

# New England North West Visitor Profile

Year ending March 2024

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



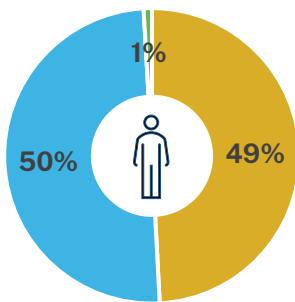
## Total Visitation to New England North West (Domestic & International)

### VISITORS



3.8m

Share by visitor type

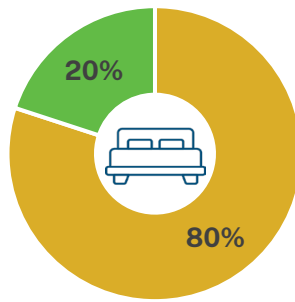


### NIGHTS



6.4m

Share by visitor type

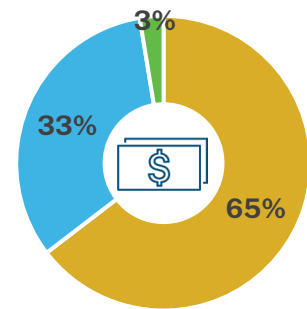


### EXPENDITURE



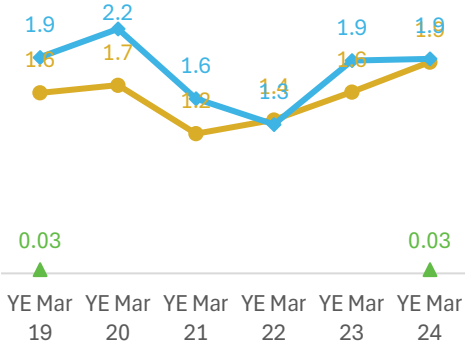
\$1.4b

Share by visitor type

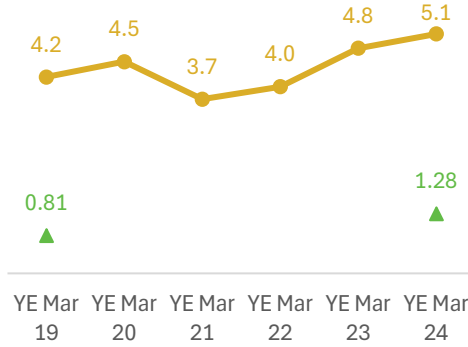


Domestic overnight Domestic day International

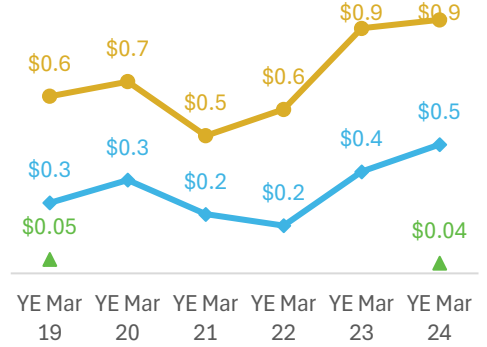
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



