

# United States of America Visitor Profile to NSW

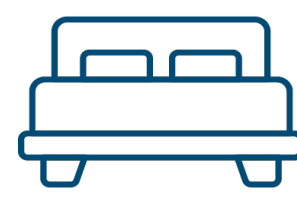
Year ended December 2023



Source: International Visitor Survey, Tourism Research Australia



**VISITORS**  
**426,500**  
82% vs. 2019\*



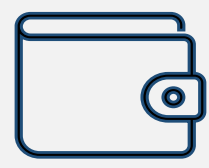
**NIGHTS**  
**3.9m**  
74% vs. 2019\*



**EXPENDITURE**  
**\$886.5m**  
107% vs. 2019\*

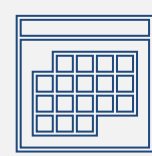
\*vs. Pre-COVID period (YE Dec 2019)

## Average spend



\$227 per night  
\$2078 per visitor

## Average length of stay



9.2 nights

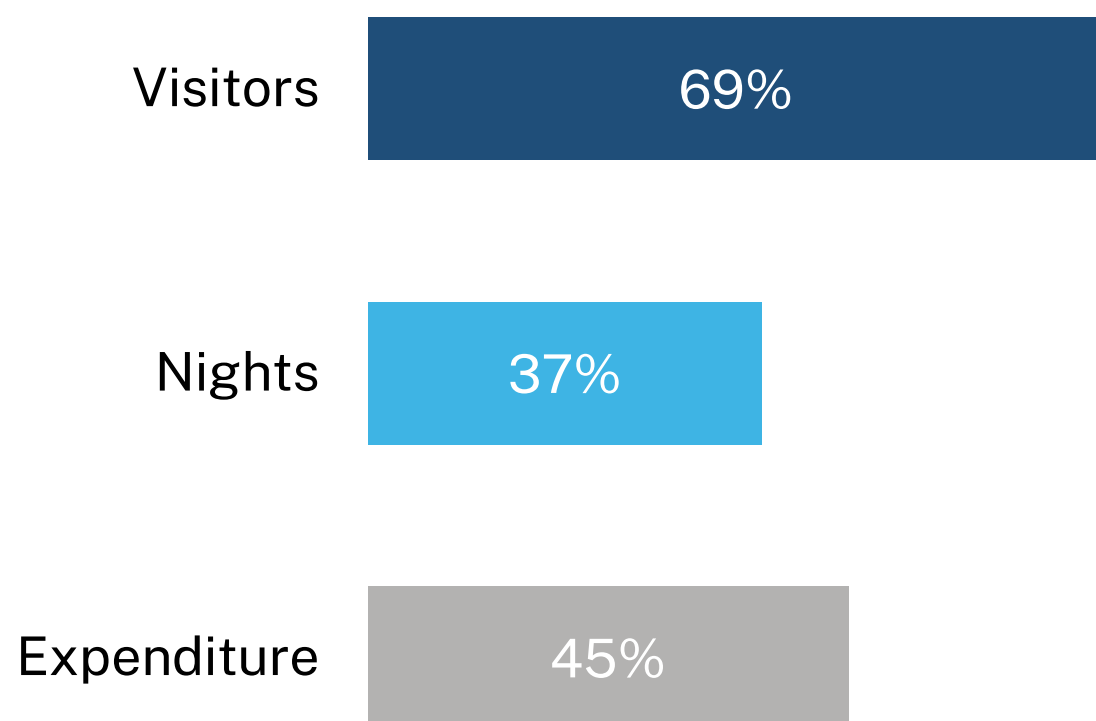


## Rank in NSW

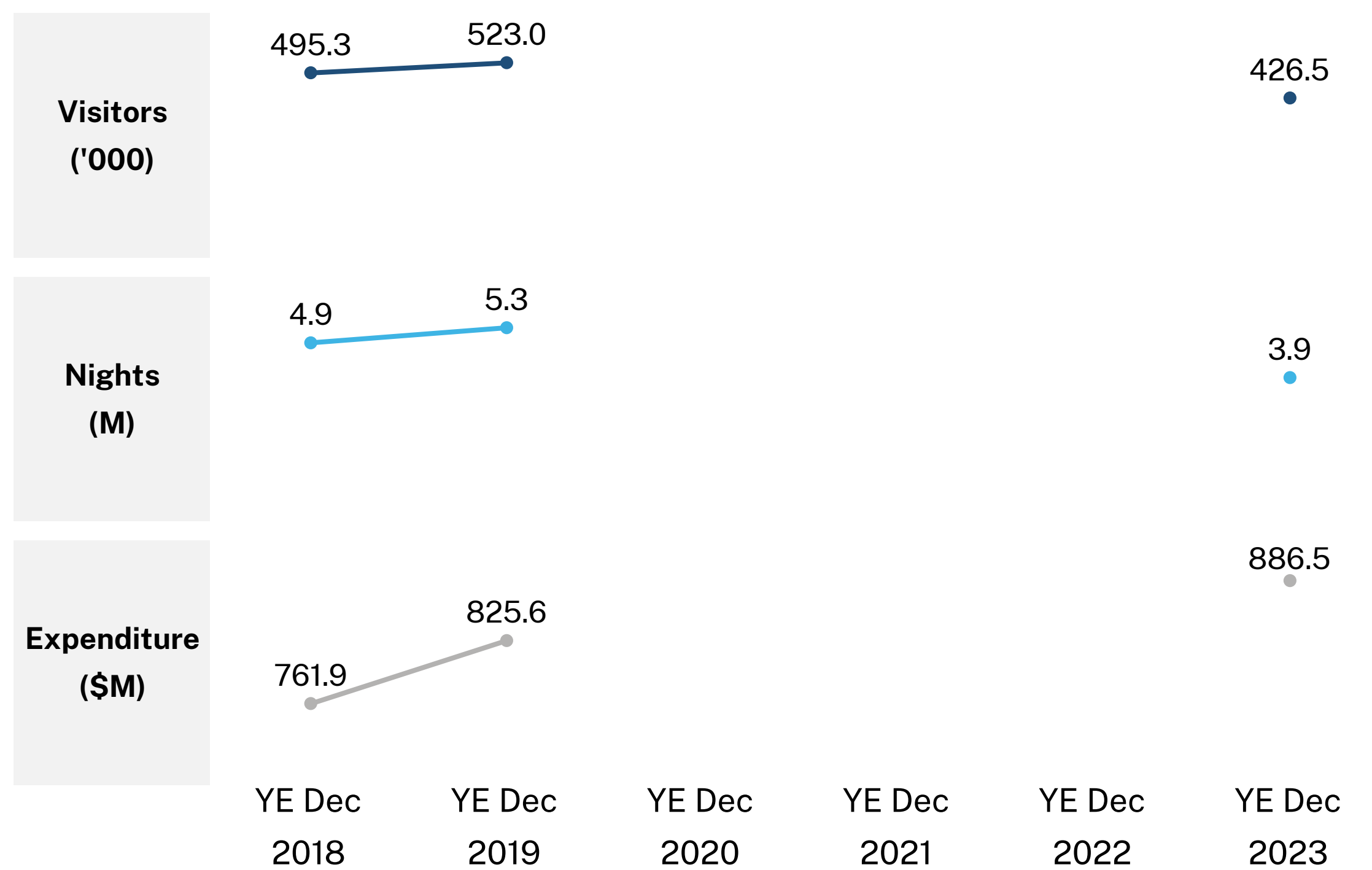
#1 for visitors  
#4 for nights  
#2 for expenditure

## NSW share of visitors to Australia

69% of international visitors from the USA visited NSW during their trip to Australia

