

# International Visitor Profile to NSW

Year ended June 2024



Source: International Visitor Survey, Tourism Research Australia



## VISITORS

3.7m

85% vs. 2019\*



## NIGHTS

99.1m

101% vs. 2019\*



## EXPENDITURE

\$12.2bn

108% vs. 2019\*

\*vs. Pre-COVID period (YE Jun 2019)

### Average spend



\$123 per night  
\$3304 per visitor

### Average length of stay



26.8 nights

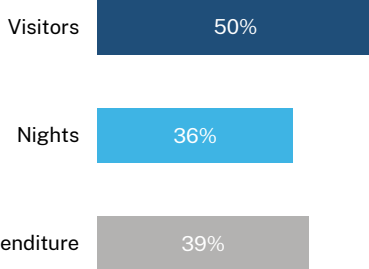


### Rank in Australia

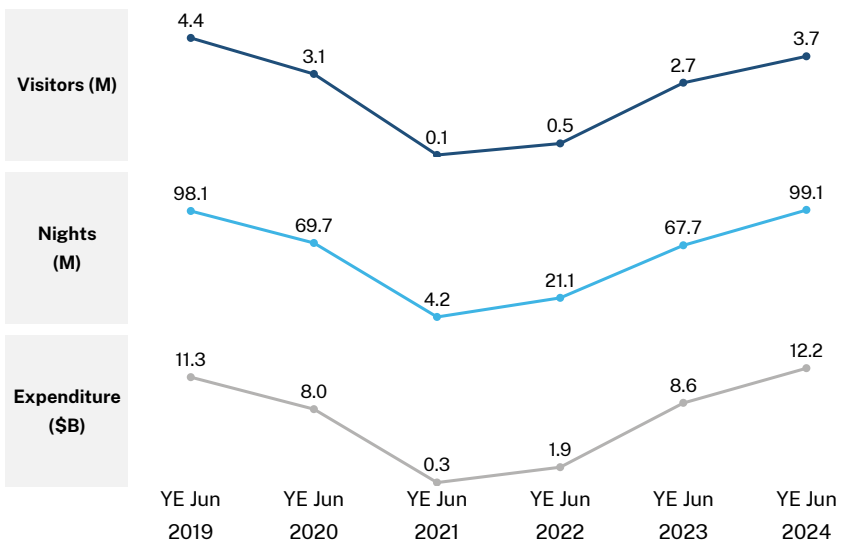
#1 for visitors  
#1 for nights  
#1 for expenditure

### NSW share of visitors to Australia

50% of international visitors visited NSW during their trip to Australia

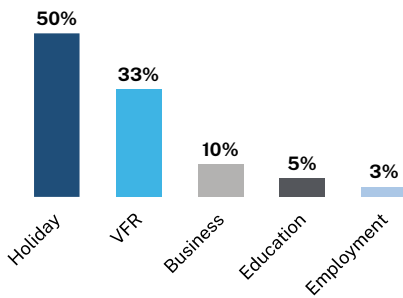


### Time Series

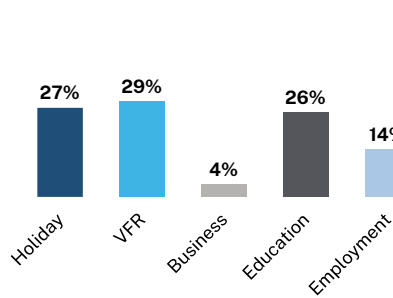


### Purpose of Visit

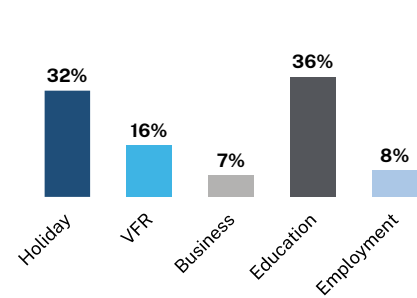
#### Visitors (000)



#### Nights (000)



#### Expenditure (\$M)



### Visitor dispersal

19% of International visitors visited Regional NSW as part of their trip

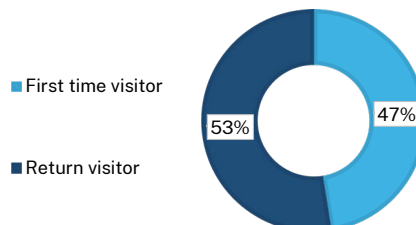
Regional NSW, 19%



Sydney, 93%

### First vs return visitor to Australia

53% of International visitors to NSW were making a return visit to Australia



### Top International Markets

The USA was the largest source market of visitors to NSW

- USA, 13%
- New Zealand, 12%
- China, 11%
- United Kingdom, 9%
- Korea, 7%

Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Base excludes 'not asked' sample.

