



Overview

NSW received over 2.8 million international overnight visitors - up by 6.6% on YE Sep 09. Visitors spent almost 64.8 million nights in the State - up by 8.9% on YE Sep 09.

NSW received 52.7% of visitors and 35.0% of nights in Australia. Compared to YE Sep 09, the share of visitors was up by 0.5% pts and the share of nights was up by 1.0% pt.

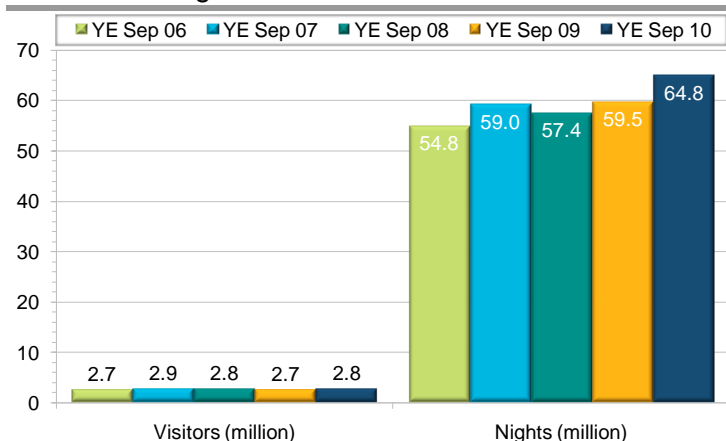
The average length of stay in NSW was 22.9 nights - up by 0.5 nights on YE Sep 09.

International overnight visitors spent \$5.9 billion in NSW (excl package expenditure) - up by 2.4% on YE Sep 09. This represented 35.2% of total expenditure in Australia. On average, visitors spent \$2,043 per visitor and \$90 per night in NSW. ⁽²⁾

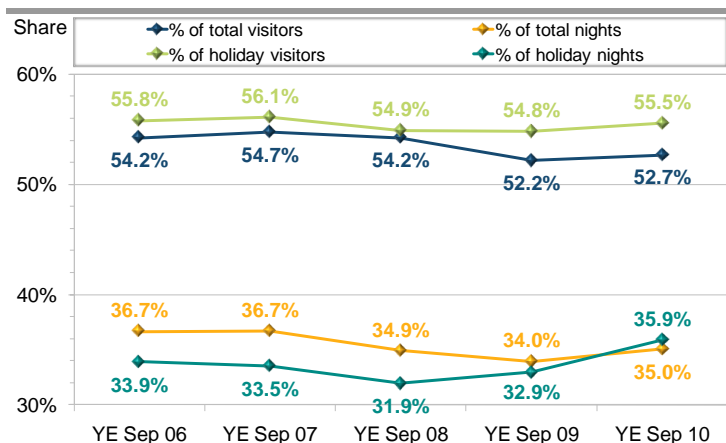
⁽²⁾ Excluding package tours and prepaid international airfares.

Source: Modelled international overnight visitor expenditure in Australia's regions, YE Sep 10, TRA

Visitors and nights



Market share



Forecast ⁽³⁾

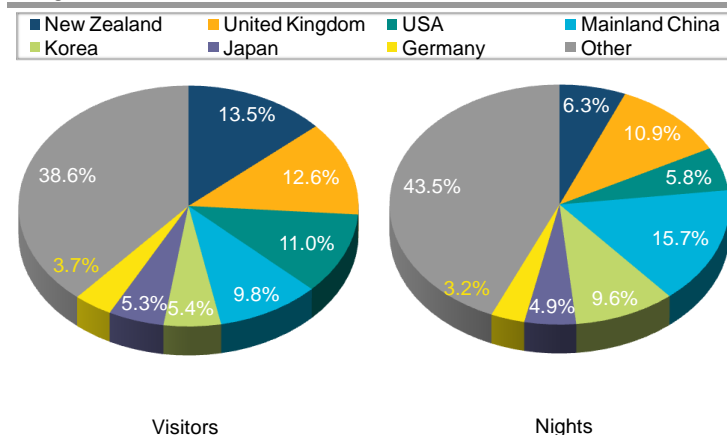
International visitors to Australia are expected to increase from nearly 5.6 million* in 2009 to nearly 8.5 million* in 2020, an average annual growth rate of 3.9%.

