



Visitors to NSW (million)	2.8
Nights in NSW (million)	57.6
Expenditure in NSW (billion)	\$5.6
Expenditure per visitor in NSW	\$1,979

Overview

NSW received over 2.8 million international overnight visitors - down by 0.3% on YE Mar 07. Visitors spent nearly 57.6 million nights in the State - down by 1.4% on YE Mar 07.

NSW received 54.2% of visitors and 35.9% of nights in Australia. Compared to YE Mar 07, the share of visitors was down by 0.7% pts and the share of nights was down by 1.1% pts.

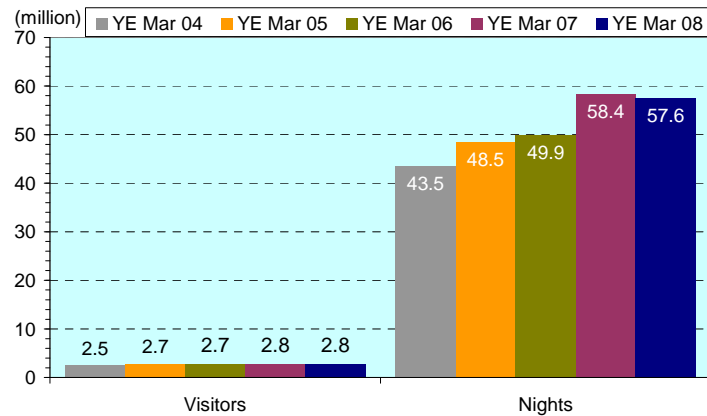
The average length of stay in NSW was 20.4 nights - down by 0.2 nights on YE Mar 07.

International overnight visitors spent \$5.6 billion in NSW (excl package expenditure) - up by 10.6% on YE Mar 07. This represented 37.1% of total expenditure in Australia. On average, visitors spent \$1,979 per visitor and \$98 per night in NSW. ⁽²⁾

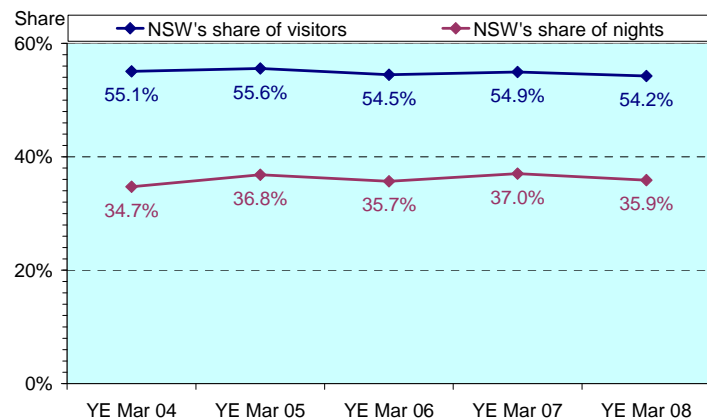
⁽²⁾ Excluding package tours and prepaid international airfares.

Source: Modelled international overnight visitor expenditure in Australia's regions, YE Mar 08, TRA

Visitors and nights



Market share



Forecast ⁽³⁾

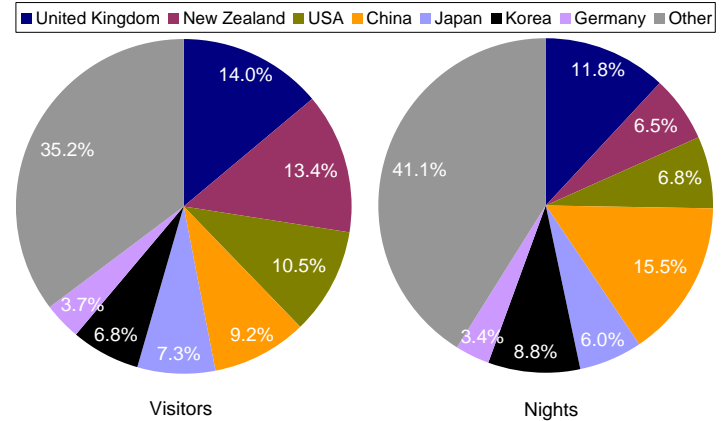
International visitors to Australia are expected to increase from over 5.5 million* in 2006 to nearly 8.9 million* in 2016, an average annual growth rate of 4.8%.

