

France Visitor Profile to NSW

Year ended December 2023



Source: International Visitor Survey, Tourism Research Australia



VISITORS

67,100

77% vs. 2019*



NIGHTS

2.5m

117% vs. 2019*



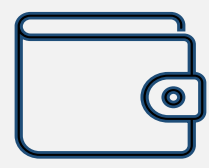
EXPENDITURE

\$192.4m

109% vs. 2019*

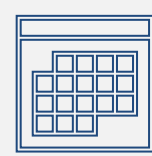
*vs. Pre-COVID period (YE Dec 2019)

Average spend



\$76 per night
\$2868 per visitor

Average length of stay



37.8 nights

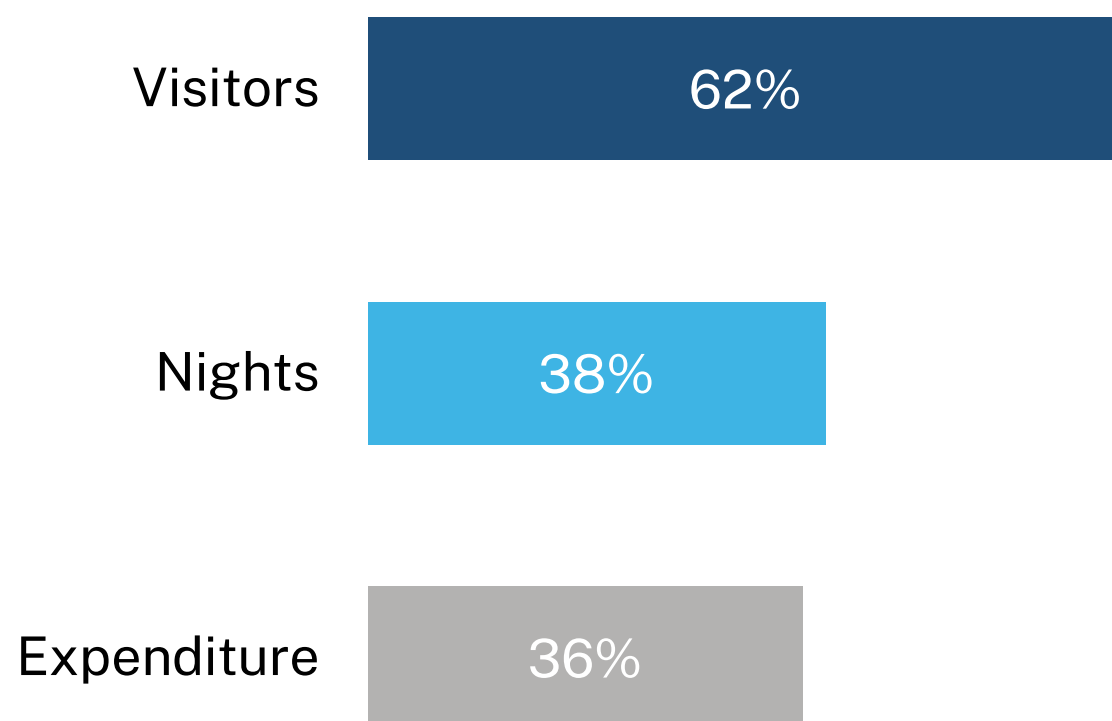
Rank in NSW



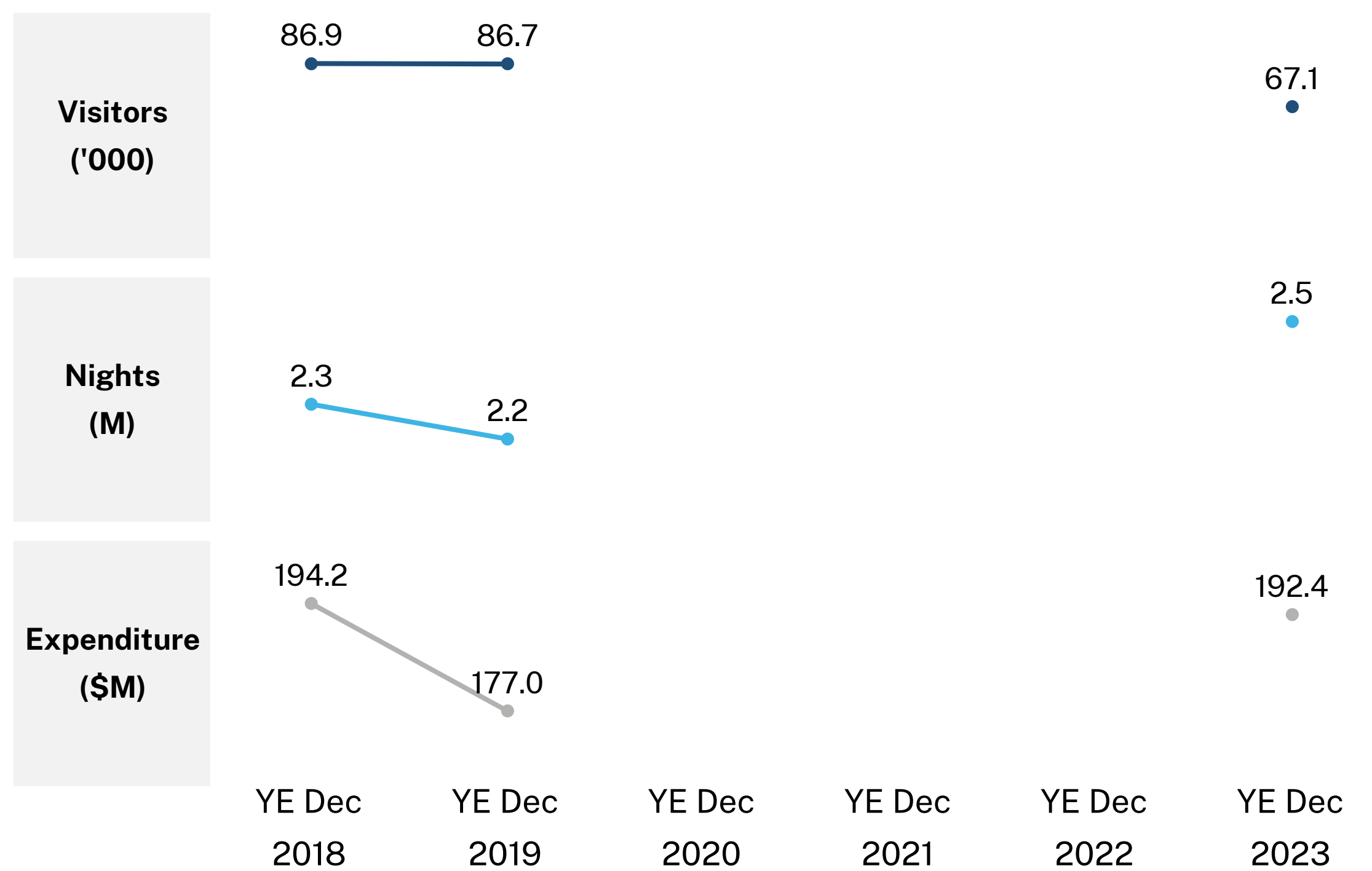
#13 for visitors
#9 for nights
#13 for expenditure

NSW share of visitors to Australia

62% of international visitors from France visited NSW during their trip to Australia

