



### Overview

NSW received over 2.7 million international overnight visitors - down by 3.4% on YE Jun 08. Visitors spent over 60.5 million nights in the State - up by 6.5% on YE Jun 08.

NSW received 53.0% of visitors and 34.8% of nights in Australia. Compared to YE Jun 08, the share of visitors was down by 1.0% pt and the share of nights was down by 0.5% pts.

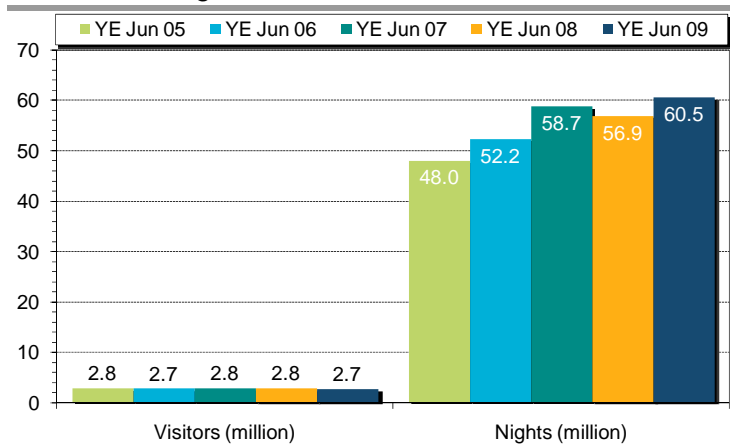
The average length of stay in NSW was 22.3 nights - up by 2.1 nights on YE Jun 08.

International overnight visitors spent \$5.8 billion in NSW (excl package expenditure) - up by 3.0% on YE Jun 08. This represented 36.1% of total expenditure in Australia. On average, visitors spent \$2,104 per visitor and \$95 per night in NSW. <sup>(2)</sup>

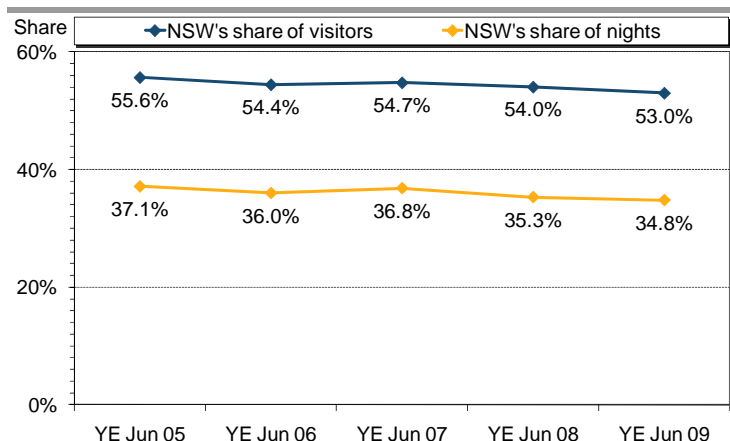
<sup>(2)</sup> Excluding package tours and prepaid international airfares.

Source: Modelled international overnight visitor expenditure in Australia's regions, YE Jun 09, TRA

### Visitors and nights



### Market share



### Forecast <sup>(3)</sup>

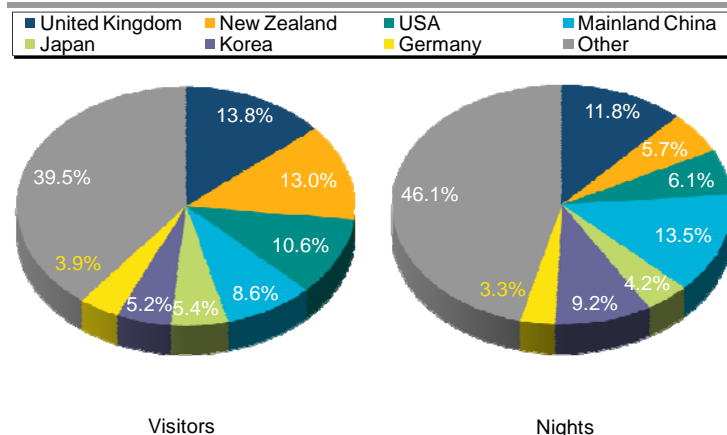
International visitors to Australia are expected to increase from nearly 5.6 million\* in 2008 to over 8.2 million\* in 2018, an average annual growth rate of 4.0%.

