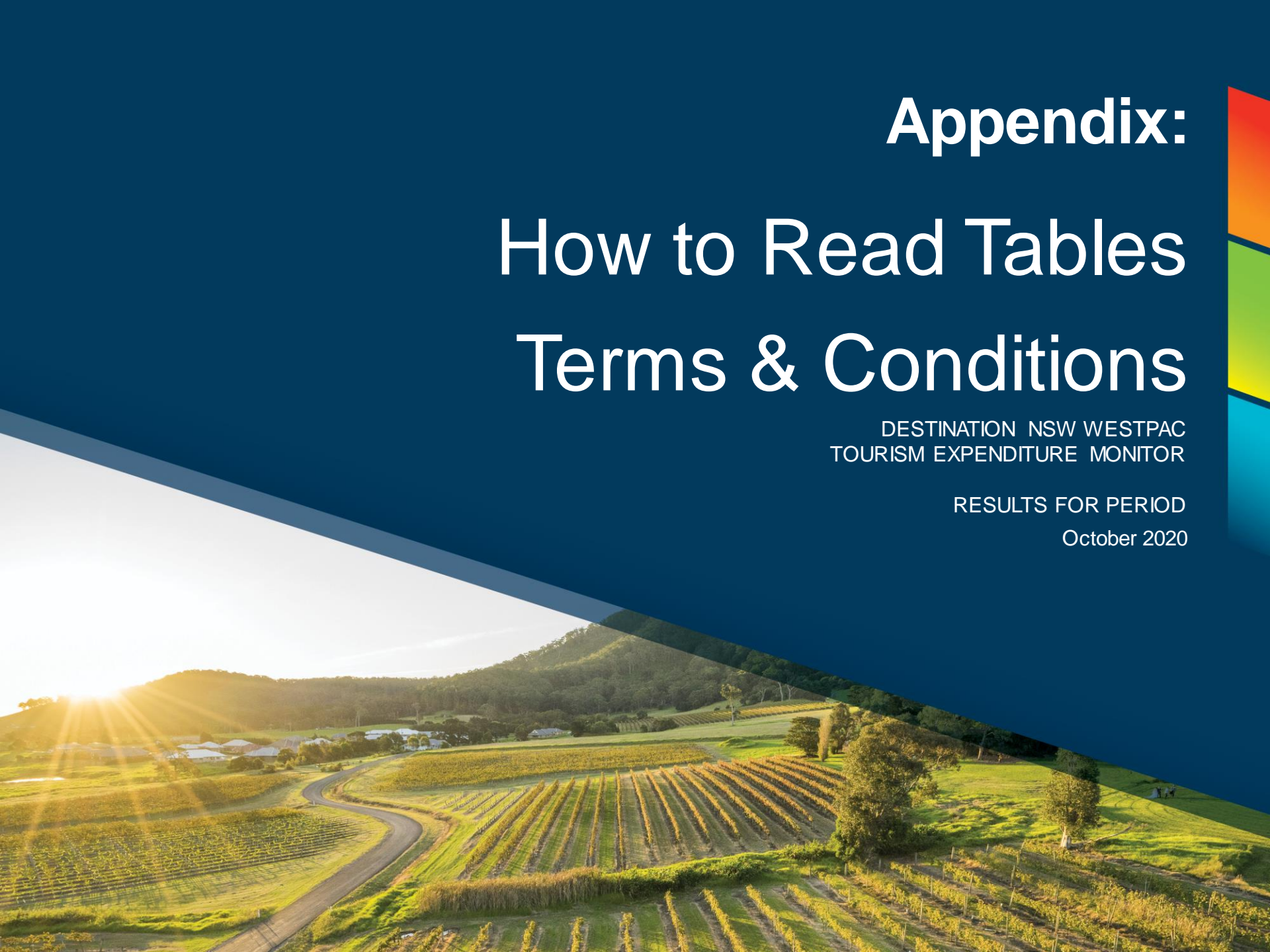
Value Spend By Tourism Region Over Time

JUL - DEC
2020

6 month review on the total Value Spend (\$'000)