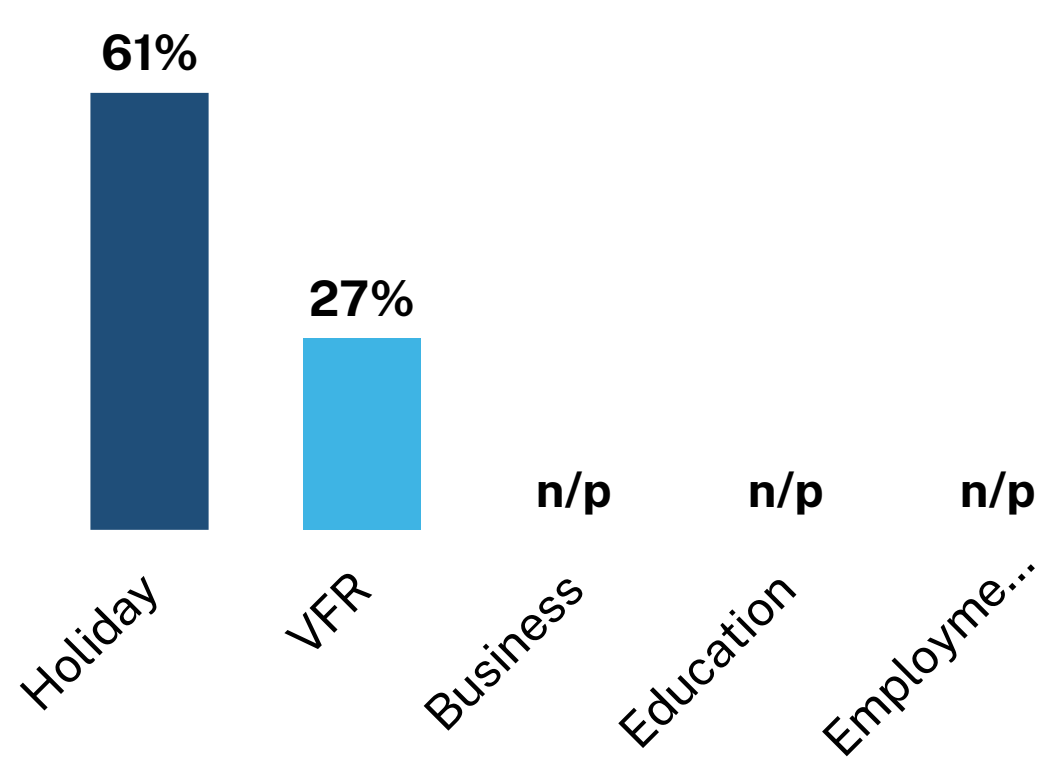


Time Series

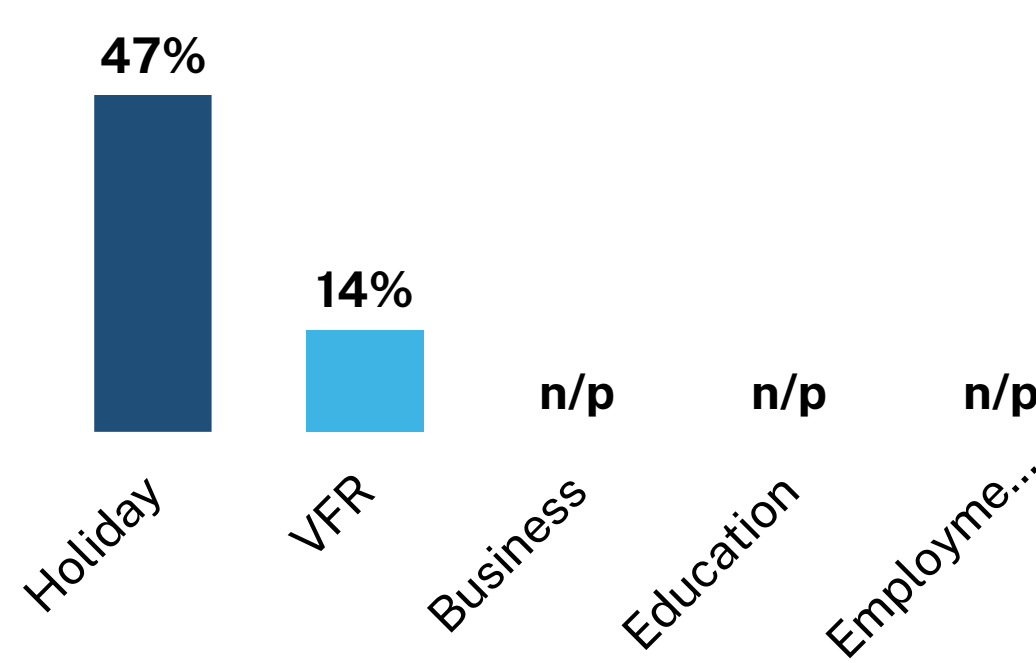


Purpose of Visit

