Domestic overnight travel

Visitors: 24.4m (-37.3% YoY)
Nights: 83.8m (-31.6% YoY)
Expenditure: $14.2bn (-40.2% YoY)

Average spend $169 per night
$579 per visitor
Average length of stay: 3.4 nights

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

Note: Visitors may visit for more than one Purpose: VFR

Destination
Sydney was the top destination in NSW

1. Sydney, 23%
2. North Coast NSW, 18%
3. South Coast, 15%
4. Hunter, 13%

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

1. Regional NSW, 41%
2. Sydney, 38%
3. Hunter, 9%

Transport
Private vehicle or company car, 87%
Aircraft, 8%

Gender
46% Female
54% Male

Purpose of visit
Note: Visitors may visit for more than one Purpose: VFR

Visitors
40% Holiday
36% VFR
19% Business

Nights
41% Holiday
32% VFR
18% Business

Expenditure
52% Holiday
18% VFR
17% Business

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 December 2020
Source: National Visitor Survey, Tourism Research Australia.

Top 5 activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat out / dine at a restaurant and/or cafe</td>
<td>54%</td>
</tr>
<tr>
<td>Visit friends &amp; relatives</td>
<td>41%</td>
</tr>
<tr>
<td>Go to the beach</td>
<td>27%</td>
</tr>
<tr>
<td>Sightseeing/looking around</td>
<td>22%</td>
</tr>
<tr>
<td>Pubs, clubs, discos etc</td>
<td>21%</td>
</tr>
</tbody>
</table>

Domestic daytrip travel

Visitors: 51.1m (-32.0% YoY)
Expenditure: $5.3bn (-35.4% YoY)

Top 3 accommodation types

- Friends or relatives property: 39%
- Standard hotel/motor inn (below 4 star): 11%
- Caravan park or commercial camping ground: 10%

Sydney was the top destination in NSW
1. Sydney, 38%
2. South Coast, 12%
3. North Coast NSW, 11%
4. Hunter, 11%

Regional NSW was the largest source market of visitors to NSW
1. Regional NSW, 49%
2. Sydney, 46%
3. Hunter, 10%

Purpose of visit

- Holiday: 43%
- VFR: 28%
- Business: 14%

Transport

- Private vehicle or company car: 93%
- Railway: 5%

Aviation

In YE Dec 2020, NSW accounted for 42% of the domestic aviation seat capacity in Australia’s top 65 competitive routes or 9.4 million seats (-72.1% on YE Dec 2019).

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.