Domestic travel to NSW Visitor Profile
Year ended March 2021

Source: National Visitor Survey, Tourism Research Australia.

TOTAL DOMESTIC VISITATION

<table>
<thead>
<tr>
<th>Visitors</th>
<th>Nights</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>73.3m</td>
<td>86.5m</td>
<td>$19.7bn</td>
</tr>
</tbody>
</table>

-33.8% YoY -26.7% YoY -36.2% YoY

Domestic overnight

- Visitors: 24.9m (-33.1% YoY)
- Nights: 86.5m (-26.7% YoY)
- Expenditure: $14.6bn (-35.8% YoY)

Average spend:
- $169 per night
- $586 per visitor

Average length of stay:
- 3.5 nights

Domestic overnight travel

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, 20%
2. North Coast NSW, 18%
3. South Coast, 16%
4. Hunter, 14%

Travel party

Unaccompanied 32%
Adult couple 27%
Family group 16%
Friends and/or relatives 22%

Purpose of visit

Visitors

- Holiday: 42%
- VFR: 36%
- Business: 17%

Nights

- Holiday: 43%
- VFR: 32%
- Business: 16%

Expenditure

- Holiday: 56%
- VFR: 18%
- Business: 15%

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.

Icons sourced from www.easil.ly
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Top 3 accommodation types

- Friends or relatives property: 39%
- Standard hotel/motor inn (below 4 star): 11%
- Rented house/apartment/flat or unit: 11%

Top 5 activities

- Eat out / dine at a restaurant and/or cafe: 54%
- Visit friends & relatives: 38%
- Go to the beach: 28%
- Sightseeing/looking around: 22%
- Pubs, clubs, discos etc: 20%

Domestic daytrip travel

Visitors: 48.4m (-34.2% YoY)
Expenditure: $5.1bn (-37.2% YoY)
Average spend $106 per visitor

#1 for visitors
#1 for expenditure
In Australia

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

Regional NSW was the largest source market of visitors to NSW
1. Regional NSW, 49%
2. Sydney, 47%
3. Hunter, 9%

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

Age

<table>
<thead>
<tr>
<th>15-29</th>
<th>30-39</th>
<th>40-49</th>
<th>50-59</th>
<th>60-69</th>
<th>70+</th>
</tr>
</thead>
<tbody>
<tr>
<td>23%</td>
<td>16%</td>
<td>14%</td>
<td>16%</td>
<td>18%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Purpose of visit

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

Visitors

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

Expenditure

- Holiday: 56%
- VFR: 17%
- Business: 9%

Aviation

In YE Mar 2021, NSW accounted for 36% of the domestic aviation seat capacity in Australia’s top 58 competitive routes or 5.5 million seats (-83.3% on YE Mar 2020).

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

<table>
<thead>
<tr>
<th>TOTAL DOMESTIC</th>
<th>DOMESTIC OVERNIGHT</th>
<th>DOMESTIC DAYTRIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination</td>
<td>Visitors (000)</td>
<td>Expenditure ($million)</td>
</tr>
<tr>
<td>Sydney</td>
<td>23,312</td>
<td>$4,441</td>
</tr>
<tr>
<td>Regional NSW</td>
<td>50,444</td>
<td>$15,306</td>
</tr>
<tr>
<td>South Coast</td>
<td>9,699</td>
<td>$2,688</td>
</tr>
<tr>
<td>North Coast NSW</td>
<td>9,528</td>
<td>$3,890</td>
</tr>
<tr>
<td>Hunter</td>
<td>8,599</td>
<td>$2,313</td>
</tr>
<tr>
<td>Central NSW</td>
<td>4,670</td>
<td>$1,621</td>
</tr>
<tr>
<td>Central Coast</td>
<td>4,397</td>
<td>$809</td>
</tr>
<tr>
<td>Capital Country</td>
<td>3,900</td>
<td>$807</td>
</tr>
<tr>
<td>Blue Mountains</td>
<td>2,927</td>
<td>$556</td>
</tr>
<tr>
<td>New England North West</td>
<td>2,799</td>
<td>$700</td>
</tr>
<tr>
<td>Riverina</td>
<td>1,950</td>
<td>$563</td>
</tr>
<tr>
<td>The Murray</td>
<td>1,483</td>
<td>$448</td>
</tr>
<tr>
<td>Snowy Mountains</td>
<td>1,266</td>
<td>$597</td>
</tr>
<tr>
<td>Outback NSW</td>
<td>711</td>
<td>$299</td>
</tr>
</tbody>
</table>

NSW Total        | 73,308              | $19,748           | 24,920        | 86.5         | $14,602           | 3.8  | $169          | $586             | 48,388         | $5,146             | $106             |

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.