

Travel to New South Wales

Year ended December 2025

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



Note: due to the program transition from National Visitor Survey (NVS) to Domestic Tourism Statistics (DoTS) in 2025, domestic data for this region is not available prior to 2020. International Visitor Survey (IVS) data is not available for the pandemic-impacted period between Jan 2020 and Dec 2022.

OVERVIEW											
GRAND TOTAL (overnight & daytrip)	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
Visitors ('000)	n/a	n/a	n/a	n/a	89,955	89,155	111,562	119,636	121,793	127,353	4.6%
Nights ('000)	n/a	n/a	n/a	n/a	119,614	98,984	164,632	208,282	219,407	224,176	2.2%
Expenditure (\$ million)	n/a	n/a	n/a	n/a	\$24,179	\$24,123	\$45,365	\$53,490	\$55,827	\$60,395	8.2%
OVERNIGHT (international & domestic)	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
Visitors ('000)	n/a	n/a	n/a	n/a	30,798	28,282	39,551	43,038	43,186	43,319	0.3%
Nights ('000)	n/a	n/a	n/a	n/a	119,614	98,984	164,632	208,282	219,407	224,176	2.2%
Expenditure (\$ million)	n/a	n/a	n/a	n/a	\$18,195	\$17,068	\$35,042	\$42,032	\$43,386	\$45,989	6.0%
DOMESTIC (overnight & daytrip)	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
Visitors ('000)	n/a	n/a	n/a	n/a	89,117	89,042	109,984	116,211	117,988	123,243	4.5%
Nights ('000)	n/a	n/a	n/a	n/a	95,186	92,056	120,403	120,597	118,579	118,242	-0.3%
Expenditure (\$ million)	n/a	n/a	n/a	n/a	\$21,464	\$23,489	\$40,362	\$42,623	\$43,801	\$45,356	3.5%

DOMESTIC OVERNIGHT TRAVEL											
Visitors, Nights and Expenditure											
	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
Visitors (000)	n/a	n/a	n/a	n/a	29,959	28,169	37,973	39,613	39,380	39,209	-0.4%
Nights (000)	n/a	n/a	n/a	n/a	95,186	92,056	120,403	120,597	118,579	118,242	-0.3%
Average Length of Stay	-	-	-	-	3.2	3.3	3.2	3.0	3.0	3.0	0.2%
Expenditure (\$ million)	n/a	n/a	n/a	n/a	\$15,480	\$16,434	\$30,039	\$31,165	\$31,360	\$30,950	-1.3%
Spend per visitor per night (\$)	-	-	-	-	\$163	\$179	\$249	\$258	\$264	\$262	-1.0%
Intrastate visitors (000)	n/a	n/a	n/a	n/a	n/p	n/p	n/p	n/p	n/p	28,469	-
Interstate visitors (000)	n/a	n/a	n/a	n/a	n/p	n/p	n/p	n/p	n/p	10,740	-
Intrastate nights (000)	n/a	n/a	n/a	n/a	n/p	n/p	n/p	n/p	n/p	80,263	-
Interstate nights (000)	n/a	n/a	n/a	n/a	n/p	n/p	n/p	n/p	n/p	37,979	-
Intrastate expenditure (\$ million)	n/a	n/a	n/a	n/a	n/p	n/p	n/p	n/p	n/p	\$18,757	-
Interstate expenditure (\$ million)	n/a	n/a	n/a	n/a	n/p	n/p	n/p	n/p	n/p	\$12,193	-

Purpose of Visit											
Visitors (000)	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
Holiday	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	16,729	-
Visiting Friends & Relatives	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	15,582	-
Business	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	4,161	-
Other	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	3,304	-
Total	n/a	n/a	n/a	n/a	29,959	28,169	37,973	39,613	39,380	39,209	-0.4%

Nights (000)	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
Holiday	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	52,274	-
Visiting Friends & Relatives	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	45,583	-
Business	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	11,466	-
Other	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	8,919	-
Total	n/a	n/a	n/a	n/a	95,186	92,056	120,403	120,597	118,579	118,242	-0.3%

n/p = not publishable (sample < 500); '-' = not calculable; domestic overnight data not available for NSW prior to YE Mar 2020 and other regions prior to YE Dec 2025.

Travel to New South Wales

Year ended December 2025

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



DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
Sydney	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	15,300	-
Regional NSW	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	13,168	-
Total Intrastate	n/a	n/a	n/a	n/a	n/p	n/p	n/p	n/p	n/p	28,469	-
Victoria	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	3,761	-
Queensland	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	4,033	-
ACT	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1,745	-
Other interstate	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1,201	-
Total Interstate	n/a	n/a	n/a	n/a	n/p	n/p	n/p	n/p	n/p	10,740	-
Grand Total	n/a	n/a	n/a	n/a	29,959	28,169	37,973	39,613	39,380	39,209	-0.4%

Age

Visitors (000)	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
14-34	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	12,526	-
35-54	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	12,585	-
55+	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	14,098	-
Total	n/a	n/a	n/a	n/a	29,959	28,169	37,973	39,613	39,380	39,209	-0.4%

Travel Party

Visitors (000)	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
Travelling alone	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	10,247	-
Adult couple	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	10,989	-
Family group - parents and children	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	8,370	-
Friends or relatives travelling together	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	7,977	-
Other travel party	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1,626	-
Total	n/a	n/a	n/a	n/a	29,959	28,169	37,973	39,613	39,380	39,209	-0.4%

n/p = not publishable (sample < 500); '-' = not calculable; domestic overnight data not available for NSW prior to YE Mar 2020 and other regions prior to YE Dec 2025.