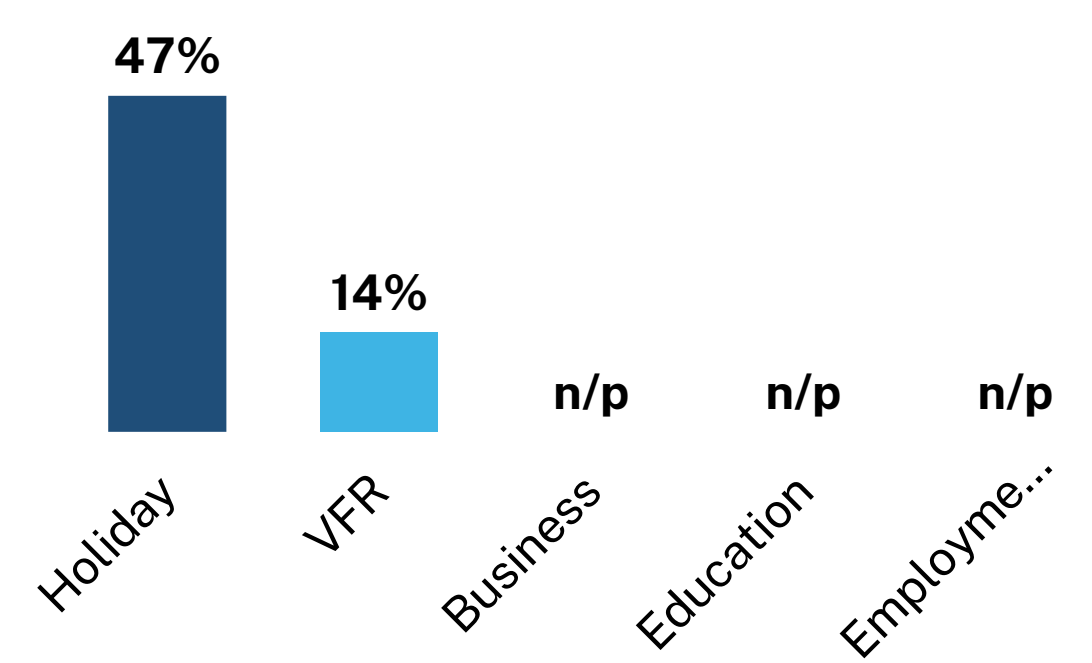
Visitors (000)



Nights (000)



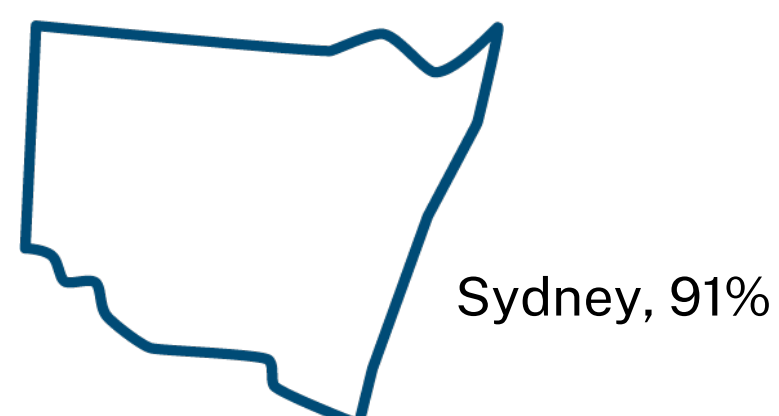
Expenditure (\$M)



