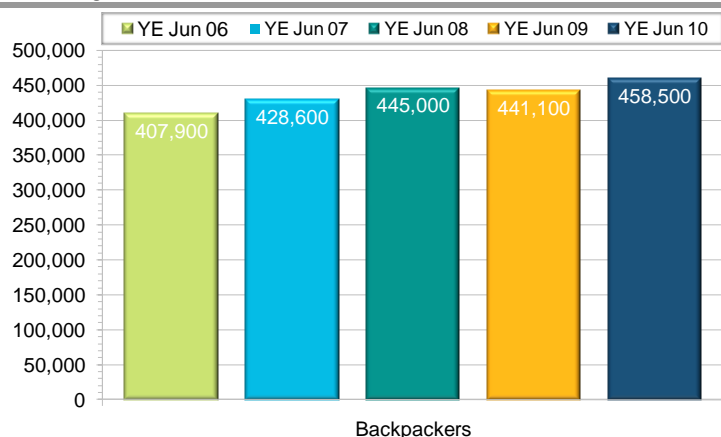




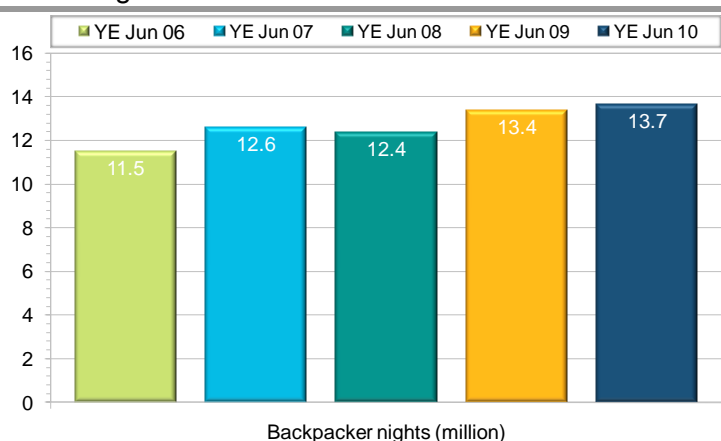
### Overnight visitors



NSW received nearly 458,500 international backpackers - up by 3.9% on YE Jun 09. Backpackers represented 16.5% of visitors to the State - up by 0.2% points on YE Jun 09.

Note: Changes to the Working Holiday Maker scheme in 2005 improved Australia's competitiveness as a long-haul destination. Discounted intra-European travel and increased interest in low cost destinations in Asia have affected demand for Australia.

### Visitor nights



International backpackers spent nearly 13.7 million nights in NSW - up by 2.2% on YE Jun 09. Backpackers contributed 21.6% of nights in the State - down by 0.5% points on YE Jun 09.

### Market share

NSW's share of international backpackers in Australia was 78.6% of visitors and 31.7% of nights. Compared to YE Jun 09, the share of visitors was down by 0.1% point and the share of nights was up by 1.2% points.

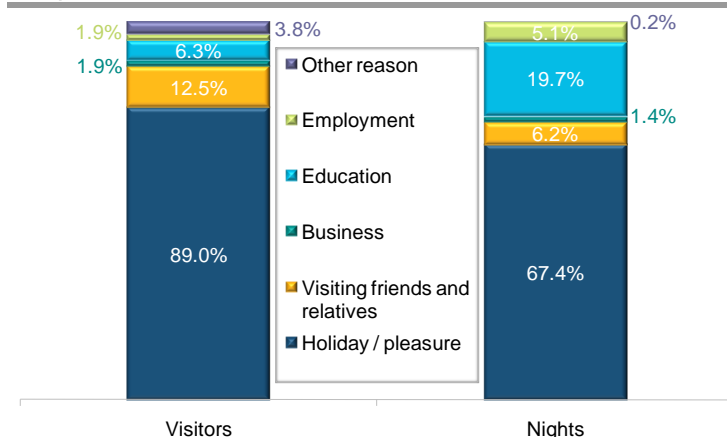
### Accommodation

'Rented house / apartment / unit / flat' (37.8%) was the most popular accommodation type used for international backpacker nights in NSW. 'Backpacker / hostel' (33.5%) was the 2<sup>nd</sup> most popular, followed by 'home of friend or relative' (12.5%).

