

Domestic travel to NSW Visitor Profile

Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.



Icons sourced from www.easil.ly

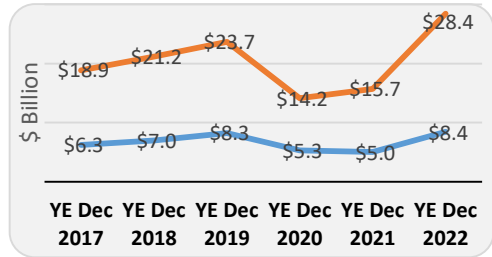
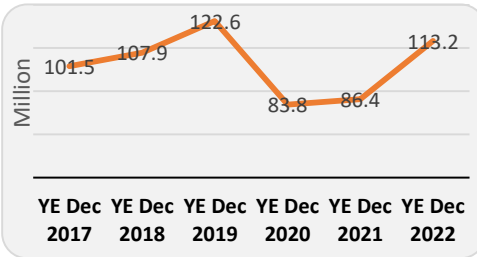
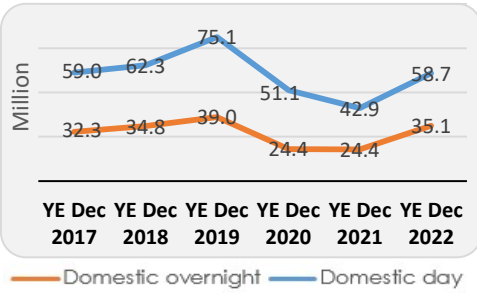
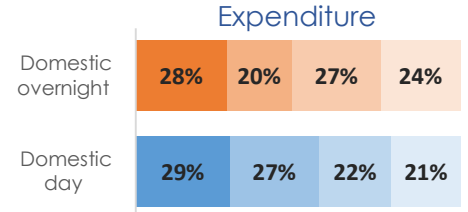
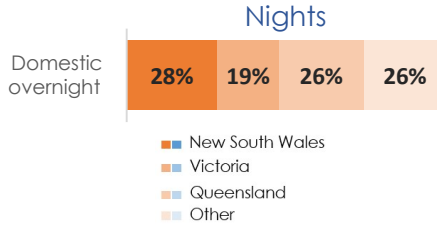
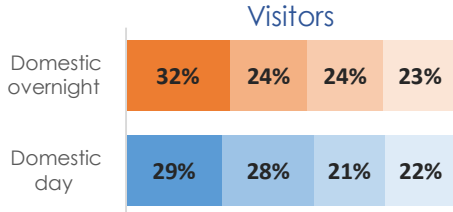
TOTAL DOMESTIC VISITATION

Visitors
93.8m
+39.5% YoY

Nights
113.2m
+31.1% YoY

Expenditure
\$36.9bn
+77.9% YoY

Market share to Australia



Domestic overnight travel

Visitors: **35.1m (+44.2% YoY)**
Nights: **113.2m (+31.1% YoY)**
Expenditure: **\$28.4bn (+81.1% YoY)**

