

Domestic travel to NSW Visitor Profile

Year ended June 2023

Source: National Visitor Survey, Tourism Research Australia.



TOTAL DOMESTIC VISITATION

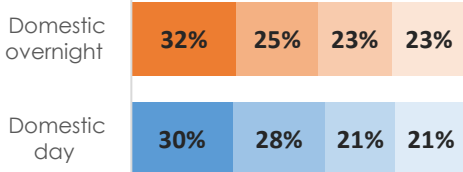
Visitors
102.7m
+54.3% YoY

Nights
114.9m
+34.6% YoY

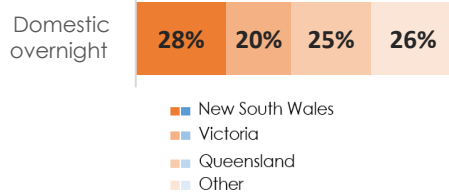
Expenditure
\$39.9bn
+74.7% YoY

Market share to Australia

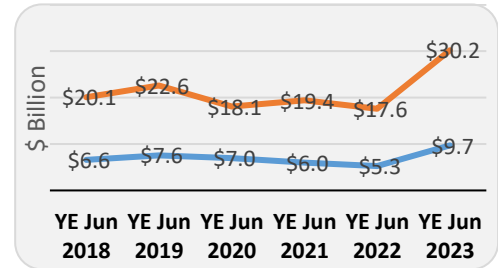
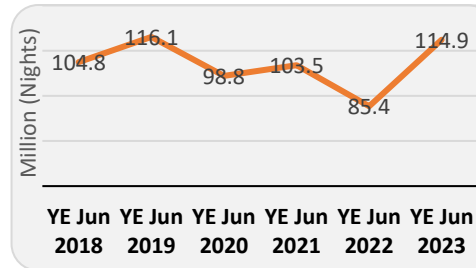
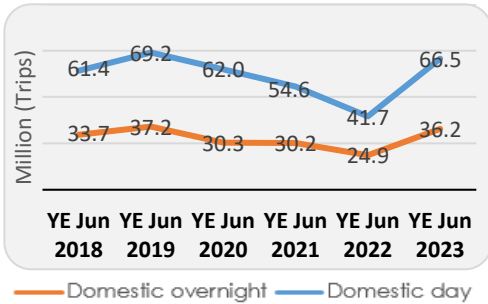
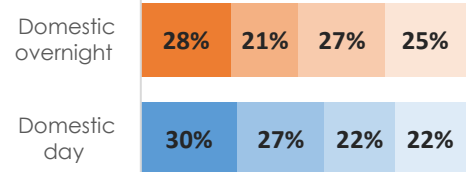
Visitors



Nights



Expenditure



Domestic overnight travel

Visitors: 36.2m (+45.4% YoY)
 Nights: 114.9m (+34.6% YoY)
 Expenditure: \$30.2bn (+71.7% YoY)

Average spend:
 \$263 per night
 \$835 per visitor

Average length of stay:
 3.2 nights

#1 for visitors
 #1 for nights
 #1 for expenditure
In Australia

Destination

Sydney was the top destination in NSW

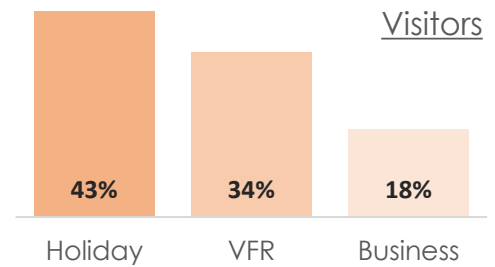
1. Sydney, 30%
2. North Coast NSW, 16%
3. South Coast, 13%
4. Hunter, 13%

Travel party



- Unaccompanied: 31%
- Adult couple: 26%
- Family group: 15%
- Friends and/or relatives: 21%

