

# Domestic Overnight Travel to NSW <sup>(1)</sup>

## Year ended March 2011



Tourism New South Wales

www.tourism.nsw.gov.au

### Overview

NSW received over 23.5 million domestic overnight visitors - up by 3.6% on YE Mar 10. Visitors spent over 79.1 million nights in the State - up by 3.2% on YE Mar 10.

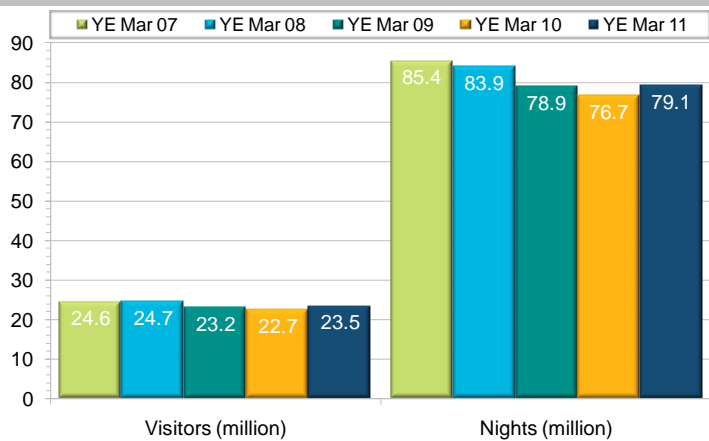
NSW received 34.8% of visitors and 30.8% of nights in Australia. Compared to YE Mar 10, the share of visitors was up by 0.4% points and the share of nights was up by 0.9% points.

The average length of stay in NSW was 3.4 nights - unchanged on YE Mar 10.

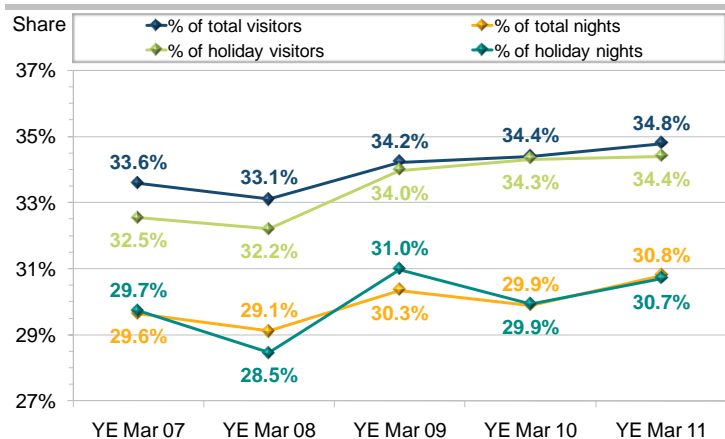
Domestic overnight visitors spent \$12.6 billion in NSW (incl airfares and transport costs) - up by 3.4% on YE Mar 10. This represented 30.1% of total expenditure in Australia. On average, visitors spent \$537 per person and \$160 per night in NSW. <sup>(2)</sup>

<sup>(2)</sup> Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Mar 11, TRA

### Visitors and nights



### Market share



### Travel party

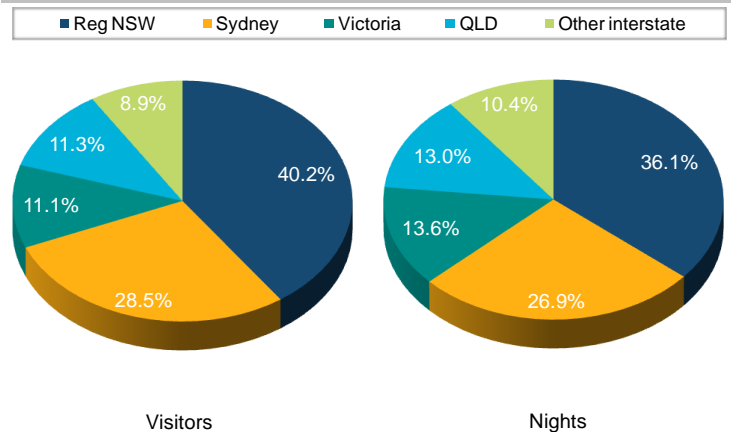
'Adult couple' (26.5%) was the most common travel party amongst visitors to NSW. 'Family group' (25.4%) was the 2<sup>nd</sup> most common, followed by 'alone' (24.2%).

### Age

'35 to 44 years' (22.5%) was the largest age group of visitors to the State, followed by '45 to 54 years' (18.6%).

'Young' travellers (aged below 35) made up 27.0% of visitors. 'mid-Life' travellers (aged 35 to 54) contributed 41.0%, while 31.9% were 'older' (aged 55 and over).

