

Overview

NSW received nearly 2.8 million international overnight visitors - down by 2.0% on YE Sep 10. Visitors spent nearly 68.0 million nights in the State - up by 4.9% on YE Sep 10.

NSW received 51.1% of visitors and 35.5% of nights in Australia. Compared to YE Sep 10, the share of visitors was down by 1.6% pts and the share of nights was up by 0.5% pts.

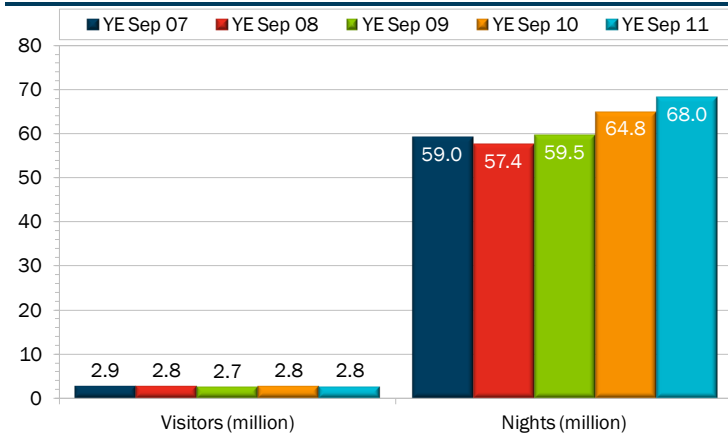
The average length of stay in NSW was 24.5 nights - up by 1.6 nights on YE Sep 10.

International overnight visitors spent \$6.5 billion in NSW (incl package expenditure) - up by 5.8% on YE Sep 10. This represented 36.0% of total expenditure in Australia. On average, visitors spent \$2,322 per visitor and \$96 per night in NSW. ⁽¹⁾

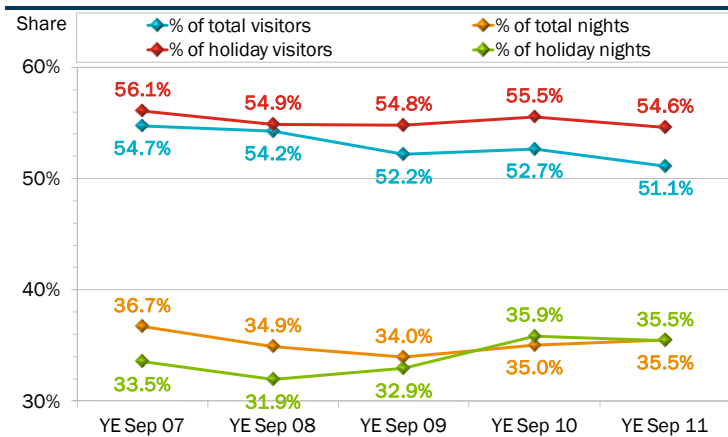
(1) Caution: international expenditure now includes 30% of pre-paid package expenditure but still excludes all pre-paid international airfares.

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

Visitors and nights



Market share



Forecast ⁽²⁾

International visitors to Australia are expected to increase from nearly 5.9 million[#] in 2010 to nearly 8.1 million[#] in 2020, an average annual growth rate of 3.2%.

In terms of individual source markets to Australia, between 2010 and 2020, visitors from India are expected to grow by 116% and Chinese visitors by 111%.

⁽²⁾ Source: Forecast 2011 Issue 2, Tourism Forecasting Committee
[#] Includes children less than 15 years

Origin

Share of visitors				Share of nights			
Rank	Market	YE Sep 10	YE Sep 11	Rank	Market	YE Sep 10	YE Sep 11
1	New Zealand	13.5%	13.8%	1	Mainland China	15.7%	15.8%
2	United Kingdom	12.6%	12.5%	2	United Kingdom	10.9%	10.7%
3	Mainland China	9.8%	10.4%	3	Korea	9.6%	9.0%
4	USA	11.0%	10.1%	4	New Zealand	6.3%	6.1%
5	Korea	5.4%	5.4%	5	USA	5.8%	5.8%
6	Japan	5.3%	5.2%	6	India	3.8%	4.8%
7	Germany	3.7%	3.7%	7	Japan	4.9%	4.4%
Other markets		38.6%	38.8%	Other markets		42.9%	43.5%

New Zealand (13.8%) was the largest source market of international visitors to NSW, followed by the United Kingdom (12.5%) and Mainland China (10.4%).