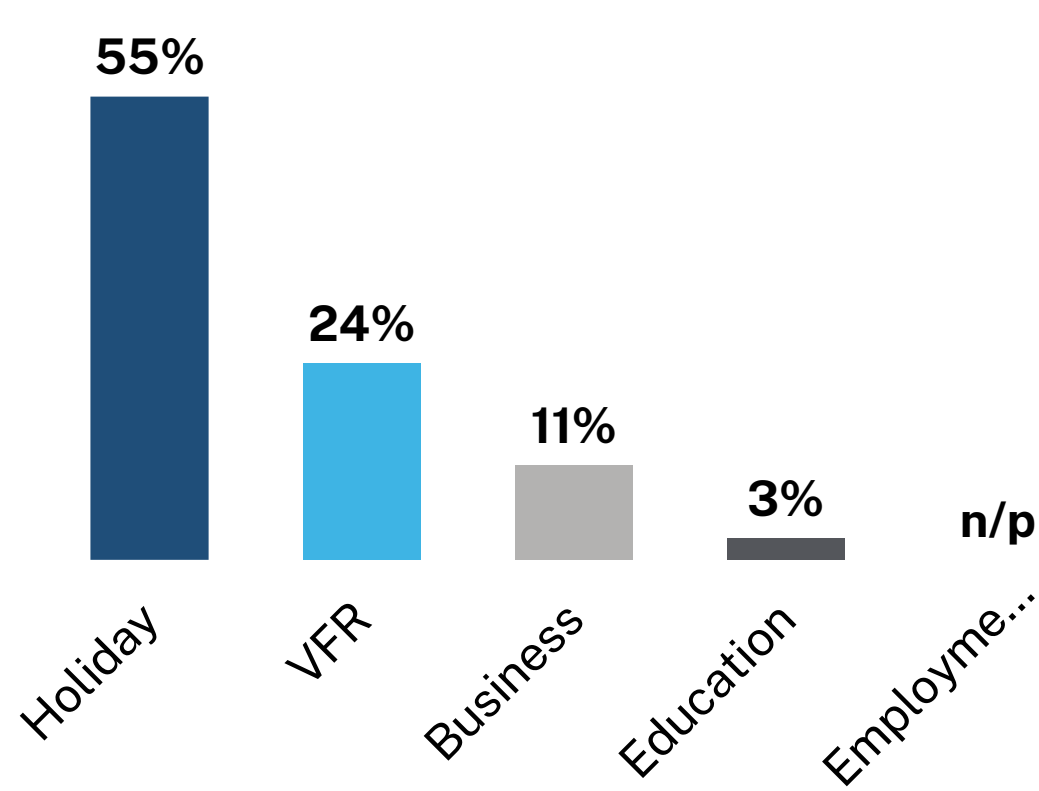


## Time Series

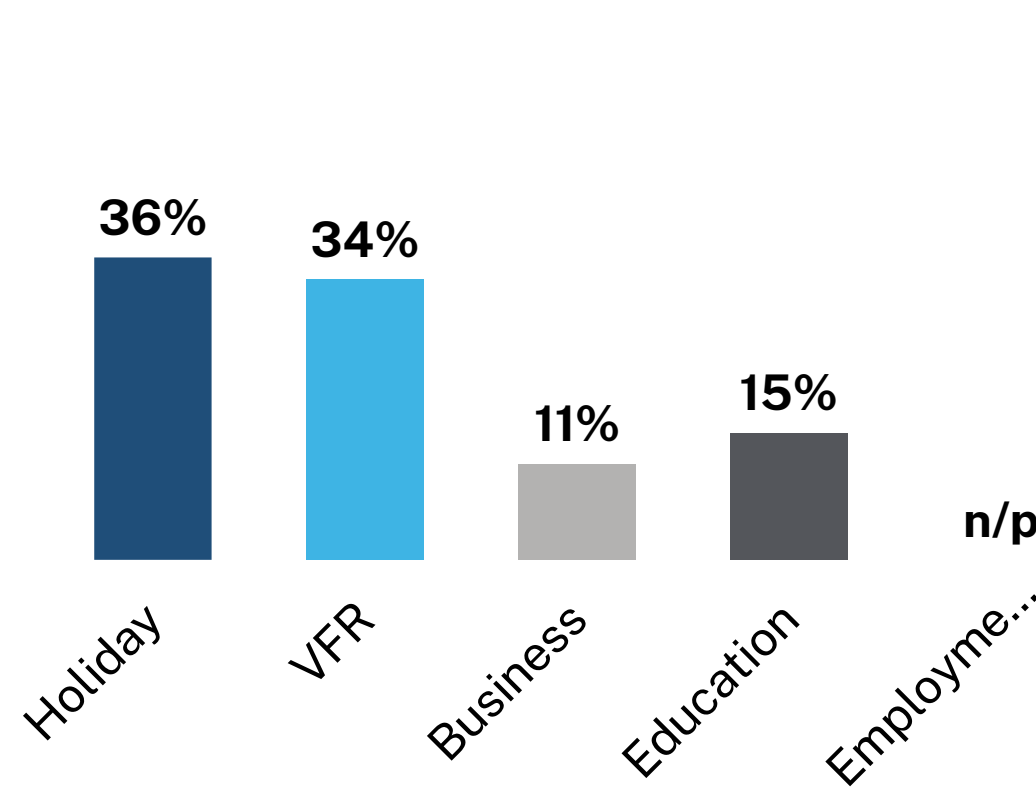


