

Domestic Overnight Travel to NSW ⁽¹⁾

Year ended December 2010



Tourism New South Wales

www.tourism.nsw.gov.au

Overview

NSW received nearly 23.1 million domestic overnight visitors - up by 2.0% on YE Dec 09. Visitors spent over 78.3 million nights in the State - up by 1.7% on YE Dec 09.

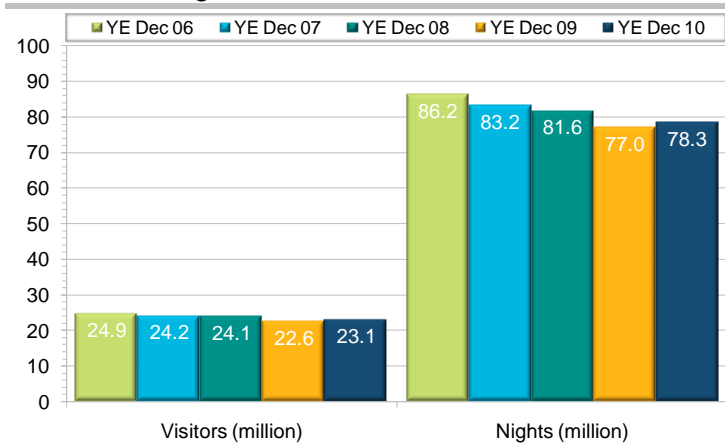
NSW received 34.2% of visitors and 30.2% of nights in Australia. Compared to YE Dec 09, the share of visitors was unchanged and the share of nights was up by 0.2% points.

The average length of stay in NSW was 3.4 nights - unchanged on YE Dec 09.

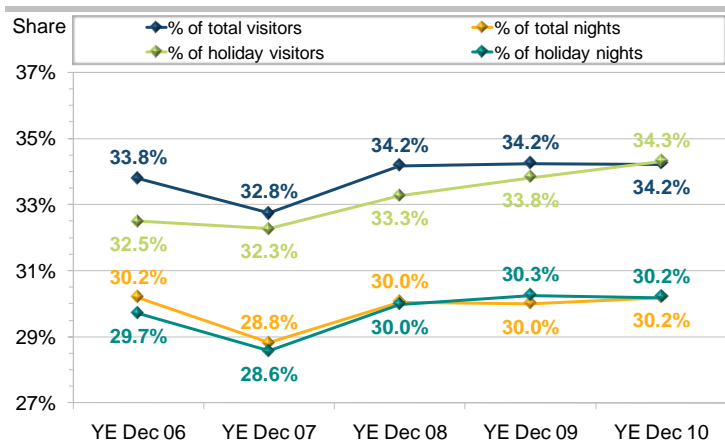
Domestic overnight visitors spent \$12.4 billion in NSW (incl airfares and transport costs) - up by 1.5% on YE Dec 09. This represented 29.0% of total expenditure in Australia. On average, visitors spent \$539 per person and \$159 per night in NSW. ⁽²⁾

⁽²⁾ Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 10, TRA

Visitors and nights



Market share



Travel party

'Adult couple' (26.6%) was the most common travel party amongst visitors to NSW. 'Family group' (26.2%) was the 2nd most common, followed by 'alone' (23.6%).

Age

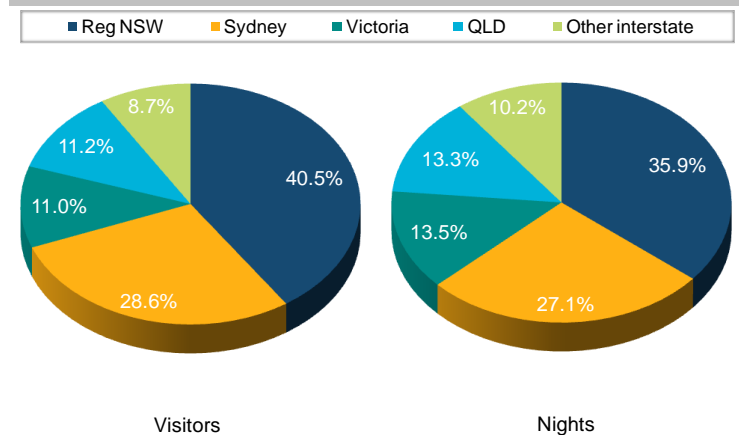
'35 to 44 years' (21.2%) was the largest age group of visitors to the State, followed by '45 to 54 years' (19.0%).

'Young' travellers (aged below 35) made up 28.0% of visitors. 'mid-Life' travellers (aged 35 to 54) contributed 40.2%, while 31.8% were 'older' (aged 55 and over).

