

Regional NSW Visitor Profile

Year ending September 2024

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



Total Visitation to Regional NSW (Domestic & International)

VISITORS



64.6m

NIGHTS



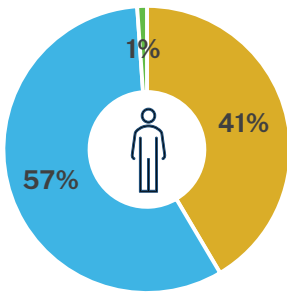
100.8m

EXPENDITURE

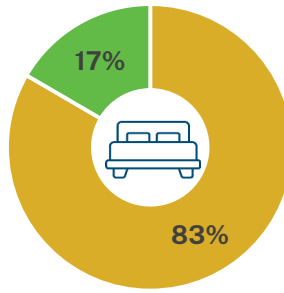


\$26.2b

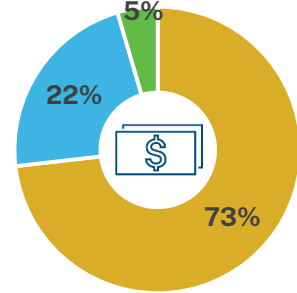
Share by visitor type



Share by visitor type

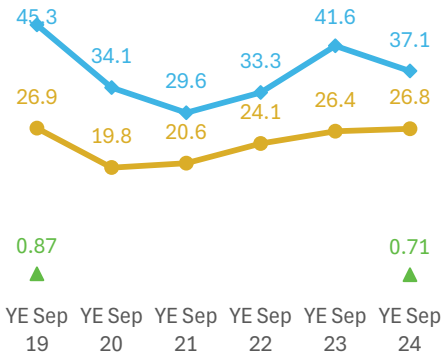


Share by visitor type

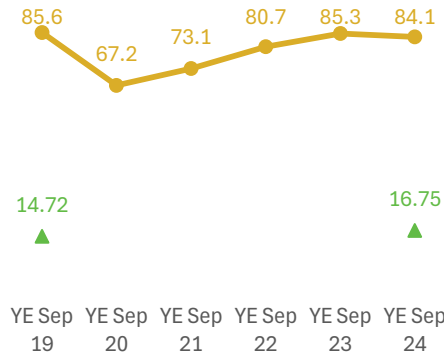


Domestic overnight Domestic day International

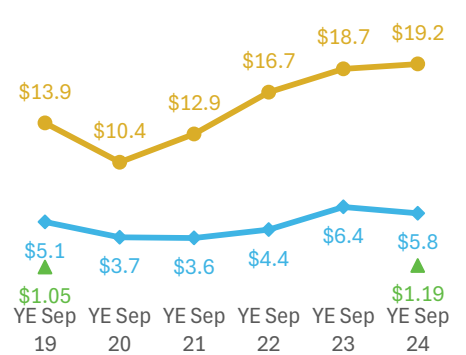
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



Regional NSW market share of Regional Australia

	Visitors	Nights	Expenditure
Domestic overnight	35% (1st)	31% (1st)	31% (2nd)
Domestic day	31% (1st)	-	33% (1st)
International	27% (2nd)	27% (2nd)	20% (2nd)




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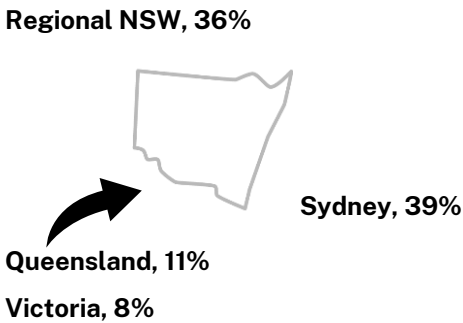
Domestic Overnight Travel

Visitors: 26.8m (+1.6% YOY)	Average spend	Average length of stay	Ranking in Regional Australia
Nights: 84.1m (-1.4% YOY)	 \$228 per night	 3.1 nights	 1st for visitors
Expenditure: \$19.2b (+2.3% YOY)	\$715 per visitor		1st for nights
			2nd for expenditure

Purpose of visit - % share of total

Visitors		Nights		Expenditure	
Holiday	46%	Holiday	49%	Holiday	56%
VFR	35%	VFR	32%	VFR	20%
Business	15%	Business	13%	Business	15%

