

# New South Wales Domestic Visitor Profile

Year ending December 2025

Source: Domestic Tourism Statistics, Tourism Research Australia



This profile shows the latest domestic visitor figures for NSW.

Figures cannot be supplied if they do not meet the quality thresholds for publication. These are marked as 'n/p'.

## TOTAL DOMESTIC VISITATION

### VISITORS



**123.2m**  
(+4.5% YoY)

### NIGHTS



**118.2m**  
(-0.3% YoY)

### EXPENDITURE



**\$45.4b**  
(+3.5% YoY)

#### Market share of Australia

**32%**

share of visitors

Ranked

**1st for visitors**

in Australia

**31%**

share of nights

Ranked

**1st for nights**

in Australia

**30%**

share of expenditure

Ranked

**1st for expenditure**

in Australia

#### Share by visitor type

DOMESTIC OVERNIGHT

32%

68%

DOMESTIC DAY TRIP




DOMESTIC OVERNIGHT

68%

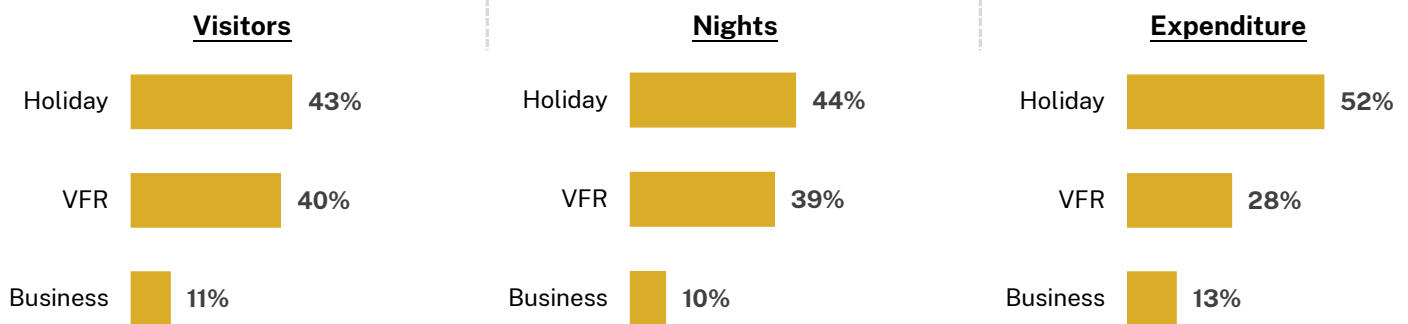
32%

DOMESTIC DAY TRIP

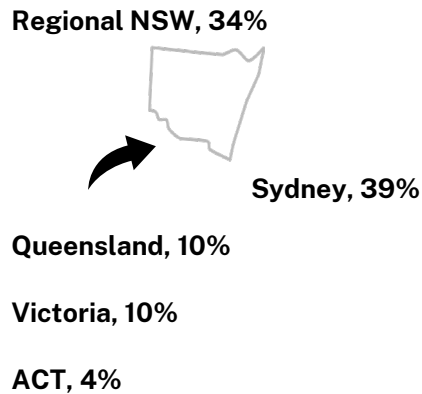
## DOMESTIC OVERNIGHT TRAVEL

Year ending December 2025	 AVERAGE SPEND	 AVERAGE LENGTH OF STAY	 RANKING IN AUSTRALIA	MARKET SHARE OF AUSTRALIA
<b>VISITORS:</b> 39.2m (-0.4% YoY)	\$261.8 per night	3.0 nights	1st for visitors	35%
<b>NIGHTS:</b> 118.2m (-0.3% YoY)	\$789.4 per visitor		1st for nights	31%
<b>EXPENDITURE:</b> \$30.9bn (-1.3% YoY)			1st for expenditure	29%