Travel to New South Wales

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
Visitors (000)	3,913	4,243	4,370	4,384	839	112	1,578	3,425	3,806	4,110	8.0%
Nights (000)	87,104	93,984	96,204	96,576	24,428	6,928	44,228	87,685	100,829	105,934	5.1%
Average Length of Stay	22.3	22.1	22.0	22.0	29.1	61.7	28.0	25.6	26.5	25.8	-2.7%
Expenditure (\$ million)	\$9,305	\$10,286	\$10,726	\$11,381	\$2,714	\$635	\$5,003	\$10,866	\$12,025	\$15,040	25.1%
Spend per visitor per night (\$)	\$107	\$109	\$111	\$118	\$111	\$92	\$113	\$124	\$119	\$142	19.0%

Purpose of Visit

Visitors (000)	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
Holiday	2,176	2,400	2,479	2,447	n/p	n/p	n/p	1,641	1,952	2,178	11.5%
Visiting friends and relatives	1,103	1,183	1,235	1,212	n/p	n/p	n/p	1,158	1,231	1,285	4.4%
Business	395	469	480	461	n/p	n/p	n/p	353	334	320	-4.0%
Education	199	218	235	247	n/p	n/p	n/p	192	200	227	13.1%
Other	343	343	364	381	n/p	n/p	n/p	408	399	394	-1.2%
Total	3,913	4,243	4,370	4,384	839	112	1,578	3,425	3,806	4,110	8.0%

Origin (Top 3 based on latest time period)

Visitors (000)	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
China	692	789	772	771	n/p	n/p	n/p	286	469	547	16.6%
United States of America	425	471	495	523	n/p	n/p	n/p	426	452	484	7.2%
New Zealand	444	441	441	445	n/p	n/p	n/p	411	430	442	2.6%

Age

Visitors (000)	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
15-34	1,626	1,655	1,697	1,676	n/p	n/p	n/p	1,380	1,559	1,663	6.7%
35-54	1,270	1,393	1,410	1,461	n/p	n/p	n/p	1,102	1,235	1,259	1.9%
55+	1,017	1,195	1,263	1,248	n/p	n/p	n/p	943	1,012	1,188	17.5%
Total	3,913	4,243	4,370	4,384	839	112	1,578	3,425	3,806	4,110	8.0%

Travel Party

Visitors (000)	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
Travelling alone	2,024	2,117	2,231	2,172	n/p	n/p	n/p	2,010	2,142	2,178	1.7%
Adult couple	818	922	931	994	n/p	n/p	n/p	630	737	864	17.2%
Family group - parents and children	456	504	551	580	n/p	n/p	n/p	372	460	577	25.6%
Friends/Relatives travelling together	467	530	487	464	n/p	n/p	n/p	281	350	381	9.0%
Other travel party	147	170	169	175	n/p	n/p	n/p	132	118	109	-6.9%
Total	3,913	4,243	4,370	4,384	839	112	1,578	3,425	3,806	4,110	8.0%

n/p = not publishable (sample < 40); '-' = not calculable.

Travel to New South Wales

Year ended December 2025

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
Visitors (000)	n/a	n/a	n/a	n/a	59,158	60,873	72,011	76,598	78,607	84,034	6.9%
Expenditure (\$ million)	n/a	n/a	n/a	n/a	\$5,984	\$7,055	\$10,323	\$11,458	\$12,441	\$14,406	15.8%
Spend per visitor (\$)	-	-	-	-	101	116	143	150	158	171	8.3%

Purpose of Visit

Visitors (000)	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
Holiday	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	41,494	-
Visiting Friends & Relatives	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	27,018	-
Business	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	6,157	-
Other	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	9,365	-
Total	n/a	n/a	n/a	n/a	59,158	60,873	72,011	76,598	78,607	84,034	6.9%

Origin

Visitors (000)	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
Sydney	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	47,708	-
Regional NSW	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	30,364	-
Total Intrastate	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	78,072	-
Total Interstate	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	5,963	-
Total	n/a	n/a	n/a	n/a	59,158	60,873	72,011	76,598	78,607	84,034	6.9%

Age

Visitors (000)	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	YE Dec 2025	% change 2025 vs. 2024
14-34	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	27,518	-
35-54	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	24,796	-
55+	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	31,720	-
Total	n/a	n/a	n/a	n/a	59,158	60,873	72,011	76,598	78,607	84,034	6.9%

n/p = not publishable (sample < 1000); '-' = not calculable; domestic daytrip data not available for NSW prior to YE Mar 2020 and other regions prior to YE Dec 2025.