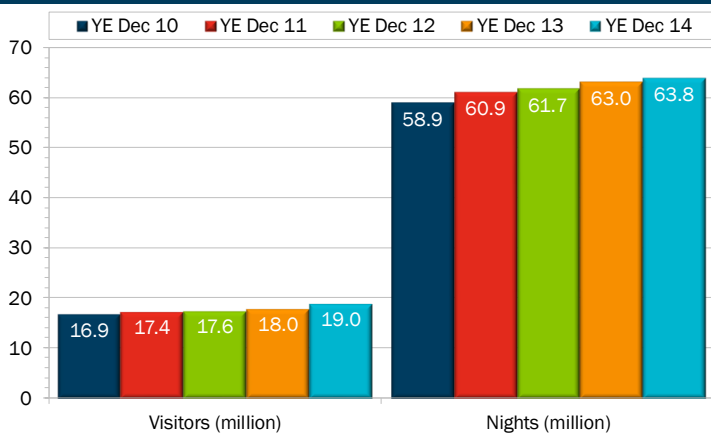


Domestic Overnight Travel (1)

Visitors and nights



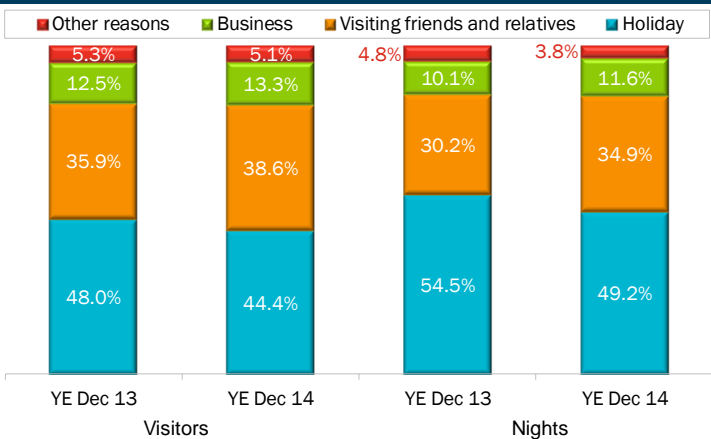
Regional NSW received nearly 19.0 million domestic overnight visitors - up by 5.5%* on YE Dec 13. Visitors spent nearly 63.8 million nights in regional NSW - up 1.2% on YE Dec 13.

Note: The number of domestic overnight trips to New South Wales increased by 4.7 percent* on last year and by 14.2 percent* compared to four years ago.

Market share

Regional NSW received 70.5% of visitors and 72.9% of nights in NSW. Compared to YE Dec 13, the share of visitors was up by 0.5% pts and the share of nights was down by 0.8% pts.

Purpose of visit to regional NSW



'Holiday' (44.4%) was the largest purpose of visit for visitors to regional NSW, followed by 'visiting friends and relatives (VFR)' (38.6%) and 'business' (13.3%). Compared to YE Dec 13, visitors who travelled for 'holiday' declined by 2.4 while 'VFR' grew by 13.6%* and 'business' increased by 12.0%*.

'Holiday' (49.2%) was the largest purpose in terms of nights in regional NSW, followed by 'VFR' (34.9%) and 'business' (11.6%). Compared to YE Dec 13, nights spent for 'holiday' declined by 8.6%* while 'VFR' grew by 17.1%* and 'business' increased by 15.7%*.

Accommodation

'Friends or relatives property' (37.6%) was the most popular accommodation used for nights in regional NSW, followed by 'caravan park or commercial camping ground' (15.3%) and 'standard hotel or motor inn, below 4 star' (13.1%).

Regional NSW includes all areas of NSW, excluding the Sydney region.

Note: The information is sourced from sample surveys and the results may be subject to sampling variability.

(1) Source: National Visitor Survey (NVS), YE Dec 14, Tourism Research Australia (TRA)

Origin

Origin	Share of visitors		Share of nights	
	YE Dec 13	YE Dec 14	YE Dec 13	YE Dec 14
Regional NSW	40.4%	39.1%	34.9%	36.1%
Sydney	34.8%	35.3%	32.4%	33.0%
Total intrastate	75.2%	74.4%	67.3%	69.1%
Queensland	9.4%	10.7%	13.6%	11.9%
Victoria	8.1%	8.4%	10.3%	11.2%
ACT	4.9%	4.5%	4.7%	4.3%
Other interstate	2.3%	2.1%	4.0%	3.6%
Total interstate	24.8%	25.6%	32.7%	30.9%

Regional NSW (39.1%) was the largest source of visitors to regional NSW, followed by Sydney (35.3%) and Queensland (10.7%). Compared to YE Dec 13, the regional NSW source market grew by 2.0% and Sydney increased by 6.9%*. Over the same period, Queensland grew by 20.1%* and Victoria increased by 9.6% while the ACT decreased by 4.5%.