In terms of individual source markets to Australia, visitors from India are expected to grow by 373% between 2006 and 2016. Over the same period, Chinese visitors (241%) are expected to have the 2nd highest growth, followed by visitors from Middle East (183%) and Indonesia (171%).

⁽³⁾ Source: Forecast 2007 Issue 2, Tourism Forecasting Committee

* Includes children less than 15 years

Origin



United Kingdom (14.0%) was the largest source market of international visitors to NSW, followed by New Zealand (13.4%). Compared to YE Mar 07, New Zealand grew by 0.8% pts and United Kingdom declined by 1.7% pts.

China (15.5%) was the biggest contributor of international visitor nights in the State, followed by United Kingdom (11.8%). Compared to YE Mar 07, Other Europe grew by 0.7% pts and United Kingdom declined by 1.7% pts.

Origin	Visitors ('000)	Visitor nights ('000)	Average length of stay in NSW
United Kingdom	395	6,816	17.3
New Zealand	378	3,752	9.9
USA	295	3,926	13.3
China	260	8,911	34.3
Japan	206	3,470	16.9
Korea	191	5,067	26.6
Germany	104	1,957	18.8
Canada	80	1,444	18.1
Hong Kong	79	1,744	22.1
Singapore	76	1,120	14.8
Scandinavia	53	984	18.4
India	53	1,992	37.3
Ireland	49	1,278	26.1
France	48	1,007	21.0
Taiwan	46	755	16.2
Thailand	42	1,392	33.0
Malaysia	40	1,122	28.2
Indonesia	35	1,330	37.9
Italy	34	759	22.4
Netherlands	32	606	19.2
Middle East & North Africa	27	646	23.9
Switzerland	26	541	20.5
Other Asia	52	1,947	37.3
Other Europe	75	1,900	25.5
Other Countries	148	3,121	21.2
Total	2,824	57,587	20.4

Visitors from Indonesia (37.9 nights) had the longest average stay in NSW, followed by visitors from India (37.3 nights) and China (34.3 nights).

Package tours

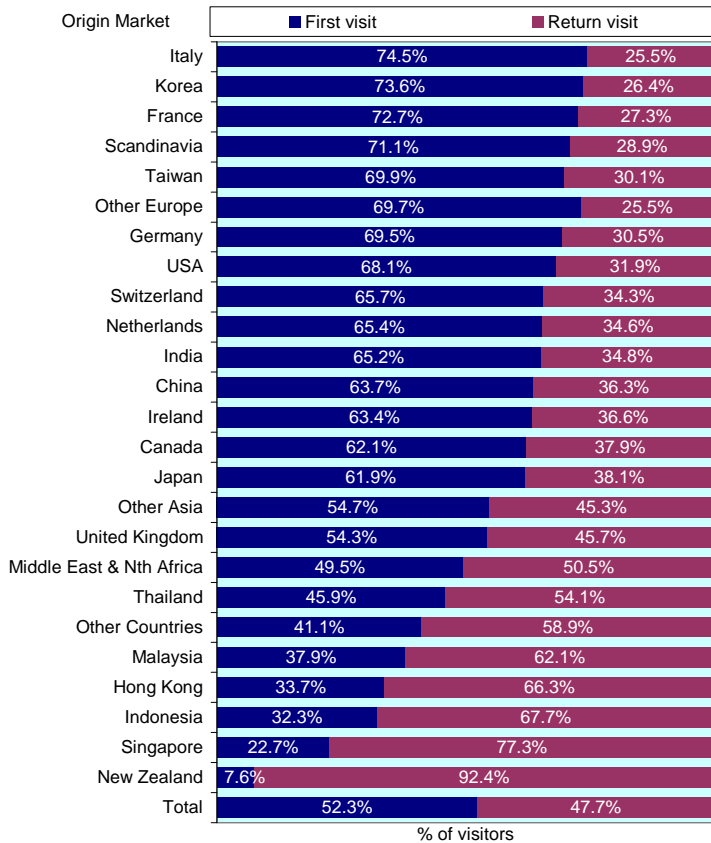
Nearly ¼ (22.8%) of international overnight visitors, who had been to NSW, arrived in Australia on a travel package. 'All accommodation' (81.0%) was the most popular travel arrangement included in the package (other than 'International airfares'). The next most popular was 'Airfares within Australia' (59.5%).

Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

⁽¹⁾ Source: International Visitor Survey, YE Mar 08, Tourism Research Australia (TRA) - unless otherwise indicated



First time or repeat visit

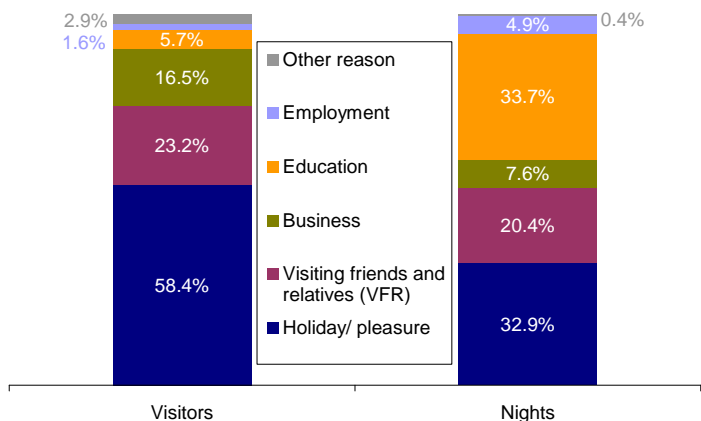


Over ½ (52.3%) of international overnight visitors to NSW were on their first trip to Australia.

Italy (74.5%) had the highest percentage of first time visitors to Australia, followed by Korea (73.6%) and France (72.7%).

New Zealand (92.4%) had the highest proportion of repeat visitors to Australia, followed by Singapore (77.3%) and Indonesia (67.7%).

Purpose of visit to NSW



'Holiday/pleasure' (58.4%) was the largest purpose for international **visitors** to NSW. 'Visiting friends and relatives' (23.2%) was the 2nd largest, followed by 'Business' (16.5%) and 'Education' (5.7%).

'Education' (33.7%) was the largest purpose in terms of **nights** by international visitors in the State. 'Holiday/pleasure' (32.9%) was the 2nd largest, followed by 'Visiting friends and relatives' (20.4%) and 'Business' (7.6%).

Length of stay

Purpose of visit	Ave length of stay (nights)		Median stay (nights)	
	NSW	Australia	NSW	Australia
Holiday/pleasure	11.5	23.1	5	9
Visiting friends and relatives	17.9	24.6	10	15
Business	9.4	11.8	4	6
Education	121.4	137.5	112	126
Employment	63.0	89.4	42	55
Other reason	3.0	17.5	2	4
Total	20.4	30.8	6	10

International visitors stayed on average 20.4 nights in NSW, while their average stay in Australia was 30.8 nights. The median length of stay in the State was 6 nights compared to 10 nights in Australia.

Compared to YE Mar 07, the average stay in the State was down by 0.2 nights and the median stay in NSW was up by 1 night.

Main purpose of visit to Australia

Origin of visitors	Holiday (%)	VFR (%)	Business (%)	Education (%)	Employment (%)	Other (%)
Taiwan	72.7	9.3	10.0	6.4	0.7	0.9
Japan	71.8	5.1	12.9	5.6	0.1	4.5
Germany	71.3	9.8	9.3	6.0	1.1	2.6
Switzerland	69.7	12.7	3.1	13.7	0.4	0.4
Korea	69.2	10.4	7.5	9.8	0.5	2.6
Ireland	68.2	22.8	3.2	1.0	2.6	2.3
Italy	64.8	14.2	9.5	6.4	1.2	3.8
Netherlands	62.9	18.3	10.8	4.3	1.4	2.3
France	62.1	16.0	9.5	7.3	1.9	3.3
Scandinavia	61.1	17.1	11.3	7.8	1.6	1.1
United Kingdom	58.3	29.3	7.0	1.0	2.3	2.0
Other Europe	56.1	13.8	12.9	10.4	2.6	4.2
Canada	53.4	24.4	14.0	3.9	1.7	2.6
China	49.8	12.9	21.6	14.2	0.6	1.0
Middle East & Nth Africa	48.6	13.9	15.1	18.9	0.1	3.3
USA	46.5	16.0	23.4	8.8	2.1	3.3
Malaysia	46.3	21.0	16.7	11.9	1.3	2.9
Indonesia	44.9	16.3	16.1	18.3	2.0	2.3
Other Countries	44.2	22.6	18.0	6.2	1.1	7.8
Hong Kong	44.1	22.9	22.3	8.3	0.9	1.5
Thailand	37.1	15.3	27.5	17.1	1.6	1.3
Singapore	35.8	11.5	39.2	8.0	1.3	4.2
New Zealand	35.0	30.4	26.6	1.9	3.3	2.9
India	28.4	18.6	27.3	9.9	8.5	7.3
Other Asia	22.6	34.9	19.6	12.6	2.7	7.5
Total	52.2	19.2	16.8	6.9	1.8	3.0

