

Regional NSW Visitor Profile

Year ending December 2025

Source: Domestic Tourism Statistics & International Visitor Survey, Tourism Research Australia



This profile shows the latest visitor figures for Regional NSW. Due to the program transition from the National Visitor Survey (NVS) to Domestic Tourism Statistics (DoTS), no domestic year-on-year comparisons are available.

Figures cannot be supplied if they do not meet the quality thresholds for publication. These are marked as 'n/p'.

TOTAL VISITATION

VISITORS



63.6m

NIGHTS



102.2m

EXPENDITURE



\$26.3b

Market share of Regional Australia

35%

share of visitors

Ranked

1st for visitors

in Regional Australia

33%

share of nights

Ranked

1st for nights

in Regional Australia

31%

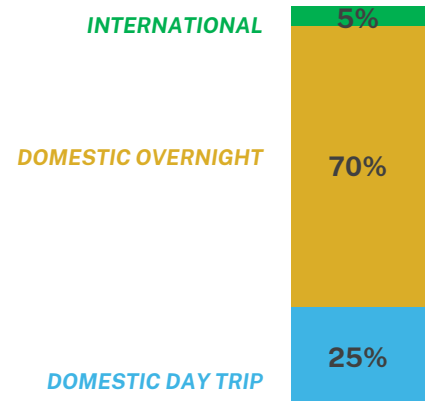
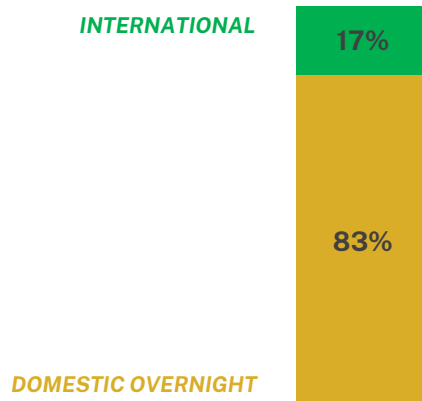
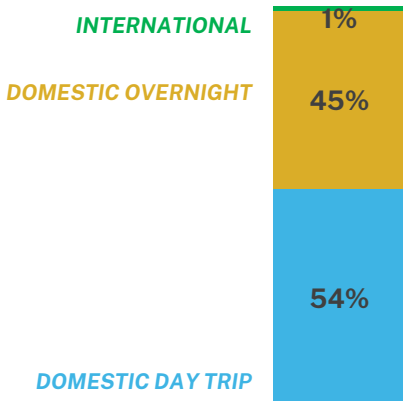
share of expenditure

