

Domestic travel to NSW Visitor Profile

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia.



TOTAL DOMESTIC VISITATION

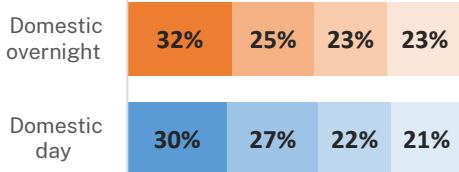
Visitors
102.4m
+19.5% YoY

Nights
116.2m
+10.4% YoY

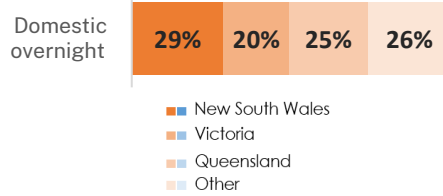
Expenditure
\$39.8bn
+26.4% YoY

Market share to Australia

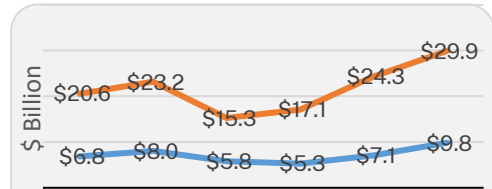
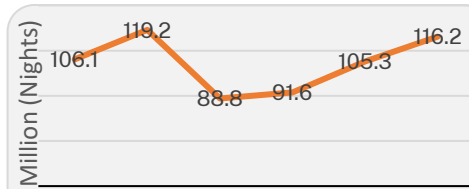
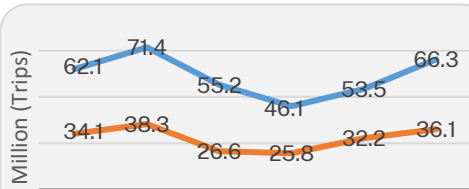
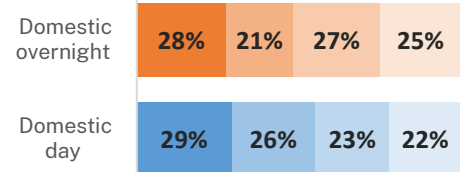
Visitors



Nights



Expenditure



Domestic overnight travel

Visitors: 36.1m (+12.2% YoY)
Nights: 116.2m (+10.4% YoY)
Expenditure: \$29.9bn (+23.0% YoY)

Average spend: \$257 per night
\$828 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, 13%

Origin

Regional NSW was the largest source market of visitors to NSW

1. Regional NSW, 38%
2. Sydney, 32%
3. Victoria, 11%

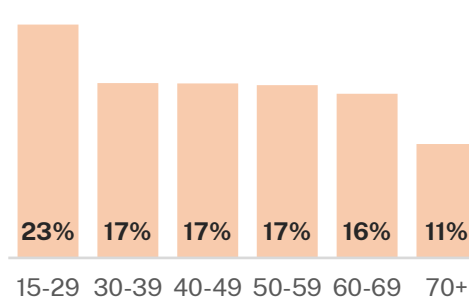
Gender

Male 49% Female 51%

Travel party

- Unaccompanied: 32%
- Adult couple: 27%
- Family group: 15%
- Friends and/or relatives: 21%

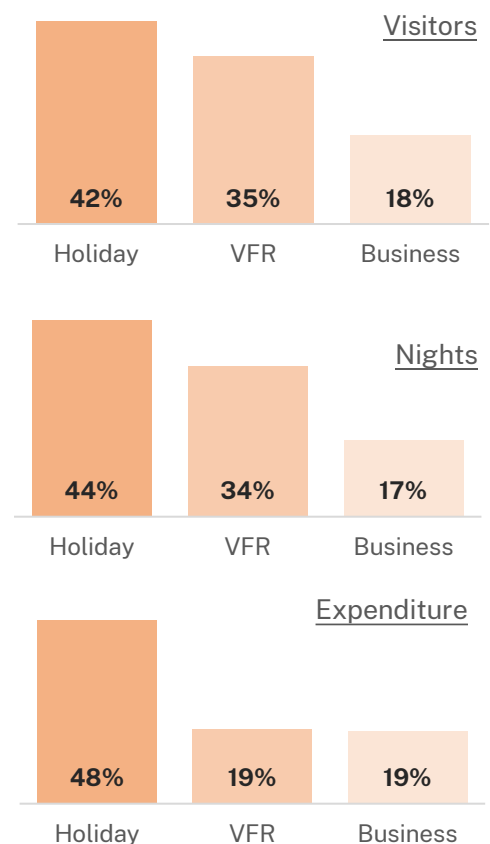
Age



Transport

- Self-drive Land Vehicle, 80%
- Aircraft, 15%
- Other Land Transport (Bus, Train, etc.), 6%
- Other or Mixed Transport, 0.4%

Purpose of visit



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

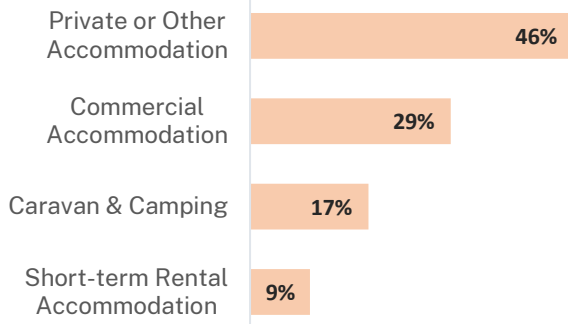
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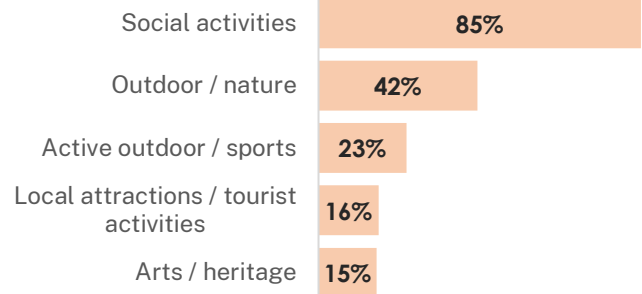


Source: National Visitor Survey, Tourism Research Australia.