Of international country markets to NSW, the Taiwan market (72.7%) had the highest proportion who visited Australia for the main purpose of a holiday. Visitors from Singapore (39.2%) had the highest percentage who had visited Australia for the main purpose of business.

Transport

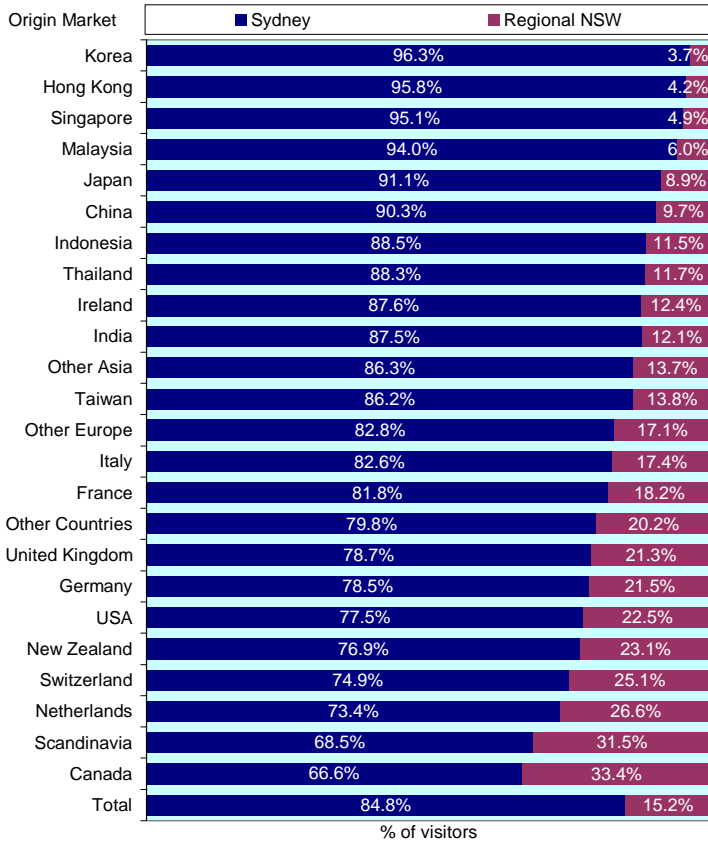
Almost 3/10 (29.4%) of international overnight visitors used 'Aircraft' to destinations in NSW. 'Private or company car' (27.6%) was the 2nd most popular transport used, followed by 'Taxi or chauffeur driven hire car' (21.0%).

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(1) Source: International Visitor Survey, YE Mar 08, Tourism Research Australia (TRA) - unless otherwise indicated



Destinations in NSW

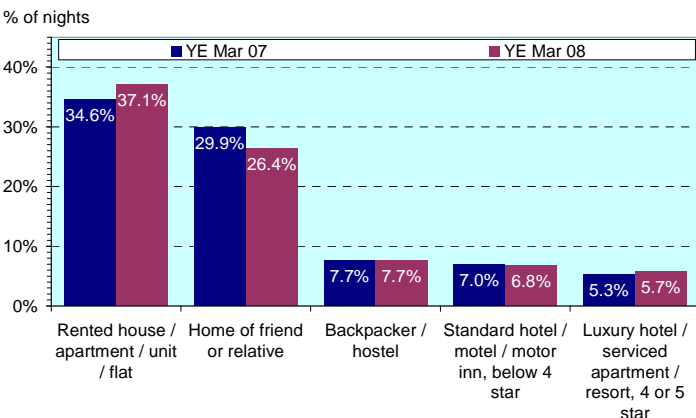


International overnight visitors spent over 4/5 (84.8%) of their nights in Sydney – down by 0.8% pts on YE Mar 07.