NSW Tourism Region	Jul-20	Aug-20	Sep-20	Q3-2020 Average	Oct-20	Nov-20	Dec-20	Q4-2020 Average
Blue Mountains	\$5,086	\$4,106	\$4,097	\$4,430	\$4,847	\$3,977	\$4,147	\$4,324
Capital Country	\$10,585	\$8,958	\$9,441	\$9,661	\$10,756	\$10,358	\$12,087	\$11,067
Central Coast	\$8,499	\$7,418	\$8,329	\$8,082	\$10,168	\$9,779	\$12,026	\$10,658
Central NSW	\$15,783	\$13,708	\$15,890	\$15,127	\$17,743	\$15,955	\$18,000	\$17,233
Hunter	\$23,265	\$18,743	\$21,785	\$21,265	\$25,918	\$25,100	\$30,700	\$27,239
New England North West	\$8,930	\$7,292	\$7,790	\$8,004	\$8,791	\$8,199	\$9,769	\$8,920
North Coast	\$34,261	\$26,509	\$32,056	\$30,942	\$41,020	\$39,401	\$52,015	\$44,145
Outback NSW	\$2,863	\$2,284	\$2,907	\$2,685	\$3,304	\$2,281	\$1,911	\$2,498
Riverina	\$8,881	\$7,872	\$8,351	\$8,368	\$9,104	\$9,046	\$11,024	\$9,725
Snowy Mountains	\$6,654	\$7,118	\$4,781	\$6,184	\$3,071	\$3,212	\$4,180	\$3,488
South Coast	\$21,221	\$15,689	\$20,058	\$18,989	\$25,842	\$23,639	\$34,750	\$28,077
Sydney	\$56,716	\$45,620	\$49,957	\$50,764	\$57,081	\$63,387	\$73,096	\$64,522
The Murray	\$4,550	\$3,860	\$4,547	\$4,319	\$5,492	\$5,795	\$8,784	\$6,690

Values are rounded to whole numbers.
Results period: July to December 2020
Please refer to the appendix for how to interpret this table.



Appendix: How to Read Tables Terms & Conditions

DESTINATION NSW WESTPAC
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How to interpret tables

The tables below are to be used for explanatory purposes only.

Section 1: Regional Summary

Visitation Metrics By Tourism Region - A high level look at visitor expenditure and relative metrics for the Tourism Region.

NSW Tourism Region	Visitation Count ('000)	Volume Transactions ('000)	Value Spend (\$'000)	Share of visitation from visitors (%)
Tourism Region A (e.g. North Coast)	210	522	\$25,418	50%

In the Tourism Region A, approximately 210 ('000) Visitors undertook Westpac domestic card transactions in the month (e.g. June 2019). Visitors accounted for 50% of the card transactions spend in the Tourism Region in the month. These Visitors made over 522 ('000) transactions, with a total value of over \$25m worth of expenditure for the month.

Definitions

- Visitation Count: the total number of de-identified Westpac domestic cardholders who transacted at least once in the region across the reporting period.
- Visitors: the number of de-identified Westpac domestic cardholders who reside greater than 50km from the region.
- Volume Transactions: the total number of transactions made by de-identified Westpac domestic cardholders in the region across the reporting period.
- Value Spend: the total value of transactions made by de-identified Westpac domestic cardholders in the region across the reporting period.
- De-identified means that the information does not identify an individual.

How to interpret tables

The tables below are to be used for explanatory purposes only.

Section 1: Regional Summary Continued...

Interstate Visitation Spend By Tourism Region - A breakdown of expenditure for each NSW tourism region based on the domestic visitors state of origin.

NSW Tourism Region	New South Wales	Victoria	Queensland	South Australia	Western Australia	Tasmania	Northern Territory	Australian Capital Territory
Tourism Region A	81%	5%	6%	1%	4%	0%	0%	2%
Tourism Region B	71%	7%	6%	3%	1%	0%	0%	10%

81% of expenditure by Visitors to TourismRegion A was made by NSW residents during the month.

Definitions

- Value Spend: the total value of transactions made by de-identified Westpac domestic cardholders in the region across the reporting period.
- Visitors: the number of de-identified Westpac domestic cardholder(s) who reside greater than 50km from the region.
- De-identified means that the information does not identify an individual.

How to interpret tables

The tables below are to be used for explanatory purposes only.

