

Domestic Overnight Travel to NSW ⁽¹⁾

Year ended March 2010



Tourism New South Wales

www.tourism.nsw.gov.au

Overview

NSW received almost 22.7 million domestic overnight visitors - down by 2.2% on YE Mar 09. Visitors spent nearly 76.7 million nights in the State - down by 2.8% on YE Mar 09.

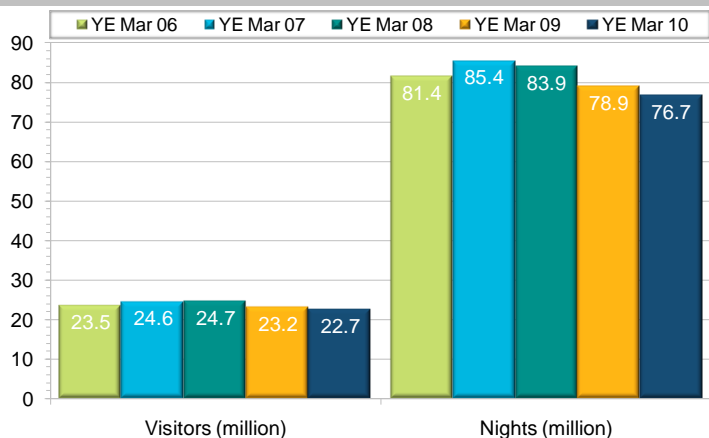
NSW received 34.4% of visitors and 29.9% of nights in Australia. Compared to YE Mar 09, the share of visitors was up by 0.2% points and the share of nights was down by 0.4% points.

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

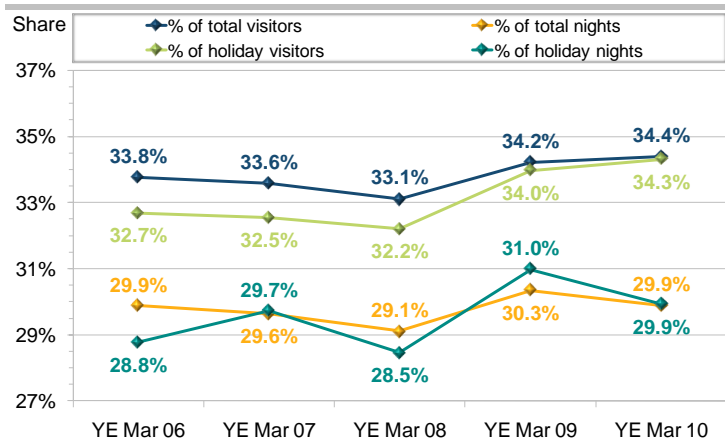
Domestic overnight visitors spent \$12.2 billion in NSW (incl airfares and transport costs) - down by 0.5% on YE Mar 09. This represented 28.5% of total expenditure in Australia. On average, visitors spent \$538 per person and \$159 per night in NSW. ⁽²⁾

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

Visitors and nights



Market share



Travel party

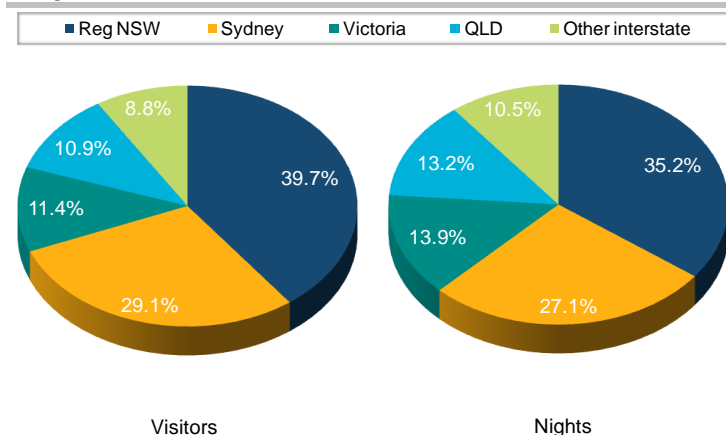
'Adult couple' (27.5%) was the most common travel party amongst visitors to NSW. 'Family group' (25.2%) was the 2nd most common, followed by 'alone' (23.8%).

Age

'35 to 44 years' (20.7%) was the largest age group of visitors to the State, followed by '45 to 54 years' (19.8%).

'Young' travellers (aged below 35) made up 28.2% of visitors. 'mid-Life' travellers (aged 35 to 54) contributed 40.4%, while 31.4% were 'older' (aged 55 and over).