In terms of individual source markets to Australia, visitors from India are expected to grow by 296% between 2008 and 2018. Over the same period, Chinese visitors (166%) are expected to have the 2<sup>nd</sup> highest growth, followed by visitors from Indonesia (159%).

<sup>(3)</sup> Source: Forecast 2009 Issue 1, Tourism Forecasting Committee

\* Includes children less than 15 years

### Origin



United Kingdom (13.8%) was the largest source market of international visitors to NSW, followed by New Zealand (13.0%). Compared to YE Jun 08, Other countries grew by 0.8% pts and Japan declined by 1.5% pts.

Mainland China (13.5%) was the biggest contributor of international visitor nights in the State, followed by United Kingdom (11.8%). Compared to YE Jun 08, Other countries grew by 1.4% pts and Mainland China declined by 2.0% pts.

No.	Origin	Visitors ('000)	Visitor nights ('000)	Average length of stay in NSW
1	United Kingdom	375	7,170	19.1
2	New Zealand	352	3,448	9.8
3	Mainland China & HK	314	9,958	31.7
	Mainland China	233	8,201	35.1
	Hong Kong	81	1,757	21.8
4	USA	286	3,682	12.9
5	Japan	147	2,558	17.3
6	Korea	142	5,585	39.4
7	Germany	105	2,009	19.2
8	Canada	83	1,837	22.1
9	Singapore	74	1,176	15.9
10	France	60	1,501	25.2
11	Taiwan	57	1,012	17.8
12	India	55	2,344	42.4
13	Scandinavia	51	999	19.6
14	Ireland	47	1,342	28.4
15	Italy	42	1,083	25.7
16	Malaysia	42	762	18.2
17	Thailand	39	1,616	41.1
18	Indonesia	38	1,214	32.3
19	Middle East & Nth Africa	34	1,137	33.0
20	Netherlands	31	654	20.8
21	Switzerland	26	435	16.8
	Other Asia	60	2,724	45.1
	Other Europe	83	2,196	26.3
	Other Countries	167	4,098	24.5
	<b>Total</b>	<b>2,712</b>	<b>60,541</b>	<b>22.3</b>

Visitors from Other Asia (45.1 nights) had the longest average stay in NSW, followed by visitors from India (42.4 nights).

### Travel package

Over 1/5 (20.6%) of international overnight visitors who had been to NSW, arrived in Australia on a travel package. 'All accommodation' (80.7%) was the most popular travel arrangement included in the package (other than 'international airfares'), followed by 'airfares within Australia' (62.9%).

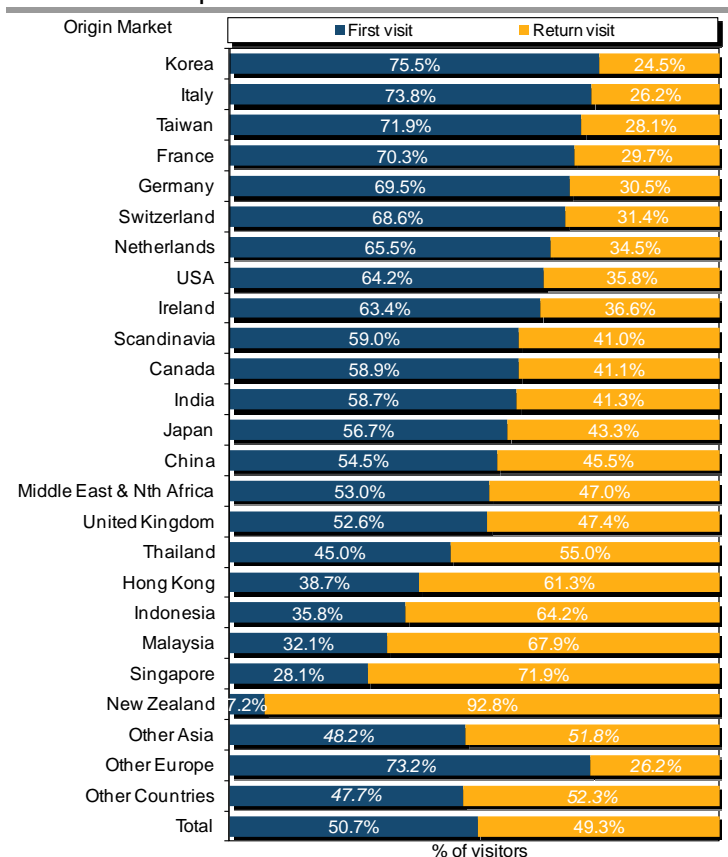
Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

