Domestic Overnight Travel to NSW

Year ended September 2011

Destination NSW

Overview

NSW received over 24.0 million domestic overnight visitors - up by 2.6% on YE Sep 10. Visitors spent over 80.9 million nights in the State - up by 1.5% on YE Sep 10.

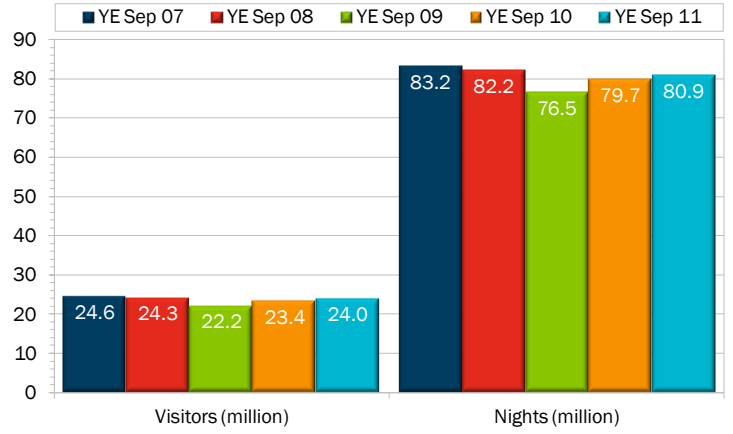
NSW received 34.5% of visitors and 30.9% of nights in Australia. Compared to YE Sep 10, the share of visitors was down by 0.5% pts and the share of nights was up by 0.4% pts.

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

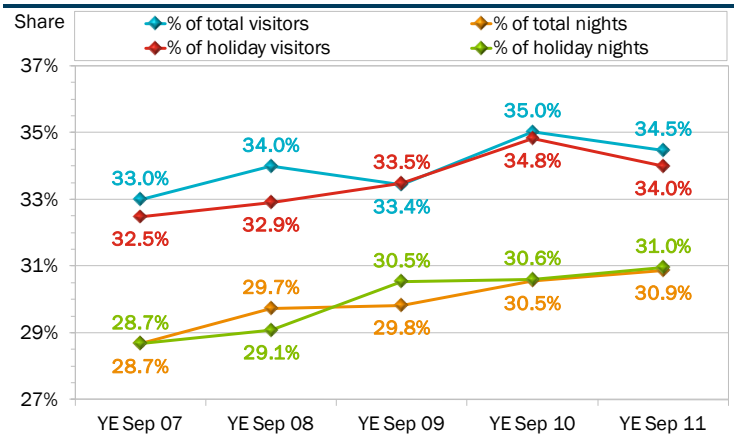
Domestic overnight visitors spent $12.9 billion in NSW (incl airfares and transport costs) - up by 2.6% on YE Sep 10. This represented 29.8% of total expenditure in Australia. On average, visitors spent $537 per person and $159 per night in NSW. (1)

(1) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 10 and YE Sep 11, TRA

Visitors and nights



Market share



Travel party

'Adult couple' (27.2%) was the most common travel party amongst visitors to NSW. 'Alone' (24.7%) was the 2nd most common, followed by 'family group' (24.7%).

Age

'35 to 44 years' (22.0%) was the largest age group of visitors to the State, followed by '45 to 54 years' (18.3%).

'Young' travellers (aged below 35) made up 27.2% of visitors. 'mid-life' travellers (aged 35 to 54) contributed 40.3%, while 32.5% were 'older' (aged 55 and over).

Origin

Origin	Share of visitors YE Sep 10	Share of visitors YE Sep 11	Share of nights YE Sep 10	Share of nights YE Sep 11
Regional NSW	40.8%	40.2%	36.0%	36.6%
Sydney	28.4%	28.0%	26.8%	25.7%
Total intrastate	69.2%	68.2%	62.8%	62.4%
Victoria	11.2%	11.2%	13.6%	13.7%
Queensland	11.0%	11.7%	13.4%	13.6%
ACT	4.3%	4.9%	3.7%	4.0%
Other interstate	4.3%	4.2%	6.4%	6.4%
Total interstate	30.8%	31.8%	37.2%	37.6%

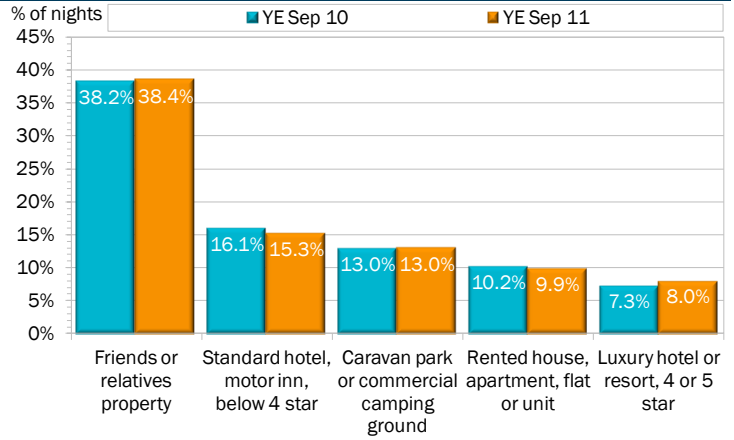
Regional NSW (40.2%) was the largest source of visitors to the State, followed by Sydney (28.0%) and Queensland (11.7%). Compared to YE Sep 10, the regional NSW source market grew by 1.0% and Sydney increased by 1.1%. Over the same period, Queensland grew by 8.5% and Victoria increased by 2.4% while the ACT grew by 14.8%*.