## Purpose of Visit

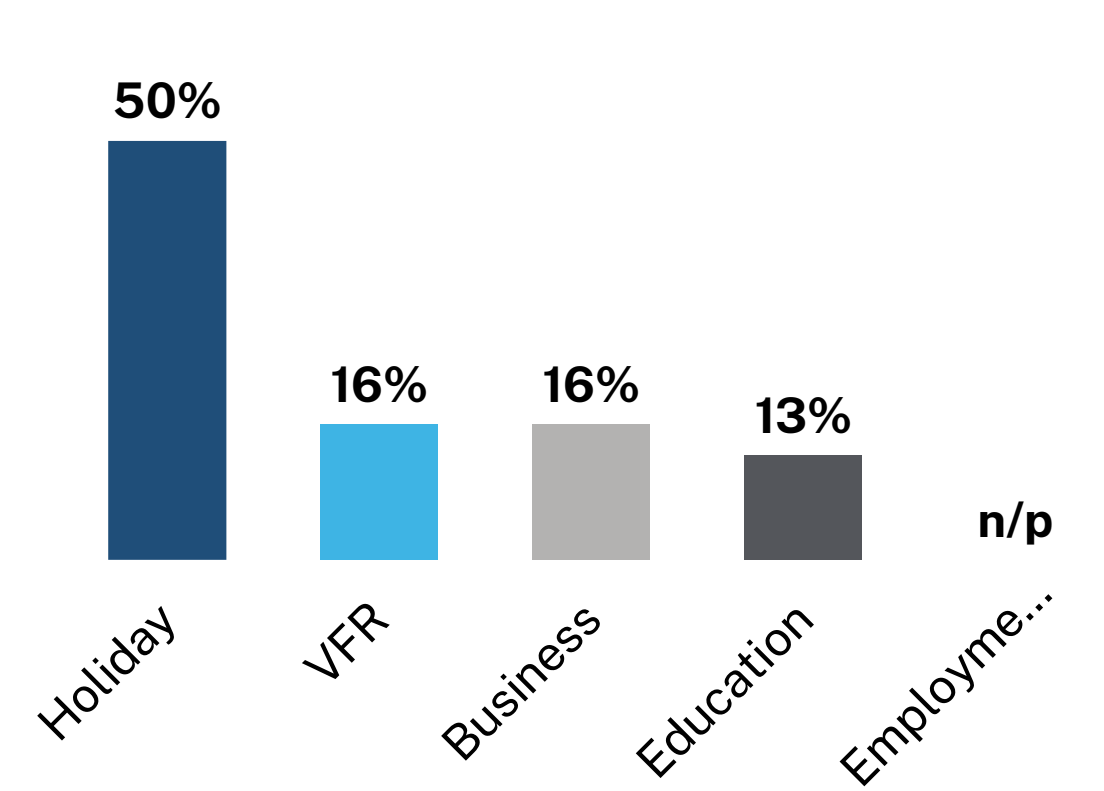
### Visitors (000)