### Origin



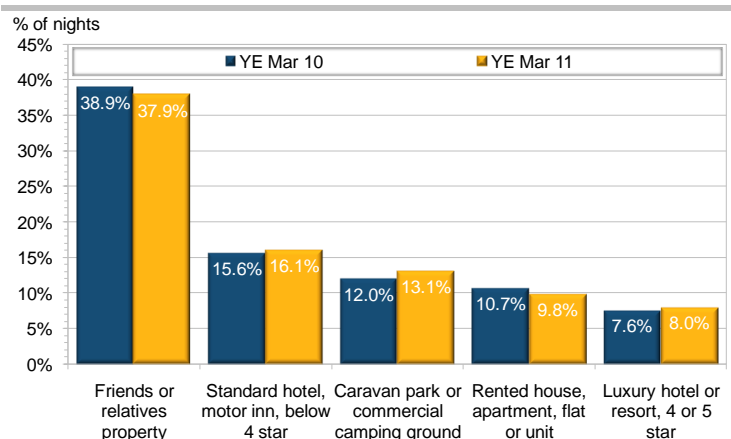
NSW received 68.7% of visitors and 63.0% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 31.3% 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	6.7	21.3	3.2
Regional NSW	9.5	28.6	3.0
Total intrastate	16.1	49.9	3.1
Victoria	2.6	10.8	4.1
Queensland	2.6	10.3	3.9
Other Australia	2.1	8.2	3.9
Total interstate	7.4	29.3	4.0
Total	23.5	79.1	3.4

**Interstate** visitors to NSW stayed, on average, 4.0 nights in the State. This was 0.9 nights longer than the average stay for **intrastate** visitors.

### Accommodation



'Friends or relatives property' (37.9%) was the most popular accommodation type used for nights in NSW. 'Standard hotel, motor inn, below 4 star' (16.1%) was the 2<sup>nd</sup> most popular, followed by 'caravan park or commercial camping ground' (13.1%) and 'rented house, apartment, flat or unit' (9.8%).

Compared to YE Mar 10, 'caravan park or commercial camping ground' increased by 1.1% points and 'standard hotel, motor inn, below 4 star' grew by 0.5% points. Over the same period, 'friends or relatives property' declined by 1.0% point.

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

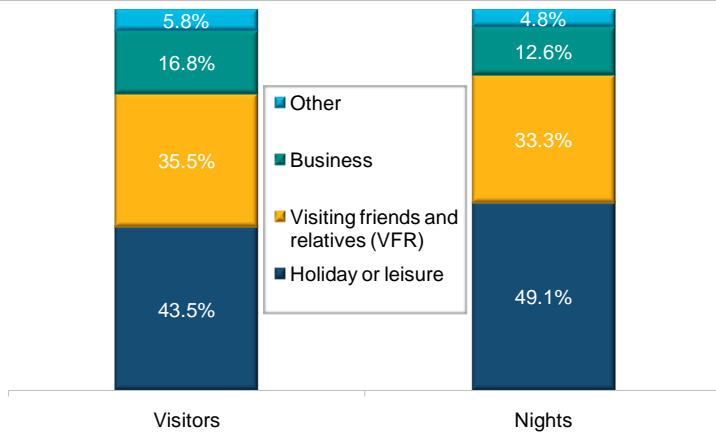
<sup>(1)</sup> Source: National Visitor Survey, YE Mar 11, Tourism Research Australia (TRA) - unless otherwise indicated

# Domestic Overnight Travel to NSW<sup>(1)</sup>

## Year ended March 2011

Visitors to NSW (million)	23.5
Nights in NSW (million)	79.1
Expenditure in NSW (billion)	\$12.6
Expenditure per visitor in NSW	\$537

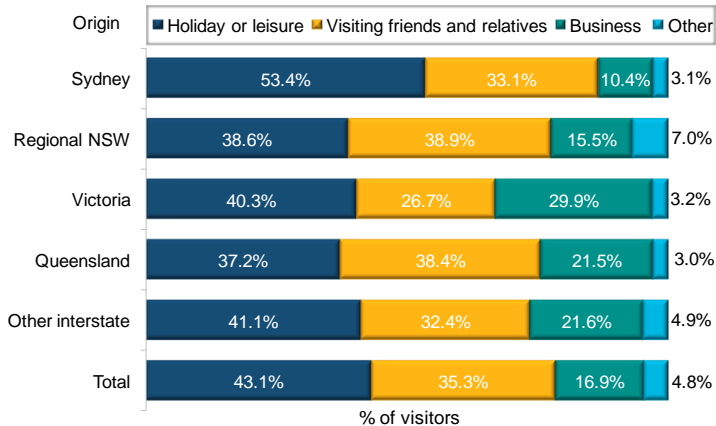
### Purpose of visit to NSW



'Holiday or leisure' (43.5%) was the largest purpose for **visitors** to NSW, followed by 'visiting friends and relatives' (35.5%). Compared to YE Mar 10, 'VFR' grew by 1.1 percentage points.