Average spend:
\$251 per night
\$810 per visitor

Average length of stay:
3.2 nights

#1 for visitors
#1 for nights
#1 for expenditure
In Australia

Destination

Sydney was the top destination in NSW

1. Sydney, 30%
2. North Coast NSW, 16%
3. South Coast, 13%
4. Hunter, 12%

Travel party



Unaccompanied
31%



Adult couple
27%



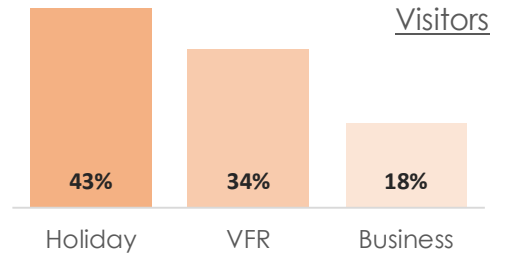
Family group
16%



Friends and/or relatives
22%

Purpose of visit

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

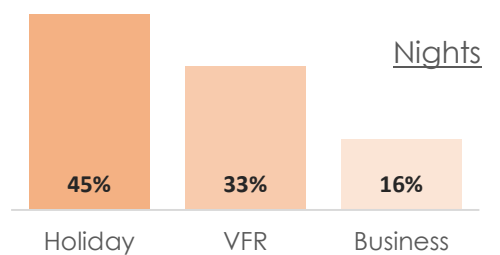
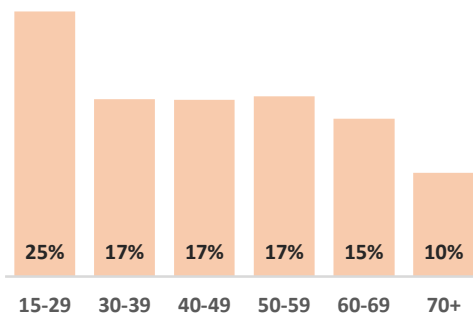


Origin

Regional NSW was the largest source market of visitors to NSW

1. Regional NSW, 37%
2. Sydney, 32%
3. Victoria, 12%

Age



Gender



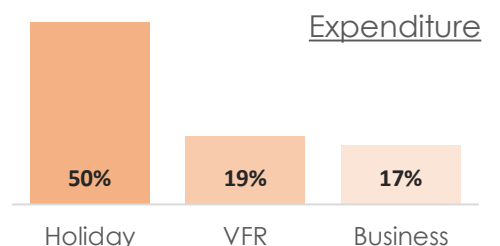
49%



51%

Transport

Private vehicle or company car, 79%
Aircraft, 15%



Domestic travel to NSW Visitor Profile

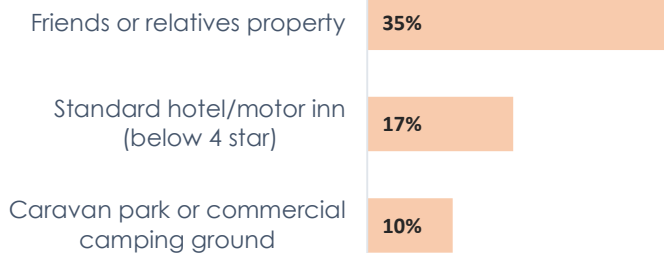
Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.

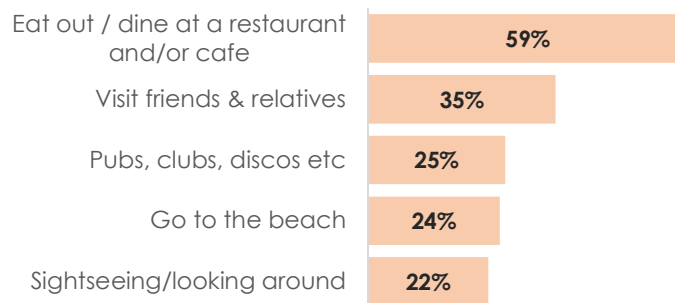


Icons sourced from www.easil.ly

Top 3 accommodation types (nights)



Top 5 activities



Domestic daytrip travel

Visitors: 58.7m (+36.8% YoY)
Expenditure: \$8.4bn (+68.0% YoY)