In terms of individual source markets to Australia, visitors from the Middle East & North Africa are expected to grow by 195% between 2009 and 2020. Over the same period, visitors from India are expected to grow by 154% and Chinese visitors by 145%.

⁽³⁾ Source: Forecast 2010 Issue 2, Tourism Forecasting Committee

* Includes children less than 15 years

Origin



New Zealand (13.5%) was the largest source market of international visitors to NSW, followed by United Kingdom (12.6%). Compared to YE Sep 09, Mainland China grew by 1.0% pt, while United Kingdom declined by 1.4% pts.

Mainland China (15.7%) was the biggest contributor of international visitor nights in the State, followed by United Kingdom (10.9%). Compared to YE Sep 09, Mainland China grew by 1.4% pts, while United Kingdom declined by 0.9% pts.

No.	Origin	Visitors ('000)	Visitor nights ('000)	Average length of stay in NSW
1	New Zealand	382	4,092	10.7
2	United Kingdom	359	7,087	19.8
3	Mainland China & HK	358	12,137	33.9
	Mainland China	278	10,187	36.6
	Hong Kong	79	1,950	24.5
4	USA	311	3,782	12.2
5	Korea	154	6,234	40.5
6	Japan	151	3,175	21.1
7	Germany	105	2,084	19.9
8	Singapore	85	1,335	15.7
9	Canada	82	1,570	19.1
10	France	66	1,709	25.8
11	India	62	2,463	39.7
12	Scandinavia	55	1,057	19.1
13	Taiwan	55	1,429	25.9
14	Indonesia	51	1,615	31.9
15	Malaysia	44	899	20.6
16	Thailand	39	1,379	35.3
17	Italy	37	956	25.7
18	Middle East & Nth Africa	36	920	25.4
19	Ireland	36	1,300	36.0
20	Netherlands	32	597	18.7
21	Switzerland	28	429	15.6
	Other Asia	65	2,513	38.6
	Other Europe	80	2,008	25.1
	Other Countries	163	4,025	24.8
	Total	2,835	64,797	22.9

Visitors from Korea (40.5 nights) had the longest average stay in NSW, followed by visitors from India (39.7 nights).

Travel package

Nearly 1/5 (19.0%) of international overnight visitors who had been to NSW, arrived in Australia on a travel package. 'All accommodation' (81.8%) was the most popular travel arrangement included in the package (other than 'international airfares'), followed by 'airfares within Australia' (63.4%).

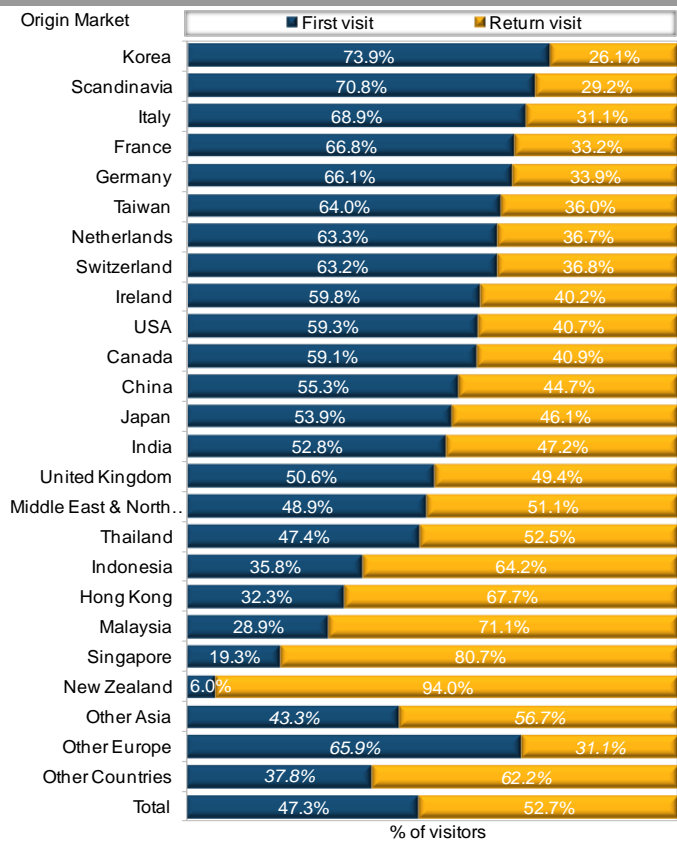
Note: Percentage change figures provided in this snapshot do not necessarily represent statistically significant change.

