

Wine Tourism in NSW

Year Ended December 2023

Source: National and International Visitor Surveys, Tourism Research Australia.



This report provides insights of wine tourism trends in NSW for the year ended (YE) Dec 2023 and comparisons with YE Dec 2019 for the international market and YE Dec 2022 for the domestic market (exc. daytrip visitors). Overall, NSW is Australia's most popular state for wine tourism by number of visitors, visitor nights and expenditure.

Note1: wine tourism visitors to NSW are defined as visitors who have been to at least one winery in NSW during their trip.

Note2: expenditure figures represent overall spend by visitors to NSW who have visited at least one winery on their trip to NSW.

International Wine Visitors to NSW

INTERNATIONAL VISITORS



Visitors
252,200
-1.3% YoY *



Nights
9.1m
-7.1% YoY



Expenditure
\$1.3bn
+13.8% YoY

* YoY = change on 2019



Average spend:

\$142 per night (+22.5% YoY)
\$5,098 per visitor (+15.3% YoY)



Average length of stay:

36.0 nights (-2.2 nights YoY)



#1 for visitors
#1 for nights
#1 for expenditure
In AUSTRALIA

NSW SHARE OF AUSTRALIA



Visitors
30%

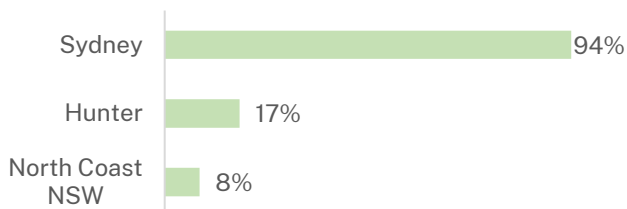


Nights
23%

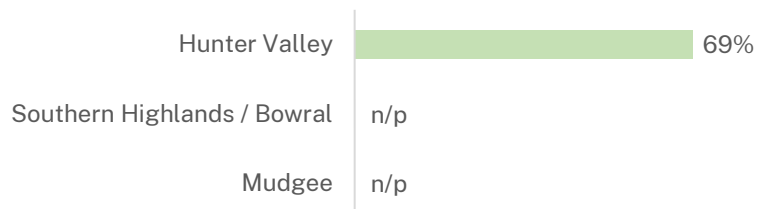


Expenditure
27%

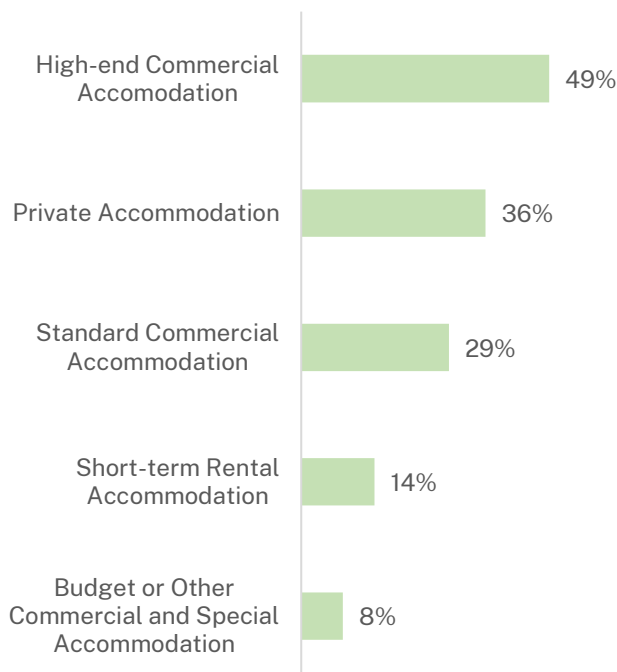
Top Tourism Regions Stayed in NSW



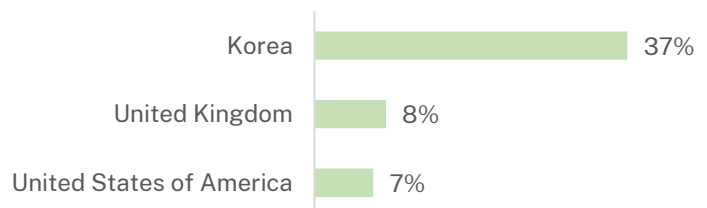
Top Wine Regions Visited in NSW



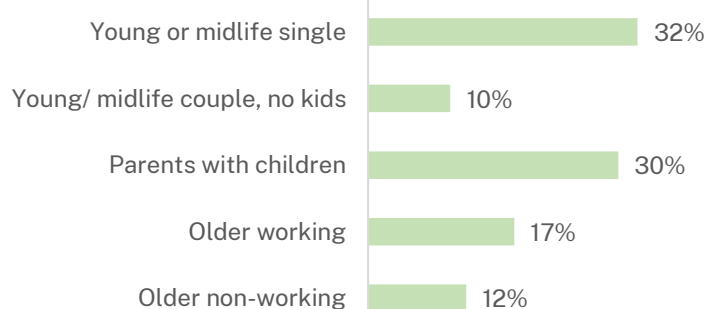
Accommodation Types



Top Source Markets



Lifecycle



Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

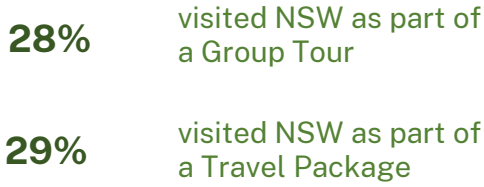
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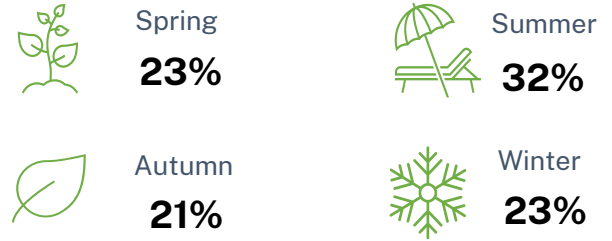
Source: National and International Visitor Surveys, Tourism Research Australia.



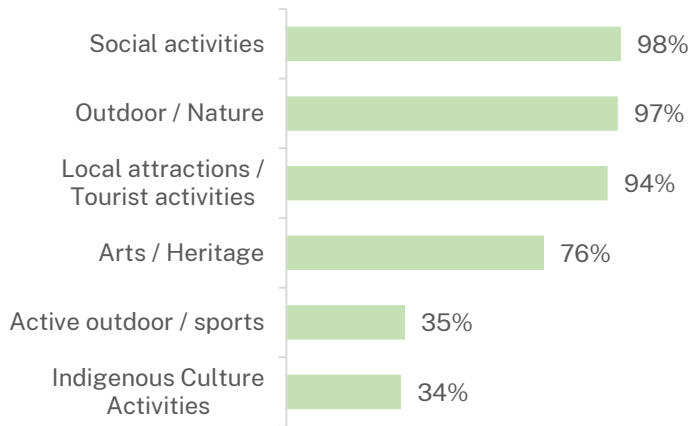
Group Tour & Travel Package



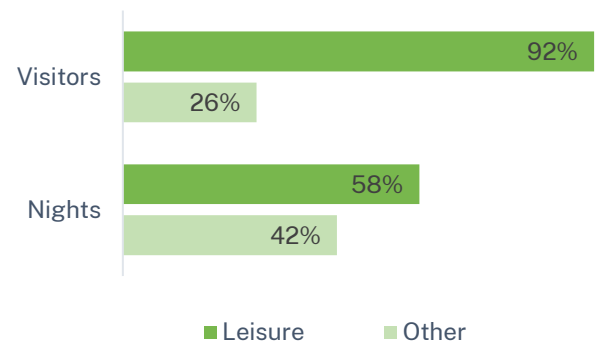
Seasonality



Activities*

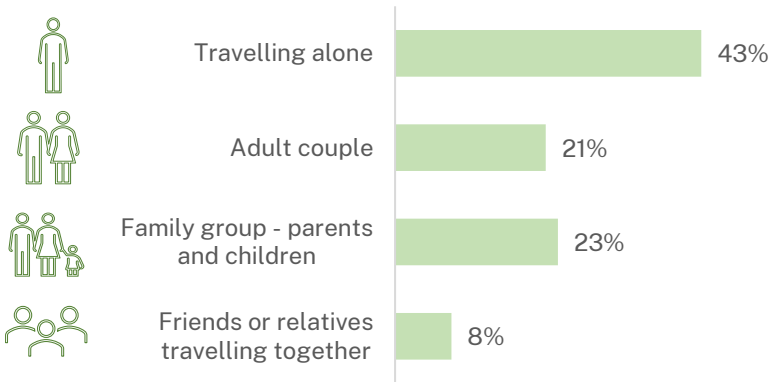


Stopover Reason

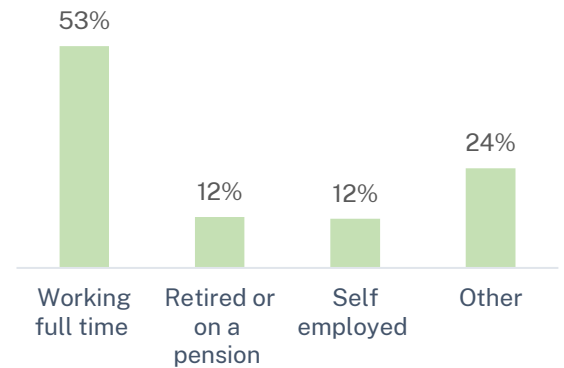


*International visitors participated in activities on their trip to Australia, not necessarily in NSW.