Ranked




2nd for expenditure

in Regional Australia

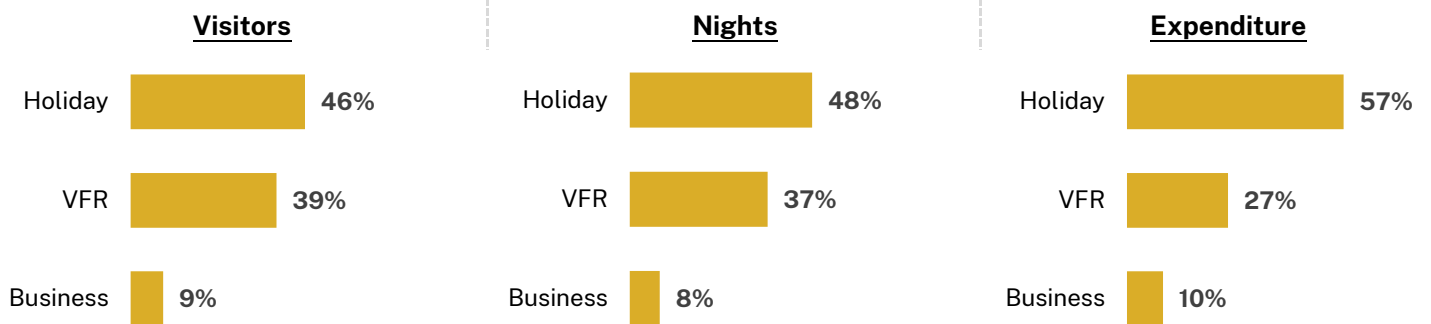
Share by visitor type



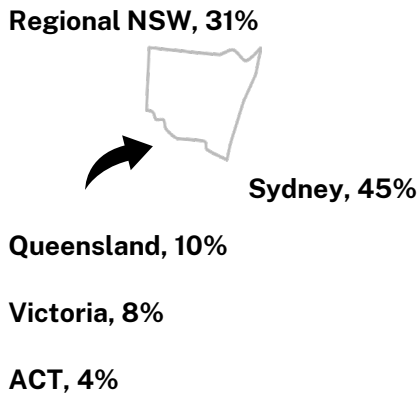
DOMESTIC OVERNIGHT TRAVEL

		 AVERAGE SPEND	 AVERAGE LENGTH OF STAY	 RANKING IN REGIONAL AUS
VISITORS:	28.3m (-)	\$218.5 per night	3.0 nights	1st for visitors
NIGHTS:	84.5m (-)	\$651.7 per visitor		1st for nights
EXPENDITURE:	\$18.5bn (-)			2nd for expenditure

PURPOSE OF VISIT - % SHARE OF TOTAL



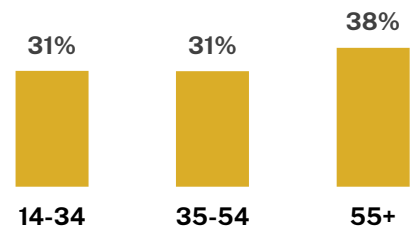
TRAVEL ORIGIN



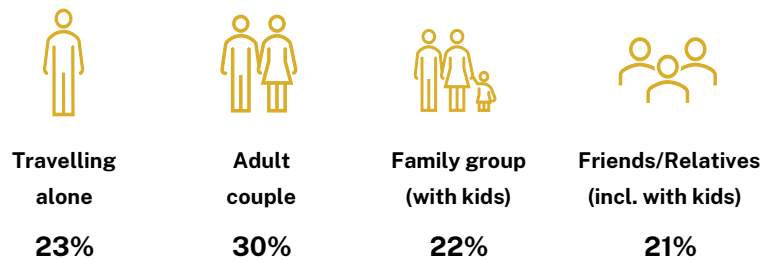
GENDER



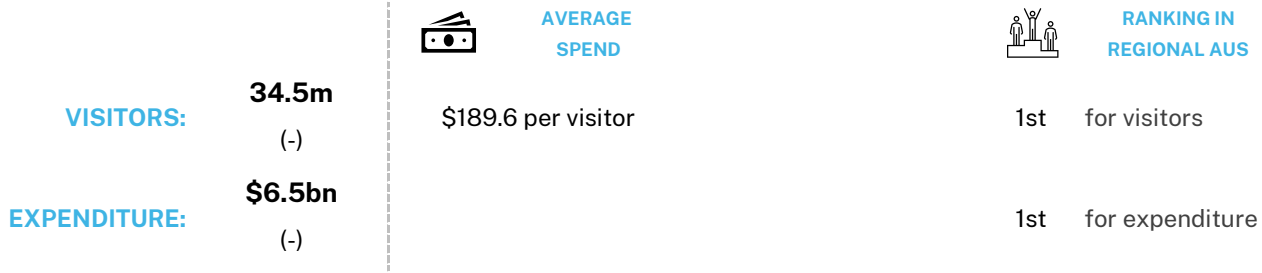
AGE



TRAVEL PARTY



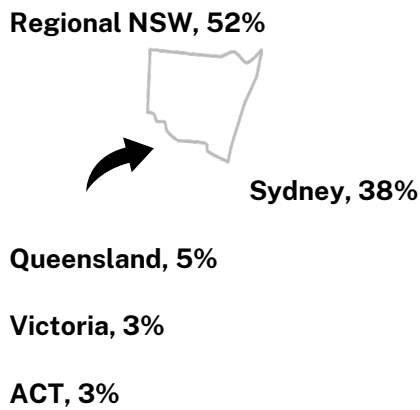
DOMESTIC DAY TRIP TRAVEL



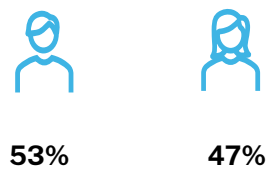
PURPOSE OF VISIT - % SHARE OF TOTAL



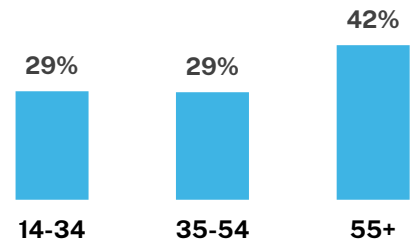
TRAVEL ORIGIN






GENDER



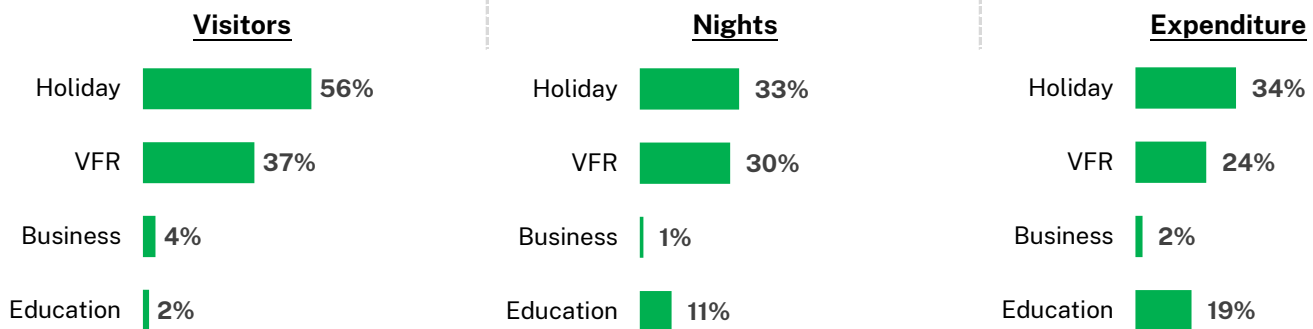
AGE



INTERNATIONAL TRAVEL

			 AVERAGE SPEND	 AVERAGE LENGTH OF STAY	 RANKING IN REGIONAL AUS
VISITORS:	0.7m	(+2.4% YoY)	\$74 per night	24.4 nights	2nd for visitors
NIGHTS:	17.7m	(+2.9% YoY)	\$1,795 per visitor		2nd for nights
EXPENDITURE:	\$1.3bn	(+16.4% YoY)			2nd for expenditure

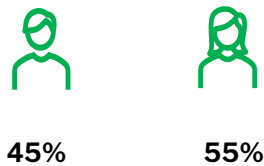
PURPOSE OF VISIT - % SHARE OF TOTAL



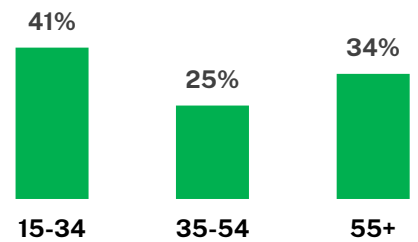
TRAVEL ORIGIN

- 1st UK, 17%
- 2nd New Zealand, 13%
- 3rd USA, 11%
- 4th Germany, 6%
- 5th Canada, 5%

GENDER



AGE

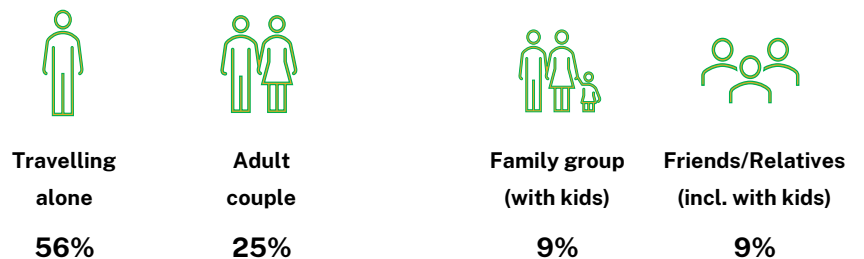


FIRST VISIT TO AUSTRALIA



49% of visitors were making their first visit to Australia

TRAVEL PARTY



FREE & INDEPENDENT

78% of international visitors were free & independent (FIT) travellers to Regional NSW.

QUARTER VISITED WITHIN YE DEC 2025

Mar QTR	Jun QTR	Sep QTR	Dec QTR
31%	21%	18%	29%