

India Visitor Profile to NSW

Year ended December 2023



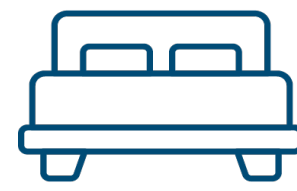
Source: International Visitor Survey, Tourism Research Australia



VISITORS

181,600

104% vs. 2019*



NIGHTS

7m

94% vs. 2019*



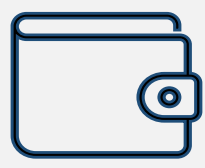
EXPENDITURE

\$482.2m

109% vs. 2019*

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

Average spend



\$69 per night
\$2655 per visitor

Average length of stay



38.3 nights

Rank in NSW



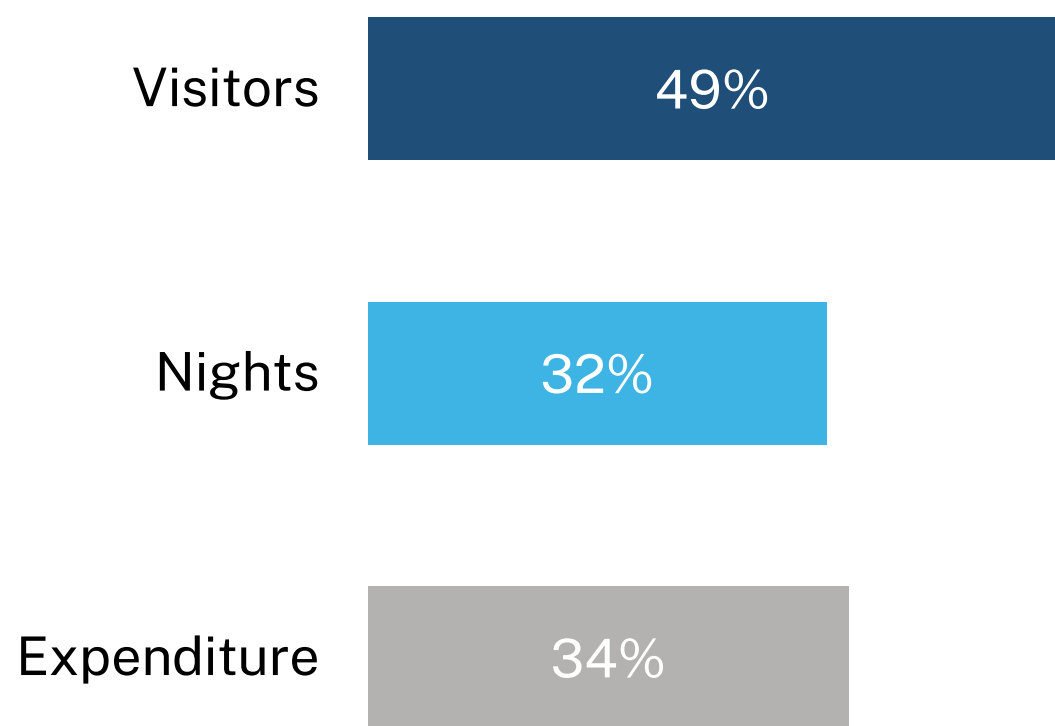
#6 for visitors

#3 for nights

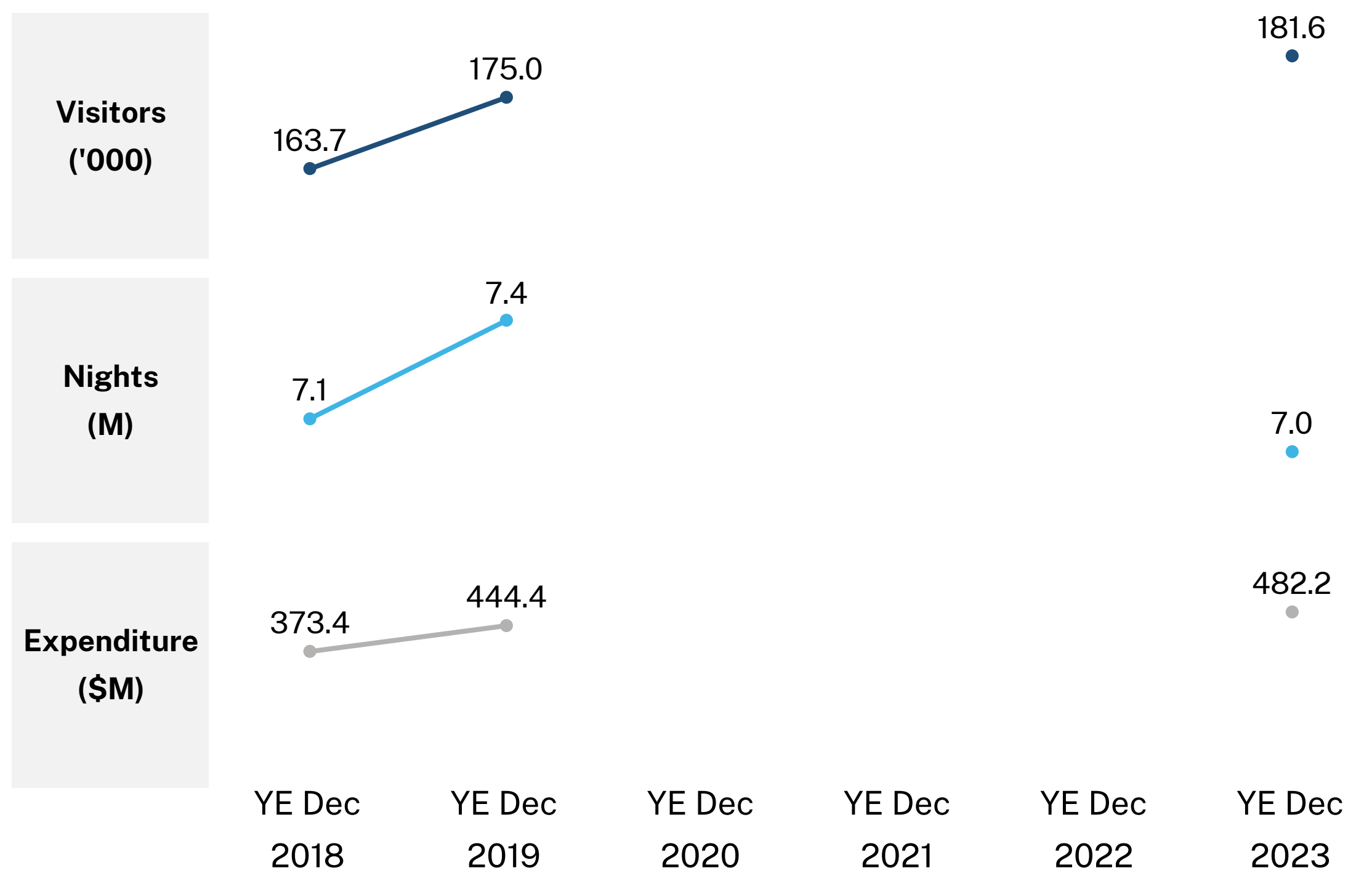
#6 for expenditure

NSW share of visitors to Australia

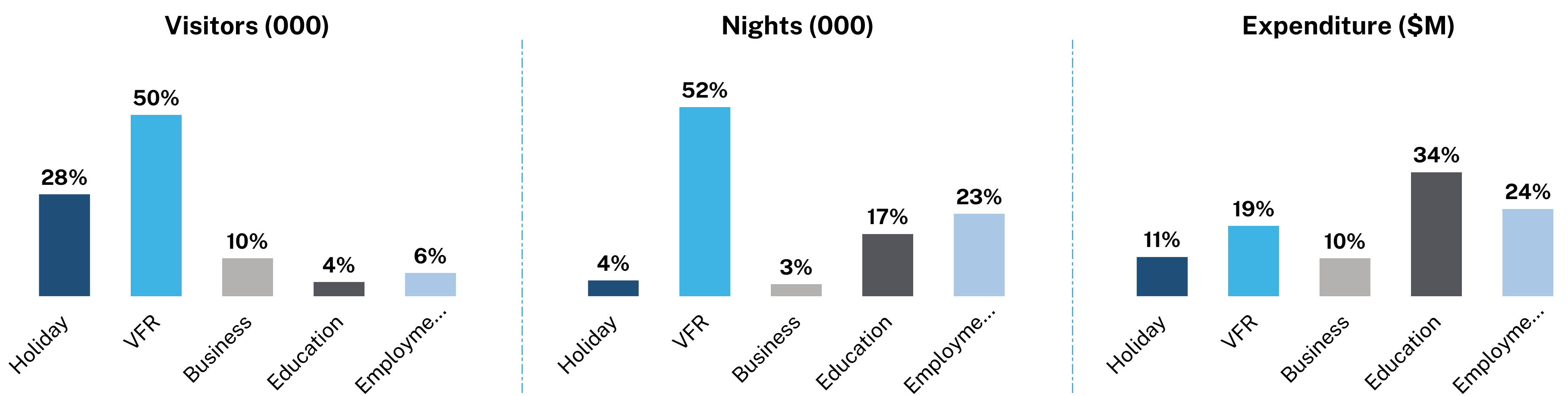
49% of international visitors from India visited NSW during their trip to Australia