Purpose of visit

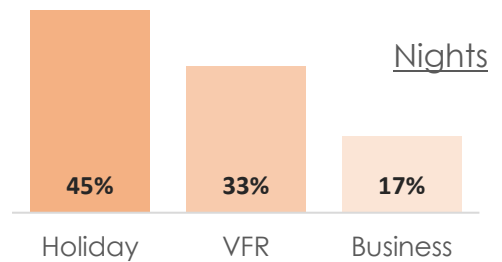
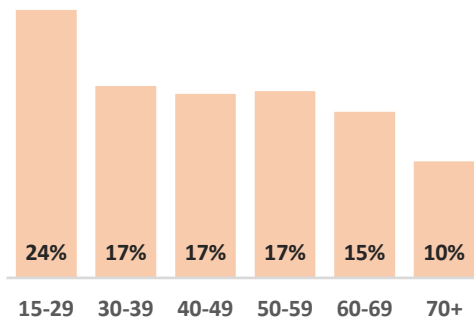


Origin

Regional NSW was the largest source market of visitors to NSW

1. Regional NSW, 38%
2. Sydney, 32%
3. Victoria, 12%

Age

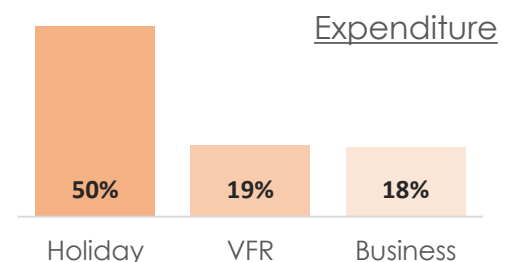


Gender

49% (Male) 51% (Female)

Transport

Private vehicle or company car, 79%
 Aircraft, 14%



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

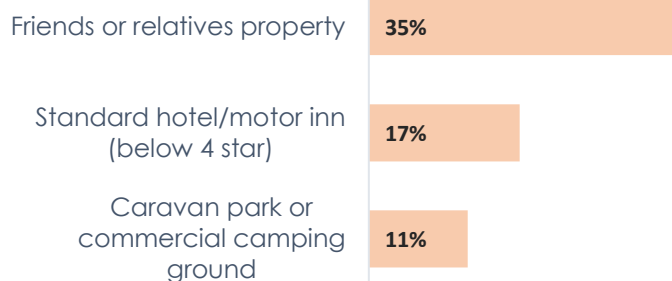
Domestic travel to NSW Visitor Profile

Year ended June 2023

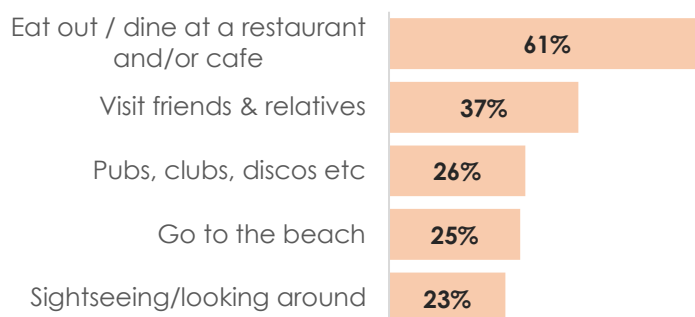
Source: National Visitor Survey, Tourism Research Australia.



Top 3 accommodation types (nights)



Top 5 activities



Domestic daytrip travel

Visitors: 66.5m (+59.7% YoY)
Expenditure: \$9.7bn (+84.7% YoY)