Visitor dispersal

36% of visitors from France visited Regional NSW as part of their trip

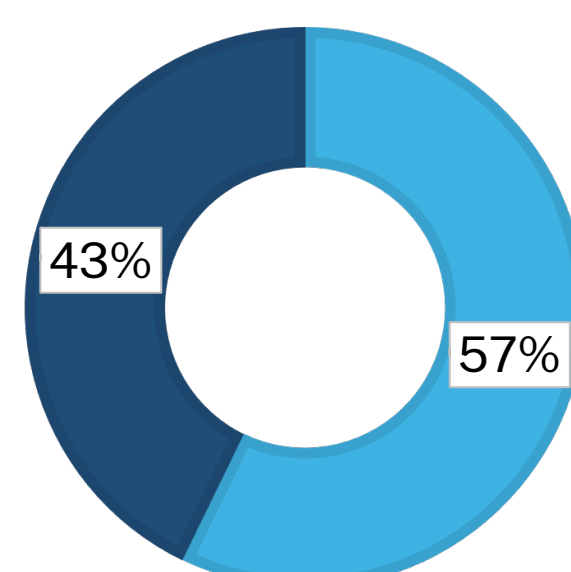
Regional NSW, 36%



First vs return visitor to Australia

43% of visitors from France to NSW were making a return visit to Australia

■ First time visitor
■ Return visitor



Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Base excludes 'not asked' sample.

France Visitor Profile to NSW

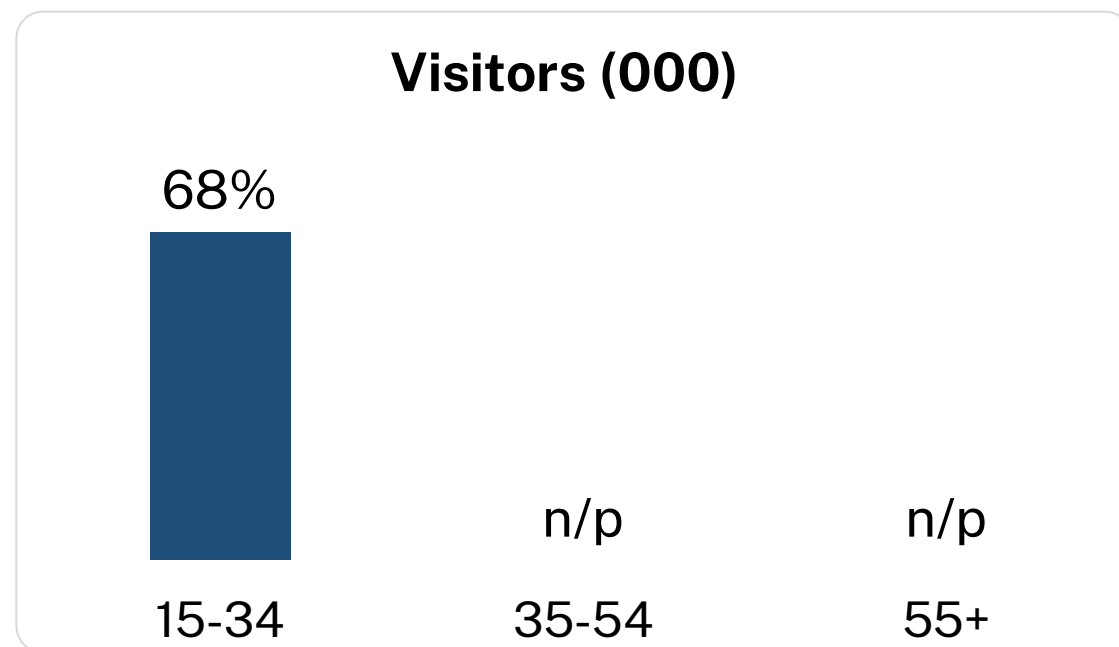
Year ended December 2023



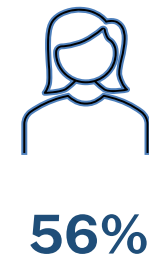
Source: International Visitor Survey, Tourism Research Australia

