

Regional NSW Visitor Profile

Year ending March 2024

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



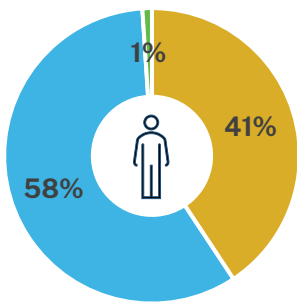
Total Visitation to Regional NSW (Domestic & International)

VISITORS



66.7m

Share by visitor type

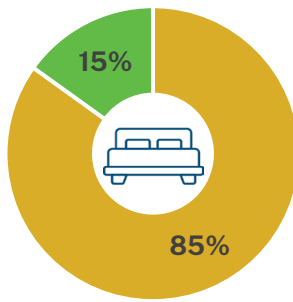


NIGHTS



101.2m

Share by visitor type

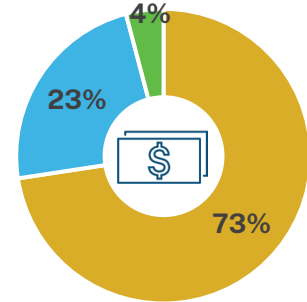


EXPENDITURE



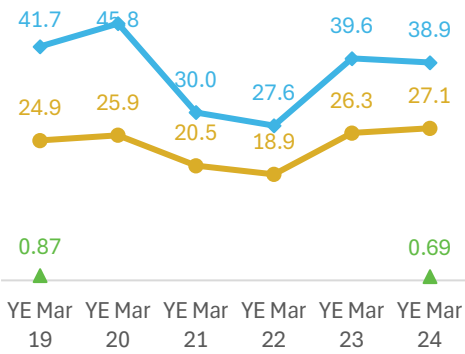
\$26.4b

Share by visitor type

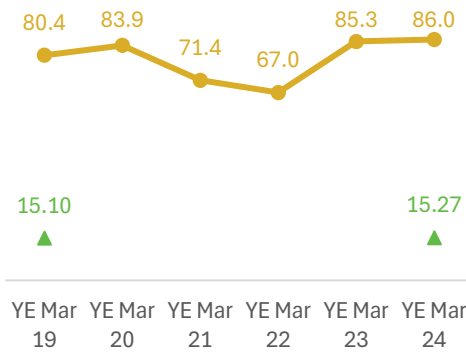


Domestic overnight Domestic day International

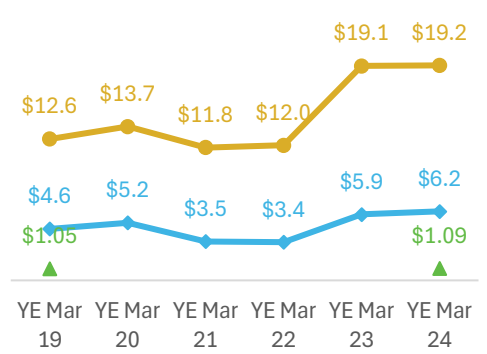
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



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Domestic Overnight Travel

Visitors: 27.1m (+3.3% YOY)	Average spend	Average length of stay	Ranking in Regional Australia
Nights: 86.0m (+0.8% YOY)	\$223 per night	3.2 nights	1st for visitors
Expenditure: \$19.2b (+0.3% YOY)	\$707 per visitor		1st for nights
			2nd for expenditure

Purpose of visit - % share of total

Visitors	Nights	Expenditure
Holiday 45%	Holiday 49%	Holiday 55%
VFR 36%	VFR 33%	VFR 21%
Business 15%	Business 13%	Business 14%

Visitor Origin

Regional NSW, 35%



Sydney, 40%

Gender



51%



49%

Age

30%

15-34

33%

35-54

36%

55+

Travel Party



27%

Travelling alone



18%

Family group (with kids)