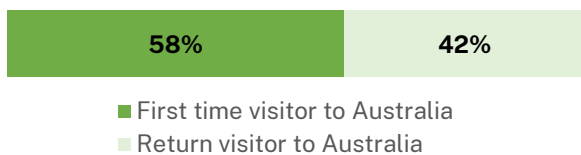
Travel Party



Employment Status



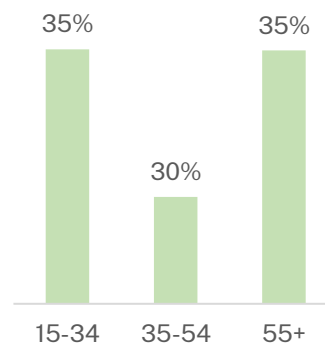
First vs Return Visitor & FIT Visitor#



FIT# 57% ✓ 43% ✗

free and independent traveller

Age



Gender



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Source: National and International Visitor Surveys, Tourism Research Australia.



Domestic Overnight Wine Visitors to NSW

DOMESTIC OVERNIGHT VISITORS



Visitors
1.8m
-8.4% YoY



Nights
6.8m
-5.2% YoY



Expenditure
\$2.1bn
-8.9% YoY
* YoY = change on 2022



Average spend:
\$312 per night (-3.9% YoY)
\$1,202 per visitor (+2.9% YoY)



Average length of stay:
4.0 nights (up 0.3 nights YoY)