### Nights (000)



### Expenditure (\$M)



## Visitor dispersal

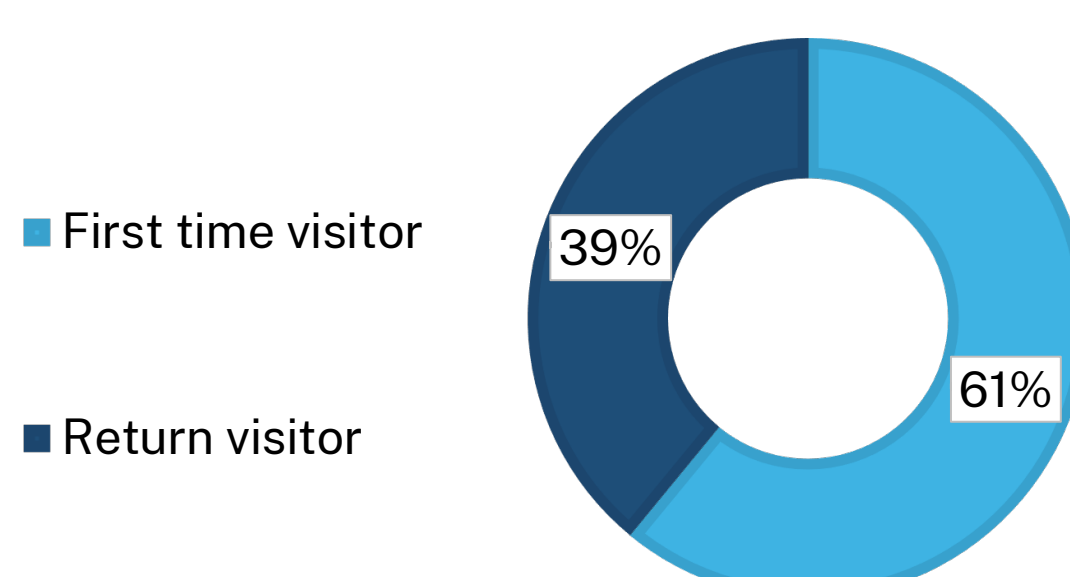
17% of visitors from the USA visited Regional NSW as part of their trip

Regional NSW, 17%



## First vs return visitor to Australia

39% of visitors from the USA to NSW were making a return visit to Australia



Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Base excludes 'not asked' sample.

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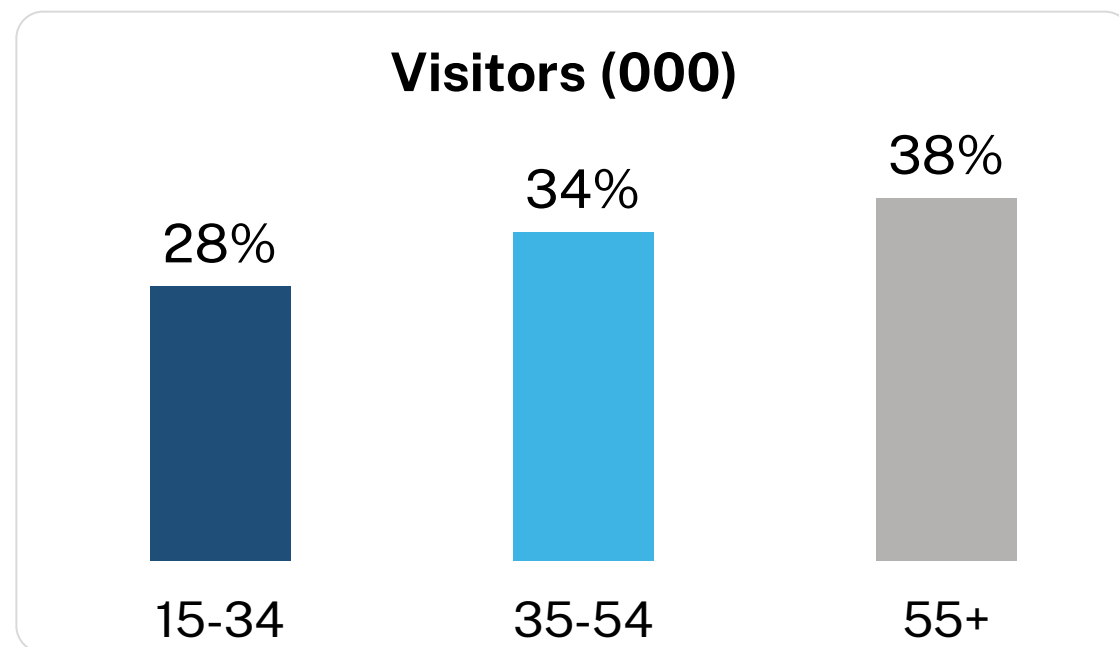
Year ended December 2023