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

# International Travel to NSW <sup>(1)</sup>

Year ended June 2009

## First time or repeat visit

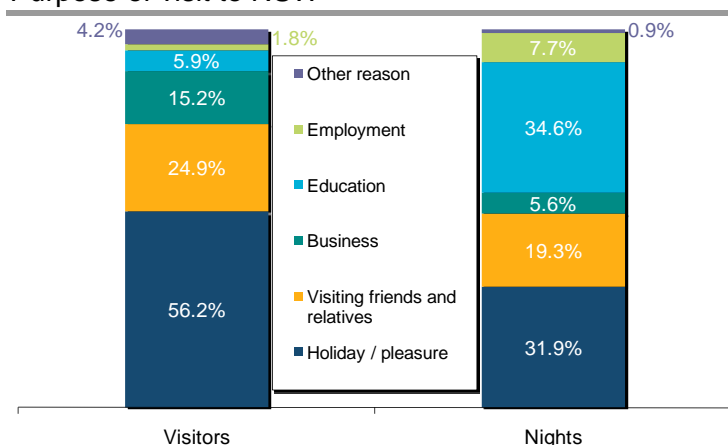


Most international overnight visitors who had been to NSW (50.7%), were on their first trip to Australia.

### International overnight visitors who had been to the State:

Korean visitors (75.5%) had the highest percentage of first time travellers to Australia, followed by Italians (73.8%) and Taiwanese (71.9%). New Zealand visitors (92.8%) had the highest proportion of repeat travellers to Australia, followed by Singaporeans (71.9%) and visitors from Malaysia (67.9%).

## Purpose of visit to NSW



'Holiday / pleasure' (56.2%) was the largest purpose for international **visitors** to NSW. 'Visiting friends and relatives' (24.9%) was the 2<sup>nd</sup> largest, followed by 'business' (15.2%) and 'education' (5.9%).

'Education' (34.6%) was the largest purpose in terms of **nights** by international visitors in the State. 'Holiday / pleasure' (31.9%) was the 2<sup>nd</sup> largest, followed by 'visiting friends and relatives' (19.3%) and 'employment' (7.7%).

## Length of stay

Purpose of visit	Ave length of stay (nights)		Median stay (nights)	
	NSW	Australia	NSW	Australia
Holiday / pleasure	12.7	26.2	5	10
Visiting friends and relatives	17.3	24.6	10	14
Business	8.2	12.3	4	5
Education	130.2	141.9	120	131
Employment	96.3	107.2	75	78
Other reason	4.7	16.0	4	4
Total	22.3	34.0	6	11

International visitors stayed on average 22.3 nights in NSW, while their average stay in Australia was 34 nights. The median length of stay in the State was 6 nights compared to 11 nights in Australia.

Compared to YE Jun 08, the average stay in the State was up by 2.1 nights and the median stay in NSW was unchanged.

## Main purpose of visit to Australia

Origin of visitors	Holiday (%)	VFR (%)	Business (%)	Education (%)	Employment (%)	Other (%)
Taiwan	74.3	10.7	7.6	5.7	0.7	1.0
Germany	68.8	9.5	8.5	7.0	2.4	3.8
Korea	66.3	9.8	9.2	11.4	1.2	2.1
Japan	65.9	7.7	15.5	5.6	0.3	5.0
Switzerland	65.3	9.3	10.1	13.8	0.5	1.0
Scandinavia	64.7	13.3	9.1	8.5	1.3	3.1
Netherlands	63.6	15.9	8.9	6.3	1.6	3.7
Ireland	61.6	28.4	3.3	1.5	3.8	1.3
France	59.3	11.4	10.3	7.0	2.8	9.2
Italy	58.8	12.0	9.8	7.1	1.3	11.0
United Kingdom	57.6	29.8	6.6	1.0	2.6	2.4
Mainland China	56.5	9.9	14.5	16.6	0.9	1.5
Canada	51.8	25.2	12.2	5.4	2.8	2.7
USA	47.8	18.4	19.6	7.5	2.1	4.6
Hong Kong	46.7	23.2	19.4	8.5	0.7	1.5
Indonesia	45.6	15.4	11.6	16.8	1.8	8.8
Malaysia	45.5	21.3	15.7	13.9	1.8	1.8
Singapore	37.3	15.1	35.2	7.8	1.8	2.7
Thailand	34.3	21.5	22.2	18.8	1.2	1.9
New Zealand	33.3	30.6	28.1	1.5	2.9	3.6
Middle East & Nth Africa	33.0	25.7	13.6	18.5	1.7	7.4
India	26.2	26.3	24.7	10.9	6.9	5.0
Other Asia	24.4	29.9	17.6	14.0	1.9	12.1
Other Europe	50.8	11.6	14.0	10.7	2.4	10.3
Other Countries	42.1	22.4	15.9	8.6	1.7	9.4
Total	50.9	19.9	15.5	7.4	2.0	4.2

