

Regional NSW Visitor Profile

Year ended June 2021

Source: National and International Visitor Surveys, Tourism Research Australia.

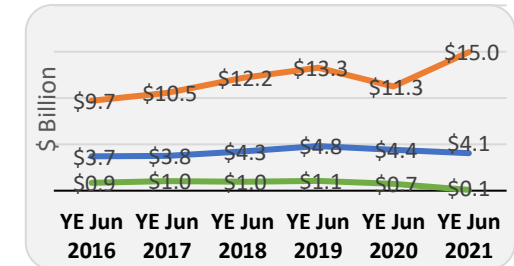
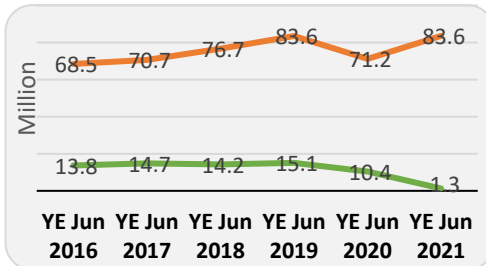
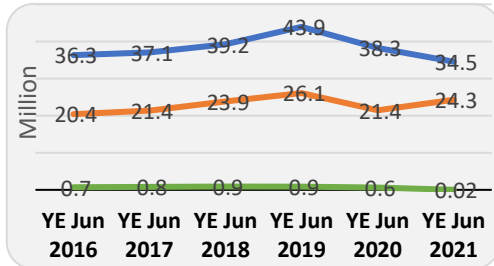
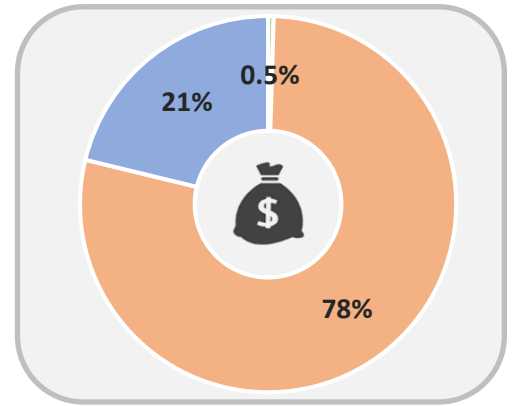
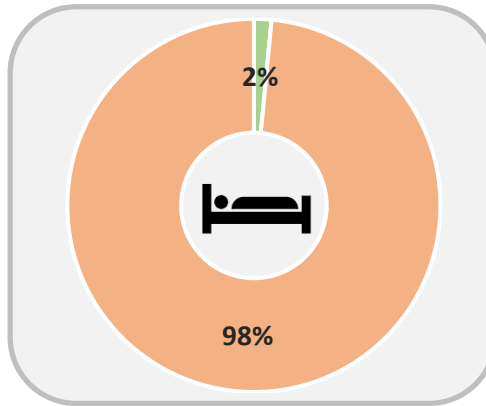
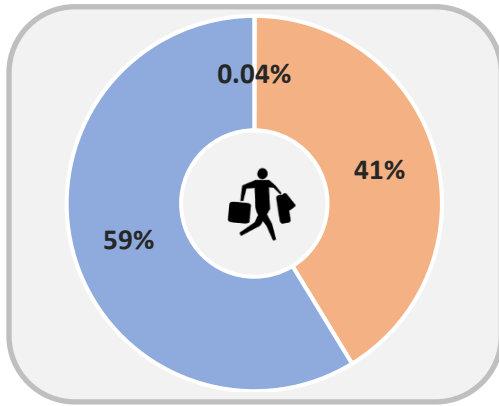


Icons sourced from www.easil.ly

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 24.3m (+13.3% YoY)
Nights: 83.6m (+17.4% YoY)
Expenditure: \$15.0bn (+32.9% YoY)



