

# Regional NSW Visitor Profile

Year ended December 2023

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia



International data is not available for the period YE December 2020 – YE December 2022.

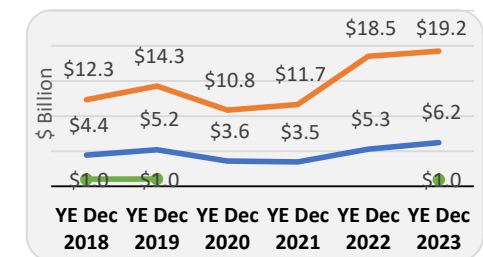
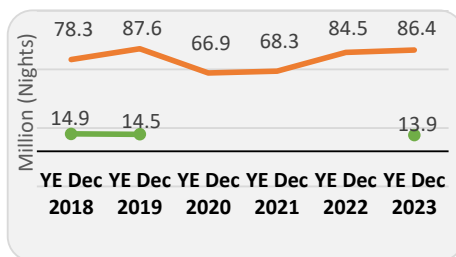
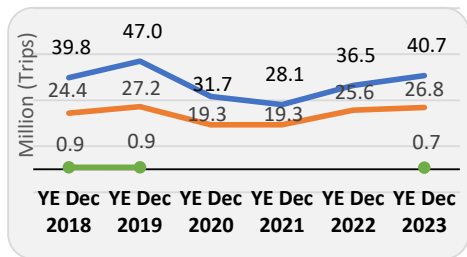
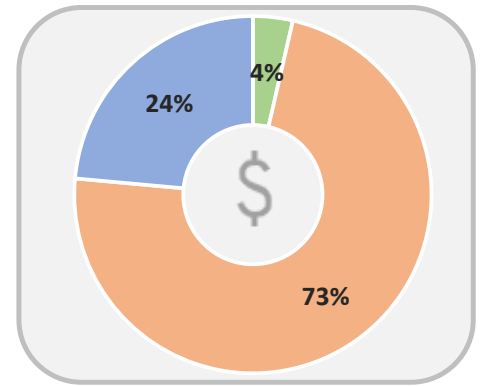
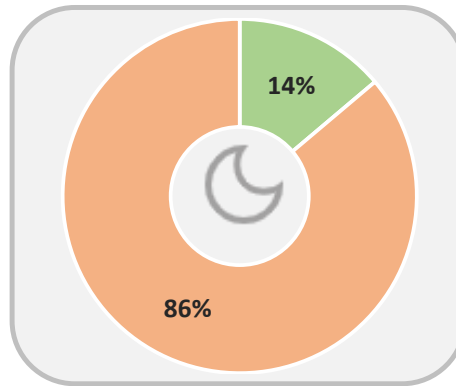
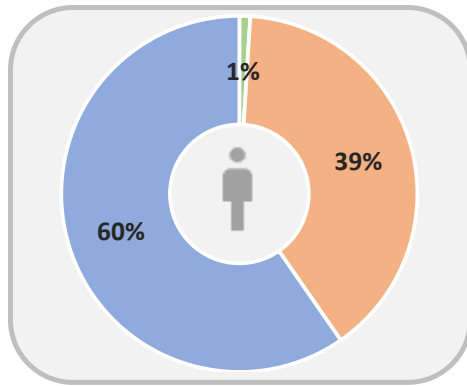
## TOTAL DOMESTIC & INTERNATIONAL

**Visitors**  
68.2m

**Nights**  
100.3 m

**Expenditure**  
\$26.4bn

International Domestic Overnight Domestic Daytrip



## Domestic overnight travel

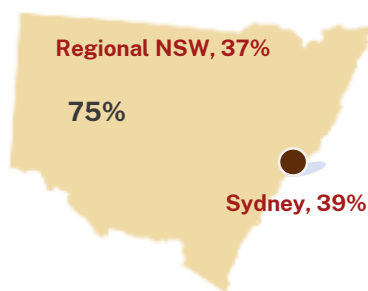
Visitors: 26.8m (+4.6% YoY)  
Nights: 86.4m (+2.3% YoY)  
Expenditure: \$19.2bn (+4.0% YoY)