Compared to YE Sep 10, New Zealand visitors were down marginally, while visitors from the United Kingdom declined by 2.8% and visitors from Mainland China grew by 4.0%.

Mainland China (15.8%) was the biggest contributor of international visitor nights in the State, followed by the United Kingdom (10.7%) and Korea (9.0%).

Compared to YE Sep 10, visitor nights from Mainland China grew by 5.5% and visitor nights from the United Kingdom increased by 2.2%, while Korean nights declined by 1.7%.

Rank	Origin	Visitors ('000)	Visitor nights ('000)	Average length of stay in NSW
1	New Zealand	382	4,139	10.8
2	Mainland China & HK	374	13,070	35.0
	Mainland China	290	10,743	37.1
	Hong Kong	84	2,328	27.8
3	United Kingdom	348	7,242	20.8
4	USA	280	3,925	14.0
5	Korea	151	6,130	40.5
6	Japan	145	3,004	20.7
7	Germany	103	2,057	20.1
8	Singapore	91	1,430	15.7
9	Canada	80	1,633	20.5
10	India	68	3,231	47.7
11	France	57	1,760	30.7
12	Scandinavia	52	1,373	26.2
13	Indonesia	51	1,443	28.0
14	Malaysia	46	999	21.7
15	Taiwan	45	1,200	26.7
16	Thailand	39	1,664	42.3
17	Italy	36	1,031	28.6
18	Middle East & Nth Africa	34	1,373	40.7
19	Ireland	33	1,234	37.6
20	Switzerland	29	418	14.6
21	Netherlands	28	526	18.7
	Other Asia	65	2,966	45.7
	Other Europe	75	2,088	27.8
	Other Countries	166	4,026	24.3
	Total	2,778	67,962	24.5

Visitors from India (47.7 nights) had the longest average stay in NSW, followed by visitors from other Asia (45.7 nights) and Thai visitors (42.3 nights).

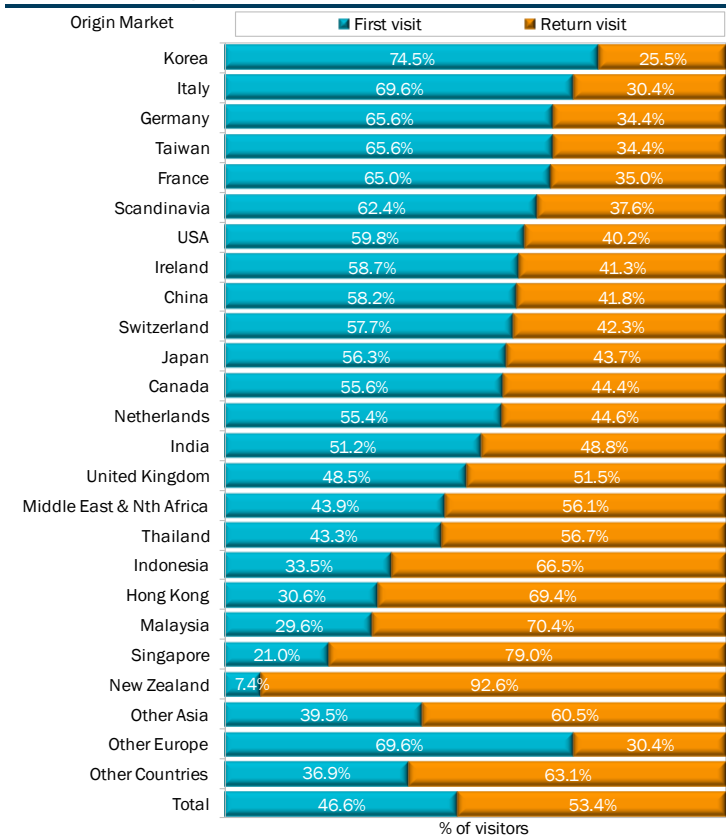
Travel package

Nearly 1/5 (18.9%) of international overnight visitors who had been to NSW, arrived in Australia on a travel package. 'All accommodation' (79.8%) was the most popular travel arrangement included in the package (other than 'international airfares').