Age

'15-34 years' was the largest age group of visitors from France to NSW

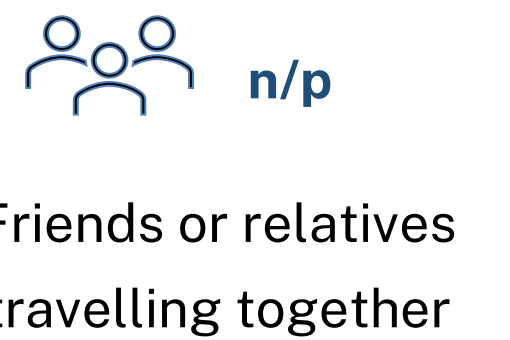
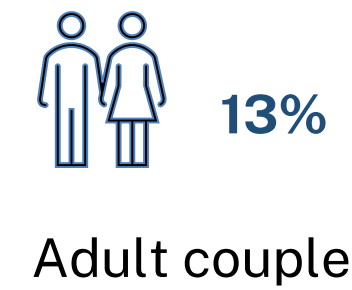
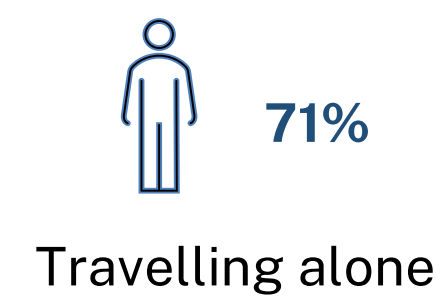


Gender



Travel party

71% of visitors from France to NSW were travelling alone.



Group tour

96% of all visitors to NSW from France didn't travel to Australia on a group tour

Group tour n/p



Travel package

95% of all visitors to NSW from France did not travel to Australia as part of a package tour

Package tour n/p



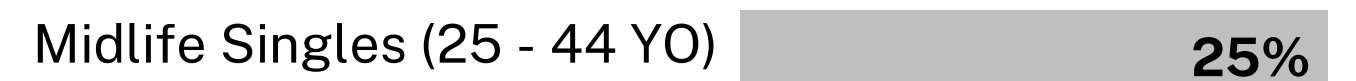
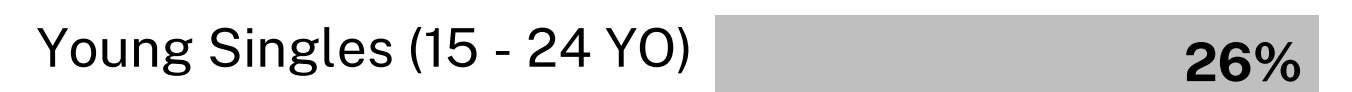
FIT visitor#

69% of visitors to NSW from France were Free and Independent Travellers

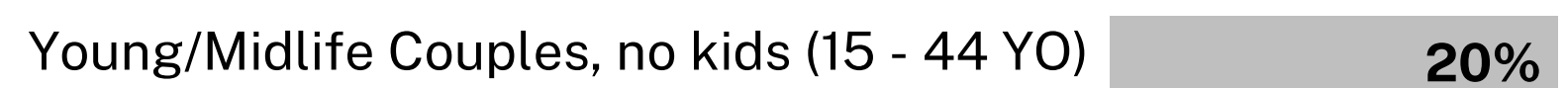


free and independent traveller

Lifestage



Older Singles (45+ YO) n/p



Older Couples, no kids at home (45+ YO) n/p

Parent(s) with kids still at home n/p

Aviation



Inbound seats to Sydney

#N/A

#N/A

#N/A

Key airlines



1. Qantas Airways, 21%

2. Emirates, 13%

3. Singapore Airlines, 5%

There are no direct air services from France to Sydney. All visitors from France arrive through intermediate hubs in the

Source: Short term arrivals to Sydney, Tourism Research Australia