

29 November 2012

Mr Todd Buttsworth
Inquiry Manager
Legislative Assembly
State and Regional Development Committee
Parliament House
Macquarie Street
SYDNEY NSW 2000

Dear Mr Buttsworth

Inquiry into Inter-Regional Public Transport

I refer to the State and Regional Development Committee's request for additional information regarding the Inquiry into inter-regional public transport.

Destination NSW provides the following response to the Committee's additional question:

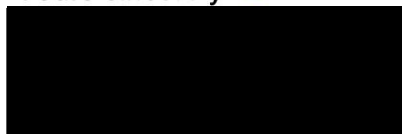
Is a particular mode of transport (for example train or coach) more suitable than others in attracting tourists? If so, please explain which mode, and why?

Tourists in NSW have a number of transport options available to them. The selection of particular modes of transport is likely to vary between different traveller groups, based on a number of factors such as travel time, cost, scheduling and ease of access to transport mode for the journey being undertaken. It is therefore difficult to respond to this question in terms of suitability.

To assist the Committee I have collated information on the most common modes of transport used by various traveller groups. The data source for this information is the National and International Visitor Survey which is published by Tourism Research Australia on a quarterly basis.

I trust that this information will be useful to the Committee; however, if you require any further assistance, please contact Deborah O'Connor, Manager, Government Reporting on (02) 9931 1172 or by email at deborah.oconnor@dnsnw.com.au.

Yours sincerely



Sandra Chipchase
Chief Executive Officer



Modes of transport used by traveller groups in NSW

In the year ending June 2012, NSW received nearly 24.9 million domestic overnight visitors who spent \$14.1 billion in NSW. In the same period, NSW received 2.8 million international overnight visitors who spent \$6.1 billion in NSW.

Visitation to NSW is measured for various purposes of visit including:

- Holiday or leisure;
- Visiting friends and relatives;
- Business; and
- Other.

The mode of transport used by visitors is chosen in accordance with their purpose of visit and traveller group. This may depend on the number of people travelling and the type of activities to be undertaken during the trip.

Across all traveller groups, private or company vehicle was the most commonly used form of transport used by visitors to NSW with 77 per cent opting for this mode. This was followed by air transport at 16.9 per cent and railway at 3.7% per cent.

The following information is taken from data published in the National and International Visitor Surveys for the year ending June 2012 and is broken down by specific traveller group and purpose of visit.

Families

Almost three million Australian families holidayed in NSW in the year ending June 2012. The most popular mode of transport for this group was private or company vehicle with 89 per cent choosing to travel by this mode.

Business visitors

A total of 4.9 million business visitors took trips to, or in, NSW in the year ending June 2012. Private or company vehicle (54 per cent) was most the popular type of transport used by domestic overnight business visitors to NSW, followed by air transport (41 per cent).

The most popular mode of transport used by international business visitors to destinations in NSW was taxi or chauffeur driven hire car (43 per cent). One in five travelled by air and 17 per cent used private or company car for transport. Only 12 per cent of international business visitors travelled by public transport.

Backpackers

In the year ending June 2012, NSW welcomed over 400,000 backpackers which are travellers who spend at least one night in hostel accommodation.

At 44 per cent, aircraft was the most popular mode of transport used by international backpackers to travel to destinations in NSW. Just over a quarter (26 per cent) used local public transport, 10 per cent travelled by long distance train and 21 per cent chose to travel by a long distance coach or bus. These travel choices are markedly different from 10 years ago when long distance coach and bus was a more popular form of travel.

Luxury market

A visitor who spends at least one night in a luxury accommodation is defined as a luxury visitor. Luxury accommodation includes luxury hotel/luxury serviced apartment/luxury resort (4 or 5 star) – as defined in the International and National Visitor Survey (TRA).

37 per cent of international luxury visitors used aircraft and less than a fifth (17 per cent) used either taxi or chauffeur driven hire car for transport to NSW destinations.

The majority of domestic luxury visitors (74 per cent) chose to travel to their destination by private or company car.

Visiting friends and relatives

Visiting friends and relatives is the second highest purpose of visit for domestic overnight visitors to NSW. Of the 24.9 million domestic overnight visitors received in NSW, almost 9.4 million stated that their main purpose was visiting friends and relatives. 80 per cent of this traveller group chose to travel by private or company car, with 14 and 5 per cent respectively traveling by air and rail.

International visitors

38 per cent of international visitors who arrived in NSW on package tours used aircraft and 36 per cent used charter or tour bus to travel to NSW destinations.

Package groups are most popular amongst visitors from China (31 per cent), Korea and Japan (12 per cent each). Close to 60 per cent of visitors from China who arrived in NSW on a package tour used charter or tour bus for transport; over a third (37 per cent) travelled by aircraft.

Most commonly used modes of transport used by traveller group to NSW

The table below details the most commonly used modes of transport by visitors to NSW.

Traveller Group/ purpose of visit	Total number of visitors in group	Private/ company vehicle	Air	Rail	Rental/ hire car	Bus or coach
Families (domestic)	2,925,000	2,609,000	207,000	45,000*	31,000*	19,000*
Business visitors (domestic+international)	4,929,000	2,504,200	1,913,400	121,500	97,000	71,900*
Backpackers (international)	408,300	67,500	181,300	42,600	28,800	83,900
Luxury travellers (domestic+international)	1,103,800	703,900	262,500	20,700*	36,500*	10,700*
Visiting friends and relatives (domestic)	9,390,000	7,550,000	1,278,000	478,000	57,000*	94,000*
International package tour visitors	500,900	40,200	191,300	3,700	14,200	8,800

*Indicates very small sample size – data is statistically unreliable.

Source: Tourism Research Australia, National and International Visitor Surveys for the year ending June 2012