Of all international markets to NSW, Taiwan (74.3%) had the highest proportion who visited Australia for the main purpose of a holiday.

Visitors from Singapore (35.2%) had the highest percentage who had visited Australia for the main purpose of business.

## Transport

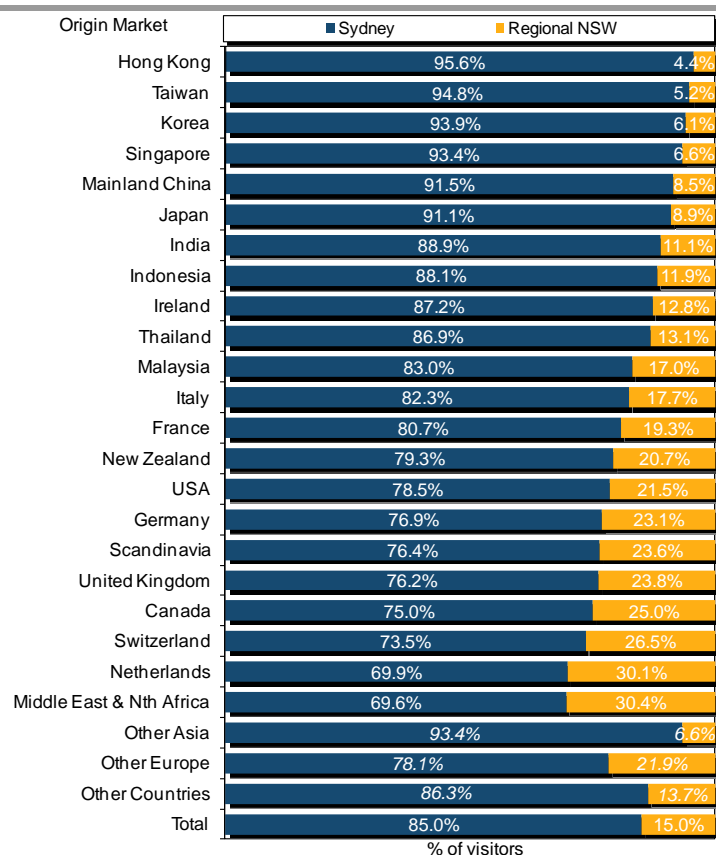
'Aircraft' (28.8%) was the most popular transport used to destinations in NSW by international overnight visitors. 'Private or company car' (28.6%) was the 2<sup>nd</sup> most popular, followed by 'taxi or chauffeur driven hire car' (20.3%).

# International Travel to NSW <sup>(1)</sup>

Year ended June 2009

Visitors to NSW (million)	2.7
Nights in NSW (million)	60.5
Expenditure in NSW (billion)	\$5.8
Expenditure per visitor in NSW	\$2,104

## Destinations in NSW

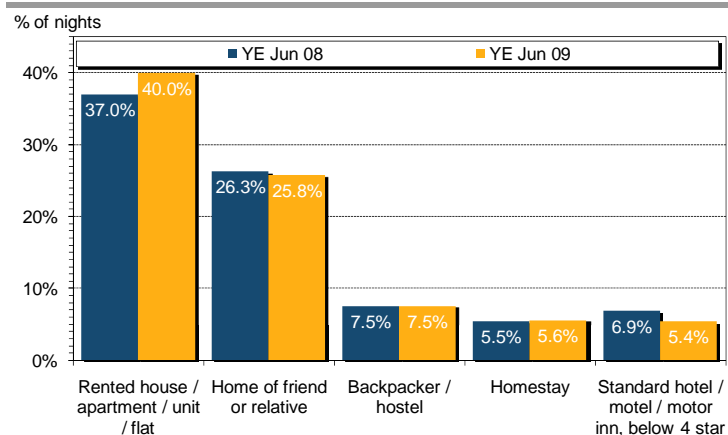


International overnight visitors spent 85.0% of their nights in Sydney – up by 0.4% pts on YE Jun 08.