Regional NSW (36.1%) was the largest source market in terms of nights in regional NSW, followed by Sydney (33.0%) and Queensland (11.9%). Compared to YE Dec 13, nights spent by visitors from regional NSW grew by 4.6% and nights from Sydney increased by 3.0%. Over the same period, nights by Queenslanders declined by 11.9% while Victorian nights grew by 9.8% and nights by visitors from the ACT decreased by 9.4%.

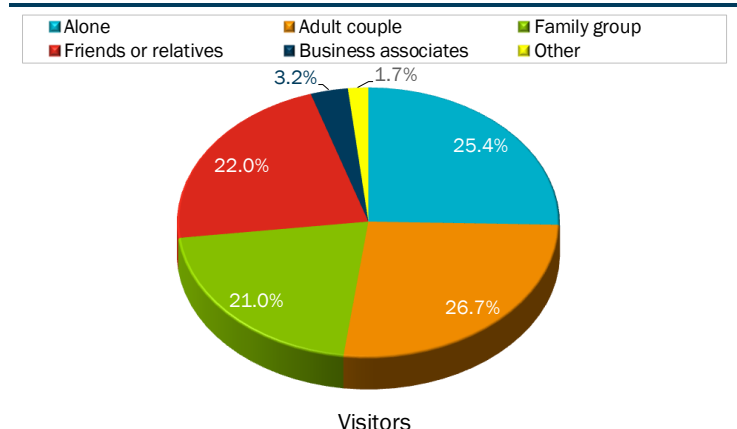
All transport

'Private vehicle or company car' (87.1%) was the most popular form of transport used by visitors to regional NSW, followed by 'aircraft' (6.0%) and 'railway' (3.7%).

Activities

'Eat out, dine at a restaurant or cafe' (56.1%) was the most popular activity undertaken by visitors to regional NSW, followed by 'visit friends and relatives' (50.1%) and 'go to the beach' (27.6%).

Travel party



'Adult couple' (26.7%) was the most common travel party amongst visitors to the region, followed by 'alone' (25.4%).

Expenditure (incl airfares and transport costs) (2)

Domestic overnight visitors spent nearly \$9.3 billion in regional NSW - up by 1.7% on YE Dec 13. On average, they spent \$145 per night - up by 0.4% on YE Dec 13.

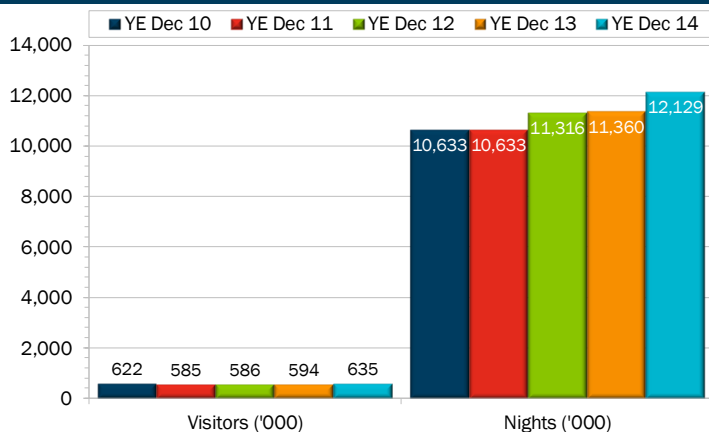
(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 14, TRA

* The percentage change is statistically significant.

Total visitors (million)	51.7
Total nights (million)	75.9
Total expenditure (billion)	\$13.6

International Overnight Travel (3)

Visitors and nights



Regional NSW received 635,100 international overnight visitors - up by 6.9%* on YE Dec 13. Visitors spent over 12.1 million nights in regional NSW - up by 6.8% on YE Dec 13.

Note: The number of overnight trips to New South Wales by international visitors increased by 6.7 percent* on last year and by 14.9 percent* compared to four years ago.

Market share

Regional NSW received 19.8% of visitors and 16.0% of nights in NSW. Compared to YE Dec 13, the share of visitors was unchanged and the share of nights was up by 0.4% pts.

Purpose of visit to regional NSW

'Holiday' (65.2%) was the largest purpose of visit for visitors to regional NSW, followed by 'visiting friends and relatives (VFR)' (27.8%) and 'business' (6.3%). Compared to YE Dec 13, visitors who travelled for 'holiday' grew by 6.8%* and 'VFR' increased by 2.7% while 'business' grew by 12.2%.