⁽¹⁾ Source: International Visitor Survey, YE Sep 10, Tourism Research Australia (TRA) - unless otherwise indicated

International Travel to NSW ⁽¹⁾

Year ended September 2010

First time or repeat visit

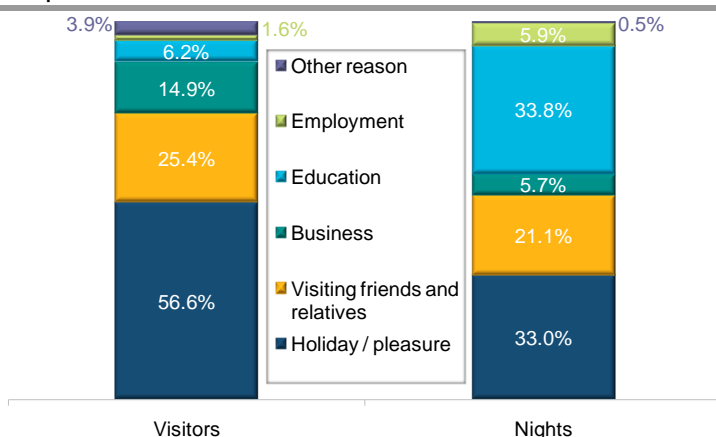


Most international overnight visitors who had been to NSW (52.7%), were on a return trip to Australia.

International overnight visitors who had been to the State:

Korean visitors (73.9%) had the highest percentage of first time travellers to Australia, followed by Scandinavians (70.8%) and Italian visitors (68.9%). New Zealand visitors (94.0%) had the highest proportion of repeat travellers to Australia, followed by Singaporeans (80.7%) and visitors from Malaysia (71.1%).

Purpose of visit to NSW



'Holiday / pleasure' (56.6%) was the largest purpose for international **visitors** to NSW. 'Visiting friends and relatives' (25.4%) was the 2nd largest, followed by 'business' (14.9%) and 'education' (6.2%).

'Education' (33.8%) was the largest purpose in terms of **nights** by international visitors in the State. 'Holiday / pleasure' (33.0%) was the 2nd largest, followed by 'visiting friends and relatives' (21.1%) and 'employment' (5.9%).

Length of stay

Purpose of visit	Ave length of stay (nights)		Median stay (nights)	
	NSW	Australia	NSW	Australia
Holiday / pleasure	13.3	25.5	5	9
Visiting friends and relatives	19.0	25.8	10	14
Business	8.8	13.5	4	6
Education	124.6	138.6	113	126
Employment	83.1	106.5	55	72
Other reason	3.1	19.9	2	2
Total	22.9	34.4	6	10

International visitors stayed on average 22.9 nights in NSW, while their average stay in Australia was 34.4 nights. The median length of stay in the State was 6 nights compared to 10 nights in Australia.

Compared to YE Sep 09, the average stay in the State was up by 0.5 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	71.8	10.1	8.1	8.4	0.8	0.8
Germany	71.7	10.6	6.3	6.0	2.0	3.4
Switzerland	68.3	12.0	8.4	9.2	0.0	2.1
Japan	66.2	9.3	13.7	6.1	0.6	4.1
Netherlands	64.5	16.7	9.3	3.5	4.1	1.9
Korea	64.1	12.3	9.1	10.9	0.6	2.9
Scandinavia	63.2	15.7	8.8	7.4	1.7	3.2
France	63.1	12.9	8.9	8.5	3.2	3.5
Italy	62.8	16.1	9.4	7.4	2.2	2.2
Ireland	59.2	28.5	3.2	1.4	4.5	3.1
United Kingdom	56.0	31.1	7.2	0.8	2.6	2.2
Canada	52.7	25.9	10.4	5.1	2.3	3.7
Indonesia	49.9	16.4	11.6	15.5	1.4	5.2
Mainland China	49.7	15.4	14.6	18.4	0.5	1.4
USA	47.9	18.4	21.4	6.9	2.1	3.3
Hong Kong	46.4	23.7	17.3	11.0	0.7	0.9
Malaysia	45.6	23.3	17.2	10.9	2.1	0.9
Thailand	37.1	18.9	22.6	20.0	1.0	0.5
Singapore	36.6	14.4	35.7	7.0	1.3	5.0
New Zealand	35.9	30.7	25.2	1.6	3.2	3.5
Middle East & Nth Africa	29.9	33.7	18.0	14.9	1.0	2.6
India	21.6	33.2	23.7	8.0	5.9	7.6
Other Asia	24.9	33.0	15.2	14.5	2.5	9.9
Other Europe	56.6	19.2	10.7	10.9	0.6	2.1
Other Countries	42.8	24.0	14.6	9.2	1.0	8.4
Total	50.4	21.4	15.3	7.6	1.9	3.4

