

Road Trippers to NSW

Year Ended December 2023

Source: National and International Visitor Surveys, Tourism Research Australia



Road trippers are defined as overnight Holiday and Visiting Friends & Relatives visitors who had at least 2 stopovers on their trip. They travelled by private vehicle, company car, rental car, or self-drive/rented motorhome/campervan. The information in this report relates to the domestic and international road trippers who had at least one stopover in NSW.

Domestic Overnight Road Trippers to NSW

DOMESTIC OVERNIGHT ROAD TRIPPERS



Visitors
3.4m
+2.8% YoY*



Nights
18.0m
+1.6% YoY



Expenditure
\$4.9b
+0.7% YoY

* YoY = change on previous year



Average spend
\$271 per night (-0.9% YoY)
\$1,423 per visitor (-2.0% YoY)



Average length of stay:
5.3 nights (-0.1 nights)



#1 for visitors
#1 for nights
#1 for expenditure
In AUSTRALIA

NSW SHARE OF AUSTRALIA



Visitors
43%
+1.4 pts YoY

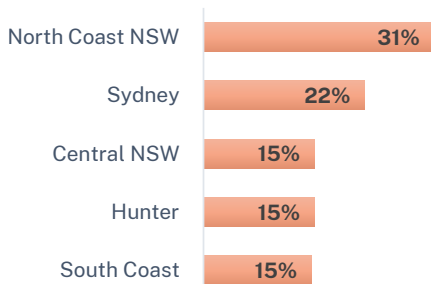


Nights
32%
+1.9 pts YoY

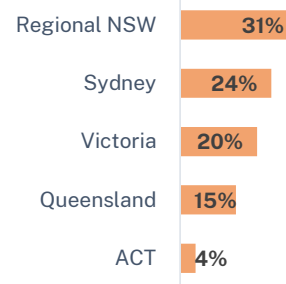


Expenditure
30%
+0.7 pts YoY

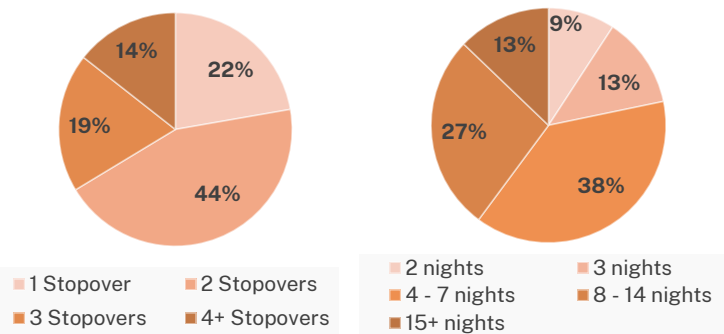
Top regions visited in NSW



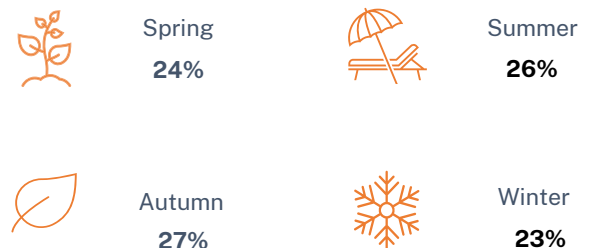
Top source markets



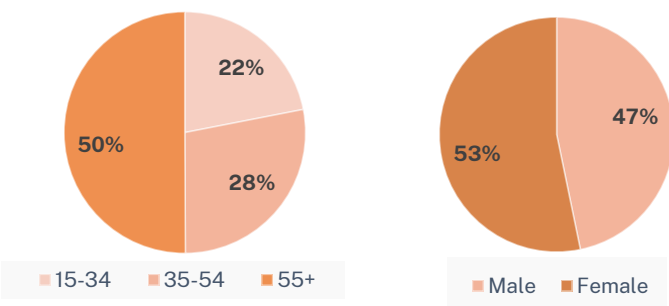
Number of stopovers & Length of trip in NSW



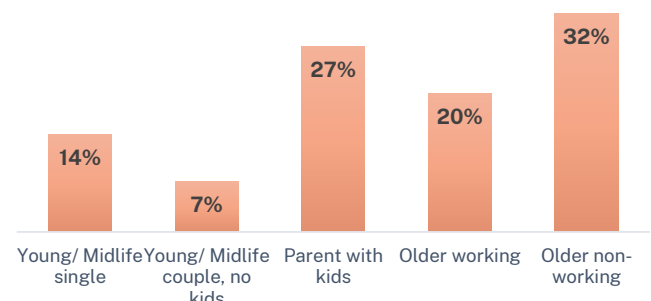
Seasonality



Age & Gender



Lifecycle



Note: n/p indicates data not publishable.

Chart visualization is for illustrative purposes only, not to scale due to rounding.

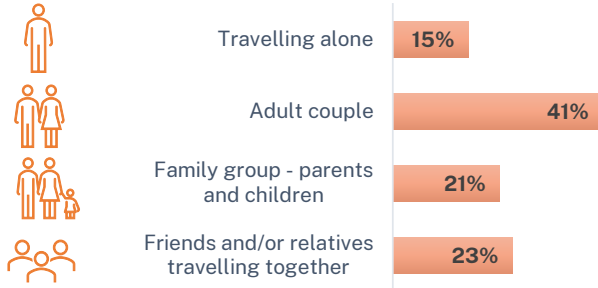
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Year Ended December 2023

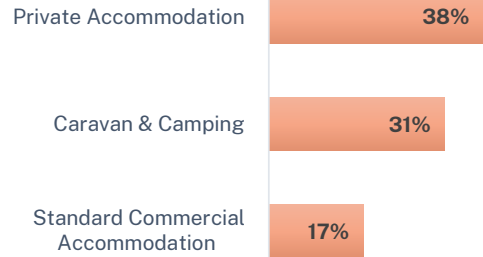
Source: National and International Visitor Surveys, Tourism Research Australia



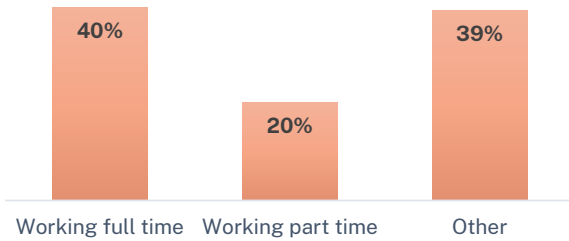
Travel Party



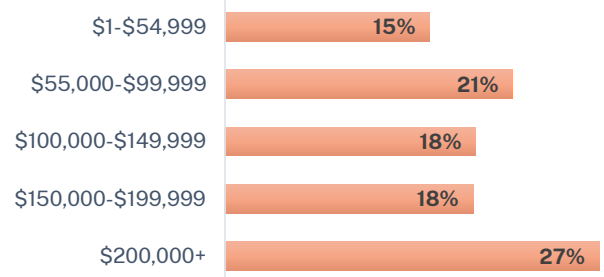
Top 3 Accommodation types used (nights)



Employment status



Annual household income



International Road Trippers to NSW

INTERNATIONAL ROAD TRIPPERS



Visitors
0.4m



Nights
8.5m



Expenditure
\$1.9b



Average spend
\$219 per night
\$4,185 per visitor



Average length of stay:
19.1 nights



#1 for visitors
#1 for nights
#1 for expenditure
In AUSTRALIA

NSW SHARE OF AUSTRALIA



Visitors
34%



Nights
28%



Expenditure
32%