

# International Visitor Profile to NSW

Year ended December 2025



Source: International Visitor Survey, Tourism Research Australia



## VISITORS

4.1m

8.0% YoY



## NIGHTS

105.9m

5.1% YoY



## EXPENDITURE

\$15.0bn

25.1% YoY

### Average spend



\$142 per night  
\$3,659 per visitor

### Average length of stay



25.8 nights

### Rank in Australia



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

### NSW share of visitors to Australia

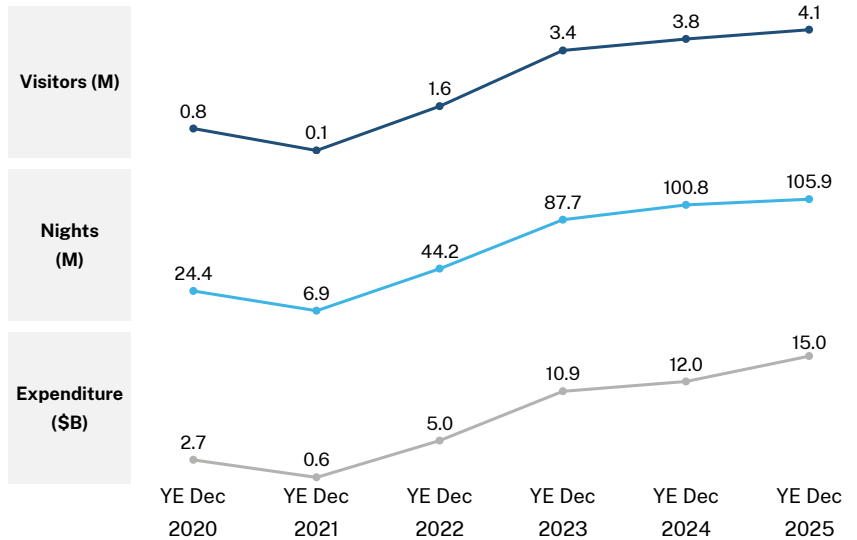
50% of international visitors visited NSW during their trip to Australia

Visitors 50%

Nights 34%

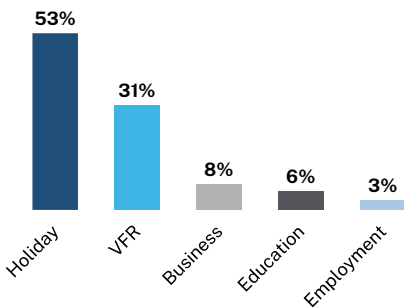
Expenditure 38%

### Time Series

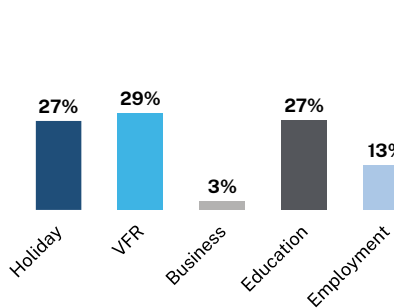


### Purpose of Visit

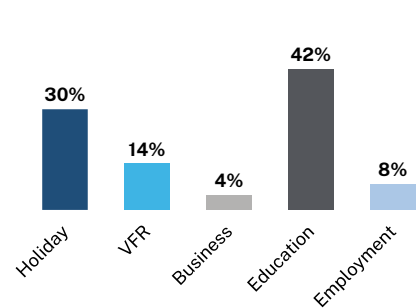
#### Visitors



#### Nights



#### Expenditure



### Visitor dispersal

18% of International visitors visited Regional NSW as part of their trip

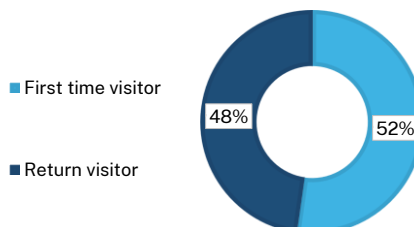
Regional NSW, 18%



Sydney, 93%

### First vs return visitor to Australia

48% of International visitors to NSW were making a return visit to Australia



### Top International Markets

China was the largest source market of visitors to NSW

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

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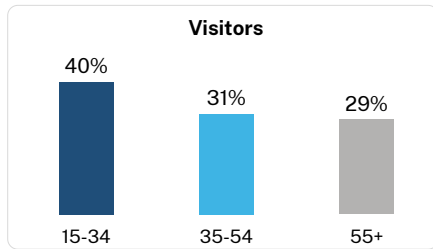
Year ended December 2025



Source: International Visitor Survey, Tourism Research Australia

## Age

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



## Gender



45%



55%

## Travel party

53% of International visitors to NSW were travelling alone.



53%

Travelling alone



14%

Family group (with kids)



21%

Adult couple



9%

Friends or relatives travelling together

## Group tour

9% of all International visitors to NSW came to Australia as part of a group tour

Group tour **9%**

Non group tour **91%**

## Travel package

9% of all International visitors to NSW booked their trip as part of a package tour

Package tour **9%**

Non package tour **91%**

## FIT visitor#

67% of International visitors to NSW were Free and Independent Travellers

FIT traveller **67%**

Non-FIT traveller **33%**

# free and independent traveller

## Lifestage

Young Singles (15 - 24 YO) **14%**

Midlife Singles (25 - 44 YO) **22%**

Older Singles (45+ YO) **8%**

Young/Midlife Couples, no kids (15 - 44 YO) **12%**

Older Couples, no kids at home (45+ YO) **19%**

Parent(s) with kids still at home **24%**

## Aviation



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

10,915,543 seats

+4.2% YoY

38.7% of the total inbound international seats to Australia



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

38,618 flights

+3.0% YoY

35.9% of the total inbound international flights to Australia

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



1. Qantas Airways, 16%

2. Air New Zealand, 8%

3. Jetstar (Australia), 6%

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

<sup>1</sup>Source: Cirium, Sky Warehouse YE December 2025  
Accessed December 2025

<sup>2</sup>Source: Tourism Research Australia, Visitors Arrivals and Departures YE December 2025

### 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