

New South Wales Domestic Visitor Profile

Year ending September 2024

Source: National Visitor Survey, Tourism Research Australia



Total Domestic Visitation to NSW

VISITORS



96.8m

NIGHTS



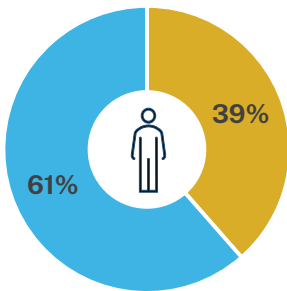
115.5m

EXPENDITURE

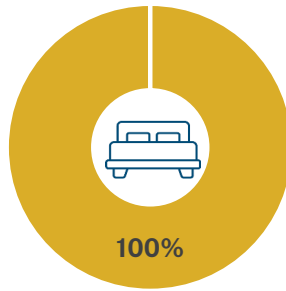


\$40.8b

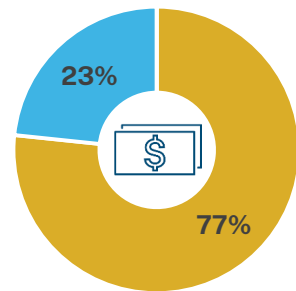
Share by visitor type



Share by visitor type

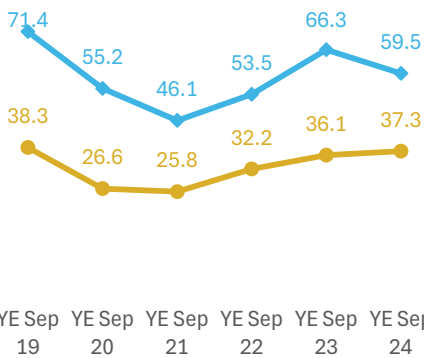


Share by visitor type

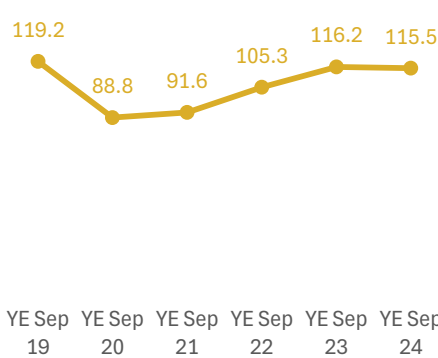


Domestic overnight Domestic day

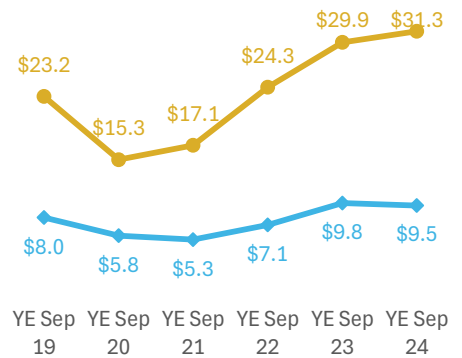
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



NSW market share of Australia

	Visitors	Nights	Expenditure
Domestic overnight	33% (1st)	29% (1st)	28% (1st)
Domestic day	30% (1st)	-	31% (1st)

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Domestic Overnight Travel

Visitors: 37.3m (+3.2% YOY)

Nights: 115.5m (-0.7% YOY)

Expenditure: \$31.3b (+4.7% YOY)

