

# Travel to New South Wales

Year ended March 2024



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

## OVERVIEW

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
<b>GRAND TOTAL (overnight &amp; daytrip)</b>											
Visitors ('000)	83,836	87,709	89,408	97,422	105,518	114,715	73,343	66,633	102,340	103,923	1.5%
Nights ('000)	164,782	176,802	185,671	197,167	208,788	206,768	89,373	98,782	174,619	213,007	22.0%
Expenditure (\$ million)	\$28,245	\$30,782	\$32,039	\$36,365	\$40,193	\$40,927	\$19,989	\$23,017	\$46,402	\$52,859	13.9%
<b>OVERNIGHT (international &amp; domestic)</b>											
Visitors ('000)	30,102	31,869	33,391	37,322	39,952	41,217	24,956	24,594	38,332	40,932	6.8%
Nights ('000)	164,782	176,802	185,671	197,167	208,788	206,768	89,373	98,782	174,619	213,007	22.0%
Expenditure (\$ million)	\$22,694	\$24,928	\$26,280	\$29,923	\$32,883	\$32,736	\$14,843	\$18,044	\$37,033	\$42,745	15.4%
<b>DOMESTIC (overnight &amp; daytrip)</b>											
Visitors ('000)	80,502	84,108	85,443	93,090	101,172	110,741	73,308	66,392	100,061	100,259	0.2%
Nights ('000)	86,435	90,477	96,448	102,810	111,371	118,075	86,514	85,670	114,512	117,787	2.9%
Expenditure (\$ million)	\$20,933	\$22,033	\$22,476	\$25,908	\$28,996	\$30,952	\$19,748	\$21,695	\$39,215	\$41,049	4.7%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	26,769	28,268	29,426	32,990	35,606	37,243	24,920	24,353	36,052	37,269	3.4%
Nights (000)	86,435	90,477	96,448	102,810	111,371	118,075	86,514	85,670	114,512	117,787	2.9%
Average Length of Stay	3.2	3.2	3.3	3.1	3.1	3.2	3.5	3.5	3.2	3.2	-0.5%
Expenditure (\$ million)	\$15,382	\$16,178	\$16,718	\$19,467	\$21,687	\$22,761	\$14,602	\$16,723	\$29,847	\$30,936	3.6%
Spend per visitor per night (\$)	\$178	\$179	\$173	\$189	\$195	\$193	\$169	\$195	\$261	\$263	0.8%
Intrastate visitors (000)	17,865	18,435	19,749	21,992	23,852	24,925	20,134	17,967	24,995	25,836	3.4%
Interstate visitors (000)	8,904	9,833	9,678	10,997	11,754	12,318	4,786	6,386	11,057	11,433	3.4%
Intrastate nights (000)	52,355	53,174	56,804	61,639	67,979	69,663	63,738	57,209	71,125	73,691	3.6%
Interstate nights (000)	34,080	37,303	39,644	41,171	43,392	48,411	22,776	28,461	43,387	44,096	1.6%
Intrastate expenditure (\$ million)	\$9,411	\$9,341	\$10,177	\$11,700	\$12,849	\$13,527	\$11,260	\$11,782	\$18,583	\$19,369	4.2%
Interstate expenditure (\$ million)	\$5,971	\$6,837	\$6,541	\$7,766	\$8,838	\$9,235	\$3,342	\$4,941	\$11,264	\$11,566	2.7%

### Purpose of Visit

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	11,063	11,775	11,693	13,147	14,056	13,815	10,414	10,428	15,546	15,332	-1.4%
Visiting Friends & Relatives	9,527	10,071	10,723	11,348	12,639	13,349	9,027	8,656	12,237	13,417	9.6%
Business	4,821	5,167	5,495	6,964	7,339	8,278	4,221	4,113	6,738	6,962	3.3%
Other	1,845	1,887	2,218	2,213	2,295	2,602	1,827	1,687	2,258	2,420	7.2%
<b>Total</b>	<b>26,769</b>	<b>28,268</b>	<b>29,426</b>	<b>32,990</b>	<b>35,606</b>	<b>37,243</b>	<b>24,920</b>	<b>24,353</b>	<b>36,052</b>	<b>37,269</b>	<b>3.4%</b>
Nights (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	39,806	41,651	40,676	44,881	47,962	46,760	37,579	38,270	51,513	50,559	-1.9%
Visiting Friends & Relatives	28,954	29,982	33,387	34,236	38,623	38,976	27,917	28,725	37,713	41,069	8.9%
Business	12,579	13,391	15,412	17,850	18,688	23,860	14,175	13,279	19,612	20,040	2.2%
Other	5,096	5,452	6,973	5,843	6,097	8,478	6,843	5,396	5,674	6,119	7.9%
<b>Total</b>	<b>86,435</b>	<b>90,477</b>	<b>96,448</b>	<b>102,810</b>	<b>111,371</b>	<b>118,075</b>	<b>86,514</b>	<b>85,670</b>	<b>114,512</b>	<b>117,787</b>	<b>2.9%</b>

n/p = not publishable (sample < 40); '-' = not calculable

# Travel to New South Wales

Year ended March 2024



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## DOMESTIC OVERNIGHT TRAVEL

### Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Sydney	7,551	7,688	8,423	9,436	10,547	10,594	10,139	8,350	11,348	12,083	6.5%
Regional NSW	10,314	10,747	11,326	12,556	13,305	14,331	9,995	9,617	13,646	13,752	0.8%
<b>Total Intrastate</b>	<b>17,865</b>	<b>18,435</b>	<b>19,749</b>	<b>21,992</b>	<b>23,852</b>	<b>24,925</b>	<b>20,134</b>	<b>17,967</b>	<b>24,995</b>	<b>25,836</b>	<b>3.4%</b>
Victoria	3,115	3,278	3,349	3,997	4,471	4,543	1,492	2,512	4,213	4,039	-4.1%
Queensland	3,183	3,623	3,735	3,873	4,048	4,492	1,735	2,063	3,748	4,211	12.4%
ACT	1,394	1,671	1,374	1,779	1,850	1,807	1,232	1,256	1,841	1,996	8.5%
Other Interstate	1,212	1,262	1,220	1,348	1,385	1,476	327	556	1,257	1,187	-5.5%
<b>Total Interstate</b>	<b>8,904</b>	<b>9,833</b>	<b>9,678</b>	<b>10,997</b>	<b>11,754</b>	<b>12,318</b>	<b>4,786</b>	<b>6,386</b>	<b>11,057</b>	<b>11,433</b>	<b>3.4%</b>
<b>Grand Total</b>	<b>26,769</b>	<b>28,268</b>	<b>29,426</b>	<b>32,990</b>	<b>35,606</b>	<b>37,243</b>	<b>24,920</b>	<b>24,353</b>	<b>36,052</b>	<b>37,269</b>	<b>3.4%</b>

### Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	8,436	8,906	9,209	10,654	11,639	11,876	7,889	7,992	12,032	11,507	-4.4%
35-54	9,828	10,244	10,390	11,970	12,276	12,712	8,479	8,230	12,228	12,857	5.1%
55+	8,505	9,118	9,828	10,366	11,691	12,655	8,552	8,131	11,792	12,904	9.4%
<b>Total</b>	<b>26,769</b>	<b>28,268</b>	<b>29,426</b>	<b>32,990</b>	<b>35,606</b>	<b>37,243</b>	<b>24,920</b>	<b>24,353</b>	<b>36,052</b>	<b>37,269</b>	<b>3.4%</b>

### Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	7,627	8,276	9,180	10,417	11,471	13,070	7,969	7,653	11,105	11,829	6.5%
Adult couple	6,999	7,262	7,989	8,259	8,822	9,219	6,644	6,490	9,584	9,301	-3.0%
Family group - parents and children	5,102	5,023	4,789	5,270	5,562	5,421	3,900	3,883	5,635	5,936	5.3%
Friends/relatives travelling together	5,465	5,962	5,933	6,998	7,472	7,062	5,516	5,257	7,695	8,171	6.2%
Other travel party	1,576	1,745	1,534	2,046	2,279	2,471	892	1,070	2,033	2,032	0.0%
<b>Total</b>	<b>26,769</b>	<b>28,268</b>	<b>29,426</b>	<b>32,990</b>	<b>35,606</b>	<b>37,243</b>	<b>24,920</b>	<b>24,353</b>	<b>36,052</b>	<b>37,269</b>	<b>3.4%</b>

n/p = not publishable (sample < 40); '-' = not calculable

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## INTERNATIONAL TRAVEL

### Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	3,333	3,601	3,965	4,332	4,346	3,974	36	241	2,280	3,664	60.7%
Nights (000)	78,347	86,326	89,223	94,357	97,418	88,693	2,860	13,112	60,108	95,220	58.4%
Average Length of Stay	23.5	24.0	22.5	21.8	22.4	22.3	79.8	54.4	26.4	26.0	-1.4%
Expenditure (\$ million)	\$7,312	\$8,749	\$9,562	\$10,457	\$11,196	\$9,975	\$241	\$1,321	\$7,187	\$11,809	64.3%
Spend per visitor per night (\$)	\$93	\$101	\$107	\$111	\$115	\$112	\$84	\$101	\$120	\$124	3.7%

### Purpose of Visit

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	1,789	1,988	2,195	2,469	2,451	2,166	n/p	n/p	n/p	1,857	-
Visiting Friends & Relatives	976	1,028	1,099	1,225	1,210	1,145	n/p	n/p	n/p	1,192	-
Business	402	376	413	478	480	413	n/p	n/p	n/p	344	-
Education	152	180	213	221	244	214	n/p	n/p	n/p	199	-
Other	283	312	348	343	373	360	n/p	n/p	n/p	410	-
Total	3,333	3,601	3,965	4,332	4,346	3,974	36	241	2,280	3,664	60.7%

### Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
United States of America	340	381	431	489	507	482	n/p	n/p	n/p	459	-
New Zealand	415	434	441	443	441	414	n/p	n/p	n/p	435	-
China	509	620	710	798	763	623	n/p	n/p	n/p	377	-

### Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	1,416	1,537	1,626	1,668	1,708	1,524	n/p	n/p	n/p	1,491	-
35-54	1,098	1,141	1,292	1,421	1,390	1,317	n/p	n/p	n/p	1,171	-
55+	819	923	1,046	1,243	1,248	1,132	n/p	n/p	n/p	1,002	-
Total	3,333	3,601	3,965	4,332	4,346	3,974	36	241	2,280	3,664	60.7%

### Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	1,771	1,864	2,032	2,182	2,193	2,017	n/p	n/p	n/p	2,100	-
Adult couple	667	746	816	949	948	881	n/p	n/p	n/p	689	-
Family group - parents and children	386	413	471	514	557	513	n/p	n/p	n/p	437	-
Friends/relatives travelling together	370	445	493	518	476	409	n/p	n/p	n/p	315	-
Other travel party	139	133	152	169	173	154	n/p	n/p	n/p	123	-
Total	3,333	3,601	3,965	4,332	4,346	3,974	36	241	2,280	3,664	60.7%

n/p = not publishable (sample < 40); '-' = not calculable

# Travel to New South Wales

Year ended March 2024



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## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	53,734	55,840	56,017	60,101	65,566	73,498	48,388	42,039	64,008	62,991	-1.6%
Expenditure (\$ million)	\$5,551	\$5,854	\$5,759	\$6,442	\$7,309	\$8,191	\$5,146	\$4,972	\$9,368	\$10,114	8.0%
Spend per visitor (\$)	\$103	\$105	\$103	\$107	\$111	\$111	\$106	\$118	\$146	\$161	9.7%

### Purpose of Visit

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	25,825	27,564	26,494	29,670	31,146	33,263	20,927	17,813	30,392	29,680	-2.3%
Visiting Friends & Relatives	15,210	15,563	16,203	17,091	18,650	20,680	13,575	12,392	17,077	18,163	6.4%
Business	5,420	5,467	5,932	5,596	7,674	10,454	6,638	5,517	8,455	6,988	-17.4%
Other	7,279	7,246	7,388	7,744	8,095	9,101	7,249	6,316	8,084	8,161	1.0%
<b>Total</b>	<b>53,734</b>	<b>55,840</b>	<b>56,017</b>	<b>60,101</b>	<b>65,566</b>	<b>73,498</b>	<b>48,388</b>	<b>42,039</b>	<b>64,008</b>	<b>62,991</b>	<b>-1.6%</b>

### Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Sydney	23,363	24,103	23,872	25,889	28,793	33,247	22,589	18,001	29,599	28,455	-3.9%
Regional NSW	25,730	27,332	27,365	28,913	31,427	34,330	23,660	21,185	30,164	29,820	-1.1%
<b>Total Intrastate</b>	<b>49,092</b>	<b>51,435</b>	<b>51,237</b>	<b>54,803</b>	<b>60,220</b>	<b>67,577</b>	<b>46,250</b>	<b>39,186</b>	<b>59,763</b>	<b>58,275</b>	<b>-2.5%</b>
<b>Total Interstate</b>	<b>4,641</b>	<b>4,405</b>	<b>4,780</b>	<b>5,298</b>	<b>5,345</b>	<b>5,921</b>	<b>2,138</b>	<b>2,853</b>	<b>4,246</b>	<b>4,716</b>	<b>11.1%</b>
<b>Total</b>	<b>53,734</b>	<b>55,840</b>	<b>56,017</b>	<b>60,101</b>	<b>65,566</b>	<b>73,498</b>	<b>48,388</b>	<b>42,039</b>	<b>64,008</b>	<b>62,991</b>	<b>-1.6%</b>

### Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	17,080	17,785	17,222	18,004	20,317	22,060	15,028	12,516	20,592	19,808	-3.8%
35-54	17,940	17,778	17,783	19,928	20,046	23,529	14,422	13,260	19,821	19,306	-2.6%
55+	18,714	20,277	21,012	22,169	25,203	27,910	18,938	16,263	23,596	23,876	1.2%
<b>Total</b>	<b>53,734</b>	<b>55,840</b>	<b>56,017</b>	<b>60,101</b>	<b>65,566</b>	<b>73,498</b>	<b>48,388</b>	<b>42,039</b>	<b>64,008</b>	<b>62,991</b>	<b>-1.6%</b>

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