Of all international markets to NSW, Taiwan (71.8%) had the highest proportion who visited Australia for the main purpose of a holiday.

Visitors from Singapore (35.7%) had the highest percentage who had visited Australia for the main purpose of business.

Transport

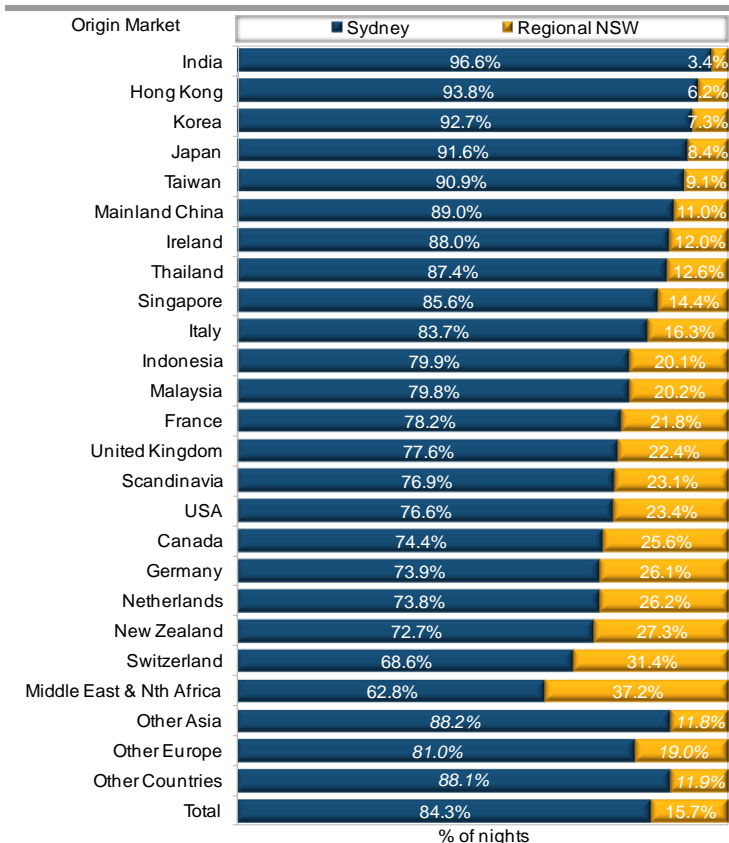
'Aircraft' (29.3%) was the most popular mode of transport used to destinations in NSW by international overnight visitors. 'Private or company car' (28.5%) was the 2nd most popular, followed by 'taxi or chauffeur driven hire car' (20.3%).

International Travel to NSW ⁽¹⁾

Year ended September 2010

Visitors to NSW (million)	2.8
Nights in NSW (million)	64.8
Expenditure in NSW (billion)	\$5.9
Expenditure per visitor in NSW	\$2,043

Destinations in NSW

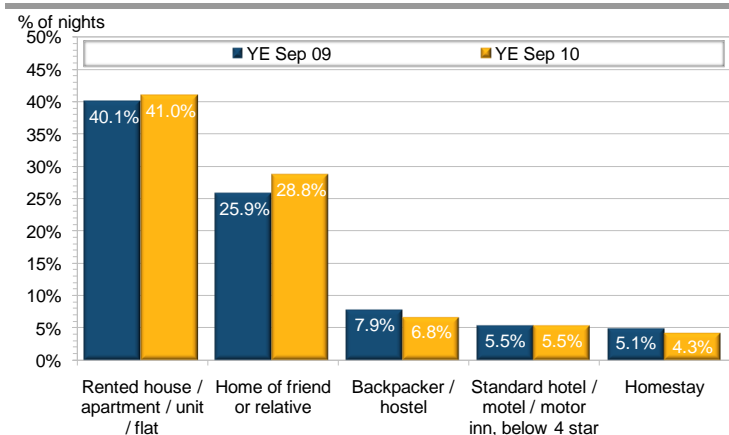


International overnight visitors spent 84.3% of their nights in Sydney - down by 0.5% pts on YE Sep 09.