Section 2: For Every \$100 Spent

Tourism Satellite Account Expenditure - A breakdown for every \$100 spent by visitors by service type

Tourism Satellite Account	Sydney Value Spend	Regional NSW Average Value Spend
Accommodation and accommodation services for visitors	\$2.10	\$6.25
Air passenger transport and transport services	\$0.03	\$0.01
Cultural services and activities	\$0.05	\$0.46

\$6.25 for every \$100 of Visitor spend is spent on accommodation or accommodation services within regional NSW Tourism Regions. This is the average for all Tourism Regions except Sydney.

Definitions

- Value Spend: the dollar amount per category for every \$100 spent by de-identified Westpac domestic cardholders in the region across the reporting period.
- Visitors: the number of de-identified Westpac domestic cardholders who reside greater than 50km from the region.
- Tourism Satellite Accounts: a grouping of tourism related expenditure by tourism service type.
- Sydney Value Spend: the dollar amount per service type for every \$100 spent in the Sydney region by de-identified Westpac domestic cardholders across the reporting period.
- Regional NSW Average Value Spend: the dollar amount per service type for every \$100 spent in the regions by de-identified Westpac domestic cardholders across the reporting period (averaged across all non-Sydney regions).
- De-identified means that the information does not identify an individual.

How to interpret tables

The tables below are to be used for explanatory purposes only.

Section 3: Quarterly Trend

Visitors By Tourism Region Over Time - A look at the number of visitors per tourism region for the previous 6 months

NSW Tourism Region	Jan-19	Feb-19	Mar-19	Q1-2019 Average	Apr-19	May-19	Jun-19	Q2-2019 Average
Tourism Region A	38	29	35	34	52	36	41	43

The table in this section shows the month on month number of Visitors for each region in thousands as well as the average for the quarter. In this example we see the values for TourismRegion A for the months of January to June 2019 including the two quarterly averages for first and second Quarters of 2019. For the example shown there were over 38 ('000) Visitors to TourismRegion A for January 2019 and the average number of Visitors for the first Quarter in TourismRegion A is around 34 ('000) visitors per month.

Definitions

- Visitation count: the total number of de-identified Westpac domestic cardholders who spent at least once in the region across the reporting period.
- Visitors: the number of de-identified Westpac domestic cardholder(s) who reside greater than 50km from the region.
- De-identified means that the information does not identify an individual.

How to interpret tables

The tables below are to be used for explanatory purposes only.

Section 3: Quarterly Trend Continued...

Value Spend By Tourism Region Over Time - A look at spend per tourism region for the previous 6 months

NSW Tourism Region	Jan-19	Feb-19	Mar-19	Q1-2019 Average	Apr-19	May-19	Jun-19	Q2-2019 Average
Tourism Region A	\$4,192	\$2,817	\$3,507	\$3,505	\$5,043	\$3,726	\$3,793	\$4,187

The table in this section shows the month on month spend for each region in thousands as well as the average for the quarter. In this example we see the values for Tourism Region A for the months of January to June 2019 including the two quarterly averages for first and second Quarters of 2019. For the example shown the spend was over \$4.2m to Tourism Region A for January 2019 and the average number of spend for the first Quarter in Tourism Region A is around \$3.5m.

Definitions:

- Value Spend: the total value of transactions made by de-identified Westpac domestic cardholders in the region across the reporting period.
- Visitors: the number of de-identified Westpac domestic cardholder(s) who reside greater than 50km from the region.
- De-identified means that the information does not identify an individual.

General terms and Conditions / Important Disclaimers

Things you should know

Westpac Institutional Bank is a division of Westpac Banking Corporation ABN 33 007 457 141 ('Westpac').

This information is current as at December 2020

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The data in this document represents an unbiased sample of de-identified and aggregated Westpac cardholders who have made purchases in NSW in the reporting period. The data should only be considered as indicative. Some of the limitations associated with the data include the following:

- The data does not represent everyone who made a transaction in NSW.
- The data does not contain cash transactions and it is restricted to Australian residents only
- The data does not differentiate between single purchases and purchases made on behalf of a group so cannot be used to calculate the total number of visitors in an area.
- The data has been weighted against Australian Bureau of Statistics population estimates, but there may be differences in how Westpac classifies demographics. Similarly, Westpac may classify tourism related spend differently to the tourism satellite accounts.

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