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

⁽¹⁾ Source: National Visitor Survey, YE Dec 10, Tourism Research Australia (TRA) - unless otherwise indicated

Origin



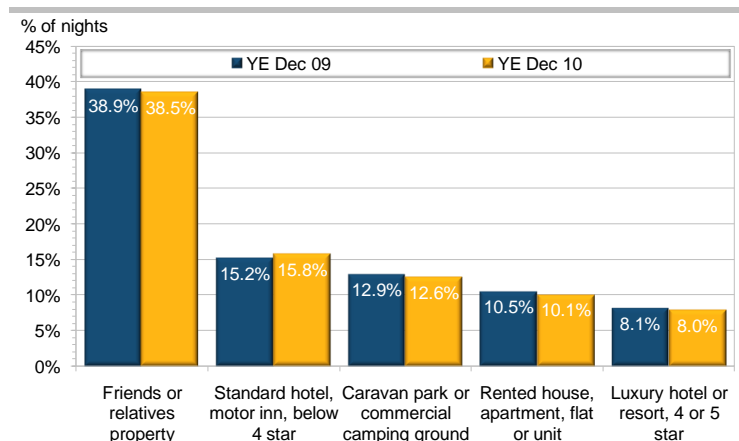
NSW received 69.1% of visitors and 63.0% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 30.9% of visitors and 37.0% of nights in the State (Queensland was the biggest interstate market for visitors, while Victoria was the biggest for nights).

Origin	Visitors (million)	Visitor nights (million)	Average length of stay in NSW
Sydney	6.6	21.2	3.2
Regional NSW	9.3	28.2	3.0
Total intrastate	15.9	49.3	3.1
Victoria	2.5	10.6	4.2
Queensland	2.6	10.4	4.0
Other Australia	2.0	8.0	4.0
Total interstate	7.1	29.0	4.1
Total	23.1	78.3	3.4

Interstate visitors to NSW stayed, on average, 4.1 nights in the State. This was 1 night longer than the average stay for **intrastate** visitors.

Accommodation



'Friends or relatives property' (38.5%) was the most popular accommodation type used for nights in NSW. 'Standard hotel, motor inn, below 4 star' (15.8%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (12.6%) and 'rented house, apartment, flat or unit' (10.1%).

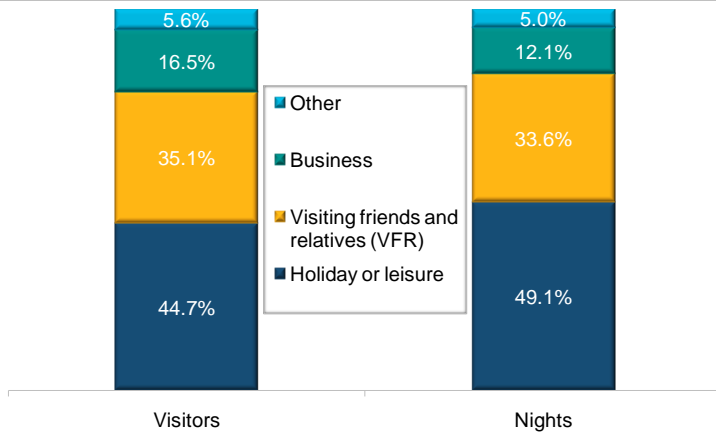
Compared to YE Dec 09, 'standard hotel, motor inn, below 4 star' grew by 0.6% points. Over the same period, 'friends or relatives property' and 'rented house, apartment, flat or unit' declined by 0.4% points each.

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Year ended December 2010

Visitors to NSW (million)	23.1
Nights in NSW (million)	78.3
Expenditure in NSW (billion)	\$ 12.4
Expenditure per visitor in NSW	\$539

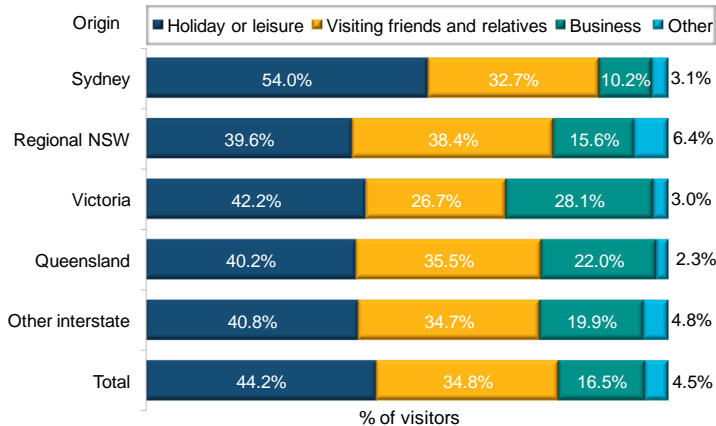
Purpose of visit to NSW



'Holiday or leisure' (44.7%) was the largest purpose for **visitors** to NSW, followed by 'visiting friends and relatives' (35.1%). Compared to YE Dec 09, 'VFR' grew by 0.4% points.