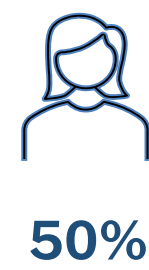
Source: International Visitor Survey, Tourism Research Australia

## Age

'55+' was the largest age group of visitors from the USA to NSW

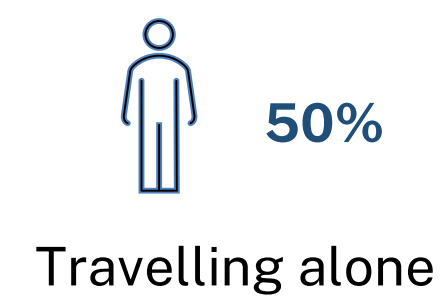


## Gender

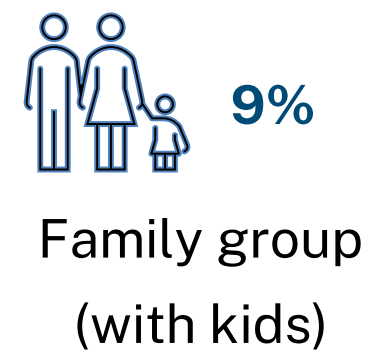


## Travel party

50% of visitors from the USA to NSW were travelling alone.



Travelling alone



Family group (with kids)



Adult couple



Friends or relatives travelling together

## Group tour

6% of all visitors to NSW from the USA came to Australia as part of a group tour



## Travel package

10% of all visitors to NSW from the USA booked their trip as part of a package tour



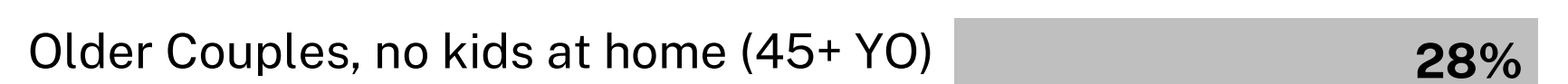
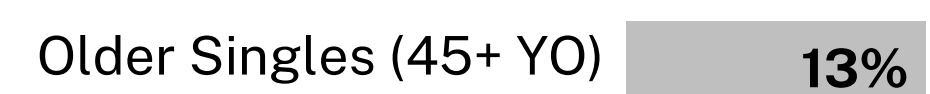
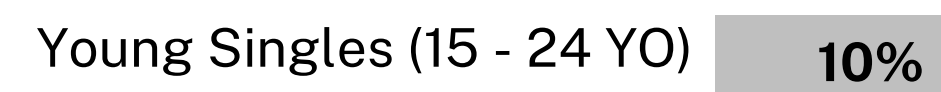
## FIT visitor#

69% of visitors to NSW from the USA were Free and Independent Travellers



# free and independent traveller

## Lifestage



## Aviation



### Inbound seats to Sydney

1,024,438 seats

+32.9% YoY

10.7% of the total inbounds seats available at Sydney Airport

### Key airlines



1. United Airlines, 21%

2 Qantas Airways, 21%

3 Delta Air Lines, 16%

Source: International seat capacity based on direct non-stop services - YE December 2023, OAG

Source: Short term arrivals to Sydney, Tourism Research Australia