#2 for visitors
#1 for nights
#1 for expenditure
In AUSTRALIA

NSW SHARE OF AUSTRALIA



Visitors
27%

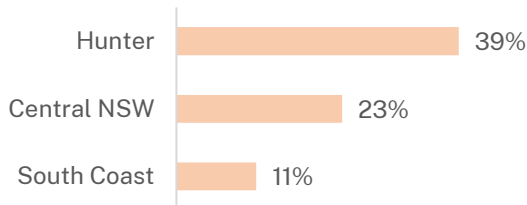


Nights
26%

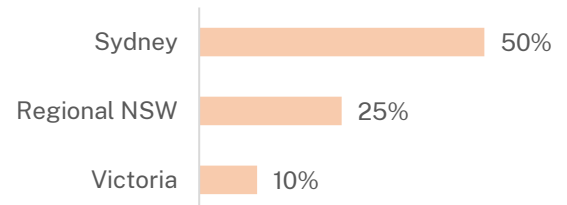


Expenditure
25%

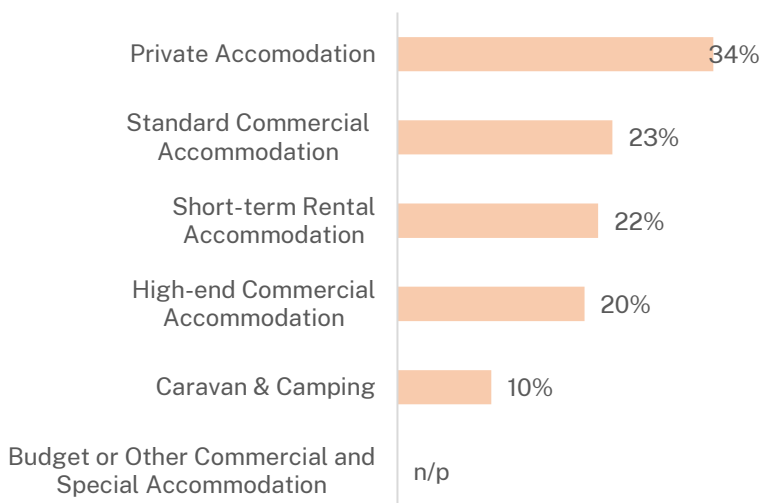
Top Tourism Regions Stayed in NSW



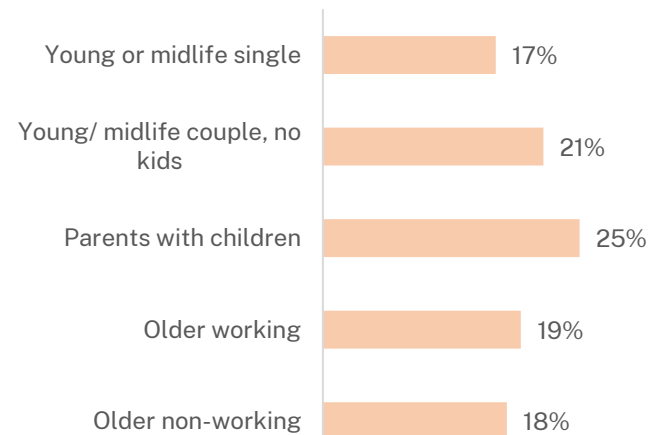
Top Source Markets



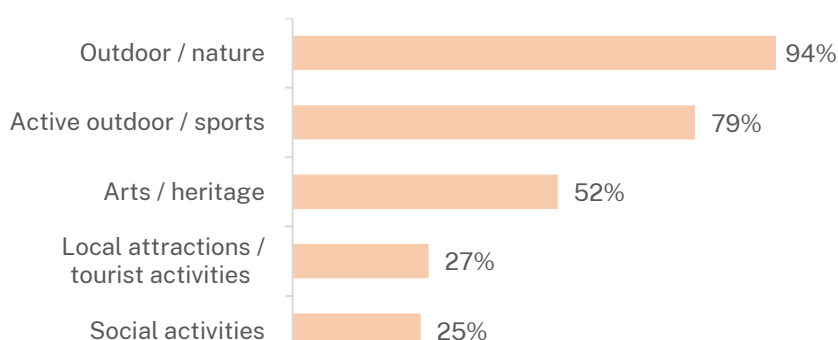
Accommodation Types



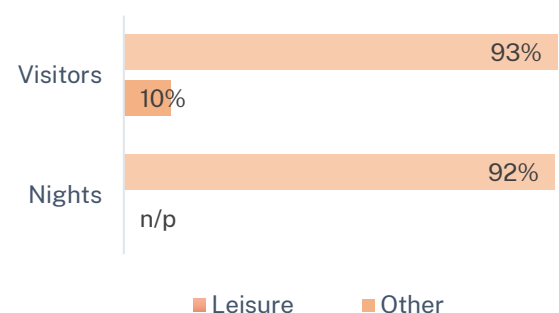
Lifecycle



Activities



Stopover Reason



Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

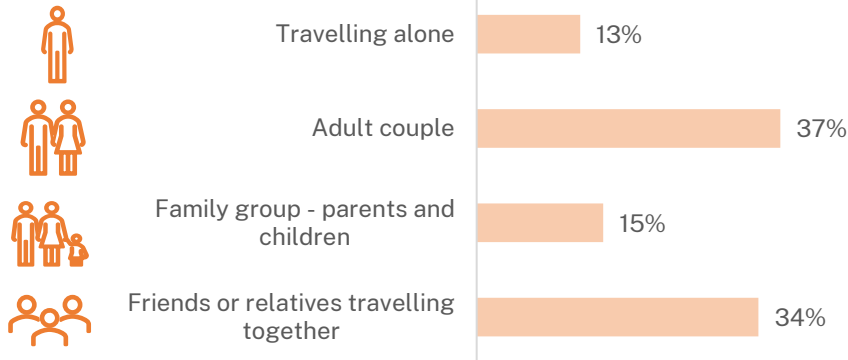
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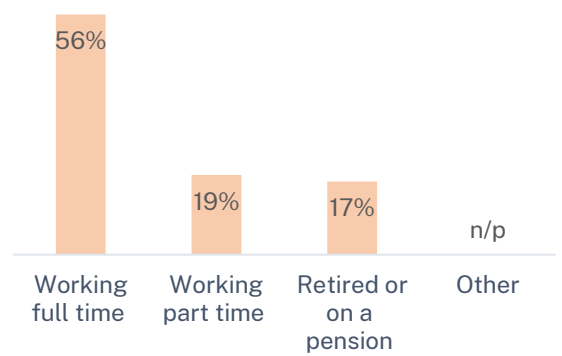
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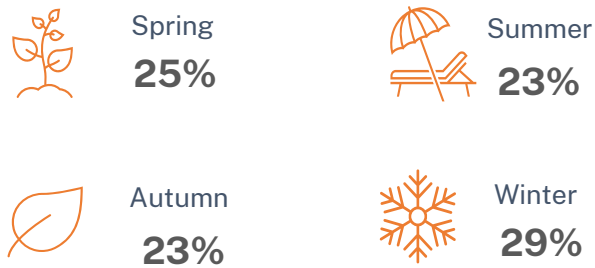
Travel Party



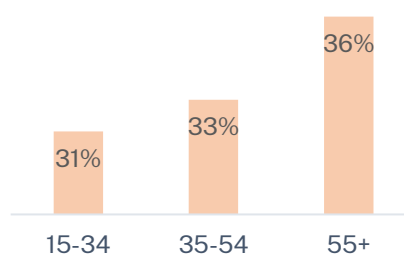
Employment Status



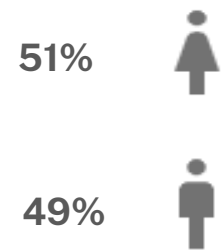
Seasonality



Age



Gender



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