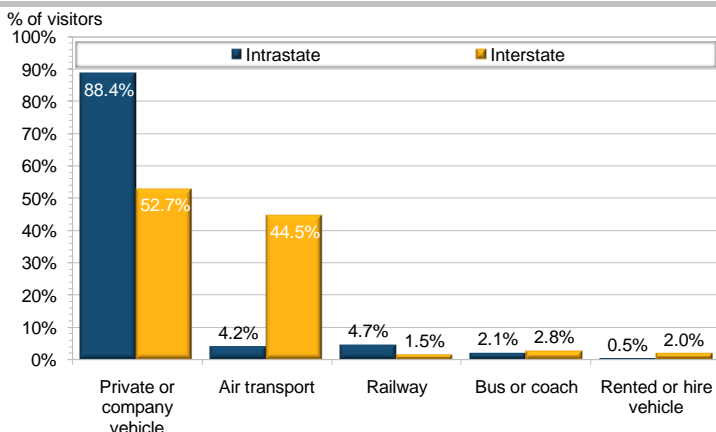
'Holiday or leisure' (49.1%) was the largest purpose in terms of **nights** in NSW, followed by 'VFR' (33.6%). Compared to YE Dec 09, 'VFR' grew by 1.1% points.

Main purpose of trip to NSW



Sydney residents (54.0%) were more likely than visitors from other origins to travel for 'holiday or leisure' to the State, while Victorians (28.1%) had the largest proportion of 'business' visitors.

Transport

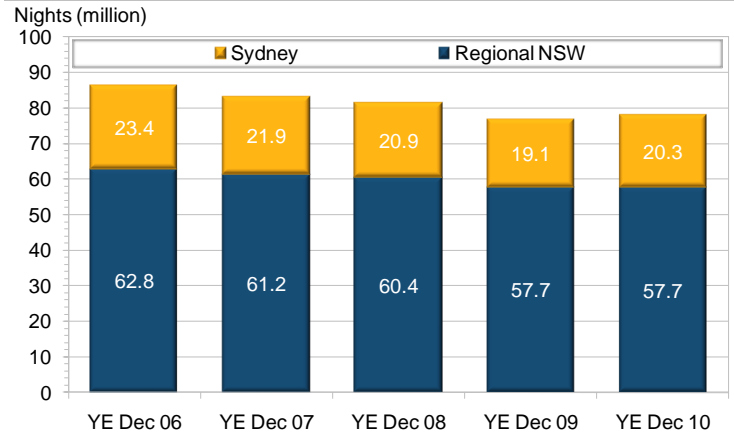


'Private or company vehicle' was the most popular form of transport used by both intrastate and interstate visitors to NSW (88.4% and 52.7% respectively). 'Air transport' (44.5%) was the 2nd most popular amongst interstate visitors, while 'railway' (4.7%) was the 2nd most popular for intrastate visitors.

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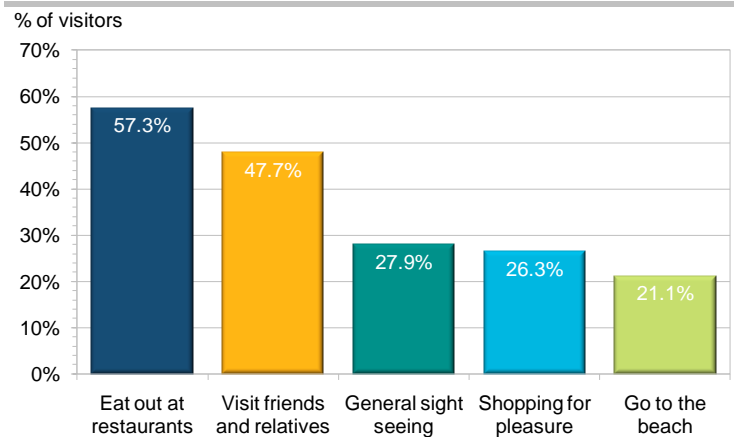
Destinations in NSW



Regional NSW received 57.7 million visitor nights - down by 0.1% on YE Dec 09. This represented 73.6% of all nights in NSW - down by 1.4% points on YE Dec 09.

No.	Tourism region	Nights (million)	No.	Tourism region	Nights (million)
1	Sydney	20.3	9	Snowy Mountains	2.5
2	North Coast	11.8	10	The Murray	2.5
3	South Coast sub-region	7.8	11	Illawarra sub-region	2.4
4	Northern Rivers	6.4	12	Riverina	2.2
5	The Hunter	5.1	13	Capital Country	2.2
6	Central NSW	4.3	14	Outback NSW	1.8
7	New England North West	3.8	15	Blue Mountains	1.5
8	Central Coast	3.4	16	Lord Howe Island	0.2

Activities



Overview - Australia

Australians took 67.4 million trips and spent 259.5 million nights in Australia. Visitors were up by 2.0% and nights were up by 1.1% on YE Dec 09. On average, they stayed 3.9 nights - unchanged on YE Dec 09.

Australians spent \$42.8 billion (incl airfares and transport costs) on domestic overnight travel - up by 1.1% on YE Dec 09.

Further information

Domestic overnight visitor = an Australian resident, aged 15 and over, who had taken a trip within Australia involving a stay away from home for at least one night (but no more than 12 months) at a place at least 40 km from home.

Please see www.tourism.nsw.gov.au for more detailed profiles on travel to each of NSW's regions and information on international travel to NSW.