### Transport

'Aircraft' (41.9%) was the most common transport used to destinations in NSW by international backpackers. 'Local public transport' (25.8%) was the 2<sup>nd</sup> most common, followed by 'long distance coach or bus' (25.6%).

### Purpose of visit



'Holiday / pleasure' (89.0%) was the largest purpose for international **backpacker visitors** to the State. 'Visiting friends and relatives' (12.5%) was the 2<sup>nd</sup> largest, followed by 'education' (6.3%).

'Holiday / pleasure' (67.4%) was the largest purpose in terms of international **backpacker nights** in NSW. 'Education' (19.7%) was the 2<sup>nd</sup> largest, followed by 'visiting friends and relatives' (6.2%).

### Length of stay

Purpose of visit	Ave length of stay (nights)		Median stay (nights)	
	NSW	Australia	NSW	Australia
Holiday / pleasure	22.6	67.5	9	29
Visiting friends and relatives	14.7	34.2	14	20
Business	22.0	37.3	7	13
Education	93.3	143.9	88	138
Employment	79.6	148.6	93	144
Other reason	1.7	63.0	4	6
Total	29.8	73.8	9	31

International backpackers stayed on average 29.8 nights in NSW, while their average stay in Australia was 73.8 nights.

The median length of stay in the State was 9 nights, compared to 31 nights in Australia.

International 'holiday / pleasure' backpackers had an average stay of 22.6 nights and a median stay of 9 nights in NSW.

### Origin

% of backpackers to NSW			% of backpackers nights in NSW		
No.	Country	%	No.	Country	%
1	United Kingdom	22.2%	1	United Kingdom	20.9%
2	Germany	10.9%	2	Germany	10.0%
3	USA	10.1%	3	Korea	9.4%
4	Scandinavia	6.5%	4	USA	7.8%
5	France	6.2%	5	France	7.2%
6	Korea	5.0%	6	Japan	6.4%
6	Canada	4.7%	7	Scandinavia	4.4%
8	Japan	3.4%	8	Ireland	4.4%
9	Ireland	3.3%	9	Canada	3.8%
10	New Zealand	3.2%	10	Italy	3.2%

'United Kingdom' was, by far, the largest source market of international backpackers to NSW. This market contributed 22.2% of visitors and 20.9% of nights.

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

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

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

Year ended June 2010

Visitors to NSW	458,500
Nights in NSW (million)	13.7
Expenditure in NSW (million)	\$ 1,065
Expenditure per visitor in NSW	\$ 2,322

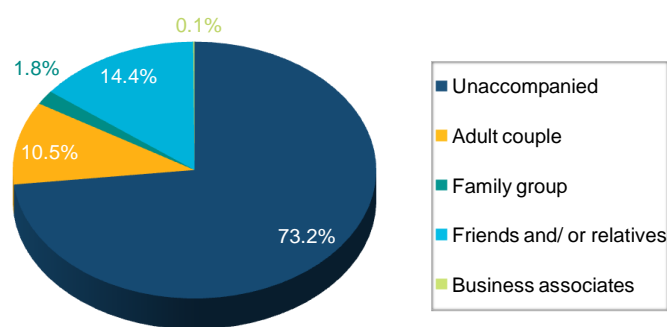
## Top 5 places visited in NSW

No.	Region	% of backpackers
1	Sydney	95.9%
2	Northern Rivers	33.9%
3	Mid North Coast	14.8%
4	The Hunter	8.5%
5	Blue Mountains	5.8%

'Sydney' (95.9%) was by far the most visited region in NSW by international backpackers. 'Northern Rivers' (33.9%) was the 2<sup>nd</sup> most visited region, followed by 'Mid North Coast' (14.8%) and 'The Hunter' (8.5%).

International backpackers to Australia: 'Sydney' (75.4%) was the most visited region. 'Melbourne' (42.8%) was the 2<sup>nd</sup> most visited region, followed by 'Brisbane' (41.6%) and 'Tropical North Queensland' (37.4%).