Average spend  
\$223 per night  
\$717 per visitor

Average length of stay:  
3.2 nights

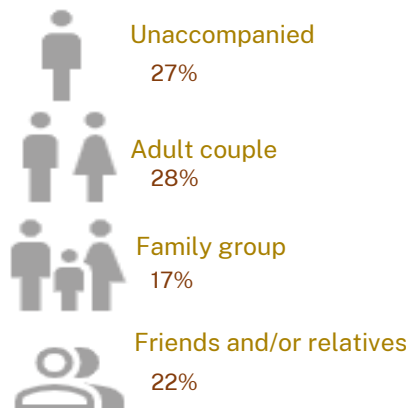
### Origin

75% of the visitors came from within New South Wales

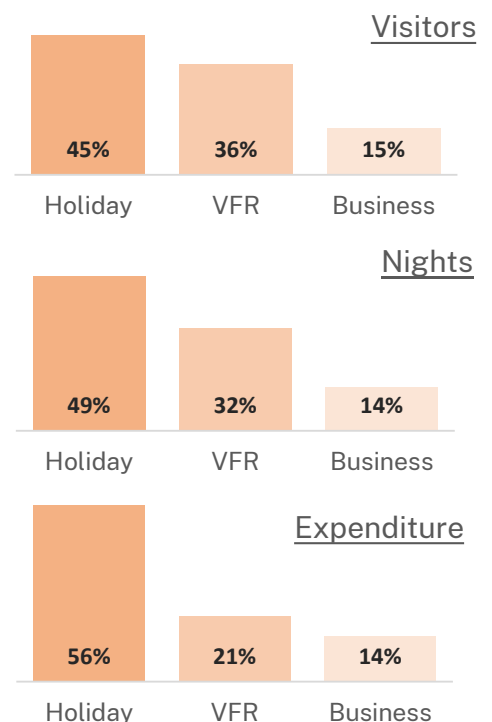


### Travel party

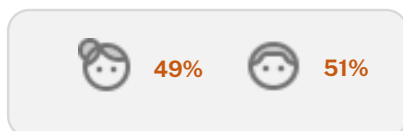
28% of the visitors were adult couple



### Purpose of visit



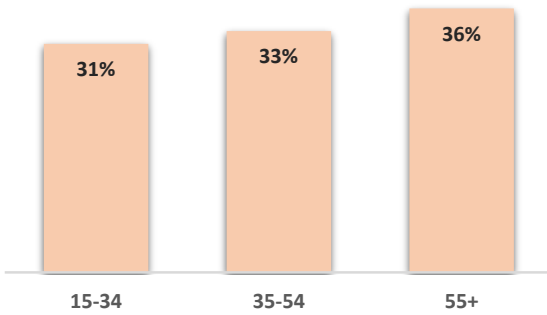
### Gender



\*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

### Age

55+ years' was the largest age group of the visitors to the region



### Travel season\*



**Summer**

26%



**Spring**

25%



**Autumn**

25%



**Winter**

24%

\*by month returned from the trip

## Domestic daytrip travel

Visitors: 40.7m (+11.5% YoY)

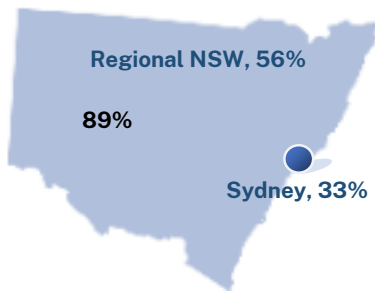
Expenditure: \$6.2bn (+17.9% YoY)



