

Travel to New South Wales

Year ended June 2024



Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	83,245	88,991	91,020	99,383	110,797	95,378	84,811	67,036	105,433	101,598	-3.6%
Nights ('000)	167,371	177,853	188,742	199,150	214,203	168,586	107,685	106,463	182,618	216,048	18.3%
Expenditure (\$ million)	\$28,862	\$30,848	\$32,988	\$37,173	\$41,480	\$33,031	\$25,750	\$24,799	\$48,542	\$52,913	9.0%
OVERNIGHT (international & domestic)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	30,517	32,220	34,213	38,008	41,613	33,363	30,227	25,382	38,912	40,840	5.0%
Nights ('000)	167,371	177,853	188,742	199,150	214,203	168,586	107,685	106,463	182,618	216,048	18.3%
Expenditure (\$ million)	\$23,287	\$24,977	\$27,055	\$30,587	\$33,904	\$26,067	\$19,750	\$19,545	\$38,836	\$42,905	10.5%
DOMESTIC (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	79,886	85,295	86,961	95,042	106,421	92,328	84,739	66,540	102,703	97,896	-4.7%
Nights ('000)	88,100	91,486	96,867	104,848	116,060	98,839	103,511	85,357	114,881	116,990	1.8%
Expenditure (\$ million)	\$21,359	\$21,978	\$23,144	\$26,678	\$30,183	\$25,059	\$25,403	\$22,857	\$39,921	\$40,683	1.9%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	27,158	28,524	30,154	33,667	37,237	30,312	30,155	24,887	36,183	37,138	2.6%
Nights (000)	88,100	91,486	96,867	104,848	116,060	98,839	103,511	85,357	114,881	116,990	1.8%
Average Length of Stay	3.2	3.2	3.2	3.1	3.1	3.3	3.4	3.4	3.2	3.2	-0.8%
Expenditure (\$ million)	\$15,785	\$16,108	\$17,210	\$20,091	\$22,607	\$18,096	\$19,403	\$17,603	\$30,215	\$30,675	1.5%
Spend per visitor per night (\$)	\$179	\$176	\$178	\$192	\$195	\$183	\$187	\$206	\$263	\$262	-0.3%
Intrastate visitors (000)	17,902	18,752	20,258	22,326	25,228	20,659	23,437	18,067	25,195	25,698	2.0%
Interstate visitors (000)	9,255	9,772	9,896	11,341	12,009	9,653	6,718	6,820	10,989	11,440	4.1%
Intrastate nights (000)	52,275	54,462	57,360	62,775	71,196	59,464	73,634	56,004	70,807	74,136	4.7%
Interstate nights (000)	35,825	37,024	39,507	42,074	44,865	39,376	29,877	29,353	44,074	42,854	-2.8%
Intrastate expenditure (\$ million)	\$9,445	\$9,405	\$10,544	\$11,953	\$13,551	\$10,814	\$14,422	\$11,994	\$18,831	\$19,277	2.4%
Interstate expenditure (\$ million)	\$6,340	\$6,703	\$6,667	\$8,138	\$9,056	\$7,281	\$4,981	\$5,609	\$11,383	\$11,398	0.1%

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	11,055	11,791	11,886	13,503	14,559	10,690	13,374	10,501	15,541	15,590	0.3%
Visiting Friends & Relatives	9,669	10,171	10,865	11,508	13,412	11,221	10,444	8,938	12,483	12,982	4.0%
Business	5,042	5,302	5,825	7,171	7,652	6,795	4,874	4,358	6,605	6,994	5.9%
Other	1,873	1,915	2,279	2,164	2,398	2,247	2,221	1,569	2,274	2,425	6.6%
Total	27,158	28,524	30,154	33,667	37,237	30,312	30,155	24,887	36,183	37,138	2.6%
Nights (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	39,969	41,731	41,013	45,482	49,712	37,408	47,110	37,601	52,106	50,658	-2.8%
Visiting Friends & Relatives	29,534	30,546	33,199	34,867	40,312	32,971	33,091	29,246	37,548	39,933	6.4%
Business	13,482	13,367	15,962	18,490	19,691	20,806	15,747	13,506	19,544	19,795	1.3%
Other	5,115	5,842	6,693	6,010	6,345	7,655	7,563	5,004	5,683	6,604	16.2%
Total	88,100	91,486	96,867	104,848	116,060	98,839	103,511	85,357	114,881	116,990	1.8%

