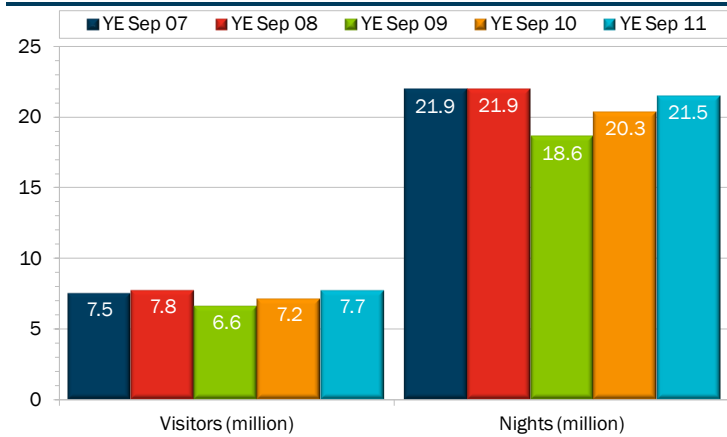


## Domestic Overnight Travel (1)

### Visitors and nights



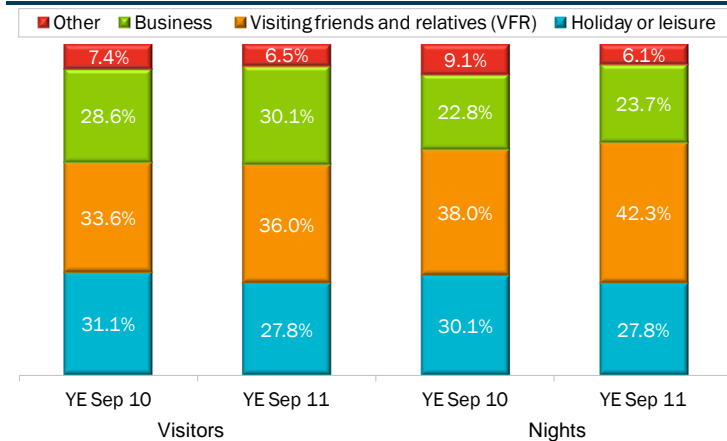
Sydney received over 7.7 million domestic overnight visitors - up by 7.8%\* on YE Sep 10. Visitors spent nearly 21.5 million nights in the region - up by 5.6% on YE Sep 10.

Note: The number of domestic overnight trips to New South Wales increased by 2.6 percent on last year, but was down by 2.3 percent compared to four years ago.

### Market share

The region received 32.1% of visitors and 26.6% of nights in NSW. Compared to YE Sep 10, the share of visitors was up by 1.5% pts and the share of nights was up by 1.0% pt.

### Purpose of visit to the region



'Visiting friends and relatives (VFR)' (36.0%) was the largest purpose for visitors to the region, followed by 'business' (30.1%) and 'holiday or leisure' (27.8%). Compared to YE Sep 10, visitors who travelled for 'VFR' grew by 15.6%\* and 'business' grew by 13.5%\* while 'holiday or leisure' declined by 3.6%.

'VFR' (42.3%) was the largest purpose in terms of nights in the region, followed by 'holiday or leisure' (27.8%) and 'business' (23.7%). Compared to YE Sep 10, nights spent for 'VFR' grew by 17.5%\* while 'holiday or leisure' declined by 2.6% and 'business' grew by 9.9%.

### Accommodation

'Friends or relatives property' (49.6%) was the most popular accommodation used for nights in the region, followed by 'standard hotel, motor inn, below 4 star' (17.3%) and 'luxury hotel or resort, 4 or 5 star' (16.4%).

### Origin

Origin	Share of visitors		Share of nights	
	YE Sep 10	YE Sep 11	YE Sep 10	YE Sep 11
Regional NSW	42.4%	42.7%	35.7%	36.4%
Sydney	8.4%	8.5%	6.0%	6.6%
Total intrastate	50.8%	51.2%	41.7%	43.0%
Victoria	18.6%	18.8%	19.4%	22.6%
Queensland	15.8%	14.9%	21.0%	17.2%
ACT	5.3%	6.1%	4.2%	4.5%
Other interstate	9.5%	8.9%	13.7%	12.6%
Total interstate	49.2%	48.8%	58.3%	57.0%

Regional NSW (42.7%) was the largest source of visitors to the region, followed by Victoria (18.8%) and Queensland (14.9%). Compared to YE Sep 10, the regional NSW source market grew by 8.5% and Sydney increased by 8.7%. Over the same period, Victoria grew by 9.2% and Queensland increased by 1.8% while the ACT grew by 24.7%\*.

Regional NSW (36.4%) was the largest source market in terms of nights in the region, followed by Victoria (22.6%) and Queensland (17.2%). Compared to YE Sep 10, nights spent by visitors from regional NSW grew by 7.9% and nights from Sydney increased by 14.6%. Over the same period, nights by Victorians grew by 23.3%\* while Queensland nights declined by 13.4% and nights by visitors from the ACT increased by 15.0%.