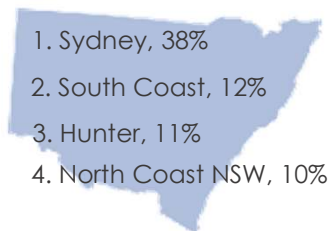
Average spend: \$144 per visitor



#1 for visitors
#1 for expenditure
In Australia

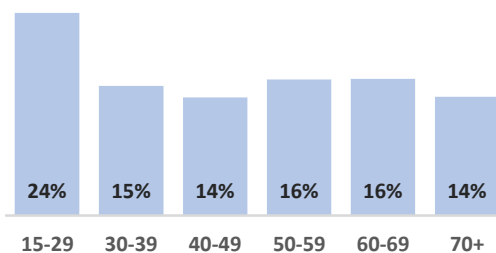
Destination

Sydney was the top destination in NSW



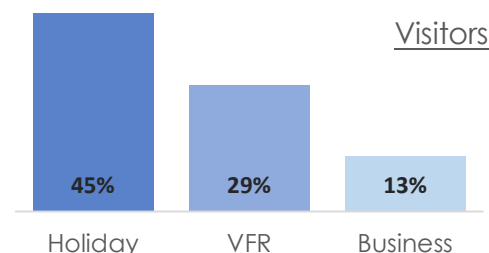
Age

'15-29 years' was the largest age group of the visitors to the region



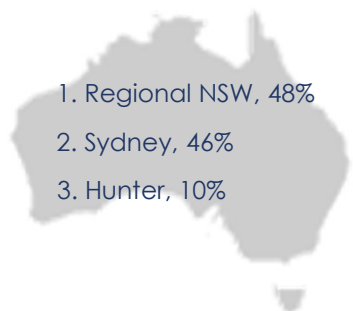
Purpose of visit

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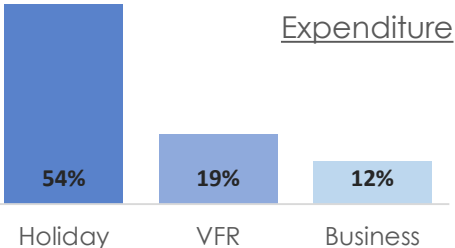
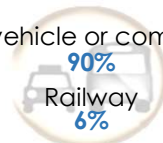
Origin

Regional NSW was the largest source market of visitors to NSW



Transport

Private vehicle or company car



Aviation

In YE Dec 2022, NSW accounted for 47% of the domestic aviation seat capacity in Australia's top 66 competitive routes or 26.1 million seats (up 131.4% on YE Dec 2021).

Source: Bureau of Infrastructure, Transport and Regional Economics (BITRE), seats both directions.

Destination	TOTAL DOMESTIC		DOMESTIC OVERNIGHT						DOMESTIC DAYTRIP		
	Visitors (000)	Expenditure (\$million)	Visitors (000)	Nights (million)	Expenditure (\$million)	ALOS	Spend per night (\$)	Spend per visitor (\$)	Visitors (000)	Expenditure (\$million)	Spend per visitor (\$)
Sydney	32,624	\$13,103	10,377	28.7	\$9,947	2.8	\$346	\$959	22,246	\$3,157	\$142
Regional NSW	62,122	\$23,762	25,647	84.5	\$18,491	3.3	\$219	\$721	36,475	\$5,271	\$145
South Coast	11,771	\$3,894	4,651	15.2	\$3,079	3.3	\$202	\$662	7,120	\$815	\$115
North Coast NSW	11,392	\$5,478	5,490	21.1	\$4,598	3.8	\$218	\$838	5,902	\$881	\$149
Hunter	10,856	\$3,766	4,296	11.5	\$2,836	2.7	\$246	\$660	6,560	\$930	\$142
Central NSW	5,869	\$2,310	2,622	7.0	\$1,638	2.7	\$233	\$625	3,247	\$672	\$207
Central Coast	5,177	\$1,235	1,647	4.7	\$863	2.9	\$184	\$524	3,530	\$371	\$105
Capital Country	4,431	\$1,245	1,642	3.8	\$824	2.3	\$216	\$502	2,789	\$421	\$151
Blue Mountains	3,808	\$907	1,356	3.5	\$669	2.6	\$189	\$493	2,452	\$239	\$97
New England North West	3,229	\$1,123	1,659	4.7	\$826	2.8	\$175	\$498	1,570	\$298	\$190
The Murray	2,661	\$959	1,374	3.4	\$777	2.4	\$232	\$565	1,287	\$182	\$142
Riverina	2,610	\$895	1,352	3.1	\$577	2.3	\$186	\$427	1,258	\$318	\$253
Snowy Mountains	1,698	\$1,417	1,090	3.8	\$1,301	3.5	\$345	\$1,194	608	\$116	\$191
Outback NSW	766	\$476	616	2.3	\$448	3.8	\$194	\$728	n/p	n/p	-
NSW Total	93,839	\$36,866	35,118	113.2	\$28,438	3.2	\$251	\$810	58,721	\$8,428	\$144

ALOS - average length of stay