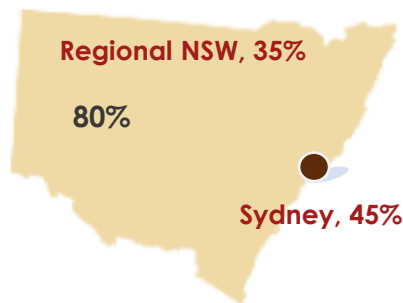
Average spend
\$179 per night
\$617 per visitor



Average length
of stay:
3.4 nights

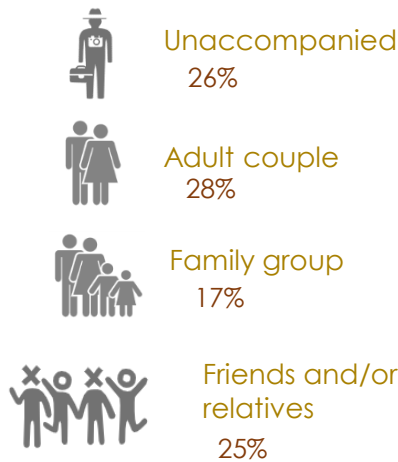
Origin

80% of the visitors came from within New South Wales



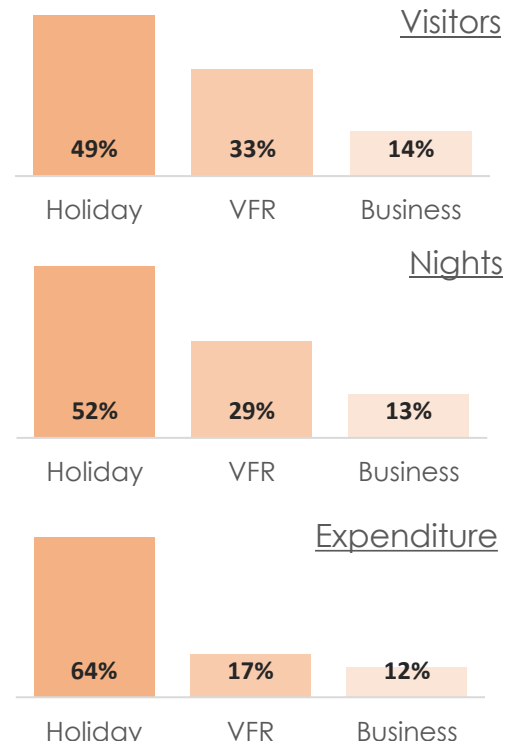
Travel party

28% of the visitors were an adult couple



Purpose of visit

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



Transport

Private vehicle or company car, 92%
Aircraft, 4%

Gender



Regional NSW Visitor Profile

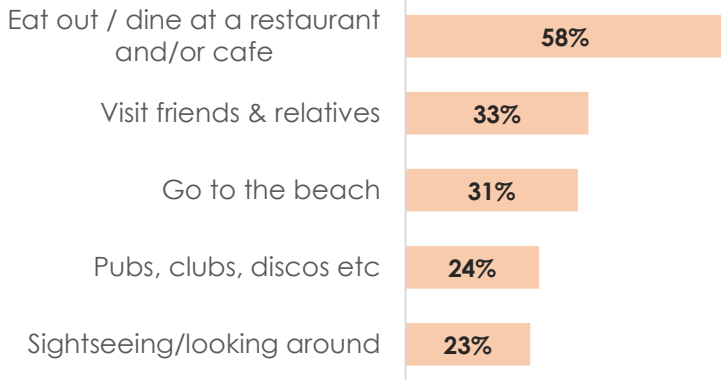
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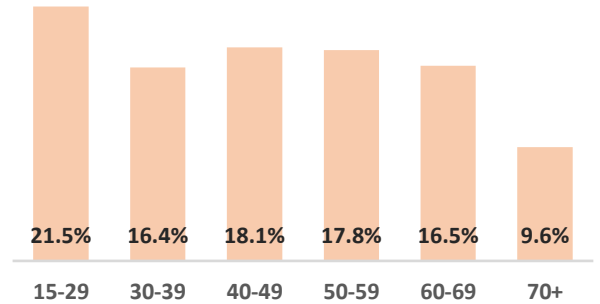
Icons sourced from www.easilly

