

# International Visitor Profile to NSW

Year ended December 2024



Source: International Visitor Survey, Tourism Research Australia



## VISITORS

**3.8m**

11.1% YoY



## NIGHTS

**100.8m**

14.9% YoY



## EXPENDITURE

**\$12.0bn**

10.7% YoY

### Average spend



\$119 per night  
\$3160 per visitor

### Average length of stay



26.5 nights

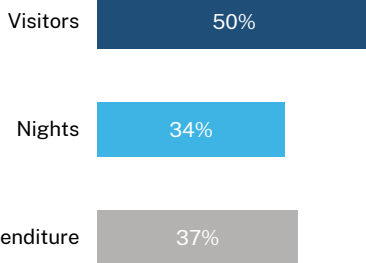
### Rank in Australia



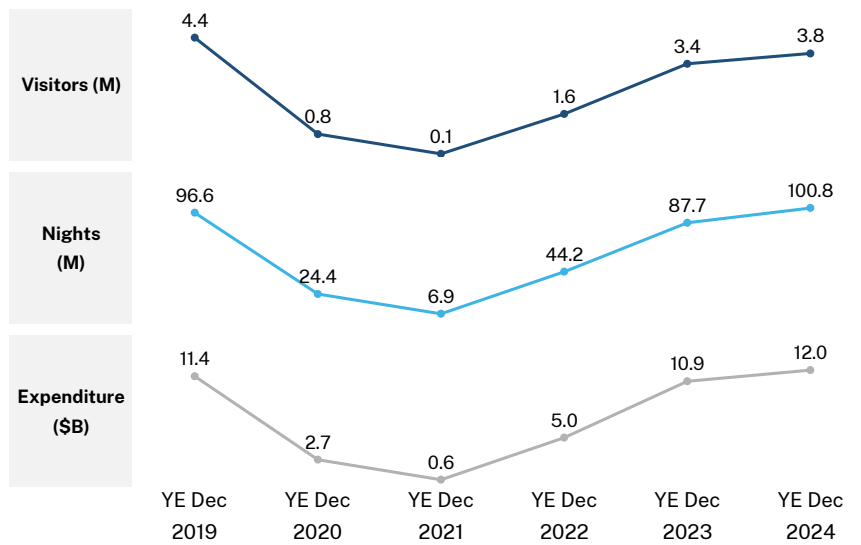
#1 for visitors  
#1 for nights  
#1 for expenditure