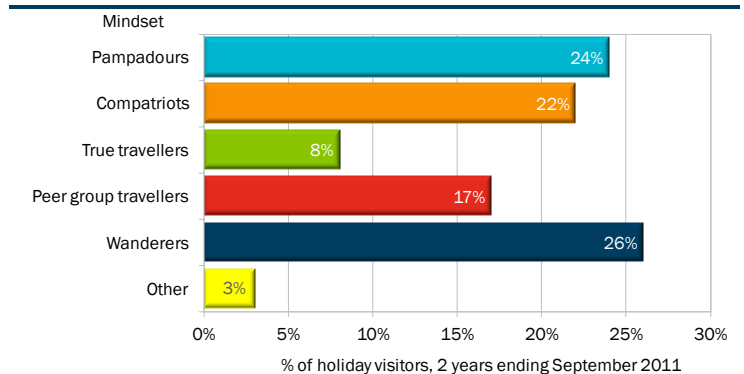
### All transport

'Private or company vehicle' (50.9%) was the most popular form of transport used by visitors to the region, followed by 'air transport' (39.8%) and 'railway' (6.5%).

### Activities

'Eat out at restaurants' (63.5%) was the most popular activity undertaken by visitors to the region, followed by 'visit friends and relatives' (51.3%) and 'shopping for pleasure' (29.0%).

### Australian Travel Mindsets (2)



Pampadours - want luxury; Compatriots - mostly families; True travellers - want depth of experience; Peer group travellers - seeking a fun experience with friends; and Wanderers - taking time to explore and discover.

(2) Source: Inside Story, 2YE Sep 11

### Expenditure (incl airfares and transport costs) (3)

Domestic overnight visitors spent over \$4.9 billion in the region - up by 6.5% on YE Sep 10. On average, visitors spent \$229 per night in the region - up by 0.9% on YE Sep 10.

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

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](http://www.tourism.nsw.gov.au)

\* The percentage change is statistically significant.

(1) Source: National Visitor Survey, YE Sep 11, Tourism Research Australia (TRA)

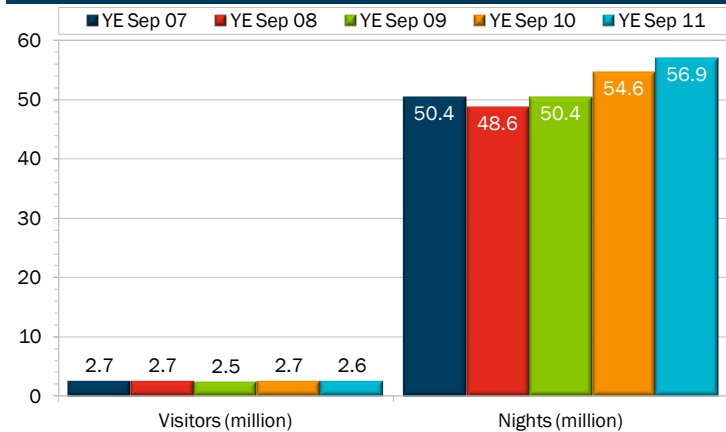
# Travel to Sydney

Year ended September 2011

Total visitors (million)	28.4
Total nights (million)	78.4
- domestic nights	27.4%
- international nights	72.6%
Total expenditure (billion)	\$12.6

## International Overnight Travel (4)

Visitors and nights



Sydney received nearly 2.6 million international overnight visitors - down by 2.7% on YE Sep 10. Visitors spent over 56.9 million nights in the region - up by 4.3% on YE Sep 10.

Note: The number of overnight trips to New South Wales by international visitors decreased by 2.0 percent on last year and by 2.9 percent\* compared to four years ago.

### Market share

The region received 93.2% of visitors and 83.8% of nights in NSW. Compared to YE Sep 10, the share of visitors was down by 0.7% pts and the share of nights was down by 0.5% pts.

### Purpose of visit to the region

'Holiday / pleasure' (54.4%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives (VFR)' (22.1%) and 'business' (15.1%). Compared to YE Sep 10, visitors who travelled for 'holiday / pleasure' declined by 4.7%\* and 'VFR' declined by 6.4%\* while 'business' declined by 0.1%.

### Origin - share of visitors to the region

Share of international visitors to Sydney							
Rank	Market	YE Sep 10	YE Sep 11	Rank	Market	YE Sep 10	YE Sep 11
1	Mainland China & HK	13.1%	13.9%	12	Indonesia	1.8%	1.9%
	Mainland China	10.2%	10.8%	13	Scandinavia	2.0%	1.9%
	Hong Kong	2.9%	3.1%	14	Taiwan	2.0%	1.7%
2	New Zealand	12.5%	12.8%	15	Malaysia	1.5%	1.7%
3	United Kingdom	12.4%	12.4%	16	Thailand	1.4%	1.4%
4	USA	11.0%	10.0%	17	Italy	1.3%	1.4%
5	Korea	5.7%	5.7%	18	Ireland	1.2%	1.1%
6	Japan	5.4%	5.3%	19	Middle East & Nth Africa	1.2%	1.1%
7	Germany	3.7%	3.7%	20	Switzerland	1.0%	1.0%
8	Singapore	3.1%	3.4%	21	Netherlands	1.1%	1.0%
9	Canada	2.9%	2.8%		Other Asia	2.3%	2.3%
10	India	2.3%	2.5%		Other Europe	2.8%	2.7%
11	France	2.4%	2.1%		Other Countries	5.8%	6.1%

### Accommodation

'Rented house / apartment / unit / flat' (44.4%) was the most popular form of accommodation used for nights in the region, followed by 'home of friend or relative' (28.4%).