International Travel to NSW

Year ended September 2011

First time or repeat visit

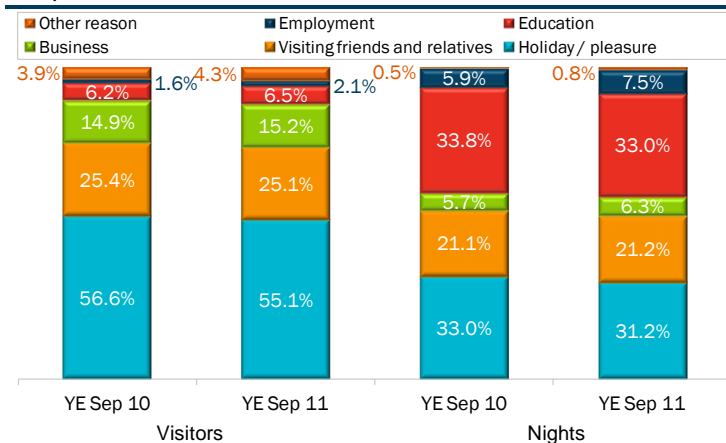


Most international overnight visitors who had been to NSW (53.4%), were on a return trip to Australia.

International overnight visitors who had been to the State:

Korean visitors (74.5%) had the highest percentage of first time travellers to Australia, while New Zealand visitors (92.6%) had the highest proportion of repeat travellers.

Purpose of visit to NSW



'Holiday / pleasure' (55.1%) was the largest purpose for visitors to NSW, followed by 'visiting friends and relatives (VFR)' (25.1%) and 'business' (15.2%). Compared to YE Sep 10, visitors who travelled for 'holiday / pleasure' declined by 4.5%* and 'VFR' decreased by 3.1% while 'business' grew by 0.2%.

'Education' (33.0%) was the largest purpose in terms of nights by international visitors in the State, followed by 'holiday / pleasure' (31.2%) and 'VFR' (21.2%). Compared to YE Sep 10, nights spent for 'education' grew by 2.5%, 'holiday / pleasure' declined by 1.0% while 'VFR' increased by 5.2%.

Length of stay

Purpose of visit	Ave length of stay (nights)		Median stay (nights)	
	NSW	Australia	NSW	Australia
Holiday / pleasure	13.8	25.8	5	9
Visiting friends and relatives	20.6	27.0	11	15
Business	10.1	14.0	5	6
Education	124.0	138.2	111	126
Employment	89.0	107.7	69	79
Other reason	4.7	30.2	2	4
Total	24.5	35.3	6	11

International visitors stayed on average 24.5 nights in NSW, while their average stay in Australia was 35.3 nights. The median length of stay in the State was 6 nights compared to 11 nights in Australia.

Compared to YE Sep 10, the average stay in the State was up by 1.6 nights and the median stay in NSW was unchanged.

Main purpose of visit to Australia

Origin of visitors	Holiday (%)	VFR (%)	Business (%)	Education (%)	Employment (%)	Other (%)
Germany	70.8	9.4	8.5	5.0	1.9	4.4
Switzerland	70.0	11.4	8.2	9.6	0.4	0.5
Taiwan	68.6	8.5	11.0	8.3	1.4	2.3
Korea	67.6	10.6	6.8	9.8	1.5	3.7
Netherlands	65.4	19.1	7.3	4.8	1.5	1.8
Japan	64.4	9.3	14.2	8.0	0.4	3.6
France	63.3	12.6	7.7	7.5	3.0	5.8
Italy	63.3	13.5	9.4	6.0	3.3	4.6
Scandinavia	61.3	15.0	10.7	8.6	2.7	1.7
Indonesia	53.6	14.7	13.0	15.3	1.0	2.3
United Kingdom	53.4	31.7	8.7	0.9	3.1	2.3
Ireland	52.5	32.7	2.8	1.0	7.1	3.9
Malaysia	51.9	23.2	13.4	9.2	1.2	1.1
Mainland China	50.6	12.3	17.5	17.3	0.6	1.6
Canada	49.4	27.7	12.0	4.9	2.9	3.0
Thailand	49.0	13.5	20.1	16.8	0.2	0.3
USA	45.2	19.1	23.6	7.6	1.7	2.7
Hong Kong	43.3	25.2	17.6	11.0	0.8	2.0
Singapore	38.7	12.4	35.8	5.5	1.7	5.9
Middle East & Nth Africa	34.6	17.0	17.0	22.4	1.3	7.8
New Zealand	32.1	32.2	25.5	2.0	4.0	4.3
India	23.8	32.6	20.2	8.9	7.2	7.2
Other Asia	25.8	32.3	13.2	18.5	1.6	8.6
Other Europe	54.5	15.6	10.9	11.9	2.5	4.7
Other Countries	40.5	27.4	14.0	9.5	1.1	7.5
Total	49.1	21.3	16.0	7.8	2.2	3.6