Nearly all nights by Korean visitors (96.3%) were spent in Sydney. Visitors from Hong Kong (95.8%) had the 2nd highest proportion of nights spent in Sydney.

Canadian visitors spent over 1/3 (33.4%) of their nights in Regional NSW. Visitors from Scandinavia (31.5%) had the 2nd highest proportion of nights spent in Regional NSW.

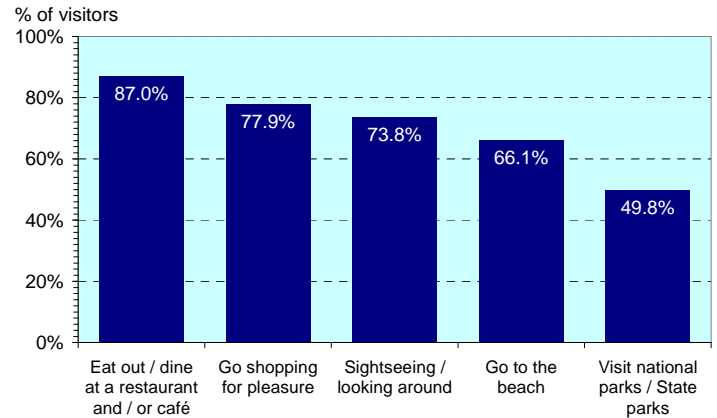
Accommodation



Nearly 2/5 (37.1%) of nights in NSW were spent in a ‘Rented house / apartment / unit / flat’. ‘Home of a friend or relative’ (26.4%) was the 2nd most popular accommodation type used, followed by ‘Backpacker / hostel’ (7.7%) and ‘Standard hotel / motel / motor inn, below 4 star’ (6.8%).

Compared to YE Mar 07, ‘Rented house / apartment / unit / flat’ grew by 2.5% pts. Over the same period, ‘Home of a friend or relative’ declined by 3.5% pts.

Top 5 activities in Australia

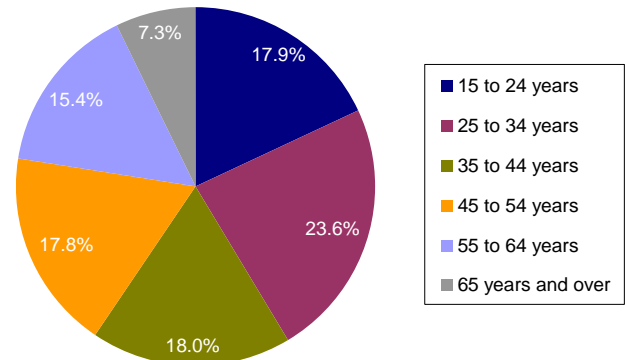


Nearly 9/10 (87.0%) of international overnight visitors, who had been to NSW, ‘Ate out / dined at a restaurant and / or café’ during their trip to Australia. ‘Go shopping for pleasure’ (77.9%) was the 2nd most popular activity.

Information sources

Nearly 2/5 (37.7%) of international overnight visitors, who had been to NSW, had used the ‘Internet’ as an information source for their trip to Australia. ‘Travel agent’ (22.6%) was the 2nd largest, followed by ‘Friend or relative living in Australia’ (20.4%).

Age



Nearly 1/4 (23.6%) of international overnight visitors to NSW were aged ‘25-34 years’.

Overview - Australia

Australia received over 5.2 million international visitors who spent over 160.5 million nights in Australia - up by 1.0% and 1.8% respectively on YE Mar 07. On average, they stayed for 30.8 nights – up by 0.2 nights on YE Mar 07.

International visitors spent \$15.2 billion (excl package expenditure) while in Australia - up by 11.3% on YE Mar 07. On average, visitors spent \$2,921 per visitor and \$95 per night in Australia.

Further information

An international visitor = an international resident, aged 15 and over, who visited Australia for a period of no more than 12 months.

Please see www.tourism.nsw.gov.au for more detailed profiles on each of the NSW top international country markets and information on domestic visitors to NSW.

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