Regional NSW (36.6%) was the largest source market in terms of nights in the State, followed by Sydney (25.7%) and Victoria (13.7%). Compared to YE Sep 10, nights spent by visitors from regional NSW grew by 3.4% while nights from Sydney declined by 2.5%. Over the same period, nights by Victorians grew by 2.0% and Queensland nights increased by 2.3% while nights by visitors from the ACT grew by 10.3%.

Origin	Visitors (million)	Visitor nights (million)	Average length of stay in NSW
Sydney	6.7	20.8	3.1
Regional NSW	9.6	29.7	3.1
Total intrastate	16.4	50.5	3.1
Victoria	2.7	11.1	4.1
Queensland	2.8	11.0	3.9
ACT	1.2	3.3	2.8
Other Australia	1.0	5.1	5.1
Total interstate	7.6	30.5	4.0
Total	24.0	80.9	3.4

Interstate visitors to NSW stayed, on average, 4 nights in the State. This was 0.9 nights longer than intrastate visitors.

Accommodation



'Friends or relatives property' (38.4%) was the most popular accommodation type used for nights in NSW, followed by 'standard hotel, motor inn, below 4 star' (15.3%) and 'caravan park or commercial camping ground' (13.0%).

Compared to YE Sep 10, 'luxury hotel or resort, 4 or 5 star' increased by 0.7% points, while 'standard hotel, motor inn, below 4 star' declined by 0.8% points.

Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

www.tourism.nsw.gov.au

* The percentage change is statistically significant.

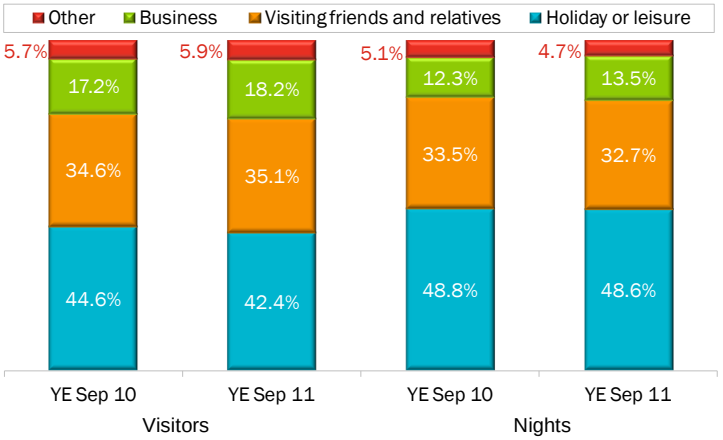
Source: National Visitor Survey, YE Sep 11, Tourism Research Australia (TRA) – unless otherwise indicated

Domestic Overnight Travel to NSW

Year ended September 2011

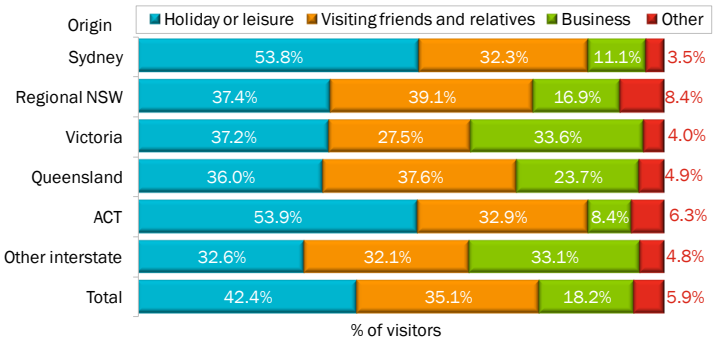
Visitors to NSW (million)	24.0
Nights in NSW (million)	80.9
Expenditure in NSW (billion)	$12.9
Expenditure per vsitor in NSW	$537

Purpose of visit to NSW



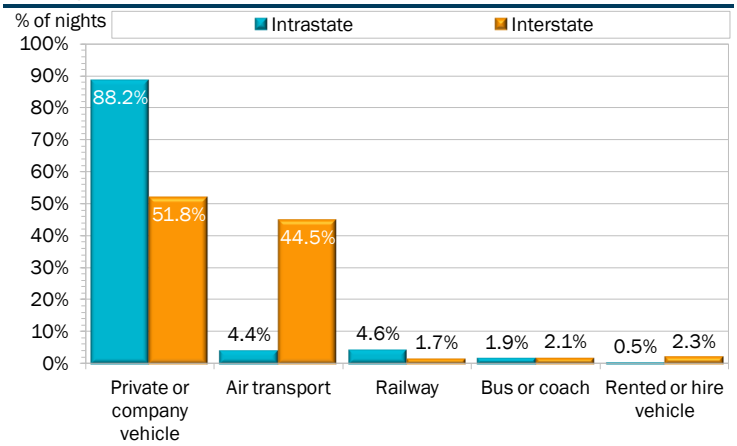
'Holiday or leisure' (42.4%) was the largest purpose for visitors to NSW, followed by 'visiting friends and relatives (VFR)' (35.1%) and 'business' (18.2%). Compared to YE Sep 10, visitors who travelled for 'holiday or leisure' declined by 2.4% while 'VFR' grew by 4.1% and 'business' increased by 8.8%*.

'Holiday or leisure' (48.6%) was the largest purpose in terms of nights in the State, followed by 'VFR' (32.7%) and 'business' (13.5%). Compared to YE Sep 10, nights spent for 'holiday or leisure' grew by 1.2% while 'VFR' declined by 0.8% and 'business' increased by 11.5%.



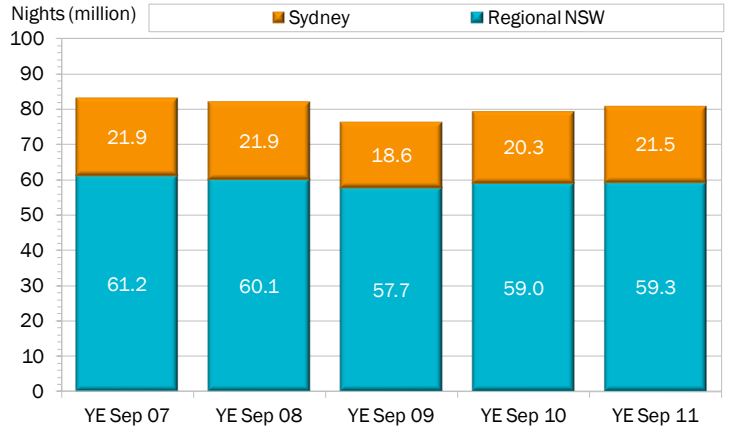
ACT residents (53.9%) were more likely than visitors from other origins to travel for 'holiday or leisure' to the State, while Victorians (33.6%) had the largest proportion of 'business' visitors (note: of the individual origins shown in the graph).

Transport



'Private or company vehicle' was the most popular form of transport used by both intrastate and interstate visitors to NSW (88.2% and 51.8% respectively). 'Air transport' (44.5%) was the 2nd most popular amongst interstate visitors, while 'railway' (4.6%) was the 2nd most popular for intrastate visitors.

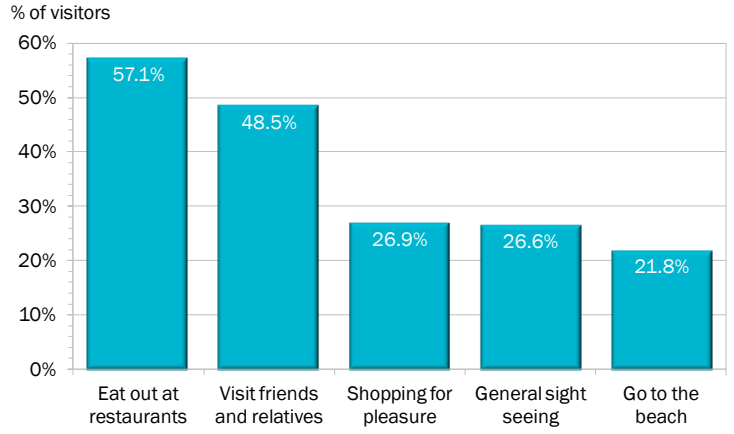
Destinations in NSW



Regional NSW received 59.3 million visitor nights - up by 0.5% on YE Sep 10. This represented 73.3% of all nights in NSW - down by 0.8% points on YE Sep 10.

Rank	Tourism region	Nights (million)	Rank	Tourism region	Nights (million)
1	Sydney	21.5	9	Snowy Mountains	2.9
2	North Coast	11.7	10	Illawarra sub-region	2.4
3	South Coast sub-region	8.3	11	Riverina	2.3
4	Northern Rivers	7.1	12	Capital Country	2.2
5	The Hunter	5.4	13	The Murray	2.1
6	Central NSW	4.6	14	Blue Mountains	1.8
7	Central Coast	3.5	15	Outback NSW	1.5
8	New England North West	3.4	16	Lord Howe Island	0.1

Activities



Overview - Australia

Australians took 69.6 million trips and spent 262.2 million nights in Australia. Visitors were up by 4.2%* and nights were up by 0.5% on YE Sep 10. On average, they stayed 3.8 nights - down by 0.1 night on YE Sep 10.

Australians spent $43.3 billion (incl airfares & transport costs) on domestic overnight travel - up by 0.8% on YE Sep 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 for more detailed profiles on travel to each of NSW's regions and information on international travel to NSW.

Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

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Source: National Visitor Survey, YE Sep 11, Tourism Research Australia (TRA) – unless otherwise indicated