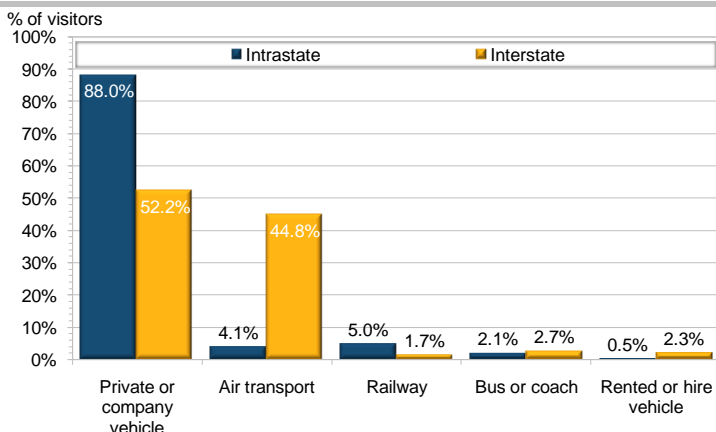
'Holiday or leisure' (49.1%) was the largest purpose in terms of **nights** in NSW, followed by 'VFR' (33.3%). Compared to YE Mar 10, 'business' grew by 0.6 percentage points.

### Main purpose of trip to NSW



Sydney residents (53.4%) were more likely than visitors from other origins to travel for 'holiday or leisure' to the State, while Victorians (29.9%) had the largest proportion of 'business' visitors.

### Transport

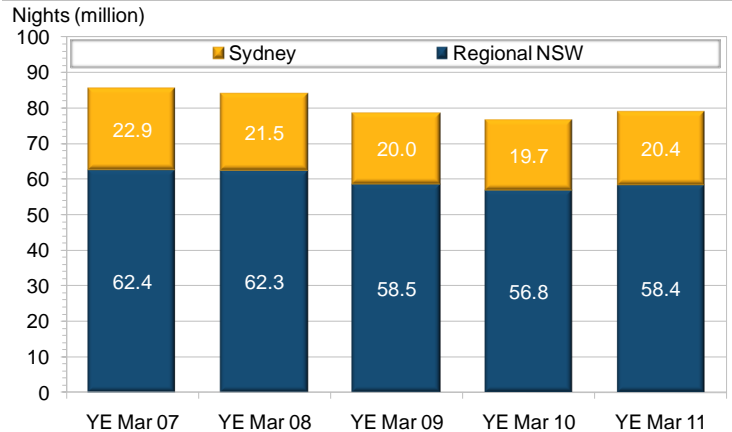


'Private or company vehicle' was the most popular form of transport used by both intrastate and interstate visitors to NSW (88.0% and 52.2% respectively). 'Air transport' (44.8%) was the 2<sup>nd</sup> most popular amongst interstate visitors, while 'railway' (5.0%) was the 2<sup>nd</sup> most popular for intrastate visitors.

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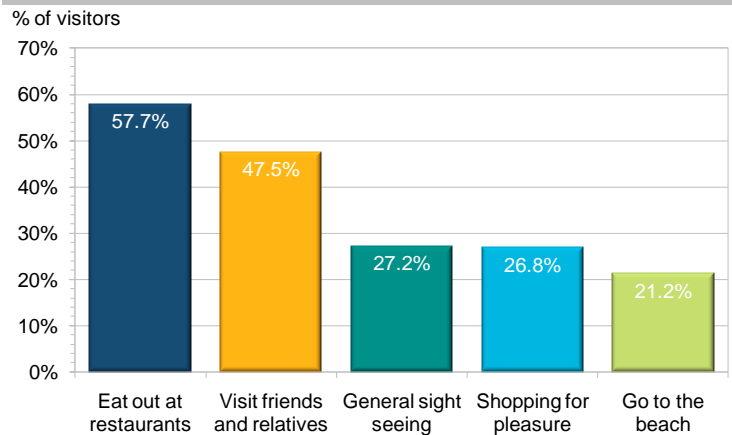
### Destinations in NSW



Regional NSW received 58.4 million visitor nights - up by 2.8% on YE Mar 10. This represented 73.7% of all nights in NSW - down by 0.3 percentage points on YE Mar 10.

No.	Tourism region	Nights (million)	No.	Tourism region	Nights (million)
1	Sydney	20.4	9	The Murray	2.5
2	North Coast	12.1	10	Snowy Mountains	2.4
3	South Coast sub-region	7.8	11	Riverina	2.3
4	Northern Rivers	6.5	12	Capital Country	2.2
5	The Hunter	5.3	13	Illawarra sub-region	2.2
6	Central NSW	4.3	14	Outback NSW	1.7
7	Central Coast	3.6	15	Blue Mountains	1.7
8	New England North West	3.5	16	Lord Howe Island	0.1

### Activities



### Overview - Australia

Australians took 67.6 million trips and spent 257.0 million nights in Australia. Visitors were up by 2.4% and nights were up by 0.2% on YE Mar 10. On average, they stayed 3.8 nights - down by 0.1 night on YE Mar 10.

Australians spent \$41.9 billion (incl airfares and transport costs) on domestic overnight travel - down by 2.2% on YE Mar 10.

### 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](http://www.tourism.nsw.gov.au) for more detailed profiles on travel to each of NSW's regions and information on international travel to NSW.