### Expenditure (incl pre-paid package expenditure) (5)

International overnight visitors spent over \$5.8 billion in the region - up by 6.4% on YE Sep 10. On average, visitors spent \$102 per night in the region - up by 2.0% on YE Sep 10.

(5) Caution: international expenditure now includes 30% of pre-paid package expenditure but still excludes all pre-paid international airfares.

Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 10 and YE Sep 11, TRA. For more details go to [www.tourism.nsw.gov.au/StateTourismStats](http://www.tourism.nsw.gov.au/StateTourismStats)

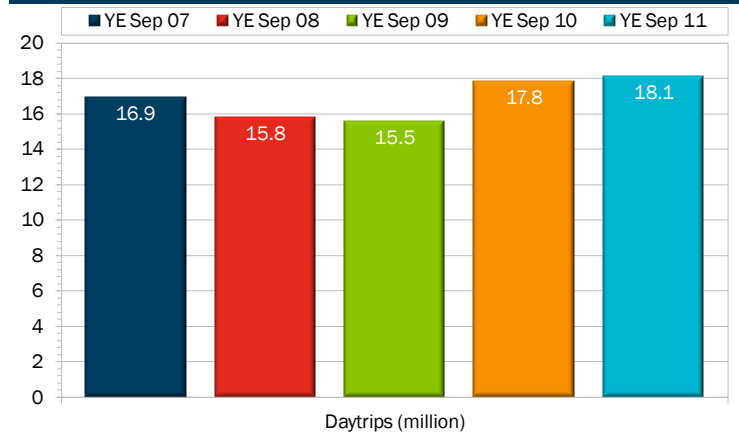
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

\* The percentage change is statistically significant.

(4) Source: International Visitor Survey, YE Sep 11, TRA

## Domestic Daytrip Travel (6)

Daytrips



Sydney received almost 18.1 million domestic daytrip visitors - up by 1.5% on YE Sep 10.

Note: The number of domestic daytrips to New South Wales increased by 1.5 percent on last year and by 5.2 percent\* compared to four years ago.

### Market share

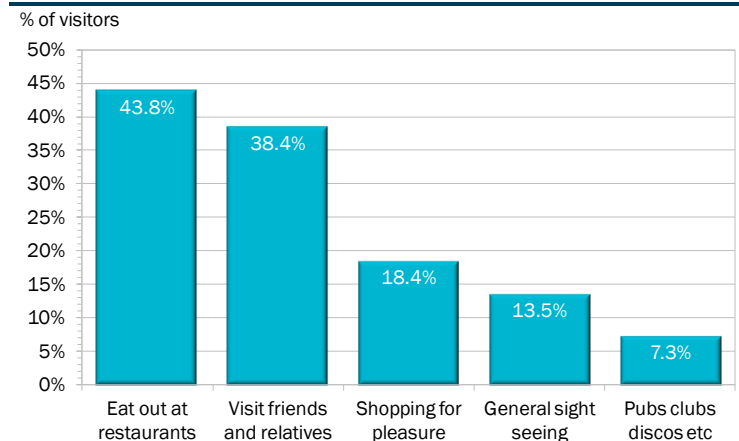
The region received 36.1% of daytrips to NSW. Compared to YE Sep 10, the share was unchanged.

### Main purpose of trip

'Holiday or leisure' (43.2%) was the largest purpose for visitors to the region, followed by 'visiting friends and relatives (VFR)' (33.7%) and 'business' (9.0%).

Compared to YE Sep 10, visitors who travelled for 'holiday or leisure' declined by 3.6% while 'VFR' grew by 13.1%\* and 'business' decreased by 16.0%.

### Activities



'Eat out at restaurants' (43.8%) was the most popular activity undertaken by visitors to the region. 'Visit friends and relatives' (38.4%) was the 2<sup>nd</sup> most popular, followed by 'shopping for pleasure' (18.4%) and 'general sightseeing' (13.5%).

### Expenditure (7)

Domestic daytrip visitors spent nearly \$1.9 billion in the region - down by 0.6% on YE Sep 10. On average, they spent \$104 per trip to the region - down by 1.9% on YE Sep 10.

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

[www.tourism.nsw.gov.au](http://www.tourism.nsw.gov.au)

(6) Source: National Visitor Survey, YE Sep 11, TRA

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