



Regional Tourism Profiles 2008/09

New South Wales

State summary

In 2008/09:

- \$22.7 billion was spent by visitors in the State – 52% was by domestic overnight visitors
- A total of 70.4 million visitors went to the State – 64% were domestic day visitors
- 138.0 million nights were spent in the State – 56% were by domestic overnight visitors

In June 2007, there were more than 195,000 tourism-related businesses in the State:

- 50% were non-employing businesses
- 44% were micro or small businesses



NSW summary 2008/09

	Expenditure	Visitors	Nights	Average stay	Average trip expenditure	Average nightly expenditure
	\$ million	'000	'000	Nights	\$	\$
Domestic day	4 714	45 129	-	-	104	-
Domestic overnight	11 865	22 550	77 471	3	526	153
International	6 150	2 747	60 541	22	2 238	102



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

Visitors to New South Wales

Domestic overnight		International								
Visitors	Nights	Share of visits	Share of nights	Average stay	Visitors	Nights	Share of visits	Share of nights	Average stay	
'000	'000	%	%	Nights	'000	'000	%	%	Nights	
Top 3 regions visited										
Sydney	7 039	19 676	31	25	2.8	2 555	51 489	94	85	20.2
South Coast	2 983	10 906	13	14	3.7	226	1 974	8	3	8.7
Mid North Coast	2 952	11 704	13	15	4.0	159	865	6	1	5.4
Purpose of visit										
Holiday	10 052	39 312	45	51	3.9	1 525	19 334	56	32	12.7
Visiting friends/relatives	7 945	24 904	35	32	3.1	675	11 667	25	19	17.3
Business	3 846	9 755	17	13	2.5	413	3 375	15	6	8.2
Other	1 139	3 500	5	5	3.1	161	20 965	6	35	130.2
						162	5 200	6	9	32.1
Top 3 accommodation										
Property of friends/relatives	9 159	30 657	41	40	3.3	211	24 211	8	40	114.5
Hotel, motel, serviced apartment	8 122	19 276	36	25	2.4	800	15 599	29	26	19.5
Caravan or camping	2 696	12 475	12	16	4.6	1 453	7 812	54	13	5.4
Transport										
Air	3 793	13 475	17	17	3.6	782	7 674	29	13	9.8
Drive	17 566	58 737	78	76	3.3	984	26 423	36	44	26.9
Other	1 473	4 777	7	6	3.2	1 442	26 445	53	44	18.3
Experiences										
Culture and heritage	2 882	-	13	-	-	1 707	-	63	-	-
Nature based	4 081	-	18	-	-	1 895	-	70	-	-
Indigenous	71	-	0	-	-	461	-	17	-	-
Food and wine	12 844	-	57	-	-	2 380	-	88	-	-
Top 3 information sources										
Internet	7 710	27 252	34	35	3.5	1 137	24 630	42	41	21.7
Previous visit	3 578	12 963	16	17	3.6	777	18 945	29	31	24.4
Friends or relatives	2 931	10 174	13	13	3.5	684	11 036	25	18	16.1
Top 3 visitor origins										
NSW	15 354	47 716	68	62	3.1	375	7 170	14	12	19.1
Vic	2 689	11 675	12	15	4.3	352	3 448	13	6	9.8
Qld	2 408	9 627	11	12	4.0	286	3 682	11	6	12.9
Lifecycle groups										
Young/midlife single	3 845	13 369	17	17	3.5	1 002	38 308	37	63	38.2
Young/midlife couple, no kids	2 785	7 567	12	10	2.7	369	6 786	14	11	18.4
Parent	8 428	26 078	37	34	3.1	651	6 865	24	11	10.6
Older working	3 285	10 295	15	13	3.1	686	8 376	25	14	12.2
Older non-working	4 158	19 983	18	26	4.8					
Total domestic overnight	22 550	77 471	100	100	3.4	2 712	60 541	100	100	22.3
Total all visitors (including day visitors)	70 391	138 013	100	100	2.0					

Tourism businesses 2006/07

	Employing businesses					Total employing	Non- employing businesses (includes owner/ manager)	Total businesses
	Micro (1-4 employees)	Small (5-19 employees)	Medium (20-199 employees)	Large (200+ employees)				
Tourism Characteristic Industries	9 657	6 606	2 652	144	19 059	21 003	40 062	
Tourism Connected Industries	46 479	23 061	9 033	585	79 158	76 206	155 364	
Total Tourism Characteristic and Connected Industries	56 136	29 667	11 685	729	98 217	97 209	195 426	

Accommodation supply

	Establishments	Employees	Occupancy rate	Takings from accommodation
	No.	No.	%	\$ '000
Hotels, motels and serviced apartments with 5 or more rooms	2 028	35 348	60.4	2 520 239
Caravan parks	506	3 367	59.3	359 788

Economic contribution of tourism in New South Wales 2007/08

		% share of national
Employment ('000)	3 383.2	32
Gross State Product (\$ billion)	359.9	32
Gross Value Added (\$ billion)	331.5	32

Key

Tourism businesses are estimated by Tourism Research Australia using data sourced from the ABS Australian Business Register, and derived using the postcodes to SLA and SLA to tourism region concordances produced by the ABS.

Data sources

Tourism Research Australia, 2008, *Tourism businesses in Australia, June 2003 - June 2007*, TRA, Canberra
Pambudi, et al., 2009, *Tourism Satellite Accounts 2007-08: Summary spreadsheets*, CRC for Sustainable Tourism, Gold Coast
Australian Bureau of Statistics, *Survey of Tourist Accommodation, September quarter 2008 - June quarter 2009*, ABS cat. no. 8635.5.55.001, ABS, Canberra

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Courtesy of Tourism Australia

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