Origin



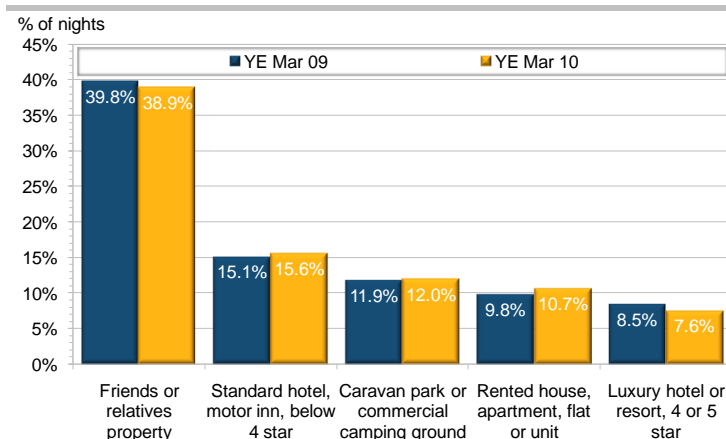
NSW received 68.8% of visitors and 62.3% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

Interstate contributed 31.2% of visitors and 37.7% of nights in the State (Victoria was the biggest interstate market for both visitors and nights).

Origin	Visitors (million)	Visitor nights (million)	Average length of stay in NSW
Sydney	6.6	20.8	3.2
Regional NSW	9.0	27.0	3.0
Total intrastate	15.6	47.8	3.1
Victoria	2.6	10.7	4.1
Queensland	2.5	10.1	4.1
Other Australia	2.0	8.1	4.0
Total interstate	7.1	28.9	4.1
Total	22.7	76.7	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' (38.9%) was the most popular accommodation type used for nights in NSW. 'Standard hotel, motor inn, below 4 star' (15.6%) was the 2nd most popular, followed by 'caravan park or commercial camping ground' (12.0%) and 'rented house, apartment, flat or unit' (10.7%).

Compared to YE Mar 09, 'rented house, apartment, flat or unit' grew by 0.9% points and 'standard hotel, motor inn, below 4 star' increased by 0.5% points. Over the same period, 'friends or relatives property' declined by 0.9% points.

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

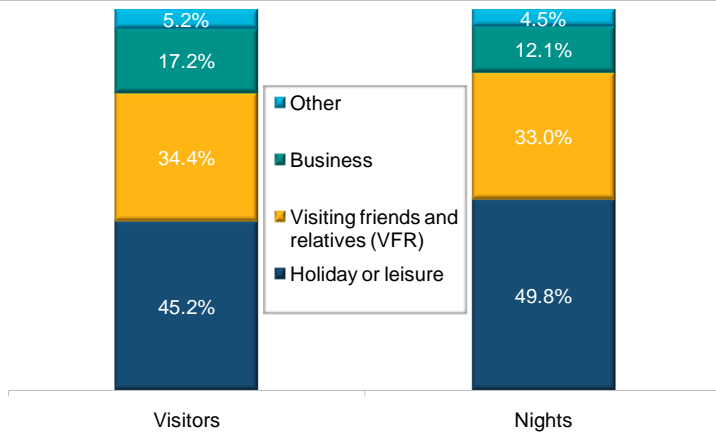
⁽¹⁾ Source: National Visitor Survey, YE Mar 10, Tourism Research Australia (TRA) - unless otherwise indicated

Domestic Overnight Travel to NSW⁽¹⁾

Year ended March 2010

Visitors to NSW (million)	22.7
Nights in NSW (million)	76.7
Expenditure in NSW (billion)	\$12.2
Expenditure per visitor in NSW	\$538

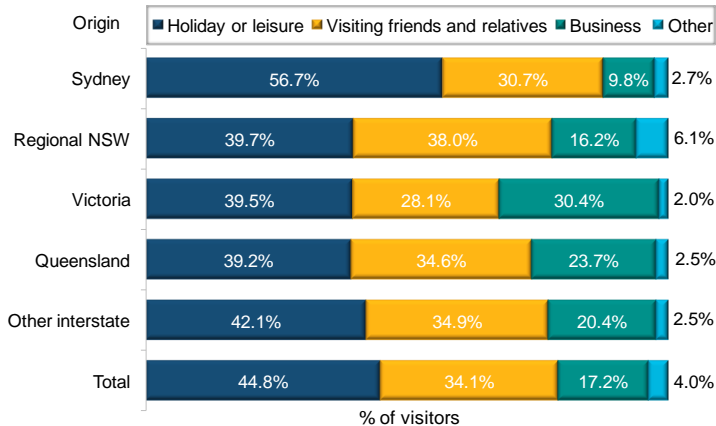
Purpose of visit to NSW



'Holiday or leisure' (45.2%) was the largest purpose for **visitors** to NSW, followed by 'visiting friends and relatives' (34.4%). Compared to YE Mar 09, 'holiday or leisure' grew by 1.0% point.