Time Series



Purpose of Visit



Visitor dispersal

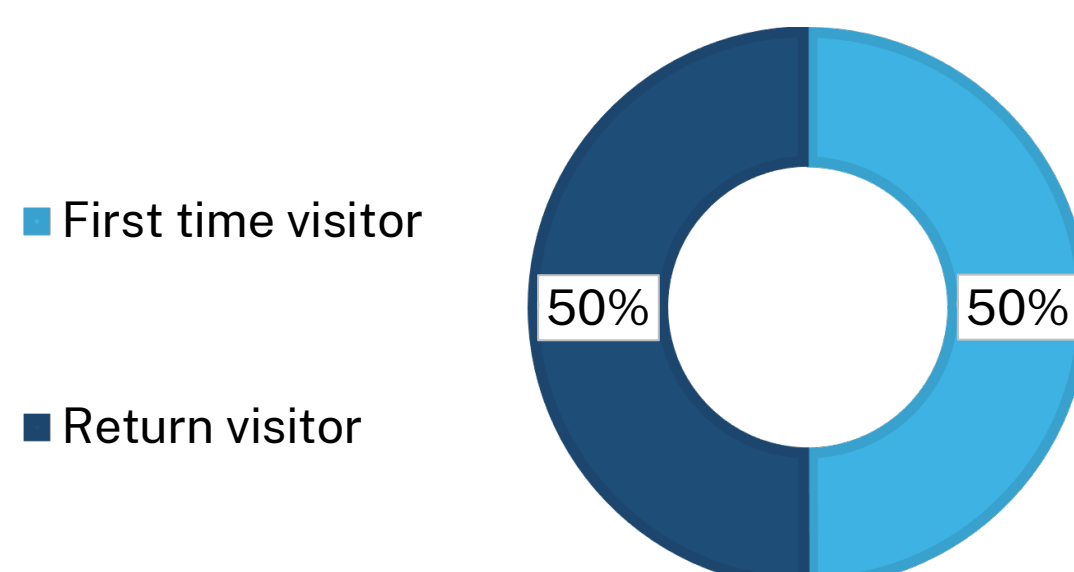
14% of visitors from India visited Regional NSW as part of their trip