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

Travel to New South Wales

Year ended June 2024



Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia

DOMESTIC OVERNIGHT TRAVEL

Origin											
Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	7,547	7,829	8,624	9,767	11,207	8,721	11,809	8,182	11,510	11,913	3.5%
Regional NSW	10,355	10,923	11,634	12,559	14,021	11,938	11,628	9,885	13,684	13,785	0.7%
Total Intrastate	17,902	18,752	20,258	22,326	25,228	20,659	23,437	18,067	25,195	25,698	2.0%
Victoria	3,157	3,367	3,514	4,147	4,533	3,577	2,101	2,745	4,205	4,098	-2.5%
Queensland	3,352	3,610	3,683	4,050	4,162	3,473	2,510	2,131	3,742	4,358	16.5%
ACT	1,498	1,543	1,464	1,820	1,894	1,459	1,515	1,292	1,882	1,830	-2.8%
Other Interstate	1,248	1,252	1,235	1,323	1,421	1,144	593	652	1,159	1,154	-0.5%
Total Interstate	9,255	9,772	9,896	11,341	12,009	9,653	6,718	6,820	10,989	11,440	4.1%
Grand Total	27,158	28,524	30,154	33,667	37,237	30,312	30,155	24,887	36,183	37,138	2.6%

Age											
Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	8,645	8,848	9,553	10,807	12,172	9,885	9,177	8,418	12,035	11,354	-5.7%
35-54	9,938	10,309	10,781	12,170	12,797	10,099	10,499	8,304	12,265	12,789	4.3%
55+	8,575	9,367	9,820	10,691	12,267	10,328	10,479	8,165	11,883	12,995	9.4%
Total	27,158	28,524	30,154	33,667	37,237	30,312	30,155	24,887	36,183	37,138	2.6%

Travel Party											
Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	7,937	8,452	9,424	10,833	12,247	10,747	9,083	8,063	11,190	11,894	6.3%
Adult couple	7,111	7,354	7,966	8,497	9,203	7,529	8,189	6,464	9,586	9,035	-5.7%
Family group - parents and children	5,025	4,945	5,036	5,243	5,644	4,512	4,866	3,923	5,522	6,095	10.4%
Friends/relatives travelling together	5,441	6,095	6,025	7,064	7,798	5,540	6,847	5,355	7,774	8,150	4.8%
Other travel party	1,643	1,678	1,704	2,031	2,345	1,985	1,169	1,082	2,111	1,963	-7.0%
Total	27,158	28,524	30,154	33,667	37,237	30,312	30,155	24,887	36,183	37,138	2.6%

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Travel to New South Wales

Year ended June 2024



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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	3,359	3,696	4,059	4,341	4,376	3,051	72	495	2,729	3,702	35.6%
Nights (000)	79,271	86,366	91,875	94,301	98,142	69,747	4,174	21,106	67,737	99,058	46.2%
Average Length of Stay	23.6	23.4	22.6	21.7	22.4	22.9	57.6	42.6	24.8	26.8	7.8%
Expenditure (\$ million)	\$7,503	\$8,870	\$9,844	\$10,496	\$11,297	\$7,971	\$347	\$1,942	\$8,621	\$12,230	41.9%
Spend per visitor per night (\$)	\$95	\$103	\$107	\$111	\$115	\$114	\$83	\$92	\$127	\$123	-3.0%