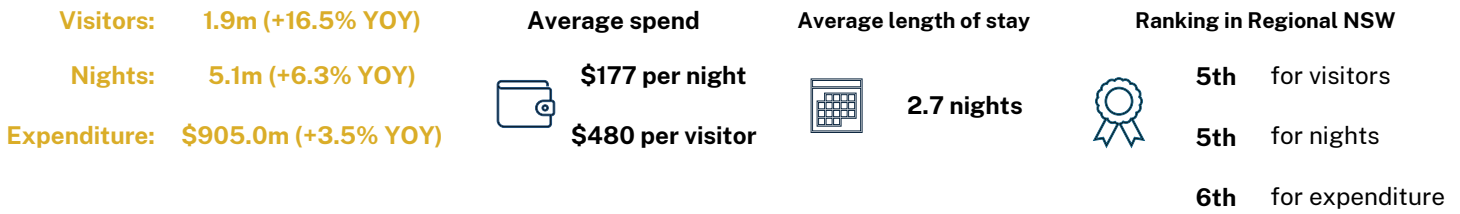
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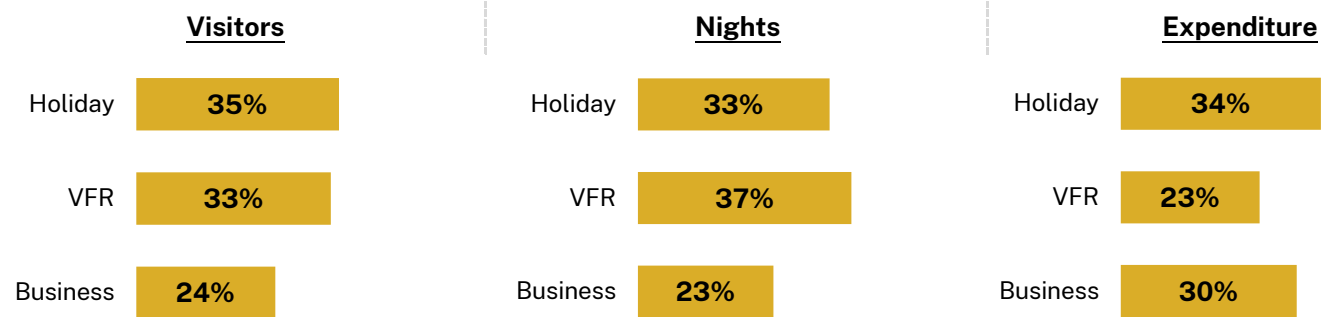
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## Domestic Overnight Travel



### Purpose of visit - % share of total



### Visitor Origin

Regional NSW, 48%



Sydney, 23%

### Gender



55%



45%

### Age

27%

15-34

27%

35-54

46%

55+

### Travel Party



37%

Travelling alone



10%

Family group (with kids)



27%

Adult couple



20%

Friends or relatives  
travelling together

### Travel Season



23%

Spring



21%

Summer



24%

Autumn



31%

Winter

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## Domestic Daytrip Travel

### Average spend

Visitors: 1.9m (+0.8% YOY)  
Expenditure: \$460.0m (+26.6% YOY)



\$240 per visitor

### Ranking in Regional NSW



8th for visitors  
7th for expenditure

## Purpose of visit - % share of total

### Visitors

Holiday **35%**

VFR n/p

Business n/p

### Expenditure

Holiday **42%**

VFR n/p

Business n/p

## Visitor Origin

Regional NSW, 94%



Sydney, n/p

## Gender



50%



50%

## Age

53%



## Travel Season



n/p

Spring



n/p

Summer



n/p

Autumn



n/p

Winter

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## International Travel

<p><b>Visitors: 34,800 (n/p YOY)</b></p> <p><b>Nights: 1.3m (n/p YOY)</b></p> <p><b>Expenditure: \$36.0m (n/p YOY)</b></p>	<p><b>Average spend</b></p> <p> <b>\$28 per night</b> <b>\$1044 per visitor</b></p>	<p><b>Average length of stay</b></p> <p> <b>36.7 nights</b></p>	<p><b>Ranking in Regional NSW</b></p> <p> <b>7th</b> for visitors <b>4th</b> for nights <b>7th</b> for expenditure</p>
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### Purpose of visit - % share of total

<u>Visitors</u>	<u>Nights</u>	<u>Expenditure</u>
Holiday <b>38%</b>	Holiday <b>24%</b>	Holiday <b>41%</b>
VFR <b>38%</b>	VFR <b>32%</b>	VFR <b>14%</b>
Business <b>n/p</b>	Business <b>n/p</b>	Business <b>n/p</b>
Education <b>n/p</b>	Education <b>n/p</b>	Education <b>n/p</b>




