

Travel to Regional NSW

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



OVERVIEW

DOMESTIC (overnight & daytrip)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors ('000)	51,105	55,388	56,735	60,410	63,783	72,211	53,951	50,250	57,397	67,938	18.4%
Nights ('000)	63,083	64,744	69,489	73,067	77,285	85,605	67,237	73,085	80,677	85,262	5.7%
Expenditure (\$ million)	\$12,421	\$13,385	\$13,639	\$15,046	\$16,552	\$18,981	\$14,113	\$16,558	\$21,036	\$25,153	19.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	18,465	19,470	20,602	22,241	23,990	26,887	19,841	20,606	24,147	26,362	9.2%
Nights (000)	63,083	64,744	69,489	73,067	77,285	85,605	67,237	73,085	80,677	85,262	5.7%
Average Length of Stay	3.4	3.3	3.4	3.3	3.2	3.2	3.4	3.5	3.3	3.2	-3.2%
Expenditure (\$ million)	\$9,046	\$9,609	\$9,921	\$11,165	\$12,086	\$13,897	\$10,408	\$12,920	\$16,655	\$18,743	12.5%
Spend per visitor per night (\$)	\$143	\$148	\$143	\$153	\$156	\$162	\$155	\$177	\$206	\$220	6.5%
Intrastate visitors (000)	13,397	13,978	14,797	16,443	17,779	19,991	15,531	16,117	18,331	20,008	9.2%
Interstate visitors (000)	5,068	5,492	5,805	5,799	6,212	6,896	4,309	4,489	5,816	6,354	9.3%
Intrastate nights (000)	42,664	42,237	45,328	48,955	52,554	57,393	48,846	54,655	56,711	59,872	5.6%
Interstate nights (000)	20,418	22,506	24,161	24,112	24,731	28,213	18,390	18,430	23,966	25,390	5.9%
Intrastate expenditure (\$ million)	\$6,232	\$6,585	\$6,802	\$7,928	\$8,411	\$9,595	\$7,794	\$10,065	\$12,237	\$13,634	11.4%
Interstate expenditure (\$ million)	\$2,813	\$3,024	\$3,119	\$3,237	\$3,674	\$4,302	\$2,614	\$2,855	\$4,418	\$5,109	15.6%

Main Purpose of Visit

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	8,786	9,111	9,676	10,230	10,939	11,837	8,401	9,976	11,380	12,289	8.0%
Visiting Friends & Relatives	6,567	6,865	7,129	7,686	8,512	9,903	7,079	6,685	8,299	9,177	10.6%
Business	2,258	2,619	2,797	3,134	3,508	4,108	3,339	2,949	3,454	3,835	11.0%
Other	1,179	1,246	1,420	1,688	1,429	1,590	1,431	1,449	1,458	1,563	7.2%
Total	18,465	19,470	20,602	22,241	23,990	26,887	19,841	20,606	24,147	26,362	9.2%

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	33,366	33,824	36,138	36,590	38,938	42,686	29,937	37,035	41,187	43,001	4.4%
Visiting Friends & Relatives	19,660	20,652	21,555	23,577	24,543	28,237	21,020	21,440	25,368	26,679	5.2%
Business	6,635	7,355	7,851	8,579	9,996	10,546	11,241	9,999	10,418	11,577	11.1%
Other	3,422	2,913	3,945	4,321	3,808	4,136	5,039	4,610	3,704	4,005	8.1%
Total	63,083	64,744	69,489	73,067	77,285	85,605	67,237	73,085	80,677	85,262	5.7%

Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	6,420	6,772	7,346	8,124	8,929	10,249	7,931	8,636	9,546	10,470	9.7%
Regional NSW	6,977	7,207	7,451	8,319	8,850	9,742	7,600	7,481	8,784	9,538	8.6%
Total Intrastate	13,397	13,978	14,797	16,443	17,779	19,991	15,531	16,117	18,331	20,008	9.2%
Victoria	1,634	1,811	1,791	1,928	1,897	2,319	1,471	1,360	2,183	2,154	-1.3%
Queensland	2,147	2,214	2,524	2,407	2,630	2,892	1,682	1,851	1,983	2,536	27.9%
ACT	852	958	1,016	922	1,159	1,156	851	990	1,126	1,162	3.1%
Other Interstate	435	509	473	541	525	529	306	288	524	502	-4.3%
Total Interstate	5,068	5,492	5,805	5,799	6,212	6,896	4,309	4,489	5,816	6,354	9.3%
Grand Total	18,465	19,470	20,602	22,241	23,990	26,887	19,841	20,606	24,147	26,362	9.2%

n/p = not publishable (sample < 30); '-' = not calculable

Travel to Regional NSW

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



DOMESTIC OVERNIGHT TRAVEL

Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	4,055	4,508	4,680	5,189	5,610	6,099	4,531	4,482	5,940	5,749	-3.2%
30-39	2,932	3,133	3,285	3,665	4,144	4,643	3,475	3,356	3,919	4,395	12.1%
40-49	3,464	3,354	3,574	4,020	3,986	4,214	3,241	3,727	3,943	4,343	10.1%
50-59	3,364	3,707	3,933	3,856	4,260	4,629	3,565	3,615	4,136	4,512	9.1%
60-69	2,929	3,177	3,375	3,387	3,640	4,510	3,210	3,405	3,801	4,332	14.0%
70+	1,721	1,591	1,755	2,124	2,351	2,793	1,819	2,020	2,408	3,031	25.9%
Total	18,465	19,470	20,602	22,241	23,990	26,887	19,841	20,606	24,147	26,362	9.2%

Travel Party

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Travelling alone	4,368	4,746	5,094	5,628	6,354	7,441	5,975	5,467	6,725	7,169	6.6%
Adult couple	4,854	5,407	5,784	6,306	6,530	7,285	5,285	5,709	6,566	7,557	15.1%
Family group - parents and children	4,037	3,987	3,837	4,216	4,109	4,509	3,361	3,645	4,188	4,389	4.8%
Friends/relatives travelling together	4,314	4,314	4,878	4,950	5,738	6,200	4,237	4,939	5,661	5,975	5.6%
Other travel party	892	1,017	1,009	1,140	1,259	1,452	982	846	1,006	1,272	26.4%
Total	18,465	19,470	20,602	22,241	23,990	26,887	19,841	20,606	24,147	26,362	9.2%

Activities (sorted by the latest year)

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	16,015	17,060	17,775	19,211	20,770	23,598	16,397	16,901	19,716	22,139	12.3%
Outdoor / nature	7,722	8,348	8,938	9,532	10,357	12,308	8,830	10,118	10,982	12,646	15.2%
Active outdoor / sports	5,070	5,084	5,772	6,176	6,691	7,601	5,201	5,825	6,368	7,115	11.7%
Local attractions / tourist activities	3,218	3,517	3,609	3,565	3,768	4,342	2,684	3,677	3,892	4,303	10.6%
Arts / heritage	2,606	2,761	2,960	3,018	3,182	3,643	1,963	2,361	2,948	3,212	9.0%

Top 3 Accommodation types used (sorted by the latest year)

Nights (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Private Accommodation	25,890	28,205	29,133	31,931	33,892	39,535	33,316	32,515	36,985	35,641	-3.6%
Caravan & Camping	14,096	13,505	16,003	15,042	15,970	17,148	12,086	14,366	14,842	18,638	25.6%
Standard Commercial Accommodation	9,894	10,161	10,822	11,363	12,138	13,333	8,855	11,110	12,999	16,014	23.2%

Top 3 types of Transport used (sorted by the latest year)