Average spend

\$271 per night

\$839 per visitor



Average length of stay

3.1 nights



Ranking in Australia

1st for visitors

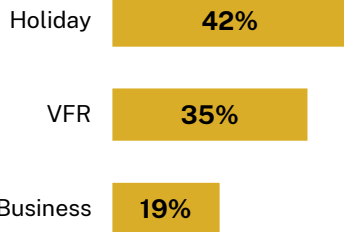
1st for nights

1st for expenditure

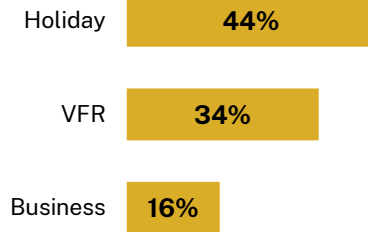


Purpose of visit - % share of total

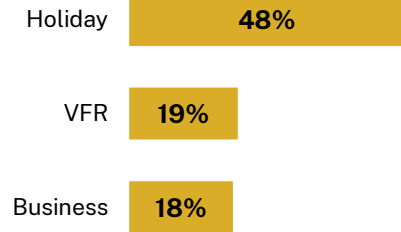
Visitors



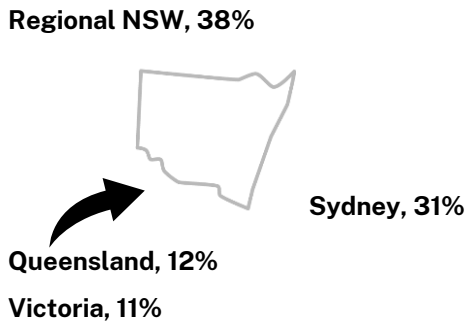
Nights



Expenditure



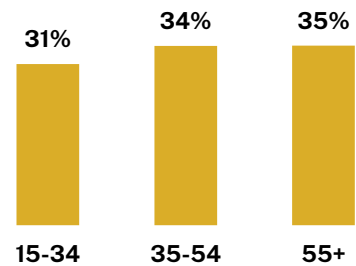
Visitor Origin



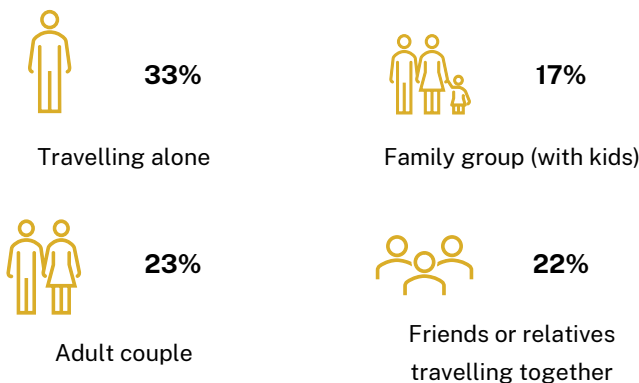
Gender



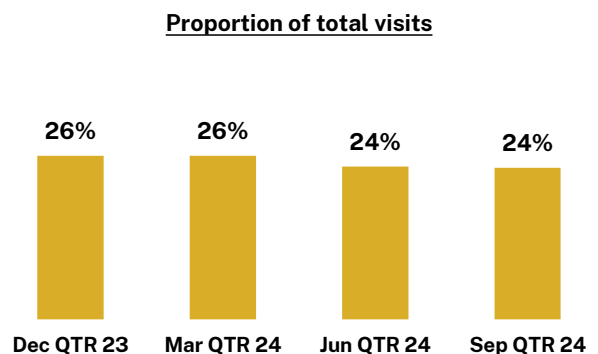
Age



Travel Party



Visitation by quarter



New South Wales Domestic Visitor Profile

Year ending September 2024

Source: National Visitor Survey, Tourism Research Australia



Domestic Daytrip Travel

Visitors: 59.5m (-10.2% YOY)

Expenditure: \$9.5b (-3.1% YOY)