Visitors from Hong Kong (95.6%) had the highest proportion of nights spent in Sydney, followed by Taiwanese (94.8%) and Koreans (93.9%).

Visitors from the Middle East & North Africa (30.4%) had the highest proportion of nights in regional NSW, followed by visitors from the Netherlands (30.1%).

## Accommodation



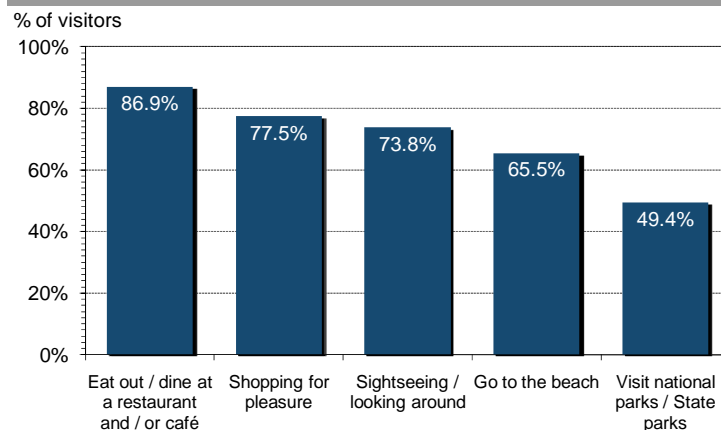
'Rented house / apartment / unit / flat' (40.0%) was the most popular accommodation type used for nights in NSW by international visitors. 'Home of a friend or relative' (25.8%) was the 2<sup>nd</sup> most popular, followed by 'backpacker / hostel' (7.5%) and 'homestay' (5.6%).

Compared to YE Jun 08, 'rented house / apartment / unit / flat' grew by 3.0% pts. Over the same period, 'standard hotel / motel / motor inn, below 4 star' declined by 1.5% pts.

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(1) Source: International Visitor Survey, YE Jun 09, Tourism Research Australia (TRA) - unless otherwise indicated

## Top 5 activities in Australia

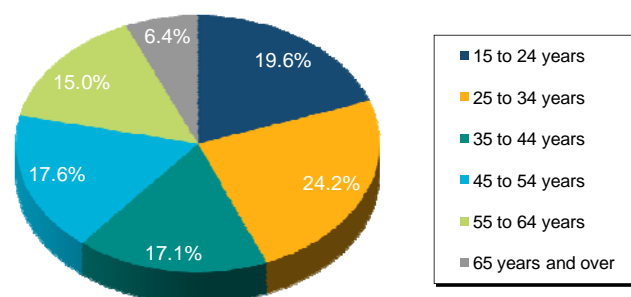


'Eat out / dine at a restaurant and / or café' (86.9%) was the most popular activity undertaken during the trip to Australia by international overnight visitors who had been to NSW. 'Shopping for pleasure' (77.5%) was the 2<sup>nd</sup> most popular.

## Information sources

The 'internet' (41.9%) was the most common information source for the trip to Australia by international overnight visitors who had been to NSW. 'Travel agent' (25.2%) was the 2<sup>nd</sup> most common, followed by 'friend or relative living in Australia' (20.6%).

## Age



Visitors

'25 to 34 years' (24.2%) was the biggest age group amongst international overnight visitors to NSW. '15 to 24 years' (19.6%) was the 2<sup>nd</sup> biggest.

## Overview - Australia

Australia received over 5.1 million international visitors who spent nearly 174.2 million nights in Australia - down by 1.4% and up by 8.0% respectively on YE Jun 08. On average, they stayed for 34 nights – up by 3 nights on YE Jun 08.

International visitors spent \$16.0 billion (excl package expenditure) while in Australia - up by 5.0% on YE Jun 08. On average, visitors spent \$3,125 per visitor and \$92 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](http://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.