Origin - share of visitors to regional NSW

Share of international visitors to regional NSW							
Rank	Market	YE Dec 13	YE Dec 14	Rank	Market	YE Dec 13	YE Dec 14
1	United Kingdom	20.0%	17.2%	14	Taiwan	1.6%	1.8%
2	New Zealand	13.1%	13.8%	15	Italy	1.7%	1.5%
3	USA	10.4%	10.5%	16	Ireland	1.5%	1.4%
4	Germany	6.9%	8.4%	17	Malaysia	1.2%	1.4%
5	Canada	4.8%	4.7%	18	Hong Kong	1.5%	1.3%
6	Mainland China	4.1%	4.5%	19	India	1.5%	1.0%
7	Scandinavia	3.6%	4.3%	20	Philippines	0.9%	0.9%
8	France	4.2%	3.4%	21	Indonesia	1.0%	0.9%
9	South Korea	2.4%	2.6%	22	Thailand	1.1%	0.9%
10	Switzerland	2.1%	2.5%				
11	Netherlands	2.1%	2.2%		Other Asia	1.0%	0.8%
12	Japan	2.0%	2.1%		Other Europe	4.2%	4.3%
13	Singapore	2.5%	2.1%		Other Countries	5.0%	5.6%

Accommodation

'Friends or relatives property' (32.9%) was the most popular form of accommodation for nights in regional NSW, followed by 'rented house, apartment, flat or unit' (28.2%) and backpacker or hostel (9.0%).

Expenditure (incl pre-paid package expenditure) (4)

International overnight visitors spent \$702 million in regional NSW - up by 3.9% on YE Dec 13. On average, they spent \$58 per night - down by 2.7% on YE Dec 13.

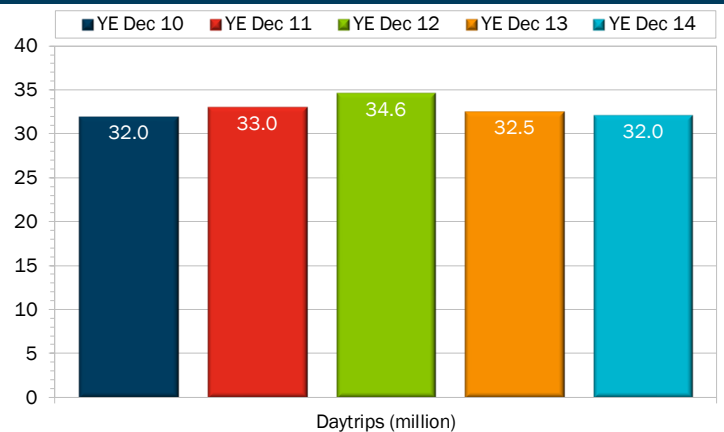
(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 14, TRA.

Note: As some visitors may have spent nights travelling between locations or been unable to identify each location where they spent a night on the trip, total nights for regional NSW and Sydney may not add up to the total for NSW. * The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Dec 14, TRA

Domestic Daytrip Travel (5)

Daytrips



Regional NSW received over 32.0 million domestic daytrip visitors - down by 1.4% on YE Dec 13.

Note: The number of domestic daytrips to New South Wales decreased by 1.8 percent on last year, but was up by 2.5 percent compared to four years ago.

Market share

Regional NSW received 62.8% of daytrips to NSW. Compared to YE Dec 13, the share was up by 0.3% pts.

Main purpose of trip

'Holiday' (47.5%) was the largest purpose of trip for visitors to regional NSW, followed by 'visiting friends and relatives (VFR)' (28.9%) and 'business' (10.0%).

Compared to YE Dec 13, visitors who travelled for 'holiday' declined by 3.0% and 'VFR' decreased by 0.7% while 'business' fell by 6.4%.

Activities

'Eat out, dine at a restaurant or cafe' (45.3%) was the most popular activity undertaken by visitors to regional NSW, followed by 'visit friends and relatives' (36.1%) and 'go shopping for pleasure' (21.4%).

Expenditure (6)

Domestic daytrip visitors spent over \$3.6 billion in regional NSW - down by 1.3% on YE Dec 13. On average, they spent \$114 per trip - up by 0.1% on YE Dec 13.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Dec 14, TRA

Notes and further information

Due to changes to the National Visitor Survey (NVS) methodology, care should be taken when comparing year ending December 2014 survey results with those from previous years. These changes represent a break in the time series.

For more information on the NVS methodology changes please see www.tra.gov.au/News&Media/Factsheets-2014-updates-to-the-IVS/NVS.

Please see www.destinationnsw.com.au for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.

(5) Source: NVS, YE Dec 14, TRA