

Canada Visitor Profile to NSW

Year ended December 2023



Source: International Visitor Survey, Tourism Research Australia



VISITORS

88,500

80% vs. 2019*



NIGHTS

1.6m

101% vs. 2019*



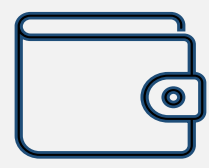
EXPENDITURE

\$179.9m

106% vs. 2019*

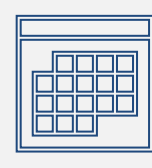
*vs. Pre-COVID period (YE Dec 2019)

Average spend



\$111 per night
\$2034 per visitor

Average length of stay



18.3 nights

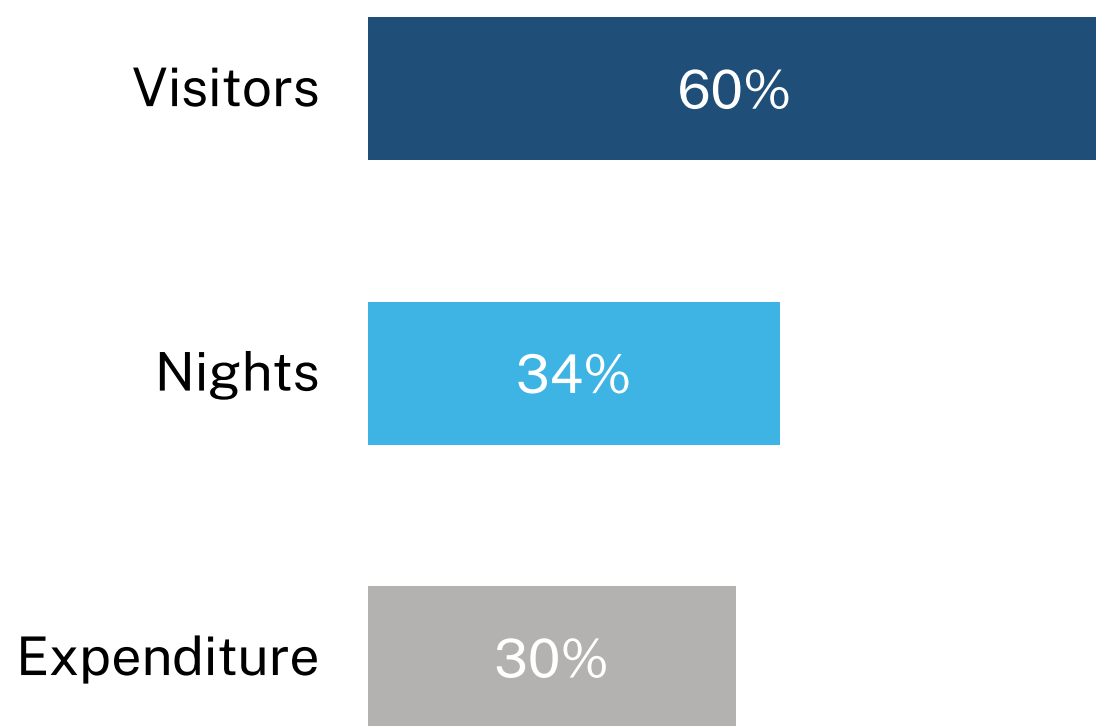
Rank in NSW



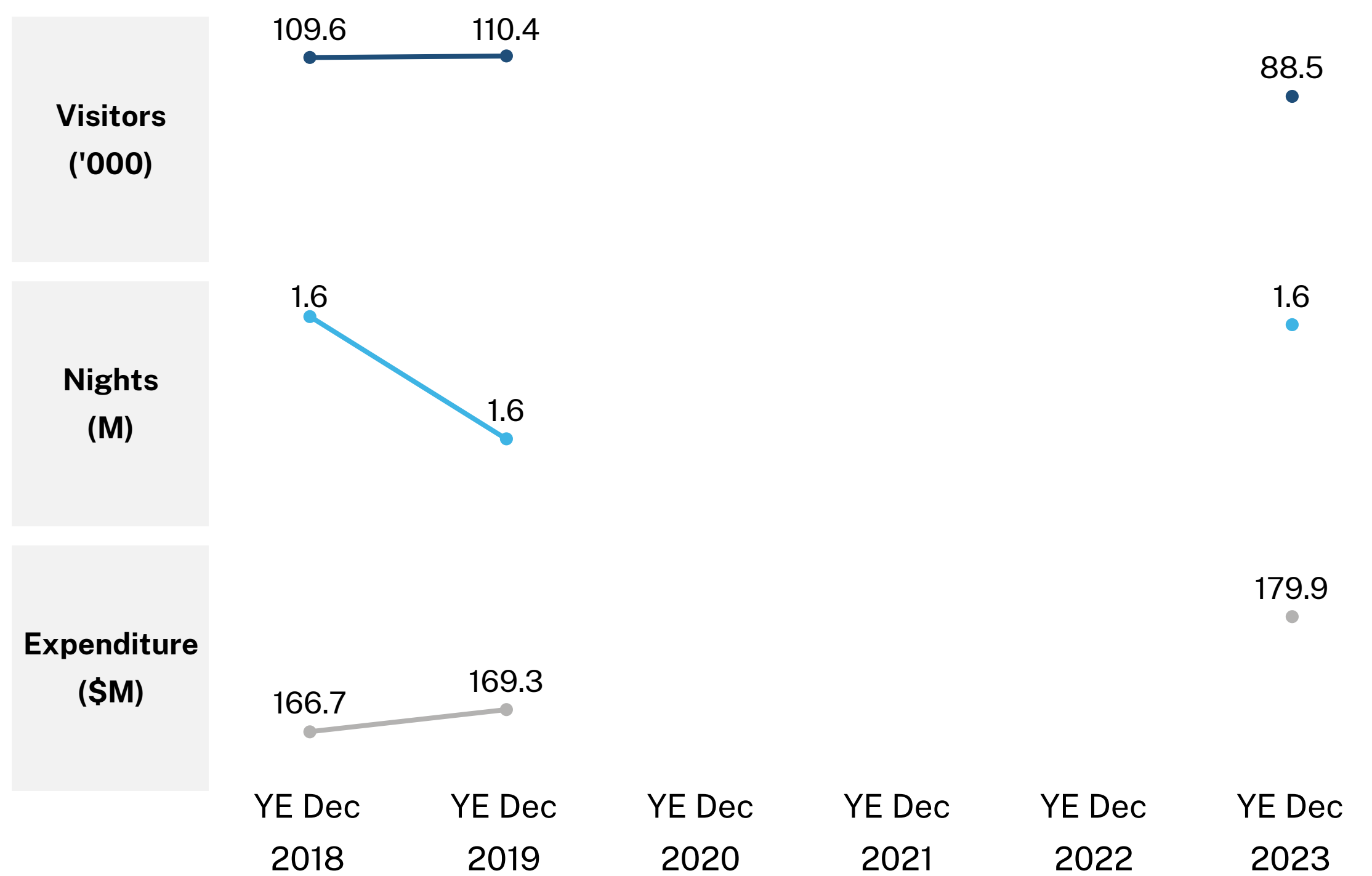
#11 for visitors
#12 for nights
#14 for expenditure

NSW share of visitors to Australia

60% of international visitors from Canada visited NSW during their trip to Australia