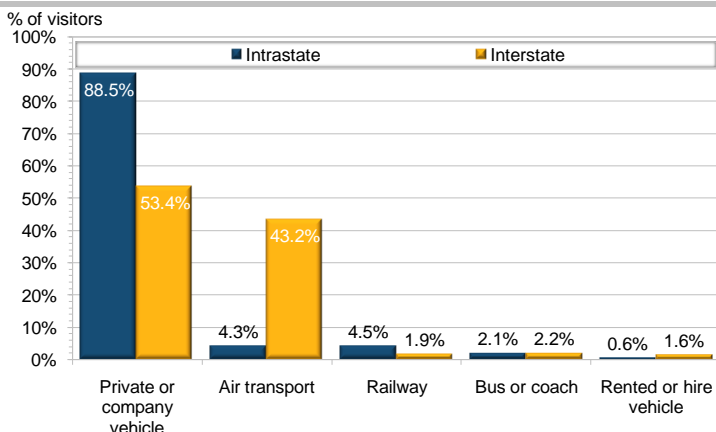
'Holiday or leisure' (49.8%) was the largest purpose in terms of **nights** in NSW, followed by 'VFR' (33.0%). Compared to YE Mar 09, 'VFR' grew by 0.8% points.

Main purpose of trip to NSW



Sydney residents (56.7%) were more likely than visitors from other origins to travel for 'holiday or leisure' to the State, while Victorians (30.4%) had the largest proportion of 'business' visitors.

Transport

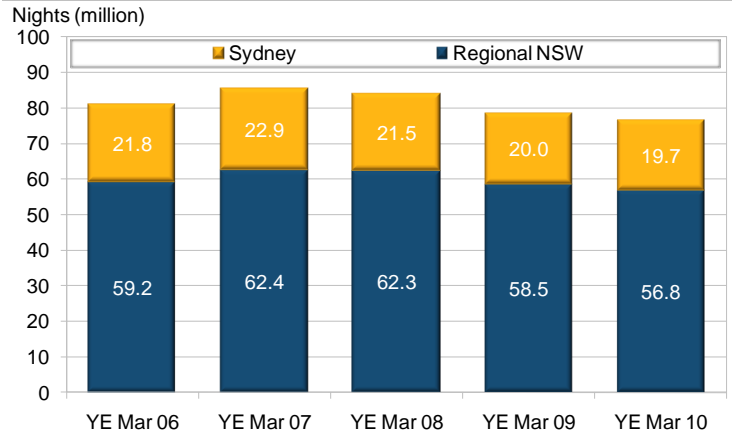


'Private or company vehicle' was the most popular form of transport used by both intrastate and interstate visitors to NSW (88.5% and 53.4% respectively). 'Air transport' (43.2%) was the 2nd most popular amongst interstate visitors, while 'railway' (4.5%) was the 2nd most popular for intrastate visitors.

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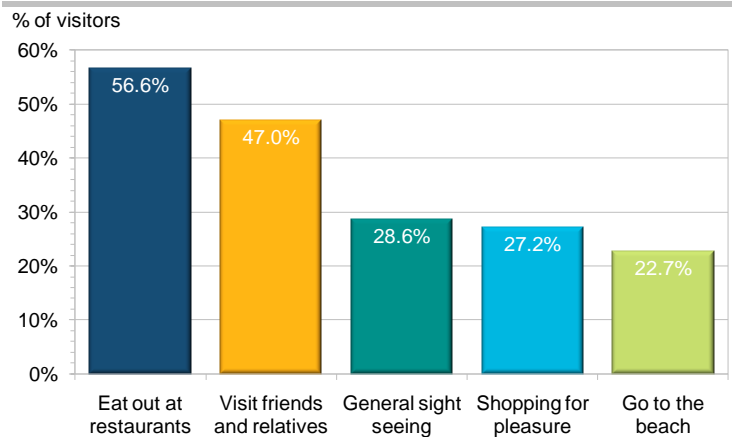
Destinations in NSW



Regional NSW received 56.8 million visitor nights - down by 2.9% on YE Mar 09. This represented 74.1% of all nights in NSW - down by 0.1% point on YE Mar 09.

No.	Tourism region	Nights (million)	No.	Tourism region	Nights (million)
1	Sydney	19.7	9	The Murray	2.4
2	North Coast	11.1	10	Illawarra	2.4
3	South Coast	7.9	11	Riverina	2.3
4	Northern Rivers	6.6	12	Snowy Mountains	2.3
5	The Hunter	5.4	13	Capital Country	2.1
6	Central NSW	4.4	14	Outback NSW	1.5
7	New England North West	3.7	15	Blue Mountains	1.4
8	Central Coast	3.2	16	Lord Howe Island	0.1

Activities



Overview - Australia

Australians took 66.0 million trips and spent 256.6 million nights in Australia. Visitors were down by 2.7% and nights were down by 1.3% on YE Mar 09. On average, they stayed 3.9 nights - up by 0.1 night on YE Mar 09.

Australians spent \$42.9 billion (incl airfares and transport costs) on domestic overnight travel - down by 0.2% on YE Mar 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.