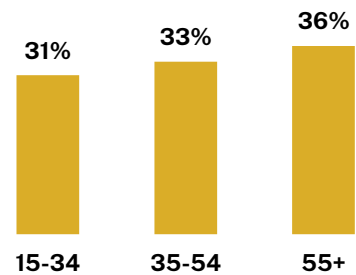
Visitor Origin



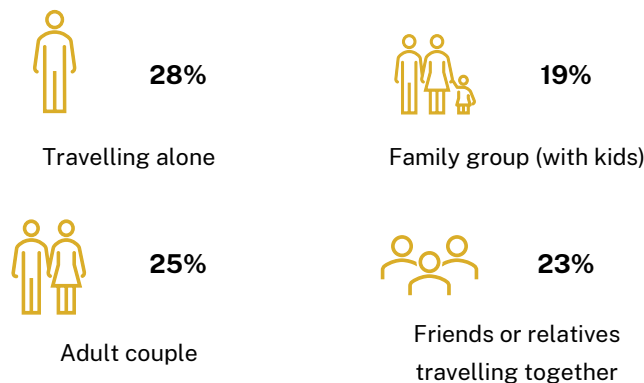
Gender



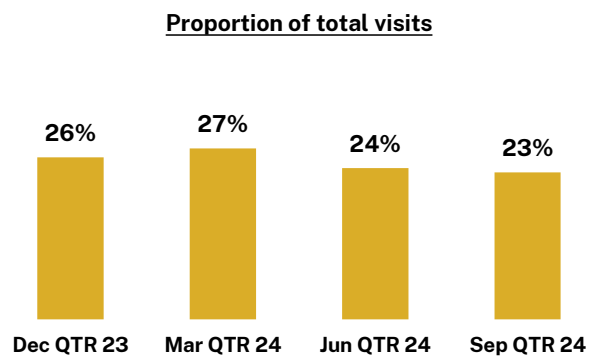
Age



Travel Party



Visitation by quarter



Regional NSW Visitor Profile

Year ending September 2024

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Domestic Daytrip Travel

Visitors: 37.1m (-10.8% YOY)

Expenditure: \$5.8b (-9.0% YOY)



Average spend

\$157 per visitor



Ranking in Regional Australia

1st for visitors

1st for expenditure

Purpose of visit - % share of total

Visitors

Holiday 49%

VFR 28%

Business 10%

Expenditure

Holiday 59%

VFR 19%

Business 7%

Visitor Origin

Regional NSW, 55%



Sydney, 33%

Gender

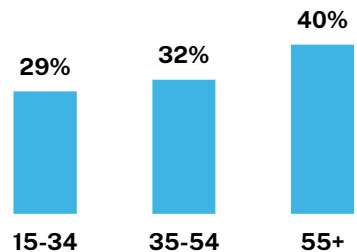


52%



48%

Age

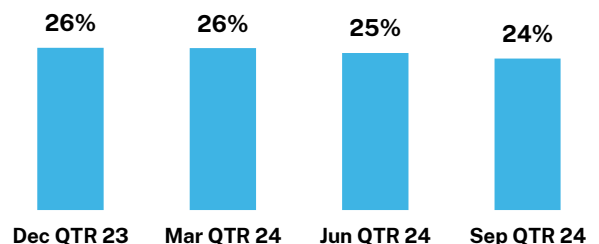


Travel Party

Not asked for Domestic Daytrip

Visitation by quarter

Proportion of total visits



Notes on the report:

- Percentages may not add up to 100% due to rounding
- 'n/p' = data not publishable / For line charts n/p is not shown
- Only selected categories shown for Purpose of visit, Visitor Origin and Travel Party
- 'Not asked' excluded from percentage calculations

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International Travel

Visitors: 706,700 (n/p YOY)

Nights: 16.8m (n/p YOY)

Expenditure: \$1.2b (n/p YOY)

Average spend



\$71 per night
\$1679 per visitor

Average length of stay



23.7 nights

Ranking in Regional Australia



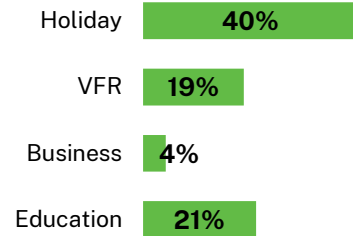
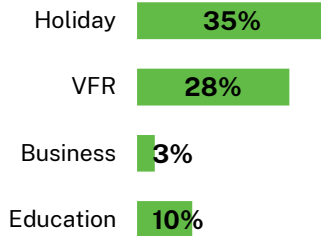
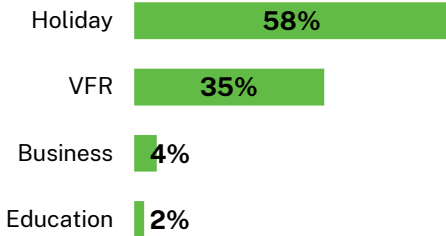
2nd for visitors
2nd for nights
2nd for expenditure

Purpose of visit - % share of total

Visitors

Nights

Expenditure

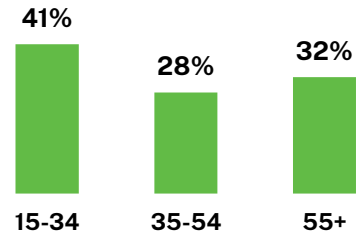


Visitor Origin (Top 5)

Gender

Age

- 1st United Kingdom - 18%
- 2nd New Zealand - 15%
- 3rd USA - 12%
- 4th Germany - 5%
- 5th Canada - 4%



First Visit to Australia

Free & Independent Visitor

Return visit:
59%



First visit:
41%

79% of International visitors to Regional NSW were Free & Independent (FIT) Travellers

Travel Party

Visitation by quarter