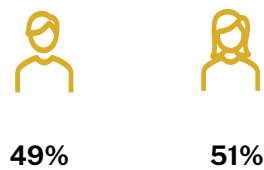
## PURPOSE OF VISIT - % SHARE OF TOTAL



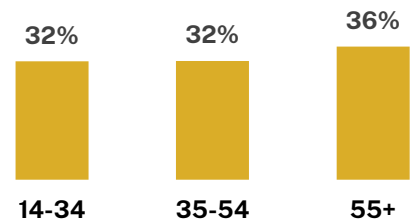
### TRAVEL ORIGIN



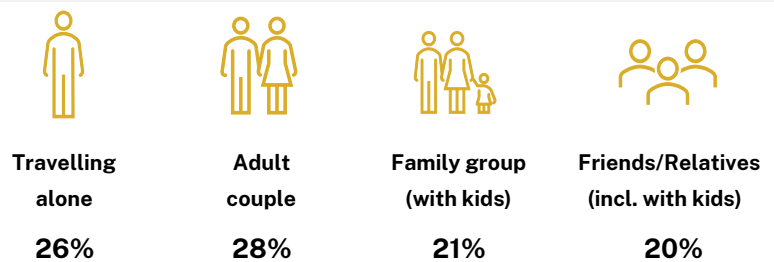
### GENDER



### AGE



### TRAVEL PARTY



## DOMESTIC DAY TRIP TRAVEL

Year ending December 2025



AVERAGE SPEND



RANKING IN AUSTRALIA

MARKET SHARE OF AUSTRALIA

**VISITORS:** **84.0m**  
(+6.9% YoY)

\$171.4 per visitor

2nd for visitors

30%

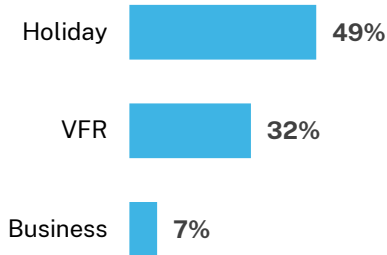
**EXPENDITURE:** **\$14.4bn**  
(+15.8% YoY)

1st for expenditure

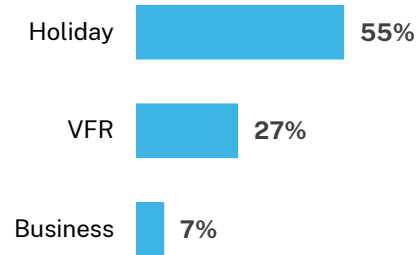
31%

## PURPOSE OF VISIT - % SHARE OF TOTAL

### Visitors

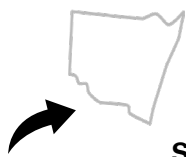


### Expenditure



## TRAVEL ORIGIN

Regional NSW, 36%



Sydney, 57%

Queensland, 3%

ACT, 3%

Victoria, 2%

## GENDER



53%



47%

## AGE



14-34



35-54



55+

## DESTINATIONS OF DOMESTIC TRAVELLERS TO NSW

Destination	TOTAL		DOMESTIC OVERNIGHT						DOMESTIC DAY TRIP		
	Visitors	Spend	Visitors	Nights	Spend	ALOS	Spend per night	Spend per visitor	Visitors	Spend	Spend per visitor
	(000)	\$million	(000)	(million)	\$million		\$	\$	(000)	\$million	\$
Sydney	62,572	\$20,351	13,055	33,752	\$12,490	2.6	\$370.1	\$956.8	49,517	\$7,860	\$158.7
Regional NSW	62,841	\$25,005	28,324	84,490	\$18,460	3.0	\$218.5	\$651.7	34,517	\$6,546	\$189.6
Hunter	13,538	\$5,544	5,187	13,108	\$3,796	2.5	\$289.6	\$731.8	8,351	\$1,748	\$209.4
North Coast NSW	13,049	\$5,281	6,448	20,995	\$4,217	3.3	\$200.9	\$654.1	6,601	\$1,064	\$161.2
South Coast	10,156	\$3,941	5,019	14,678	\$3,020	2.9	\$205.7	\$601.7	5,137	\$921	\$179.3
Central Coast	5,762	\$1,853	2,509	6,121	\$1,348	2.4	\$220.2	\$537.2	3,253	\$506	\$155.4
Central NSW	5,390	\$2,121	2,808	7,242	\$1,506	2.6	\$207.9	\$536.1	2,582	\$616	\$238.5
Capital Country	4,582	\$1,255	2,072	4,436	\$906	2.1	\$204.2	\$437.3	2,510	\$349	\$139.0
New England North West	3,205	\$1,142	1,724	4,670	\$722	2.7	\$154.6	\$418.6	1,481	\$420	\$283.6
The Murray	3,055	\$1,057	1,789	4,002	\$752	2.2	\$187.9	\$420.3	1,266	\$306	\$241.4
Riverina	2,777	\$810	1,398	3,400	\$554	2.4	\$163.0	\$396.3	1,378	\$256	\$185.5
Blue Mountains	2,519	\$1,024	1,117	2,360	\$759	2.1	\$321.4	\$679.3	1,403	\$265	\$188.9
Snowy Mountains	1,204	\$743	787	2,248	\$673	2.9	\$299.5	\$855.1	417	\$70	\$167.0
Outback NSW	n/p	n/p	321	962	\$176	3.0	\$183.1	\$548.3	n/p	n/p	-

## DOMESTIC AVIATION

**Interstate aviation** (*inbound seat capacity*)

In YE Dec 2025, NSW accounted for 26% of interstate domestic aviation seat capacity (down -1.8% year-on-year) and 26% of interstate flights in Australia (down -1.3% year-on-year).

NSW ranks #2 for interstate seats and #1 for interstate flights, of all states and territories.

**Intrastate aviation** (*Seats in both directions*)

In YE Dec 2025, NSW accounted for 16% of intrastate domestic aviation seat capacity (down -4.4% year-on-year) and 22% of intrastate flights in Australia (down -7.3% year-on-year).

NSW ranks #3 for intrastate seats and #2 for intrastate flights, of all states and territories.

Source: Cirium, Sky Warehouse