### NSW share of visitors to Australia

50% of international visitors visited NSW during their trip to Australia

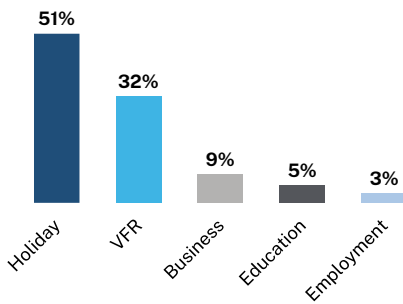


### Time Series

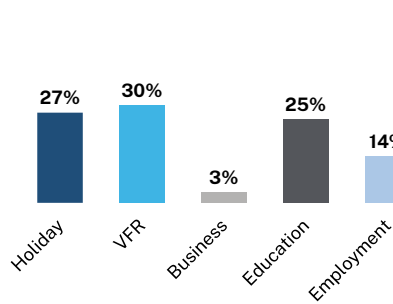


### Purpose of Visit

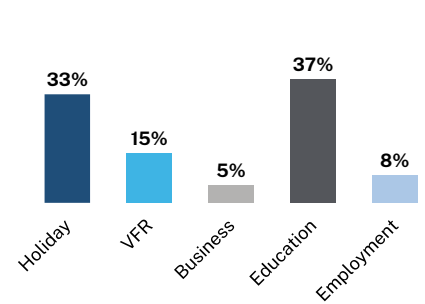
#### Visitors



#### Nights



#### Expenditure



### Visitor dispersal

19% of International visitors visited Regional NSW as part of their trip

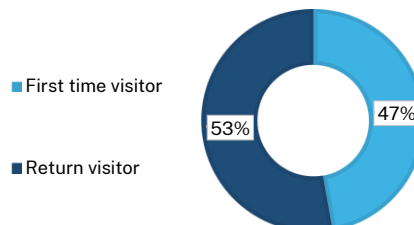
Regional NSW, 19%



Sydney, 93%

### First vs return visitor to Australia

53% of International visitors to NSW were making a return visit to Australia



### Top International Markets

China was the largest source market of visitors to NSW

- China, 12%
- USA, 12%
- New Zealand, 11%
- United Kingdom, 9%
- Korea, 7%

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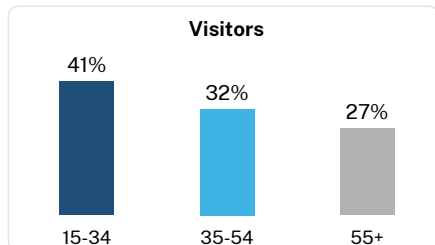
Year ended December 2024



Source: International Visitor Survey, Tourism Research Australia

## Age

'15-34 years' was the largest age group of International visitors to NSW



## Gender



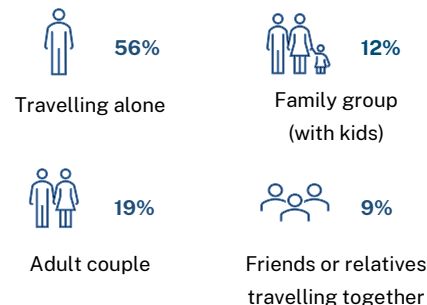
47%



53%

## Travel party

56% of International visitors to NSW were travelling alone.



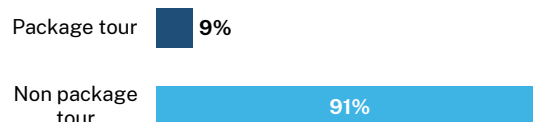
## Group tour

7% of all International visitors to NSW came to Australia as part of a group tour



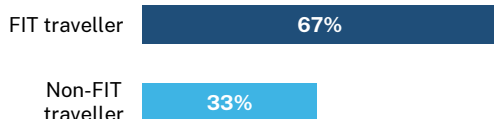
## Travel package

9% of all International visitors to NSW booked their trip as part of a package tour



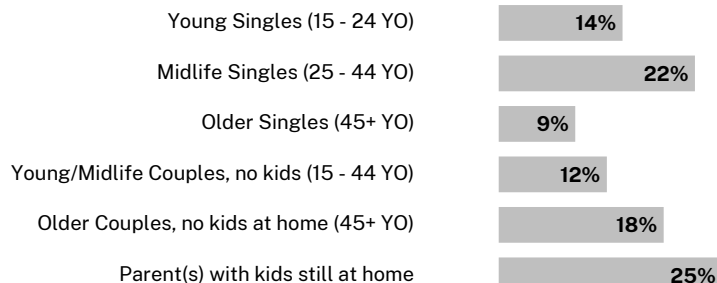
## FIT visitor#

67% of International visitors to NSW were Free and Independent Travellers



# free and independent traveller

## Lifestage



## Aviation



### Inbound seats to NSW<sup>1</sup>

10,507,707 seats

+9.7% YoY

40.0% of the total inbound international seats to Australia



### Inbound flights to NSW<sup>1</sup>

37,529 flights

+8.7% YoY

37.4% of the total inbound international flights to Australia

*International seat capacity and flights based on direct non-stop services*

### Key airlines by Inbound Visitor Share to NSW<sup>2</sup>



1. Qantas Airways, 17%
2. Air New Zealand, 8%
3. Singapore Airlines, 5%

<sup>1</sup>Source: Cirium, SRS Analyser YE December 2024  
Accessed March 2024

<sup>2</sup>Source: Tourism Research Australia, Visitors Arrivals and Departures December 2024

#### 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 Dispersal and Travel Party
- 'Not asked' excluded from percentage calculations where applicable