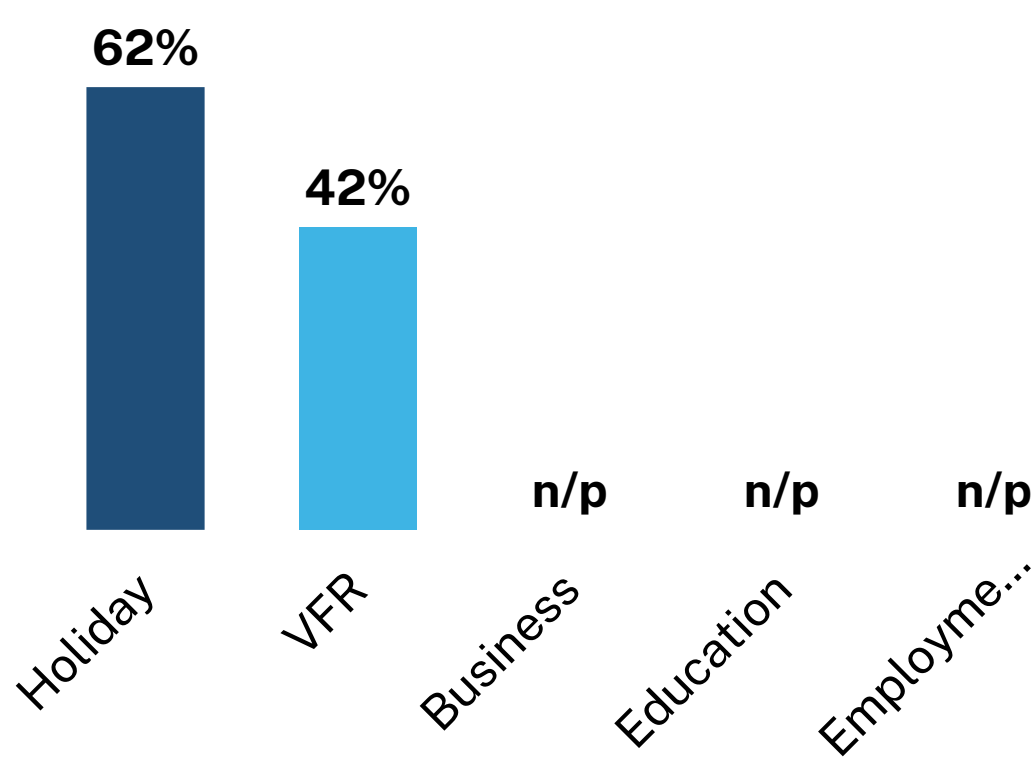


Time Series

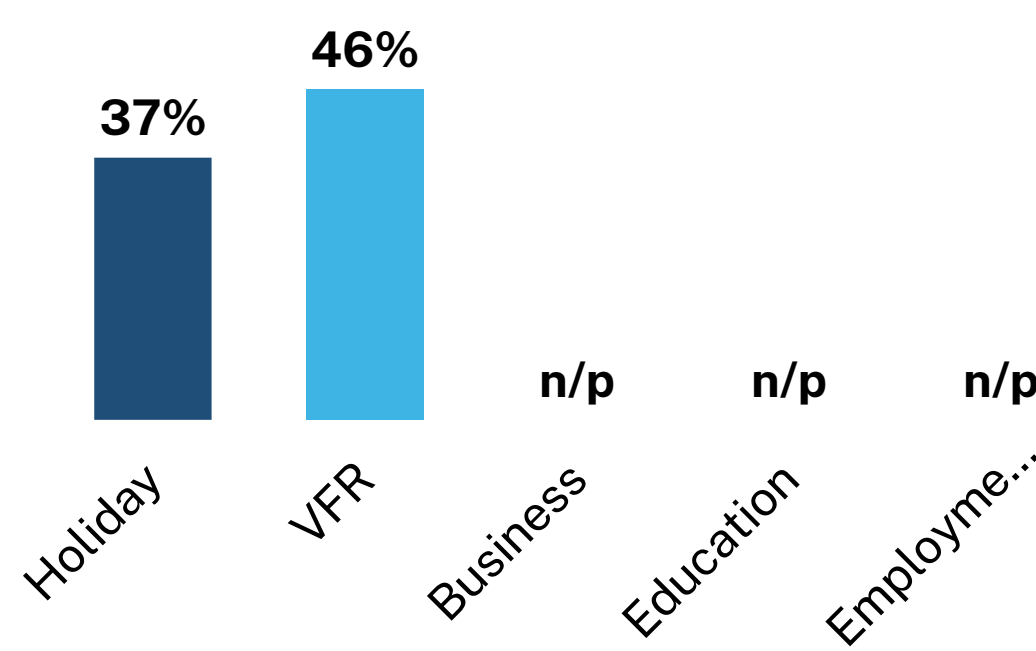


Purpose of Visit

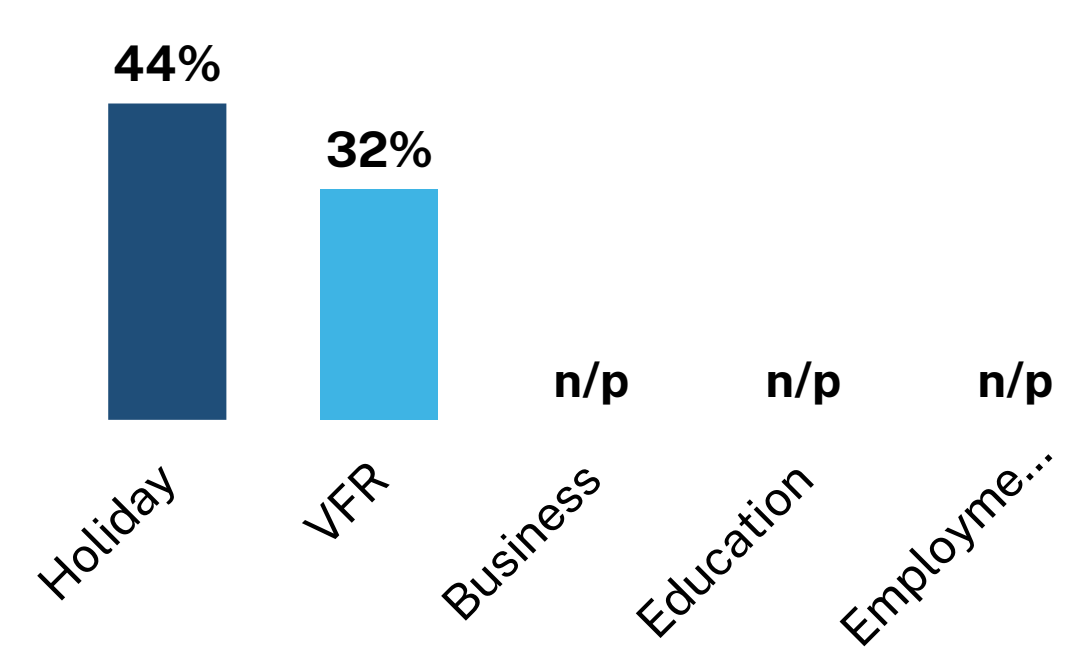
Visitors (000)



Nights (000)