## Travel party



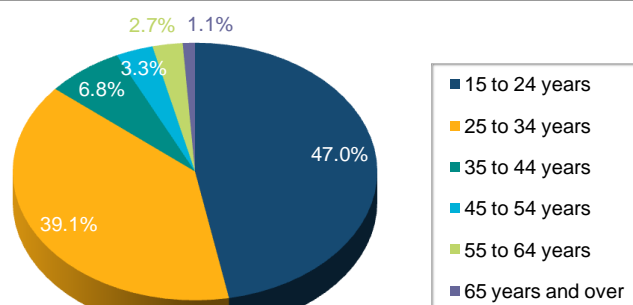
Backpackers

'Unaccompanied' (73.2%) was the most common travel party description for international backpackers to the State. 'Friends and / or relatives' (14.4%) was the 2<sup>nd</sup> most common, followed by 'adult couple' (10.5%) and 'family group' (1.8%).

## Gender

A larger proportion of international backpackers to the State were female (53.5%) than male (46.5%).

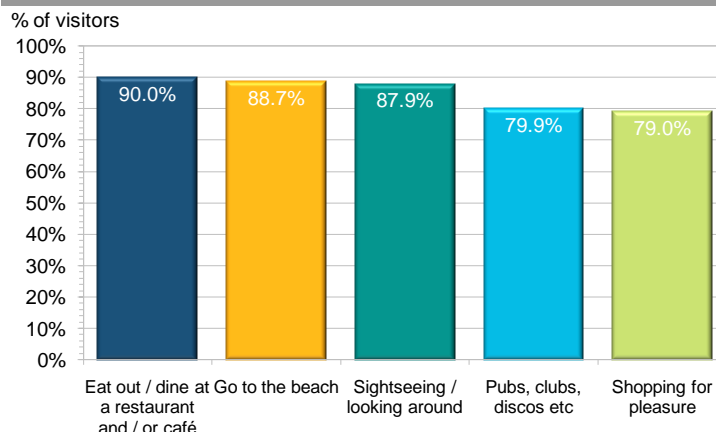
## Age



Backpackers

'15 to 24 years' (47.0%) was the biggest age group of international backpackers to NSW. '25 to 34 years' (39.1%) was the 2<sup>nd</sup> biggest age group, followed by '35 to 44 years' (6.8%) and '45 to 54 years' (3.3%).

## Top 5 activities in Australia



'Eat out / dine at a restaurant and / or cafe' (90.0%) was the most popular activity undertaken during the trip to Australia by international backpackers who had been to NSW. 'Go to the beach' (88.7%) was the 2<sup>nd</sup> most popular, followed by 'sightseeing / looking around' (87.9%).

## First time or repeat visit

Most international backpackers who had been to NSW (72.2%) were on their first trip to Australia.

## Travel package

Over 1/20 (6.5%) of international backpackers who had been to the State, arrived in Australia on a travel package. 'Airlines within Australia' (46.4%) was the most popular travel arrangement included in the package (other than 'international airlines'). The next most popular was 'some accommodation in Australia' (45.7%), followed by 'organised tours within Australia' (28.6%).

## Group tours

The rate of group tour travel to Australia, amongst international backpackers who had been to NSW, was 2.0%.

## Information sources

The 'internet' (63.6%) was the most popular information source for the trip to Australia by international backpackers who had been to NSW. 'Travel book or guide' (31.0%) was the 2<sup>nd</sup> most popular source, followed by 'travel agent' (26.7%) and 'friend or relative who has visited Australia' (23.2%).

## Expenditure <sup>(2)</sup>

Destination	Total (\$ million)	Per visitor \$	Per night \$
New South Wales	\$1,065	\$2,322	\$78
Australia	\$3,355	\$5,753	\$78

International backpackers spent nearly \$1.1 billion in NSW. In total, they spent nearly \$3.4 billion in Australia.

On average, international backpackers spent \$2,322 per visitor and \$78 per night in NSW.

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

## Definition

<sup>#</sup> A backpacker is defined as an international visitor who spent one or more nights in a backpacker hostel or youth hostel during their stay in Australia.