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	1,817	2,043	2,262	2,460	2,470	n/p	n/p	n/p	n/p	1,837	-
Visiting Friends & Relatives	971	1,060	1,132	1,229	1,210	n/p	n/p	n/p	n/p	1,209	-
Business	391	381	424	481	478	n/p	n/p	n/p	n/p	360	-
Education	158	181	219	223	245	n/p	n/p	n/p	n/p	203	-
Other	286	324	348	352	372	n/p	n/p	n/p	n/p	416	-
Total	3,359	3,696	4,059	4,341	4,376	3,051	72	495	2,729	3,702	35.6%

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
United States of America	343	394	443	489	522	n/p	n/p	n/p	n/p	463	-
New Zealand	416	436	446	443	440	n/p	n/p	n/p	n/p	443	-
China	535	649	724	797	755	n/p	n/p	n/p	n/p	407	-

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	1,440	1,558	1,642	1,675	1,707	n/p	n/p	n/p	n/p	1,518	-
35-54	1,096	1,182	1,329	1,421	1,414	n/p	n/p	n/p	n/p	1,183	-
55+	823	956	1,088	1,245	1,256	n/p	n/p	n/p	n/p	1,001	-
Total	3,359	3,696	4,059	4,341	4,376	3,051	72	495	2,729	3,702	35.6%

Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	1,781	1,900	2,078	2,190	2,196	n/p	n/p	n/p	n/p	2,115	-
Adult couple	678	770	833	946	972	n/p	n/p	n/p	n/p	690	-
Family group - parents and children	388	437	478	523	567	n/p	n/p	n/p	n/p	452	-
Friends/relatives travelling together	376	460	511	503	478	n/p	n/p	n/p	n/p	317	-
Other travel party	137	131	159	179	163	n/p	n/p	n/p	n/p	128	-
Total	3,359	3,696	4,059	4,341	4,376	3,051	72	495	2,729	3,702	35.6%

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

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Year ended June 2024



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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	52,728	56,771	56,807	61,374	69,184	62,016	54,584	41,653	66,520	60,758	-8.7%
Expenditure (\$ million)	\$5,574	\$5,871	\$5,933	\$6,587	\$7,576	\$6,964	\$6,000	\$5,254	\$9,706	\$10,008	3.1%
Spend per visitor (\$)	\$106	\$103	\$104	\$107	\$110	\$112	\$110	\$126	\$146	\$165	12.9%

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	25,467	28,143	26,855	30,383	32,296	27,115	24,764	17,849	31,436	28,734	-8.6%
Visiting Friends & Relatives	14,780	15,721	16,486	17,383	19,217	18,213	14,832	12,248	18,077	17,430	-3.6%
Business	5,170	5,707	5,748	5,915	9,247	8,774	7,205	5,049	8,719	6,640	-23.8%
Other	7,311	7,200	7,719	7,693	8,424	7,914	7,783	6,508	8,289	7,954	-4.0%
Total	52,728	56,771	56,807	61,374	69,184	62,016	54,584	41,653	66,520	60,758	-8.7%

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	22,401	24,903	23,790	26,410	31,006	28,153	25,450	17,495	30,959	27,035	-12.7%
Regional NSW	25,686	27,284	28,118	29,611	32,795	29,040	26,290	21,454	30,999	28,905	-6.8%
Total Intrastate	48,087	52,187	51,909	56,021	63,801	57,193	51,740	38,949	61,958	55,940	-9.7%
Total Interstate	4,641	4,584	4,898	5,353	5,383	4,823	2,844	2,705	4,562	4,818	5.6%
Total	52,728	56,771	56,807	61,374	69,184	62,016	54,584	41,653	66,520	60,758	-8.7%

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	16,923	17,653	17,368	18,170	22,138	18,564	16,604	12,427	21,376	18,974	-11.2%
35-54	17,380	18,392	18,035	20,270	20,973	19,683	16,944	12,965	20,505	18,422	-10.2%
55+	18,425	20,726	21,404	22,935	26,073	23,769	21,036	16,261	24,640	23,362	-5.2%
Total	52,728	56,771	56,807	61,374	69,184	62,016	54,584	41,653	66,520	60,758	-8.7%

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