Average spend  
\$153 per visitor

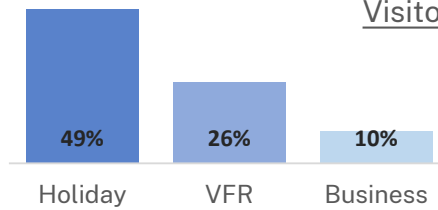
### Origin

89% of the visitors to the region came from NSW

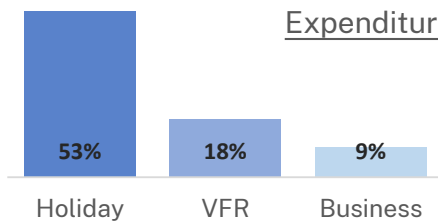


### Purpose of visit

#### Visitors



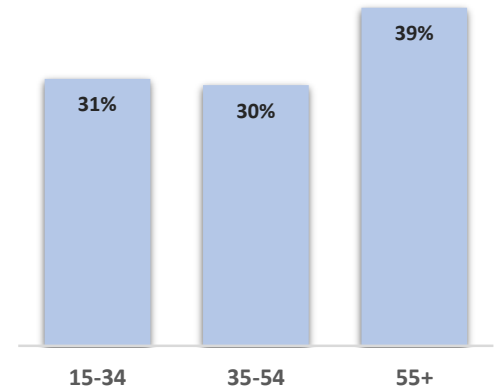
#### Expenditure



\*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

### Age

55+ years' was the largest age group of the visitors to the region



### Travel season\*



**Summer**

26%



**Spring**

23%



**Autumn**

26%



**Winter**

25%

\*by month returned from the trip

### Gender



46%



54%

### International travel

**% of recovery on YE Dec 19**

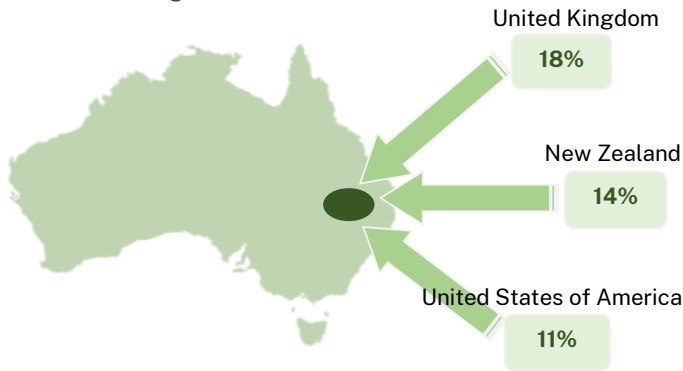
Visitors: 675,400	79%
Nights: 13.9m	96%
Expenditure: \$951.1m	92%

**Average spend**  
 \$69 per night  
 \$1,408 per visitor

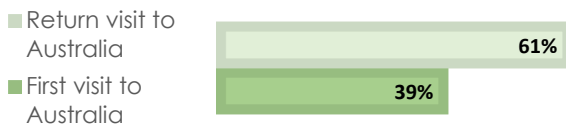
**Average length of stay:**  
 20.6 nights

#### Top 3 origin markets

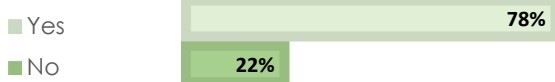
United Kingdom was the largest individual source market of visitors to the region



#### First vs return visitor



#### FIT visitor#

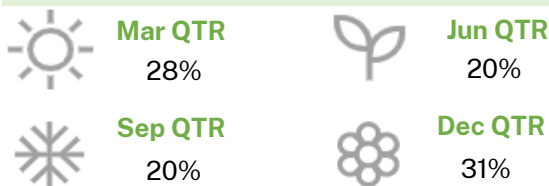


# free and independent traveller

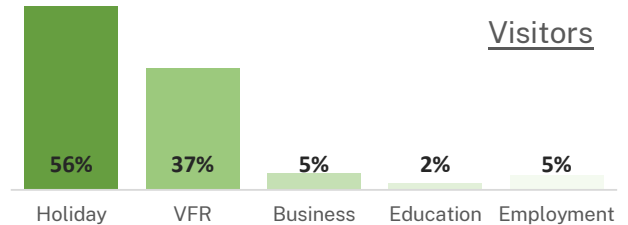
#### Travel party



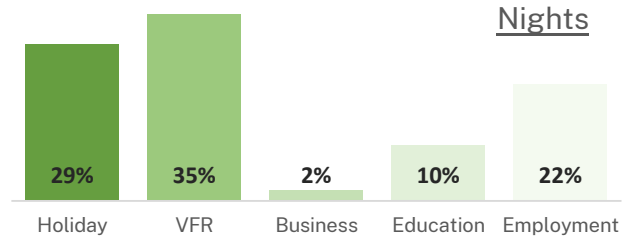
#### Travel quarter



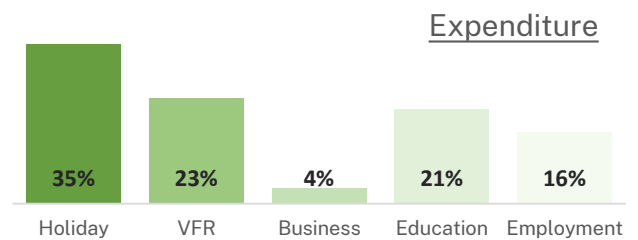
#### Purpose of visit



Visitors



Nights



Expenditure

\*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

#### Age

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