27%

Adult couple



23%

Friends or relatives travelling together

Travel Season



24%

Spring



28%

Summer



24%

Autumn



24%

Winter

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Domestic Daytrip Travel

Average spend

Visitors: **38.9m (-1.9% YOY)**
Expenditure: **\$6.2b (+4.7% YOY)**



\$158 per visitor

Ranking in Regional Australia

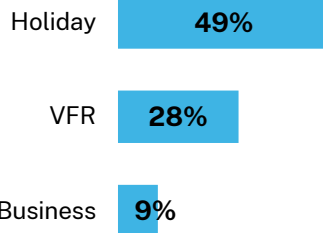


1st for visitors

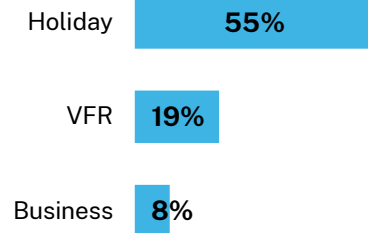
1st for expenditure

Purpose of visit - % share of total

Visitors



Expenditure



Visitor Origin

Regional NSW, 56%



Sydney, 33%

Gender

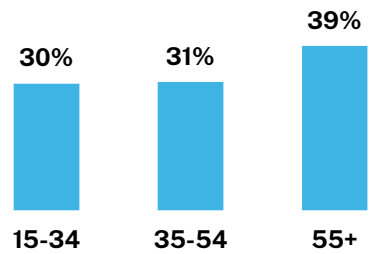


54%



46%

Age



Travel Season



24%

Spring



24%

Summer



26%

Autumn



26%

Winter

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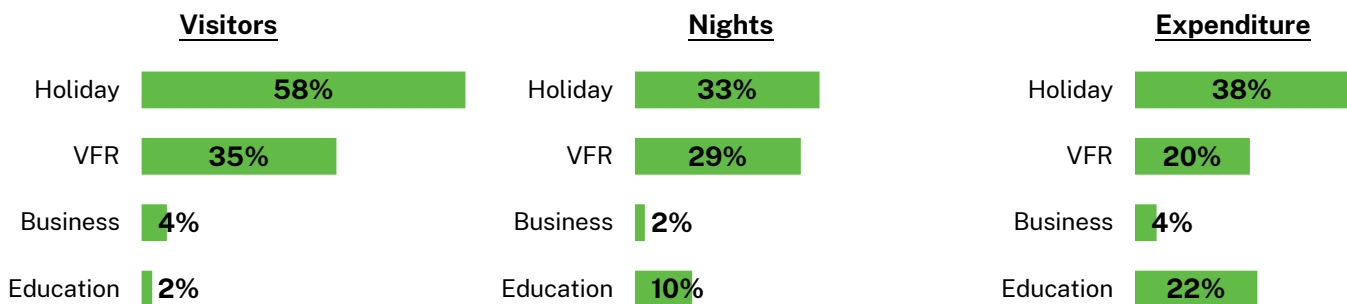
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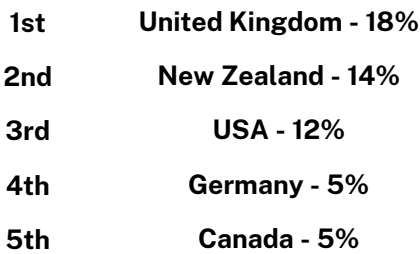
International Travel



Purpose of visit - % share of total



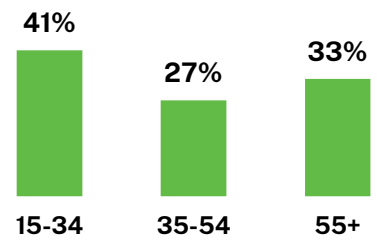
Visitor Origin (Top 5)



Gender



Age



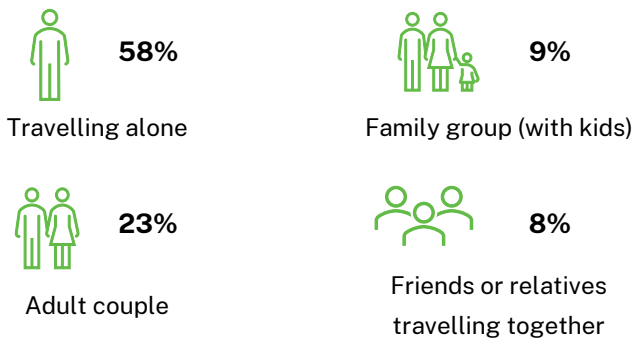
First Visit to Australia



Free & Independent Visitor

78% of International visitors to Regional NSW were Free & Independent (FIT) Travellers

Travel Party



Travel Season