Of all international markets to NSW, Germany (70.8%) had the highest proportion who visited Australia for the main purpose of a holiday.

Visitors from Singapore (35.8%) had the highest percentage who had visited Australia for the main purpose of business.

Transport

'Aircraft' (30.6%) was the most popular mode of transport used to destinations in NSW by international overnight visitors. 'Private or company car' (28.5%) was the 2nd most popular, followed by 'taxi or chauffeur driven hire car' (17.8%).

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

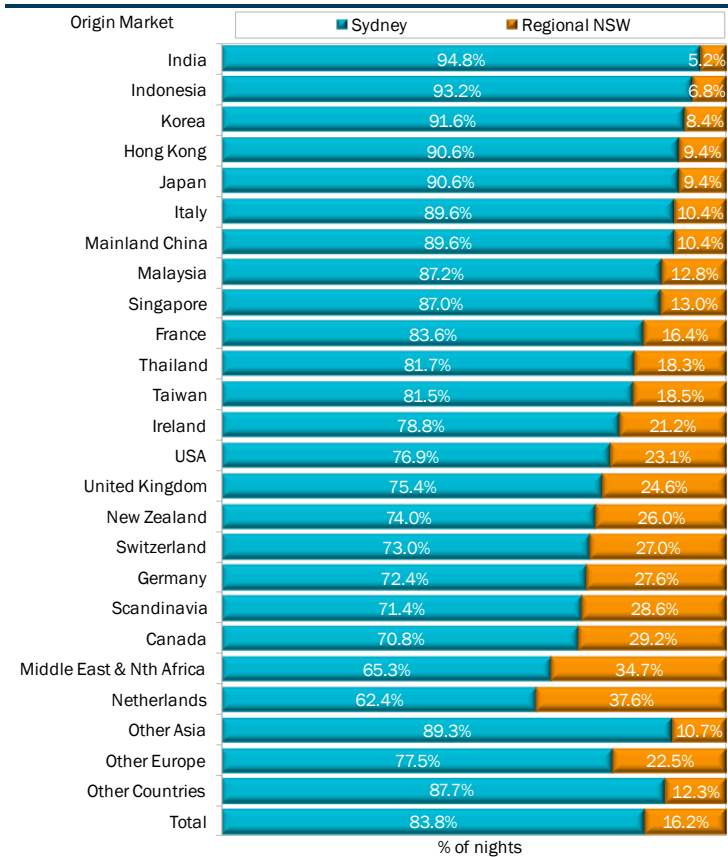
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International Travel to NSW

Year ended September 2011

Visitors to NSW (million)	2.8
Nights in NSW (million)	68.0
Expenditure in NSW (billion)	\$6.5
Expenditure per visitor in NSW	\$2,322

Destinations in NSW

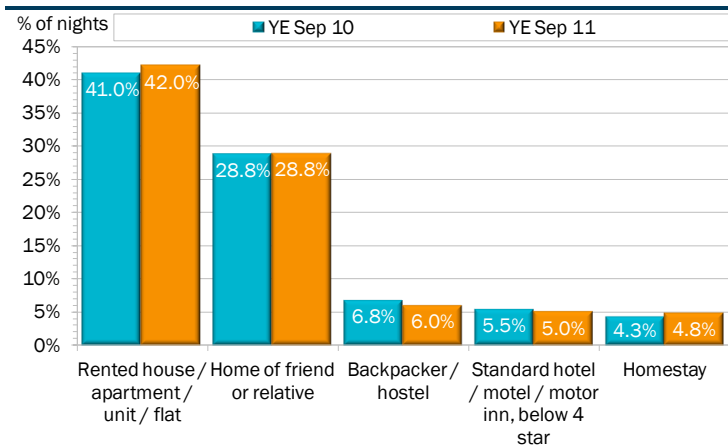


International overnight visitors spent 83.8% of their nights in Sydney - down by 0.5% pts on YE Sep 10.