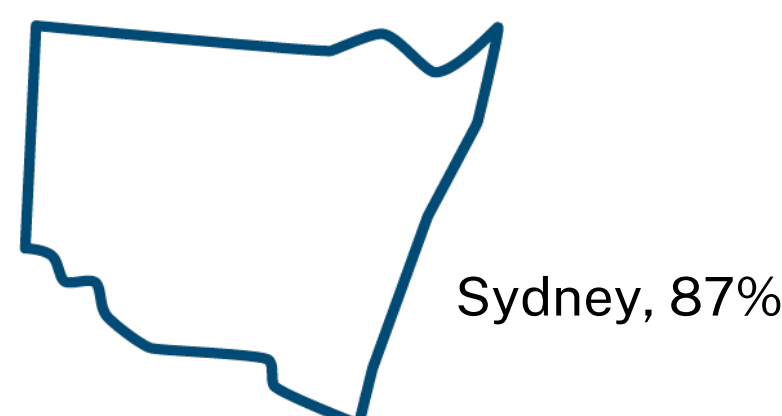
Expenditure (\$M)



Visitor dispersal

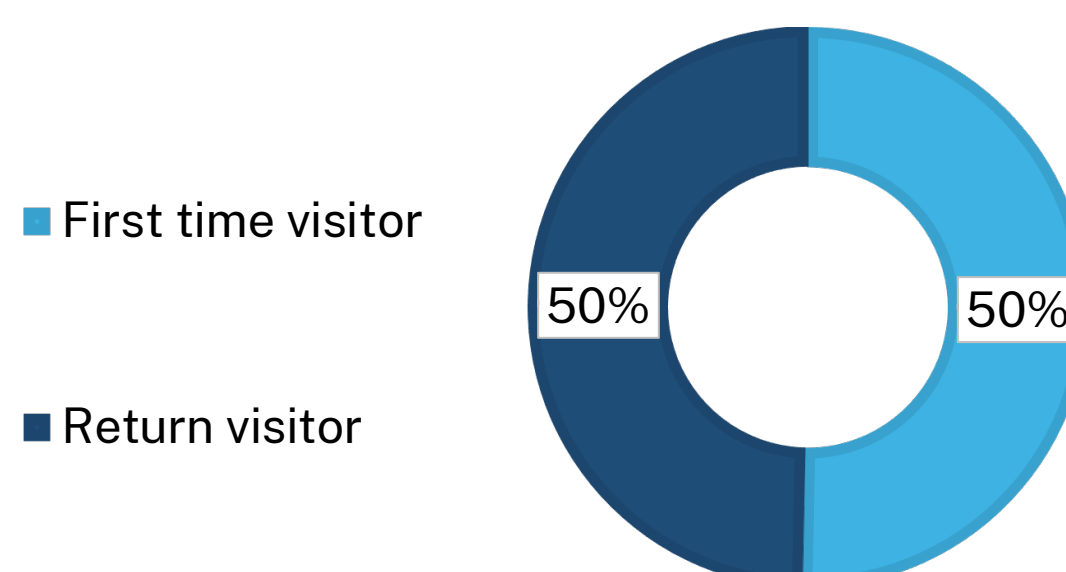
40% of visitors from Canada visited Regional NSW as part of their trip

Regional NSW, 40%



First vs return visitor to Australia

50% of visitors from Canada to NSW were making a return visit to Australia



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

Canada Visitor Profile to NSW

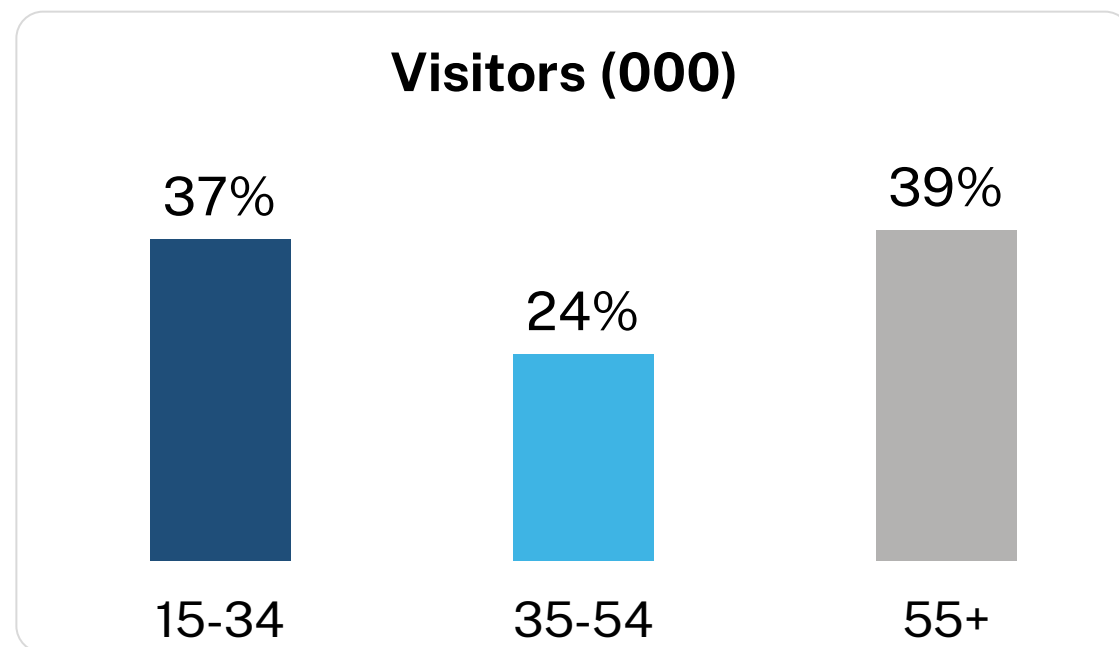
Year ended December 2023



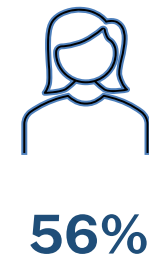
Source: International Visitor Survey, Tourism Research Australia

Age

'55+' was the largest age group of visitors from Canada to NSW

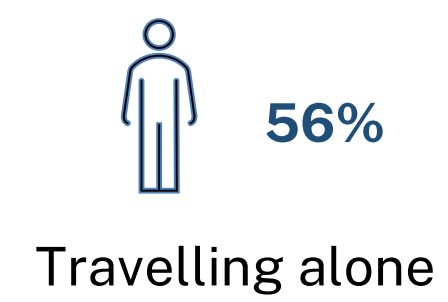


Gender



Travel party

56% of visitors from Canada to NSW were travelling alone.



Travelling alone



Family group (with kids)



Adult couple



Friends or relatives travelling together

Group tour

97% of all visitors to NSW from Canada didn't travel to Australia on a group tour

Group tour n/p



Travel package

94% of all visitors to NSW from Canada did not travel to Australia as part of a package tour

Package tour n/p



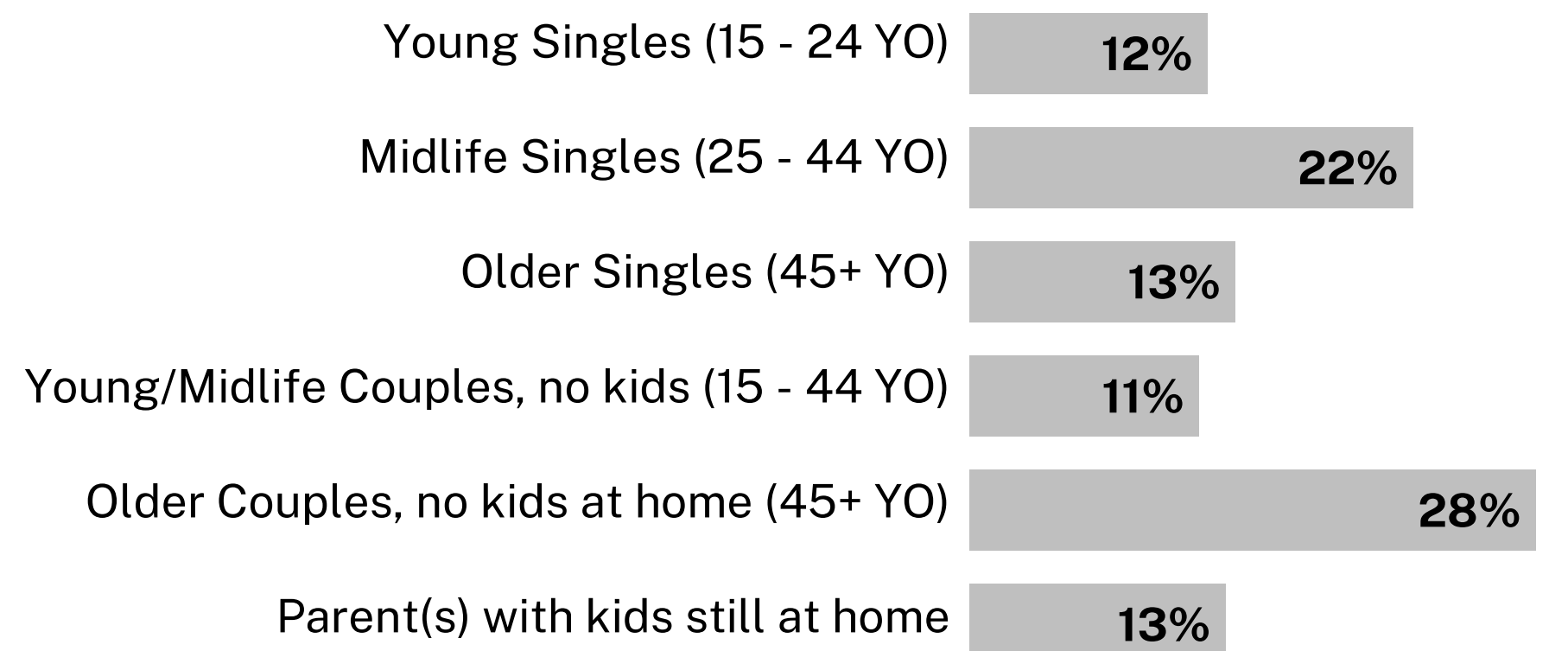
FIT visitor#

82% of visitors to NSW from Canada were Free and Independent Travellers



free and independent traveller

Lifestage



Aviation



Inbound seats to Sydney

154,082 seats

+5.6% YoY

1.6% of the total inbounds seats available at Sydney Airport

Key airlines



1. Air Canada, 48%
2. Qantas Airways, 18%
3. United Airlines, 5%

Source: International seat capacity based on direct non-stop services - YE December 2023, OAG

Source: Short term arrivals to Sydney, Tourism Research Australia