Top 5 activities

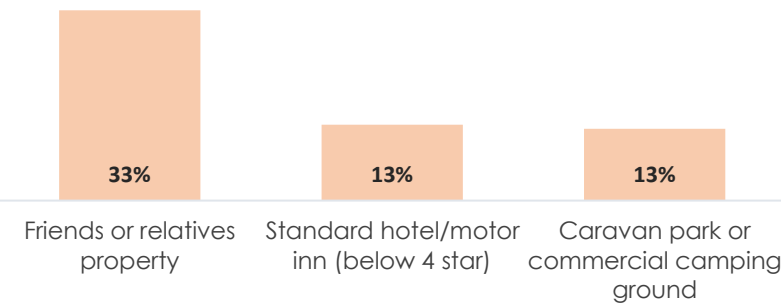


Age

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



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

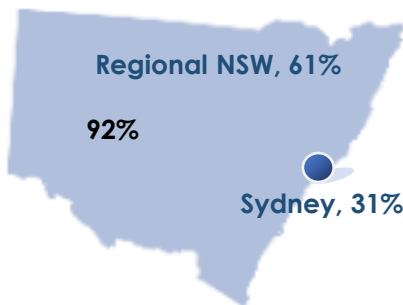
Visitors: 34.5m (-9.8% YoY)
Expenditure: \$4.1bn (-8.3% YoY)



Average spend \$117 per visitor

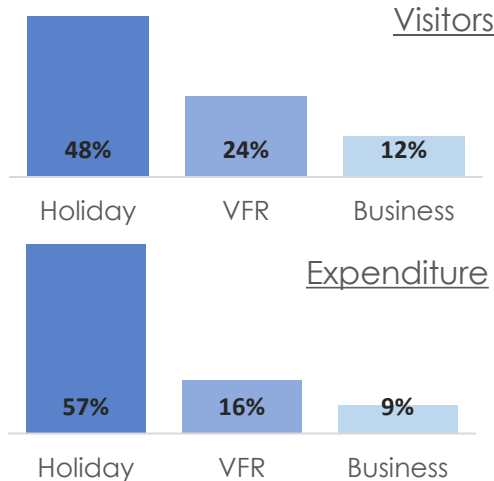
Origin

92% of the visitors to the region came from NSW



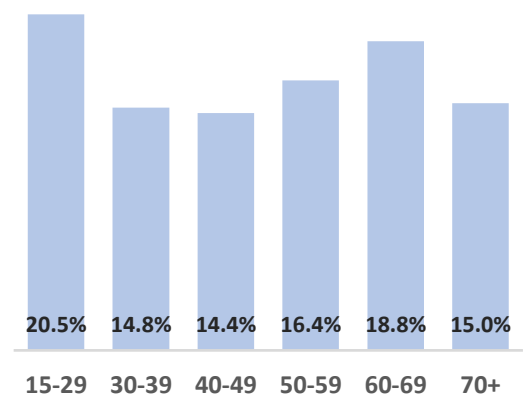
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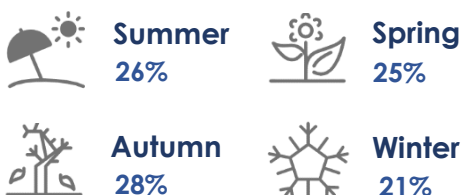


Age

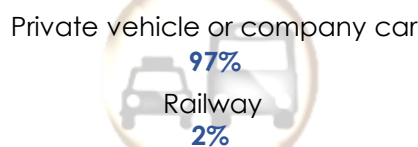
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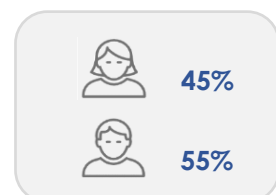
Travel season*



Transport



Gender



*by month returned from the trip

INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE