

Regional NSW Visitor Profile

Year ending June 2024

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



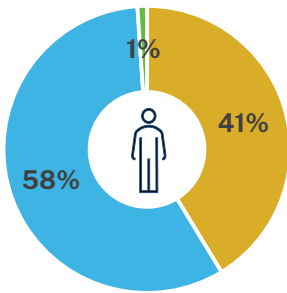
Total Visitation to Regional NSW (Domestic & International)

VISITORS



65.4m

Share by visitor type

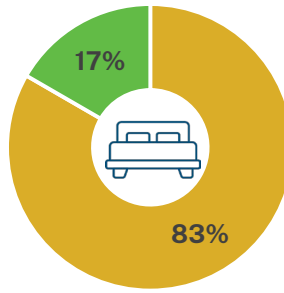


NIGHTS



102.5m

Share by visitor type

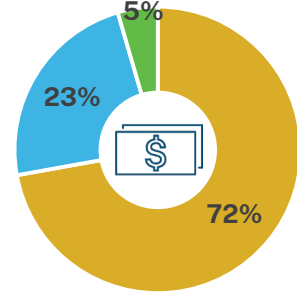


EXPENDITURE



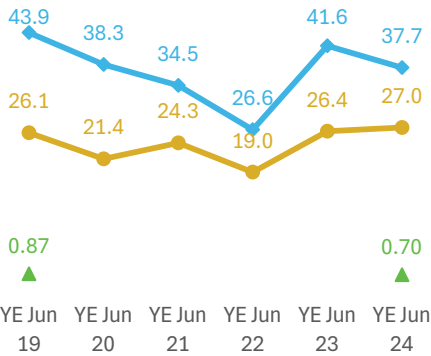
\$26.1b

Share by visitor type

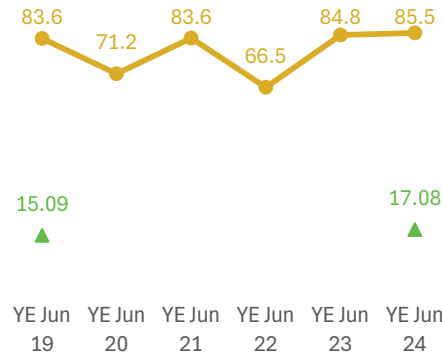


Domestic overnight Domestic day International

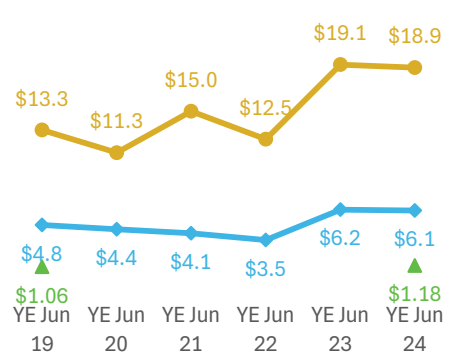
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



Regional NSW market share of Regional Australia

	Visitors	Nights	Expenditure
Domestic overnight	35% (1st)	32% (1st)	30% (2nd)
Domestic day	31% (1st)	-	32% (1st)
International	27% (2nd)	27% (2nd)	21% (2nd)

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Domestic Overnight Travel

Visitors: 27.0m (+2.5% YOY)

Nights: 85.5m (+0.8% YOY)

Expenditure: \$18.9b (-1.4% YOY)

Average spend

\$221 per night

\$698 per visitor



Average length of stay

3.2 nights



Ranking in Regional Australia



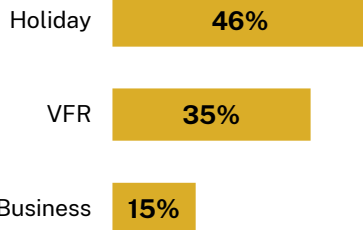
1st for visitors

1st for nights

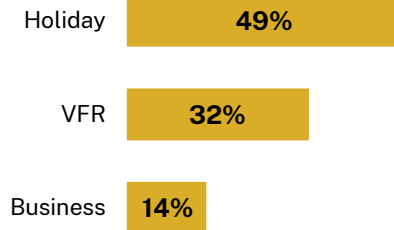
2nd for expenditure

Purpose of visit - % share of total

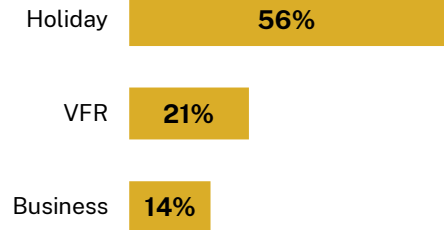
Visitors



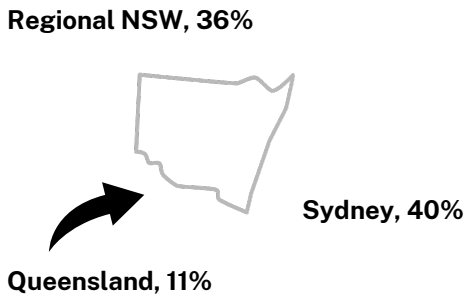
Nights



Expenditure



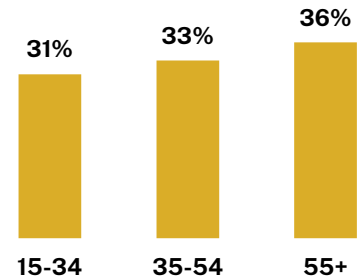
Visitor Origin



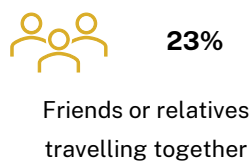
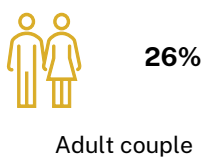
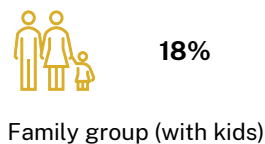
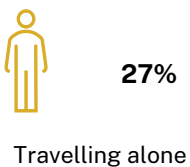
Gender



Age



Travel Party



Travel Season



Regional NSW Visitor Profile

Year ending June 2024

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



Domestic Daytrip Travel

Visitors: 37.7m (-9.4% YOY)

Expenditure: \$6.1b (-1.2% YOY)

Average spend



\$162 per visitor

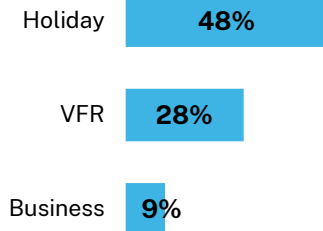
Ranking in Regional Australia



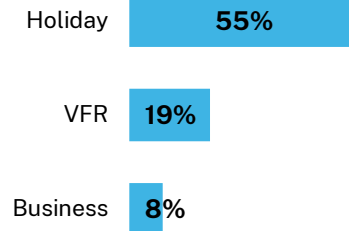
1st for visitors
1st for expenditure

Purpose of visit - % share of total

Visitors



Expenditure



Visitor Origin

Regional NSW, 56%



Sydney, 33%

Gender

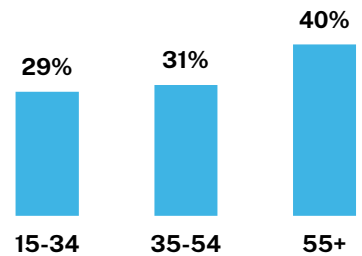


52%



48%

Age



Travel Party

Not asked for Domestic Daytrip

Travel Season



25%

Spring



25%

Summer



26%

Autumn



25%

Winter

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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International Travel

Visitors: 699,900 (n/p YOY)

Nights: 17.1m (n/p YOY)

Expenditure: \$1.2b (n/p YOY)

Average spend



\$69 per night
\$1685 per visitor

Average length of stay



24.4 nights

Ranking in Regional Australia



2nd for visitors
2nd for nights
2nd for expenditure

Purpose of visit - % share of total

Visitors

Nights

Expenditure

Holiday 56%

Holiday 33%

Holiday 37%

VFR 36%

VFR 27%

VFR 20%

Business 4%

Business 2%

Business 3%

Education 2%

Education 11%

Education 21%

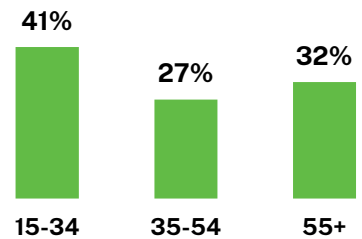
Visitor Origin (Top 5)

Gender

Age

- 1st United Kingdom - 17%
- 2nd New Zealand - 15%
- 3rd USA - 12%
- 4th Germany - 5%
- 5th Canada - 4%

45%
55%



First Visit to Australia

Free & Independent Visitor

Return visit:
59%



First visit:
41%

78% of International visitors to Regional NSW were Free & Independent (FIT) Travellers

Travel Party

Travel Season

- 59% Travelling alone
- 22% Adult couple
- 9% Family group (with kids)
- 8% Friends or relatives travelling together

- 24% Spring
- 25% Autumn
- 32% Summer
- 19% Winter