Visitors from India (96.6%) had the highest proportion of nights spent in Sydney, followed by visitors from Hong Kong (93.8%) and Koreans (92.7%).

Visitors from the Middle East & North Africa (37.2%) had the highest proportion of nights in regional NSW, followed by visitors from Switzerland (31.4%) and New Zealanders (27.3%).

Accommodation



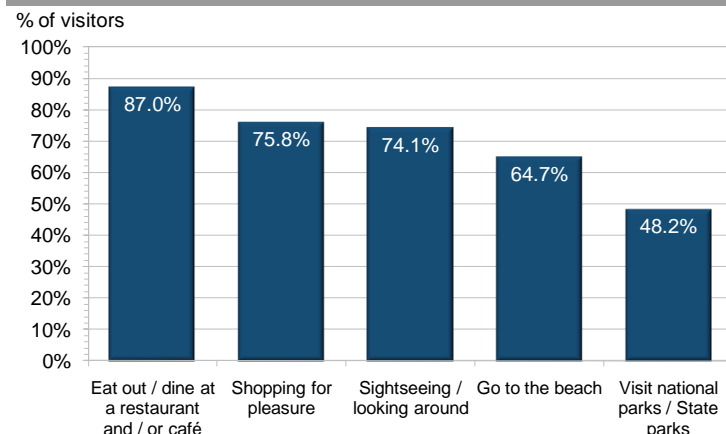
'Rented house / apartment / unit / flat' (41.0%) was the most popular accommodation type used for nights in NSW by international visitors. 'Home of a friend or relative' (28.8%) was the 2nd most popular, followed by 'backpacker / hostel' (6.8%).

Compared to YE Sep 09, 'home of friend or relative' grew by 2.9% pts, while 'backpacker / hostel' declined by 1.1% pts.

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

(1) Source: International Visitor Survey, YE Sep 10, Tourism Research Australia (TRA) - unless otherwise indicated

Top 5 activities in Australia

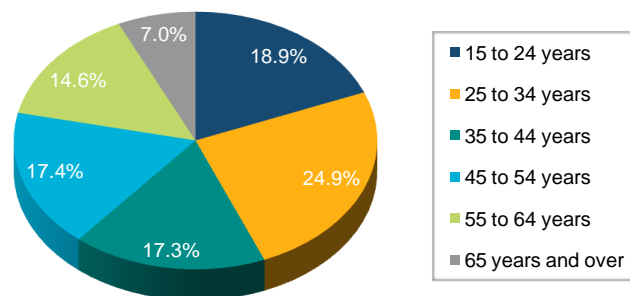


'Eat out / dine at a restaurant and / or café' (87.0%) was the most popular activity undertaken during the trip to Australia by international overnight visitors who had been to NSW. 'Shopping for pleasure' (75.8%) was the 2nd most popular.

Information sources

The 'internet' (45.5%) was the most common information source for the trip to Australia by international overnight visitors who had been to NSW. 'Travel agent' (23.4%) was the 2nd most common, followed by 'friend or relative living in Australia' (20.3%).

Age



Visitors

'25 to 34 years' (24.9%) was the biggest age group amongst international overnight visitors to NSW. '15 to 24 years' (18.9%) was the 2nd biggest.

Overview - Australia

Australia received nearly 5.4 million international visitors who spent over 184.9 million nights in Australia - up by 5.6% and 5.5% respectively on YE Sep 09. On average, they stayed for 34.4 nights - unchanged on YE Sep 09.

International visitors spent \$16.6 billion (excl package expenditure) while in Australia - up by 2.8% on YE Sep 09. On average, visitors spent \$3,086 per visitor and \$90 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.