Visitors from India (94.8%) had the highest proportion of nights spent in Sydney, followed by Indonesians (93.2%) and visitors from Korea (91.6%).

Visitors from the Netherlands (37.6%) had the highest proportion of nights in regional NSW, followed by visitors from the Middle East & North Africa (34.7%).

Accommodation



'Rented house / apartment / unit / flat' (42.0%) was the most popular accommodation type used for nights in NSW by international visitors. 'Home of a friend or relative' (28.8%) was the 2nd most popular, followed by 'backpacker / hostel' (6.0%).

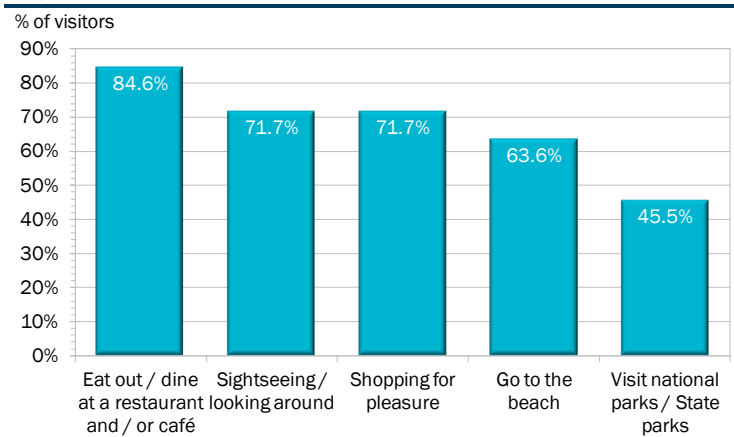
Compared to YE Sep 10, 'rented house / apartment / unit / flat' grew by 1.0% pt, while 'backpacker / hostel' declined by 0.8% pts.

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Top 5 activities in Australia

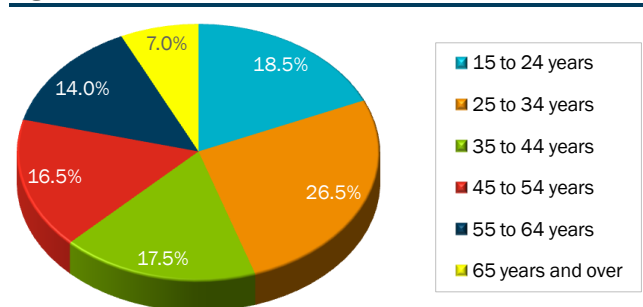


'Eat out / dine at a restaurant and / or cafe' (84.6%) was the most popular activity undertaken during the trip to Australia by international overnight visitors who had been to NSW, followed by 'sightseeing / looking around' (71.7%).

Information sources

The 'internet' (44.8%) was the most common information source for the trip to Australia by international overnight visitors who had been to NSW, followed by 'friend or relative living in Australia' (20.3%) and 'previous visit(s)' (15.9%).

Age



Visitors

'25 to 34 years' (26.5%) was the biggest age group amongst international overnight visitors to NSW, followed by '15 to 24 years' (18.5%) and '35 to 44 years' (17.5%).

Overview - Australia

Australia received over 5.4 million international visitors who spent nearly 191.6 million nights in Australia - up by 1.0% and 3.6% respectively on YE Sep 10. On average, they stayed for 35.3 nights - up by 0.9 nights on YE Sep 10.

International visitors spent \$18.1 billion (incl package expenditure) while in Australia - up by 3.9% on YE Sep 10. On average, visitors spent \$3,331 per visitor and \$95 per night in Australia.

Further information

An international visitor = an international resident, aged 15 and over, who visited Australia for a period of no more than 12 months.

Please see www.tourism.nsw.gov.au for more detailed profiles on each of the NSW top international country markets and information on domestic visitors to NSW.