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	16,224	17,371	18,372	19,611	21,500	23,925	18,110	19,256	22,181	23,760	7.1%
Aircraft	1,158	1,223	1,359	1,603	1,539	1,778	1,005	879	1,306	1,564	19.8%
Other Land Transport (Bus, Train, etc.)	975	852	914	959	956	1,109	680	527	736	985	33.7%

n/p = not publishable (sample < 30); '-' = not calculable

Travel to Regional NSW

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Visitors (000)	32,641	35,918	36,132	38,169	39,793	45,324	34,111	29,644	33,250	41,576	25.0%
Expenditure (\$ million)	\$3,375	\$3,776	\$3,719	\$3,882	\$4,466	\$5,084	\$3,705	\$3,639	\$4,381	\$6,410	46.3%
Spend per visitor (\$)	\$103	\$105	\$103	\$102	\$112	\$112	\$109	\$123	\$132	\$154	17.0%

Main Purpose of Trip

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Holiday	16,305	18,242	18,742	19,123	20,578	22,110	15,539	14,225	15,527	19,871	28.0%
Visiting Friends & Relatives	9,246	9,597	9,358	10,351	10,816	12,052	9,028	7,057	8,835	10,992	24.4%
Business	2,932	3,190	3,238	3,226	3,764	5,612	4,549	3,627	4,122	4,628	12.3%
Other	4,159	4,889	4,794	5,469	4,635	5,550	4,995	4,735	4,766	6,085	27.7%
Total	32,641	35,918	36,132	38,169	39,793	45,324	34,111	29,644	33,250	41,576	25.0%

Origin

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Sydney	10,778	11,751	12,142	12,701	12,792	15,099	10,871	8,401	10,031	13,891	38.5%
Regional NSW	18,503	20,214	20,005	21,350	22,252	25,266	20,155	18,762	20,112	23,372	16.2%
Total Intrastate	29,282	31,966	32,146	34,050	35,044	40,364	31,026	27,163	30,143	37,263	23.6%
Total Interstate	3,359	3,952	3,986	4,118	4,749	4,959	3,085	2,481	3,107	4,313	38.8%
Total	32,641	35,918	36,132	38,169	39,793	45,324	34,111	29,644	33,250	41,576	25.0%

Age

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
15-29	6,485	7,948	7,831	7,908	8,468	9,450	7,047	5,867	7,597	9,255	21.8%
30-39	5,474	5,634	5,238	5,940	6,175	7,735	5,357	4,329	4,863	6,175	27.0%
40-49	5,671	6,180	5,950	5,712	6,474	6,690	4,665	4,446	4,402	6,253	42.0%
50-59	5,896	5,872	6,342	6,870	6,802	7,161	5,740	4,892	5,487	6,406	16.7%
60-69	5,738	6,184	6,536	6,724	6,673	8,453	6,742	5,387	5,835	7,364	26.2%
70+	3,377	4,100	4,237	5,014	5,201	5,835	4,559	4,724	5,066	6,123	20.9%
Total	32,641	35,918	36,132	38,169	39,793	45,324	34,111	29,644	33,250	41,576	25.0%

Activities

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Social activities	25,859	28,624	28,822	30,349	31,610	35,820	25,015	20,324	23,152	30,860	33.3%
Outdoor / nature	7,394	8,786	8,948	9,749	10,395	12,572	8,732	7,568	7,895	11,370	44.0%
Active outdoor / sports	3,881	3,941	3,594	4,134	4,425	5,918	3,742	3,338	3,294	4,894	48.6%
Local attractions / tourist activities	2,363	2,652	2,779	2,491	2,832	3,204	1,935	1,612	2,039	2,757	35.2%
Arts / heritage	2,216	2,657	2,935	3,019	3,089	3,369	1,568	1,771	1,557	2,531	62.6%

Transport used

Visitors (000)	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	% change 2023 vs. 2022
Self-drive Land Vehicle	31,123	34,377	34,805	36,517	38,254	43,303	33,002	28,798	32,416	39,899	23.1%
Other or Mixed Transport	1518	1541	1327	1652	1538	2021	1109	846	835	1677	100.8%

n/p = not publishable (sample < 30); '-' = not calculable

Regional NSW includes: Blue Mountains, Capital Country, Central Coast, Central NSW, The Hunter, The Murray, New England North West, North Coast, The Outback, Riverina, Snowy Mountains and South Coast.