Regional NSW, 14%



First vs return visitor to Australia

50% of visitors from India 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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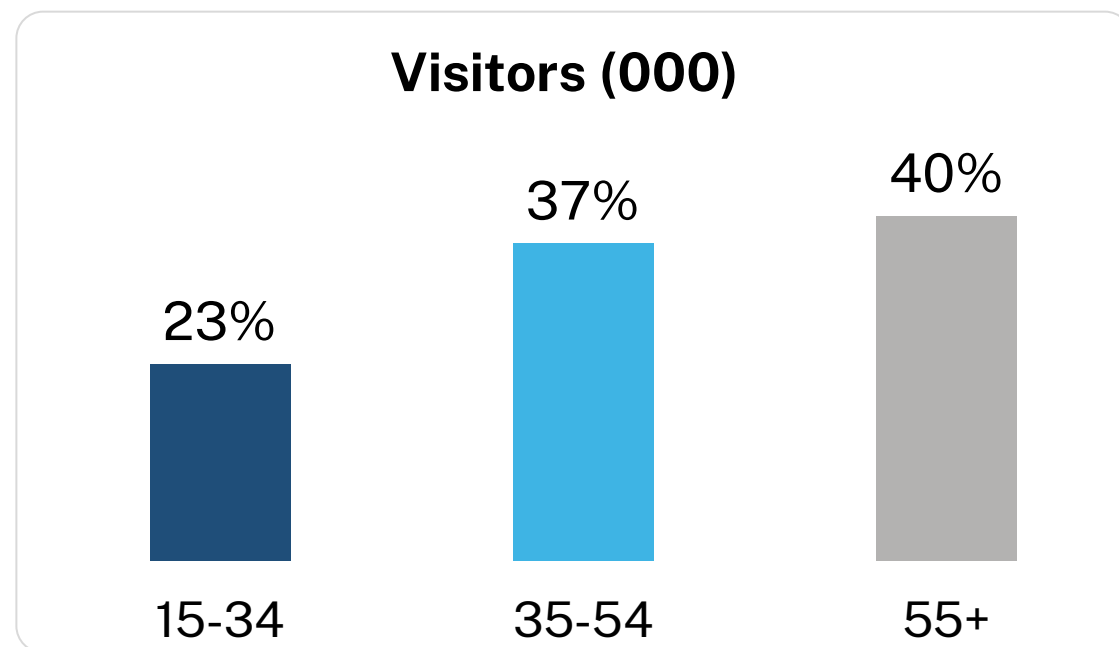
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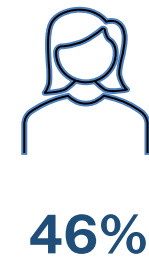
Source: International Visitor Survey, Tourism Research Australia

Age

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

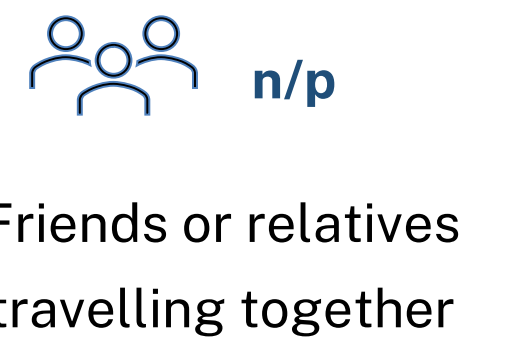
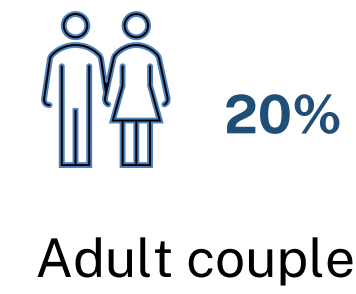
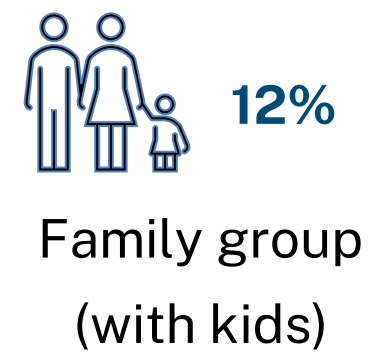
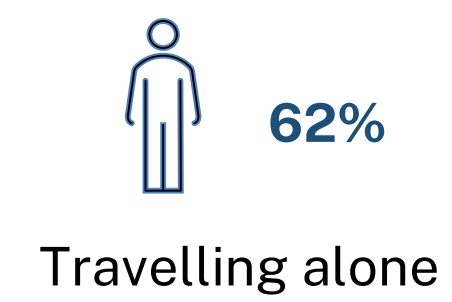


Gender



Travel party

62% of visitors from India to NSW were travelling alone.



Group tour

96% of all visitors to NSW from India didn't travel to Australia on a group tour

Group tour n/p



Travel package

97% of all visitors to NSW from India did not travel to Australia as part of a package tour

Package tour n/p



FIT visitor#

70% of visitors to NSW from India were Free and Independent Travellers



free and independent traveller

Lifestage

Young Singles (15 - 24 YO) 5%

Midlife Singles (25 - 44 YO) 14%

Older Singles (45+ YO) n/p

Young/Midlife Couples, no kids (15 - 44 YO) 8%

Older Couples, no kids at home (45+ YO) 29%

Parent(s) with kids still at home 40%

Aviation



Inbound seats to Sydney

147,152 seats

+22.4% YoY

1.5% of the total inbounds seats available at Sydney Airport

Key airlines



1. Singapore Airlines, 22%

2. Air India, 21%

3. Qantas Airways, 14%

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

Source: Short term arrivals to Sydney, Tourism Research Australia