

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

## Year ended September 2009



Tourism New South Wales

www.tourism.nsw.gov.au

### Overview

NSW received over 22.2 million domestic overnight visitors - down by 8.5% on YE Sep 08. Visitors spent over 76.5 million nights in the State - down by 6.9% on YE Sep 08.

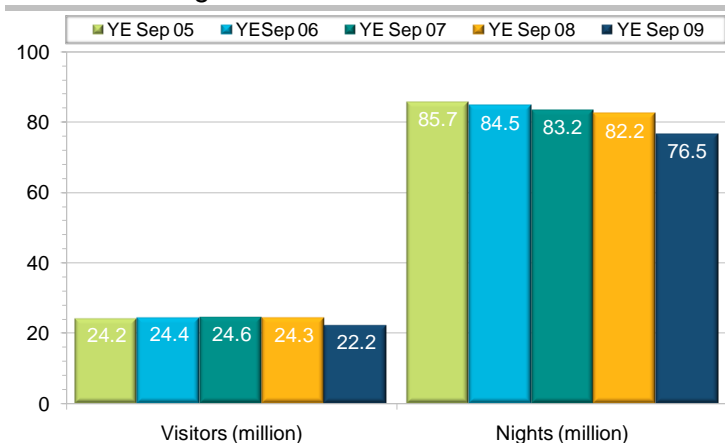
NSW received 33.4% of visitors and 29.8% of nights in Australia. Compared to YE Sep 08, the share of visitors was down by 0.5% points and the share of nights was up by 0.1% point.

The average length of stay in NSW was 3.4 nights - up by 0.1 night on YE Sep 08.

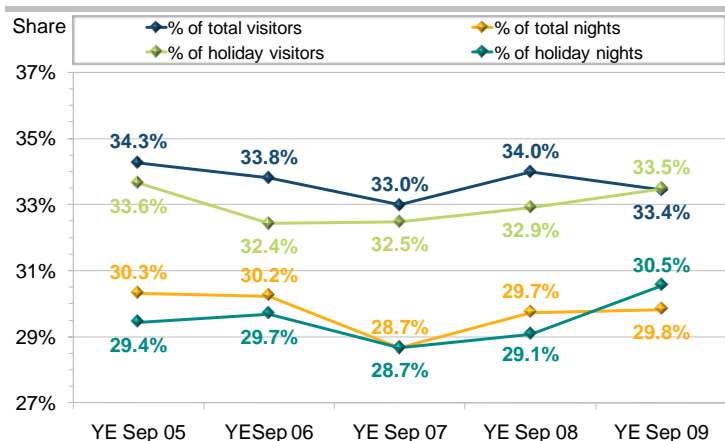
Domestic overnight visitors spent \$11.9 billion in NSW (incl airfares and transport costs) - down by 5.4% on YE Sep 08. This represented 28.3% of total expenditure in Australia. On average, visitors spent \$536 per person and \$156 per night in NSW. <sup>(2)</sup>

<sup>(2)</sup> Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Sep 09, TRA

### Visitors and nights



### Market share



### Travel party

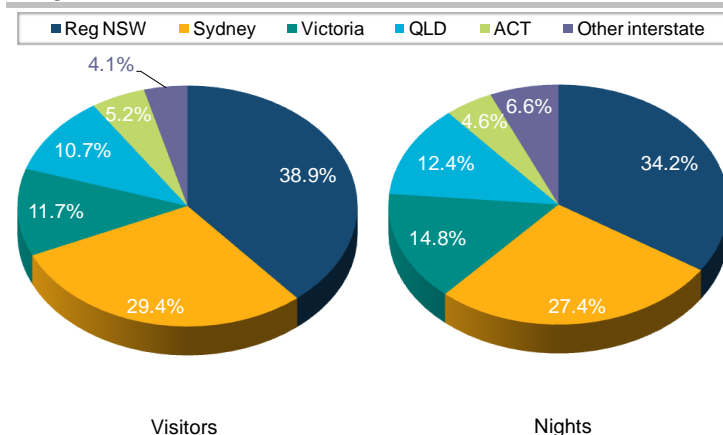
'Adult couple' (28.5%) was the most common travel party amongst visitors to NSW. 'Family group' (24.2%) was the 2<sup>nd</sup> most common, followed by 'alone' (23.6%).

### Age

'35 to 44 years' (21.9%) 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 27.6% of visitors. 'mid-Life' travellers (aged 35 to 54) contributed 41.7%, while 30.7% were 'older' (aged 55 and over).

### Origin



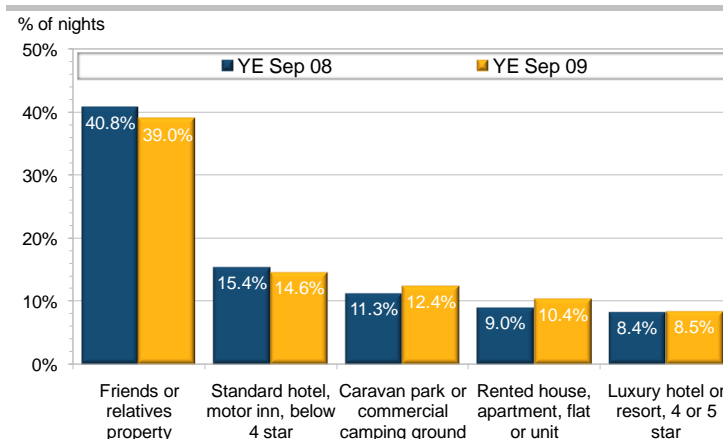
NSW received 68.3% of visitors and 61.6% of nights from **intrastate** (regional NSW contributed more than Sydney for both visitors and nights).

**Interstate** contributed 31.7% of visitors and 38.4% 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	6.5	21.0	3.2
Regional NSW	8.6	26.2	3.0
Total intrastate	15.2	47.2	3.1
Victoria	2.6	11.3	4.3
Queensland	2.4	9.5	4.0
Other Australia	2.1	8.6	4.1
Total interstate	7.1	29.4	4.2
Total	22.2	76.5	3.4

**Interstate** visitors to NSW stayed, on average, 4.2 nights in the State. This was 1.1 nights longer than the average stay for **intrastate** visitors.

### Accommodation



'Friends or relatives property' (39.0%) was the most popular accommodation type used for nights in NSW. 'Standard hotel, motor inn, below 4 star' (14.6%) was the 2<sup>nd</sup> most popular, followed by 'caravan park or commercial camping ground' (12.4%) and 'rented house, apartment, flat or unit' (10.4%).

Compared to YE Sep 08, 'rented house, apartment, flat or unit' grew by 1.4% points and 'caravan park or commercial camping ground' increased by 1.1% points. Over the same period, 'friends or relatives property' declined by 1.8% points.

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

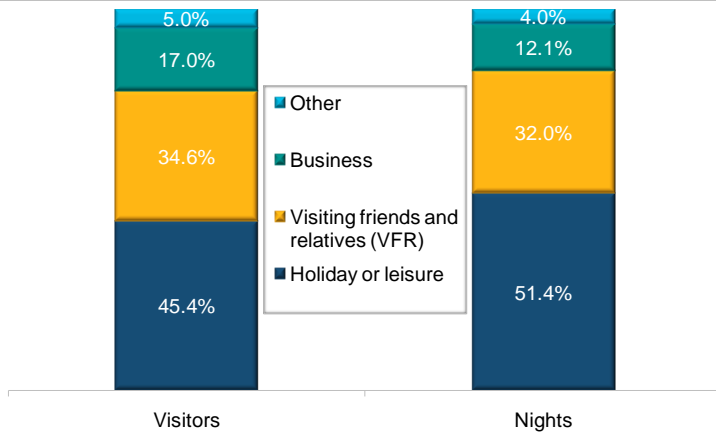
<sup>(1)</sup> Source: National Visitor Survey, YE Sep 09, Tourism Research Australia (TRA) - unless otherwise indicated

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

## Year ended September 2009

Visitors to NSW (million)	22.2
Nights in NSW (million)	76.5
Expenditure in NSW (billion)	\$11.9
Expenditure per visitor in NSW	\$536

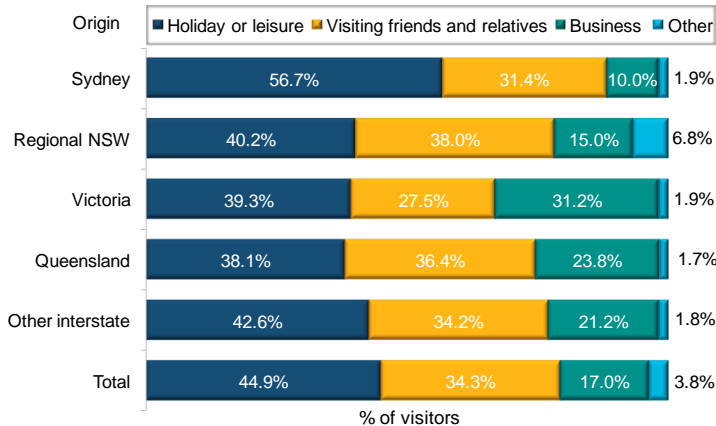
### Purpose of visit to NSW



'Holiday or leisure' (45.4%) was the largest purpose for **visitors** to NSW, followed by 'visiting friends and relatives' (34.6%). Compared to YE Sep 08, 'holiday or leisure' grew by 2.0% points.

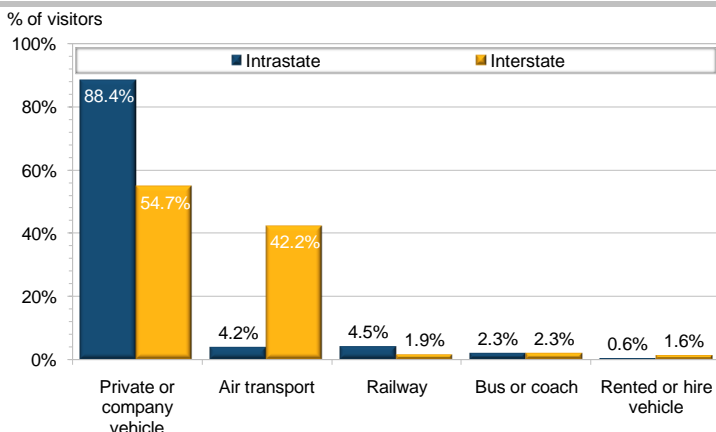
'Holiday or leisure' (51.4%) was the largest purpose in terms of **nights** in NSW, followed by 'VFR' (32.0%). Compared to YE Sep 08, 'holiday or leisure' grew by 3.1% points.

### 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 (31.2%) had the largest proportion of 'business' visitors.

### Transport

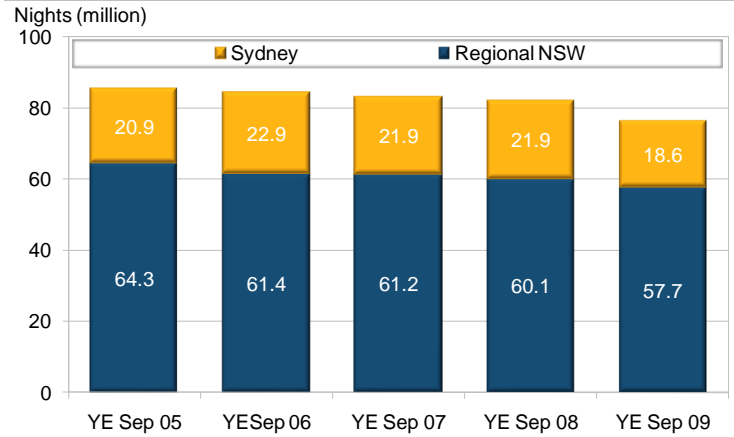


'Private or company vehicle' was the most popular form of transport used by both intrastate and interstate visitors to NSW (88.4% and 54.7% respectively). 'Air transport' (42.2%) was the 2<sup>nd</sup> most popular amongst interstate visitors, while 'railway' (4.5%) was the 2<sup>nd</sup> most popular for intrastate visitors.

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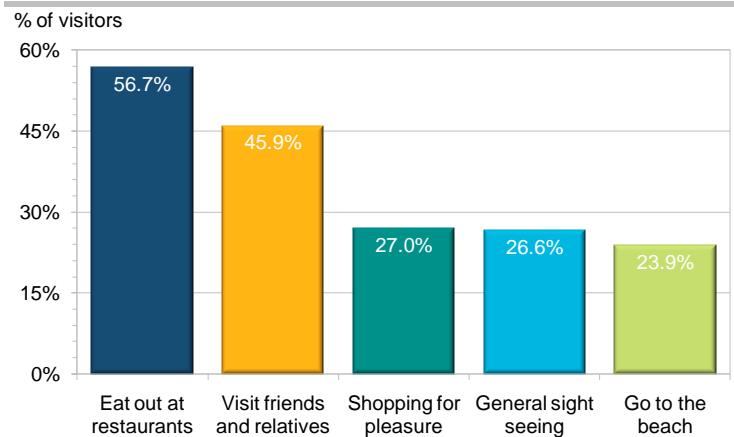
### Destinations in NSW



Regional NSW received 57.7 million visitor nights - down by 4.0% on YE Sep 08. This represented 75.4% of all nights in NSW - up by 2.3% points on YE Sep 08.

No.	Tourism region	Nights (million)	No.	Tourism region	Nights (million)
1	Sydney	18.6	9	The Murray	2.8
2	North Coast	11.7	10	Snowy Mountains	2.4
3	South Coast	8.4	11	Riverina	2.2
4	Northern Rivers	6.5	12	Illawarra	2.1
5	The Hunter	5.1	13	Capital Country	2.0
6	Central NSW	4.1	14	Outback NSW	1.8
7	New England North West	3.6	15	Blue Mountains	1.4
8	Central Coast	3.4	16	Lord Howe Island	0.2

### Activities



### Overview - Australia

Australians took 66.4 million trips and spent 256.7 million nights in Australia. Visitors were down by 7.1% and nights were down by 7.2% on YE Sep 08. On average, they stayed 3.9 nights - unchanged on YE Sep 08.

Australians spent \$42.2 billion (incl airfares and transport costs) on domestic overnight travel - down by 5.9% on YE Sep 08.

### 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.