Average spend

\$160 per visitor

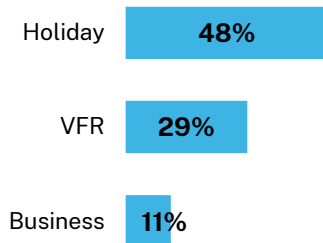


Ranking in Australia

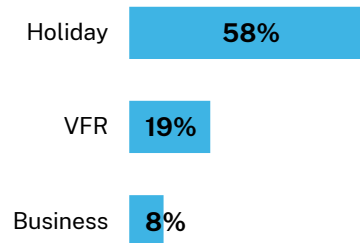
1st for visitors
1st for expenditure

Purpose of visit - % share of total

Visitors



Expenditure



Visitor Origin

Regional NSW, 48%



Sydney, 44%

Gender

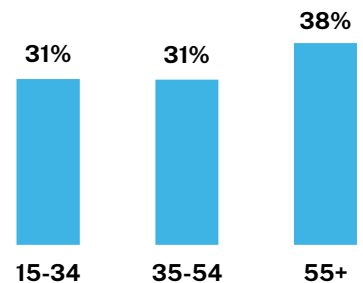


54%



46%

Age

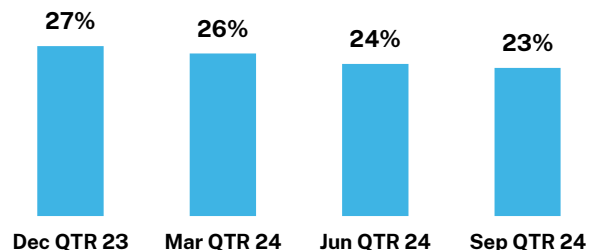


Travel Party

Not asked for Domestic Daytrip

Visitation by quarter

Proportion of total visits



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 Origin and Travel Party
- 'Not asked' excluded from percentage calculations

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Destination in NSW

Destination	TOTAL DOMESTIC		DOMESTIC OVERNIGHT						DOMESTIC DAYTRIP		
	Visitors	Expenditure	Visitors	Nights	Expenditure	ALOS	Spend per night	Spend per visitor	Visitors	Expenditure	Spend per visitor
	(000)	\$million	(000)	(million)	\$million		\$	\$	(000)	\$million	\$
Sydney	33,743	\$15,848	11,314	31.4	\$12,146	2.8	\$387	\$1,074	22,429	\$3,702	\$165
Regional NSW	63,878	\$25,001	26,795	84.1	\$19,167	3.1	\$228	\$715	37,083	\$5,834	\$157
North Coast NSW	12,864	\$5,803	6,031	20.5	\$4,832	3.4	\$236	\$801	6,833	\$971	\$142
Hunter	11,102	\$4,158	4,680	12.5	\$3,161	2.7	\$253	\$675	6,422	\$997	\$155
South Coast	10,818	\$3,851	4,515	15.1	\$2,981	3.3	\$197	\$660	6,303	\$870	\$138
Central NSW	5,693	\$2,559	2,794	7.0	\$1,909	2.5	\$274	\$683	2,900	\$650	\$224
Central Coast	5,198	\$1,303	1,774	4.8	\$875	2.7	\$183	\$493	3,424	\$428	\$125
Capital Country	4,657	\$1,180	1,929	4.4	\$816	2.3	\$185	\$423	2,727	\$364	\$133
Blue Mountains	4,252	\$1,154	1,283	2.9	\$779	2.3	\$266	\$607	2,969	\$375	\$126
New England North West	3,756	\$1,244	1,735	4.6	\$847	2.6	\$184	\$488	2,021	\$397	\$196
Riverina	2,867	n/p	1,270	3.1	\$641	2.4	\$209	\$505	1,597	n/p	n/p
The Murray	2,543	\$984	1,271	3.2	\$720	2.5	\$222	\$567	1,273	\$264	\$207
Snowy Mountains	n/p	n/p	972	3.3	\$1,068	3.4	\$322	\$1,098	n/p	n/p	n/p
Outback NSW	n/p	n/p	634	2.3	\$422	3.7	\$180	\$665	n/p	n/p	n/p
NSW Total	96,823	\$40,849	37,311	115.5	\$31,313	3.1	\$271	\$839	59,512	\$9,536	\$160

Domestic Aviation

In YE Sep 2024, NSW accounted for 26% of interstate* domestic aviation seat capacity (up 2.9% year-on-year) and 26% of interstate flights in Australia (up 0.7% year-on-year).

NSW ranks 1st for interstate seats and interstate flights, of all states and territories.

In YE Sep 2024, NSW accounted for 16% of intrastate** domestic aviation seat capacity (down 8.1% year-on-year) and 21% of intrastate flights in Australia (down 14.3% year-on-year).

NSW ranks 3rd for intrastate seats and 2nd for intrastate flights, of all states and territories.

Source: Cirium.

***Interstate:** Inbound seat capacity

****Intrastate:** Seats in both directions