Average spend: \$146 per visitor

#1 for visitors
#1 for expenditure
In Australia

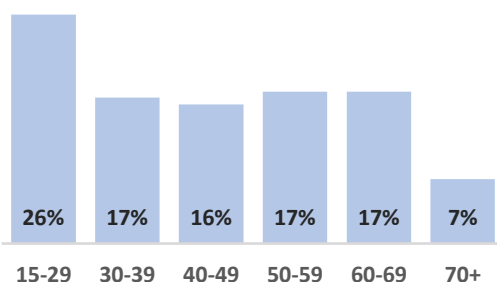
Destination

Sydney was the top destination in NSW

1. Sydney, 37%
2. South Coast, 12%
3. Hunter, 11%
4. North Coast NSW, 10%

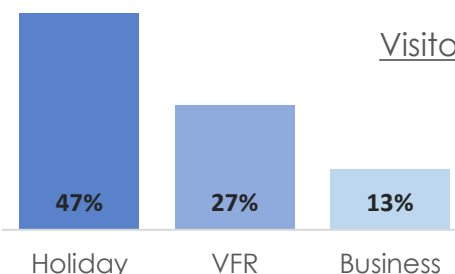
Age

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

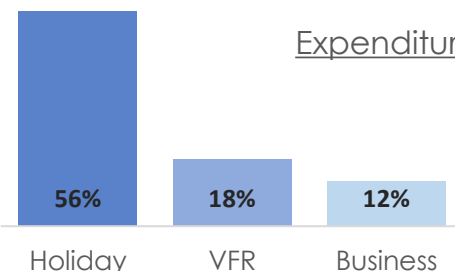


Purpose of visit

Visitors



Expenditure



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

Origin

Regional NSW was the largest source market of visitors to NSW

1. Regional NSW, 47%
2. Sydney, 47%
3. Hunter, 9%

Transport

Private vehicle or company car



Aviation

In YE Jun 2023, NSW accounted for 47% of the domestic aviation seat capacity in Australia's top 66 competitive routes or 28.3 million seats (up 88.2% on YE Jun 2022).

Source: Bureau of Infrastructure, Transport and Regional Economics (BITRE), seats both directions.

Destination	TOTAL DOMESTIC		DOMESTIC OVERNIGHT					DOMESTIC DAYTRIP			
	Visitors (000)	Expenditure (\$million)	Visitors (000)	Nights (million)	Expenditure (\$million)	ALOS	Spend per night (\$)	Spend per visitor (\$)	Visitors (000)	Expenditure (\$million)	Spend per visitor (\$)
Sydney	35,661	\$14,642	10,728	30.1	\$11,103	2.8	\$369	\$1,035	24,933	\$3,540	\$142
Regional NSW	67,948	\$25,279	26,362	84.8	\$19,112	3.2	\$225	\$725	41,587	\$6,167	\$148
South Coast	12,684	\$4,128	4,774	15.4	\$3,172	3.2	\$207	\$664	7,910	\$957	\$121
North Coast NSW	12,416	\$5,929	5,658	21.2	\$4,887	3.8	\$230	\$864	6,757	\$1,042	\$154
Hunter	11,847	\$4,000	4,544	12.0	\$3,047	2.6	\$253	\$670	7,303	\$953	\$130
Central NSW	6,104	\$2,421	2,664	7.5	\$1,698	2.8	\$227	\$637	3,440	\$723	\$210
Central Coast	5,946	\$1,451	1,686	4.3	\$900	2.5	\$211	\$534	4,261	\$551	\$129
Capital Country	4,587	\$1,081	1,599	3.5	\$667	2.2	\$189	\$417	2,987	\$414	\$139
Blue Mountains	4,190	\$944	1,293	3.2	\$606	2.5	\$191	\$469	2,897	\$337	\$116
New England North West	3,843	\$1,384	1,704	4.8	\$972	2.8	\$203	\$570	2,139	\$412	\$193
Riverina	2,915	\$1,024	1,260	3.1	\$610	2.5	\$197	\$485	1,655	\$414	\$250
The Murray	2,832	\$1,013	1,411	3.5	\$803	2.5	\$229	\$569	1,421	\$211	\$148
Snowy Mountains	1,612	\$1,294	980	3.3	\$1,181	3.4	\$356	\$1,206	632	\$113	\$178
Outback NSW	822	\$550	636	2.5	\$509	4.0	\$200	\$800	n/p	n/p	-
NSW Total	102,703	\$39,921	36,183	114.9	\$30,215	3.2	\$263	\$835	66,520	\$9,706	\$146

ALOS - average length of stay