Accommodation types (nights)



Activities



Domestic daytrip travel

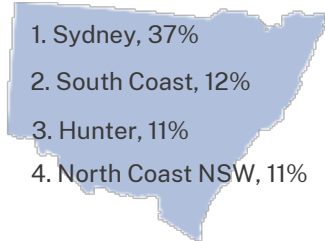
Visitors: 66.3m (+23.9% YoY)
Expenditure: \$9.8bn (+38.4% YoY)

Average spend: \$148 per visitor

#1 for visitors
#1 for expenditure
In Australia

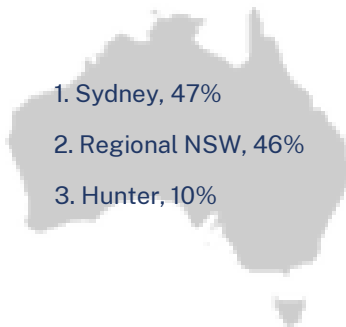
Destination

Sydney was the top destination in NSW



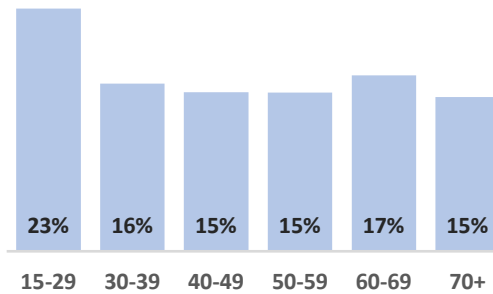
Origin

Sydney was the largest source market of visitors to NSW



Age

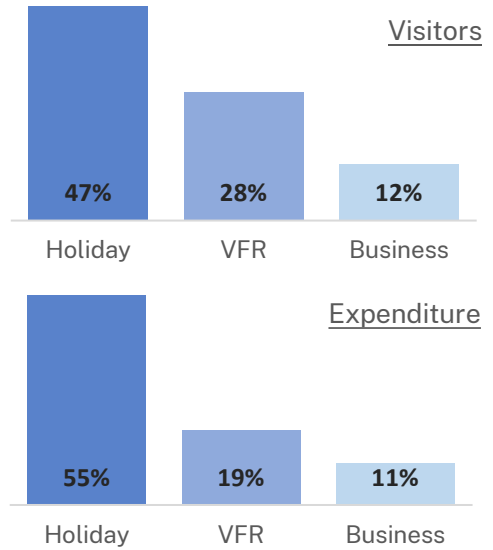
'15-29 years' was the largest age group of the visitors to the region



Transport

Self-drive Land Vehicle: 91%
Other or Mixed Transport: 9%

Purpose of visit



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

Aviation

In YE Sep 2023, NSW accounted for 47% of the domestic aviation seat capacity in Australia's top 66 competitive routes or 29.0 million seats (up 35.4% on YE Sep 2022).

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 (nights)	Spend per night (\$)	Spend per visitor (\$)	Visitors (000)	Expenditure (\$million)	Spend per visitor (\$)
Sydney	35,401	\$14,599	10,694	31.0	\$11,170	2.9	\$360	\$1,045	24,707	\$3,429	\$139
Regional NSW	67,938	\$25,153	26,362	85.3	\$18,743	3.2	\$220	\$711	41,576	\$6,410	\$154
North Coast NSW	12,761	\$5,883	5,700	21.1	\$4,733	3.7	\$224	\$830	7,060	\$1,150	\$163
South Coast	12,685	\$4,230	4,772	15.7	\$3,173	3.3	\$202	\$665	7,912	\$1,057	\$134
Hunter	12,120	\$3,987	4,542	12.3	\$3,019	2.7	\$246	\$665	7,578	\$968	\$128
Central Coast	5,968	\$1,553	1,837	4.6	\$984	2.5	\$215	\$536	4,131	\$569	\$138
Central NSW	5,880	\$2,553	2,733	7.6	\$1,828	2.8	\$240	\$669	3,147	\$725	\$230
Capital Country	4,605	\$1,066	1,623	3.6	\$694	2.2	\$193	\$428	2,983	\$371	\$124
Blue Mountains	4,428	\$1,011	1,298	3.1	\$635	2.4	\$204	\$489	3,130	\$376	\$120
New England North West	3,792	\$1,351	1,798	5.0	\$925	2.8	\$187	\$515	1,994	\$426	\$214
Riverina	2,860	\$979	1,200	3.2	\$594	2.6	\$188	\$495	1,660	\$385	\$232
The Murray	2,561	\$941	1,340	3.2	\$748	2.4	\$231	\$558	1,221	\$194	\$159
Snowy Mountains	1,502	\$951	912	3.0	\$801	3.3	\$269	\$878	589	\$150	\$255
Outback NSW	785	\$578	616	2.4	\$540	3.9	\$224	\$878	n/p	n/p	-
NSW Total	102,426	\$39,752	36,142	116.2	\$29,913	3.2	\$257	\$828	66,283	\$9,839	\$148

ALOS - average length of stay