### Visitor Origin (Top 5)

1st	<b>New Zealand - 22%</b>
2nd	<b>USA - n/p</b>
3rd	<b>United Kingdom - n/p</b>
4th	<b>Indonesia - n/p</b>
5th	<b>Netherlands - n/p</b>

### Gender

	<b>56%</b>
	<b>44%</b>

### Age

<b>38%</b>	<b>n/p</b>	<b>41%</b>
		
<b>15-34</b>	<b>35-54</b>	<b>55+</b>





### First Visit to Australia







### Free & Independent Visitor

**74% of International visitors to New England North West were Free & Independent (FIT) Travellers**

### Travel Party

	<b>58%</b>		<b>n/p</b>
Travelling alone		Family group (with kids)	
	<b>31%</b>		<b>n/p</b>
Adult couple		Friends or relatives travelling together	

### Travel Season

	<b>25%</b>		<b>31%</b>
Spring		Summer	
	<b>25%</b>		<b>19%</b>
Autumn		Winter	

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## Domestic Aviation

In YE Mar 2024, NSW accounted for 26% of Interstate domestic aviation seat capacity in Australia, ranking #1 of all states and territories\*.

In YE Mar 2024, NSW accounted for 16% of Intrastate domestic aviation seat capacity in Australia, ranking #3 of all states and territories\*\*.

Source: Cirium.

\***Interstate:** Inbound seat capacity

\*\***Intrastate:** Seats in both directions

Destination	TOTAL DOMESTIC		DOMESTIC OVERNIGHT						DOMESTIC DAYTRIP		
	Visitors	Expenditure	Visitors	Nights	Expenditure	ALOS	Spend per night	Spend per visitor	Visitors	Expenditure	Spend per visitor
	(000)	\$million	(000)	(million)	\$million		\$	\$	(000)	\$million	\$
Sydney	35,110	\$15,707	10,978	31.8	\$11,751	2.9	\$369	\$1,070	24,132	\$3,955	\$164
Regional NSW	66,006	\$25,343	27,148	86.0	\$19,184	3.2	\$223	\$707	38,859	\$6,158	\$158
North Coast NSW	12,991	\$11,968	5,740	20.0	\$4,718	3.5	\$235	\$822	7,250	\$1,073	\$148
Hunter	12,087	\$10,406	4,815	13.3	\$3,134	2.8	\$236	\$651	7,272	\$973	\$134
South Coast	11,725	\$10,033	4,953	16.4	\$3,260	3.3	\$199	\$658	6,773	\$950	\$140
Central NSW	5,671	\$4,713	2,817	7.0	\$1,859	2.5	\$264	\$660	2,854	\$607	\$213
Central Coast	5,523	\$4,660	1,844	4.7	\$981	2.6	\$207	\$532	3,679	\$519	\$141
Capital Country	4,579	\$3,609	1,754	3.9	\$785	2.2	\$201	\$447	2,824	\$358	\$127
Blue Mountains	4,176	\$3,659	1,220	3.0	\$702	2.4	\$237	\$576	2,957	\$359	\$121
New England North West	3,801	\$2,820	1,886	5.1	\$905	2.7	\$177	\$480	1,915	\$460	\$240
Riverina	2,738	\$2,159	1,225	3.0	\$646	2.5	\$214	\$527	1,513	\$482	\$319
The Murray	2,602	\$1,962	1,376	3.4	\$737	2.5	\$218	\$536	1,225	\$250	\$204
Snowy Mountains	n/p	n/p	1,005	3.4	\$831	3.4	\$246	\$827	n/p	n/p	n/p
Outback NSW	n/p	n/p	656	2.3	\$508	3.5	\$220	\$774	n/p	n/p	n/p
<b>NSW Total</b>	<b>100,259</b>	<b>\$41,049</b>	<b>37,269</b>	<b>117.8</b>	<b>\$30,936</b>	<b>3.2</b>	<b>\$263</b>	<b>\$830</b>	<b>62,991</b>	<b>\$10,114</b>	<b>\$161</b>