Domestic travel to NSW Visitor Profile
Year ended September 2020
Source: National Visitor Survey, Tourism Research Australia.

TOTAL DOMESTIC VISITATION

Domestic overnight travel

Visitors

- 81.9m (-25.4% YoY)

Nights

- 88.8m (-25.5% YoY)

Expenditure

- $21.0bn (-32.6% YoY)

Domestic overnight

Visitors

- 33% 21% 23% 25%

Nights

- 30% 18% 24% 28%

Expenditure

- 29% 19% 25% 27%

Domestic day

Visitors

- 31% 23% 22% 23%

Nights

- 31% 23% 22% 23%

Expenditure

- 30% 22% 24% 25%

Domestic overnight travel

Visitors: 26.6m (-30.5% YoY)

Nights: 88.8m (-25.5% YoY)

Expenditure: $15.3bn (-34.1% YoY)

Average spend

- $172 per night
- $573 per visitor

Average length of stay:

- 3.3 nights

Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Destination

Sydney was the top destination in NSW

1. Sydney, 28%
2. North Coast NSW, 17%
3. South Coast, 14%
4. Hunter, 12%

Origin

Regional NSW was the largest source market of visitors to NSW

1. Regional NSW, 41%
2. Sydney, 33%
3. Victoria, 10%

Travel party

Unaccompanied 35%
Adult couple 25%
Family group 15%
Friends and/or relatives 19%

Age

- 23% 17% 17% 18% 16% 9%
- 15-29 30-39 40-49 50-59 60-69 70+

Transport

Private vehicle or company car, 81%
Aircraft, 12%

Gender

- 46% 54%

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.
Domestic travel to NSW Visitor Profile

Year ended September 2020

Source: National Visitor Survey, Tourism Research Australia.

Domestic daytrip travel

Visitors: 55.2m (-22.7% YoY)
Expenditure: $5.8bn (-28.2% YoY)

Average spend $104 per visitor

#1 for visitors
#1 for expenditure

In Australia

Destination
Sydney was the top destination in NSW

1. Sydney, 38%
2. North Coast NSW, 11%
3. South Coast, 11%
4. Hunter, 11%

Origin
Regional NSW was the largest source market of visitors to NSW

1. Regional NSW, 48%
2. Sydney, 46%
3. Hunter, 9%

Age

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

23% 16% 14% 16% 18% 13%

15-29 30-39 40-49 50-59 60-69 70+

Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Visitors

43% 29% 15%

Holiday VFR Business

Expenditure

52% 20% 13%

Holiday VFR Business

Transport

91% 6%

Private vehicle or company car

Railway

Aviation

In YE Sep 2020, NSW accounted for 47% of the domestic aviation seat capacity in Australia's top 65 competitive routes.

Source: Bureau of Infrastructure, Transport and Regional Economics (BITRE), seats both directions.