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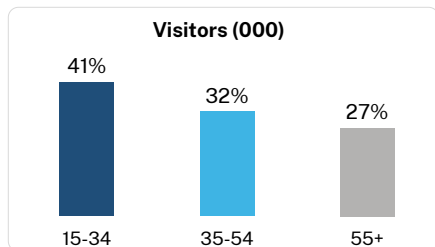
Year ended June 2024



Source: International Visitor Survey, Tourism Research Australia

## Age

'15-34 years' was the largest age group of International visitors to NSW



## Gender



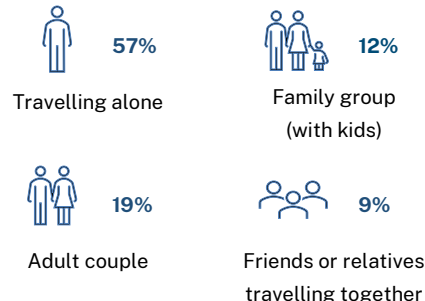
48%



52%

## Travel party

57% of International visitors to NSW were travelling alone.



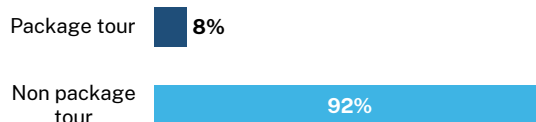
## Group tour

6% of all International visitors to NSW came to Australia as part of a group tour



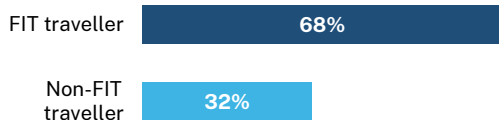
## Travel package

8% of all International visitors to NSW booked their trip as part of a package tour



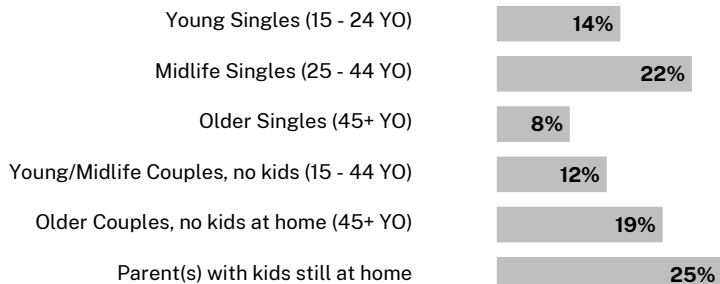
## FIT visitor#

68% of International visitors to NSW were Free and Independent Travellers



# free and independent traveller

## Lifestage



## Aviation



### Inbound seats to NSW<sup>1</sup>

10,425,406 seats

+32.6% YoY

41.2% of the total inbound seats to Australia



### Inbound flights to NSW<sup>1</sup>

37,256 flights

+30.5% YoY

39% of the total inbound flights to Australia

### Key airlines by Inbound Market Share to NSW<sup>2</sup>



1. Qantas Airways, 17%
2. Air New Zealand, 9%
3. Singapore Airlines, 6%

<sup>1</sup>International seat capacity based on direct non-stop services

<sup>1</sup>Source: Cirum June 2024, SRS Analyser June 2024

<sup>2</sup>Source: Tourism Research Australia, Visitors Arrivals and Departures June 2024

#### Notes on the report:

- Percentages may not add up to 100% due to rounding
- 'n/p' = data not publishable / For line charts n/p is not shown
- Only selected categories shown for Purpose of visit, Visitor Dispersal and Travel Party
- 'Not asked' excluded from percentage calculations where applicable

Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Base excludes 'not asked' sample.