<table>
<thead>
<tr>
<th>Destination</th>
<th>Visitors (000)</th>
<th>Expenditure ($million)</th>
<th>Nights (million)</th>
<th>Expenditure ($million)</th>
<th>ALOS</th>
<th>Spend per visitor ($)</th>
<th>Spend per night ($)</th>
<th>Total Domestic</th>
<th>Domestic Overnight</th>
<th>Domestic Daytrip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney</td>
<td>28,457</td>
<td>$6,922</td>
<td>7,358</td>
<td>21.6</td>
<td>2.9</td>
<td>$225</td>
<td>$141</td>
<td>81,858</td>
<td>26,644</td>
<td>58,216</td>
</tr>
<tr>
<td>Regional NSW</td>
<td>53,956</td>
<td>$14,112</td>
<td>19,841</td>
<td>67.2</td>
<td>3.4</td>
<td>$155</td>
<td>$446</td>
<td>81,858</td>
<td>26,644</td>
<td>55,215</td>
</tr>
<tr>
<td>North Coast NSW</td>
<td>10,685</td>
<td>$3,528</td>
<td>4,428</td>
<td>17.7</td>
<td>4.0</td>
<td>$155</td>
<td>$462</td>
<td>81,858</td>
<td>26,644</td>
<td>55,215</td>
</tr>
<tr>
<td>South Coast</td>
<td>9,815</td>
<td>$2,248</td>
<td>3,708</td>
<td>11.9</td>
<td>3.2</td>
<td>$144</td>
<td>$426</td>
<td>81,858</td>
<td>26,644</td>
<td>55,215</td>
</tr>
<tr>
<td>Hunter</td>
<td>9,215</td>
<td>$2,112</td>
<td>3,251</td>
<td>9.2</td>
<td>2.8</td>
<td>$171</td>
<td>$525</td>
<td>81,858</td>
<td>26,644</td>
<td>55,215</td>
</tr>
<tr>
<td>Central Coast</td>
<td>5,197</td>
<td>$839</td>
<td>1,468</td>
<td>3.9</td>
<td>2.6</td>
<td>$141</td>
<td>$373</td>
<td>81,858</td>
<td>26,644</td>
<td>55,215</td>
</tr>
<tr>
<td>Central NSW</td>
<td>4,704</td>
<td>$1,401</td>
<td>2,096</td>
<td>5.7</td>
<td>2.7</td>
<td>$181</td>
<td>$491</td>
<td>81,858</td>
<td>26,644</td>
<td>55,215</td>
</tr>
<tr>
<td>Capital Country</td>
<td>3,964</td>
<td>$668</td>
<td>1,248</td>
<td>3.1</td>
<td>2.5</td>
<td>$122</td>
<td>$308</td>
<td>81,858</td>
<td>26,644</td>
<td>55,215</td>
</tr>
<tr>
<td>Blue Mountains</td>
<td>2,991</td>
<td>$528</td>
<td>968</td>
<td>2.3</td>
<td>2.4</td>
<td>$156</td>
<td>$370</td>
<td>81,858</td>
<td>26,644</td>
<td>55,215</td>
</tr>
<tr>
<td>New England North West</td>
<td>2,948</td>
<td>$711</td>
<td>1,166</td>
<td>3.3</td>
<td>2.9</td>
<td>$144</td>
<td>$410</td>
<td>81,858</td>
<td>26,644</td>
<td>55,215</td>
</tr>
<tr>
<td>Riverina</td>
<td>2,223</td>
<td>$565</td>
<td>901</td>
<td>2.7</td>
<td>3.0</td>
<td>$121</td>
<td>$367</td>
<td>81,858</td>
<td>26,644</td>
<td>55,215</td>
</tr>
<tr>
<td>The Murray</td>
<td>1,841</td>
<td>$574</td>
<td>896</td>
<td>2.8</td>
<td>3.1</td>
<td>$146</td>
<td>$458</td>
<td>81,858</td>
<td>26,644</td>
<td>55,215</td>
</tr>
<tr>
<td>Snowy Mountains</td>
<td>1,147</td>
<td>$594</td>
<td>694</td>
<td>2.3</td>
<td>3.3</td>
<td>$233</td>
<td>$774</td>
<td>81,858</td>
<td>26,644</td>
<td>55,215</td>
</tr>
<tr>
<td>Outback NSW</td>
<td>605</td>
<td>$286</td>
<td>403</td>
<td>2.0</td>
<td>5.1</td>
<td>$122</td>
<td>$620</td>
<td>81,858</td>
<td>26,644</td>
<td>55,215</td>
</tr>
<tr>
<td>NSW Total</td>
<td>81,858</td>
<td>$21,034</td>
<td>26,644</td>
<td>88.8</td>
<td>3.3</td>
<td>$172</td>
<td>$573</td>
<td>81,858</td>
<td>26,644</td>
<td>55,215</td>
</tr>
</tbody>
</table>

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.