

International Travel to NSW Visitor Profile

Year ended December 2022

Source: International Visitor Survey, Tourism Research Australia.



Icons sourced from www.easil.ly

INTERNATIONAL VISITATION



Visitors
1.6m
up 1.5m YoY



Nights
44.2m
up 37.3m YoY



Expenditure
\$5.0bn
up \$4.4bn YoY



Average spend
\$113 per night
\$3,170 per visitor



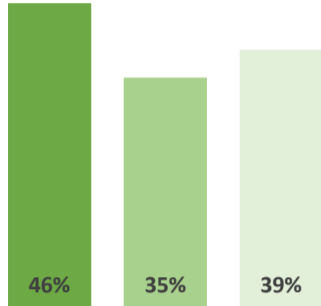
Average length
of stay
28.0 nights



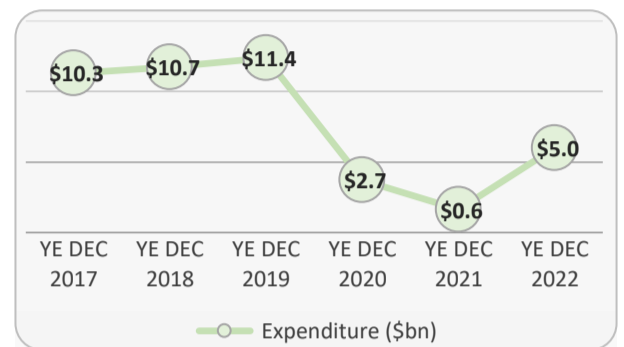
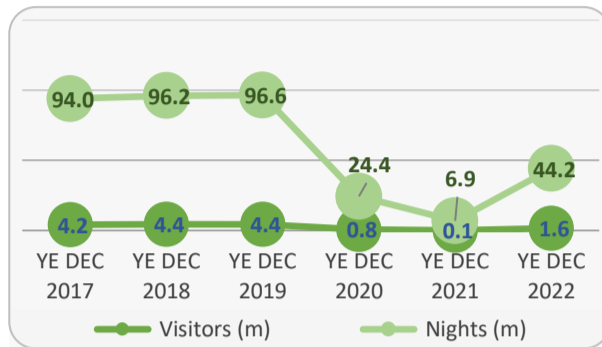
#1 for visitors
#1 for nights
#1 for expenditure
In AUSTRALIA

Market share to Australia

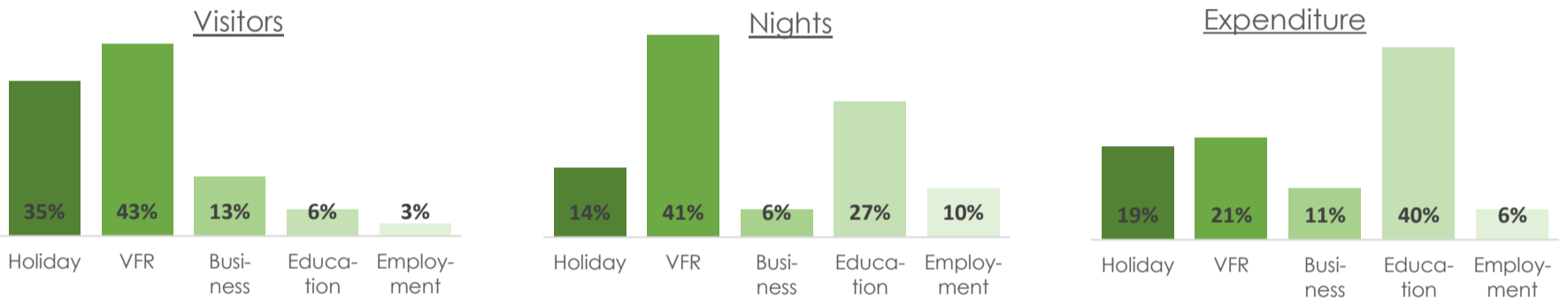
Visitors Nights Expenditure



Time series

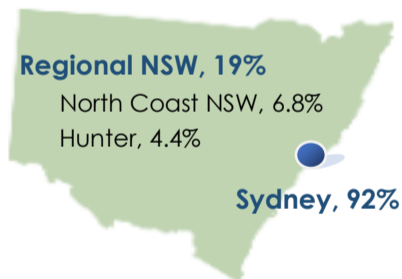


Purpose of visit



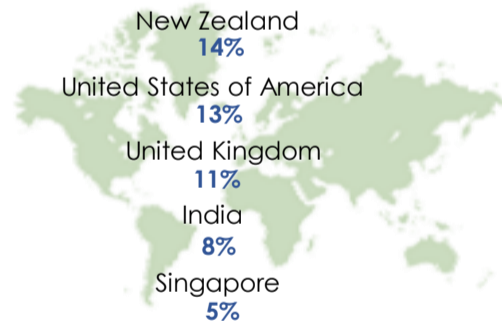
Visitor dispersal

19% of international visitors to NSW visited Regional NSW

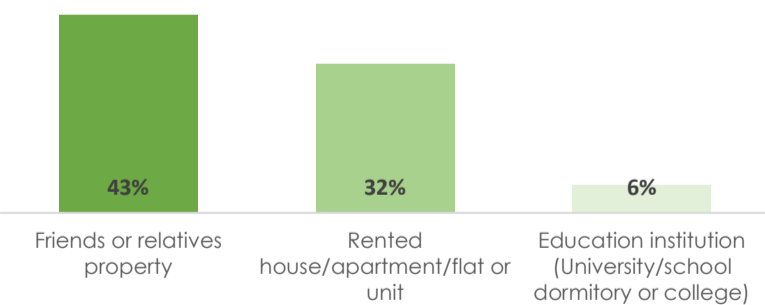


Top 5 origin markets

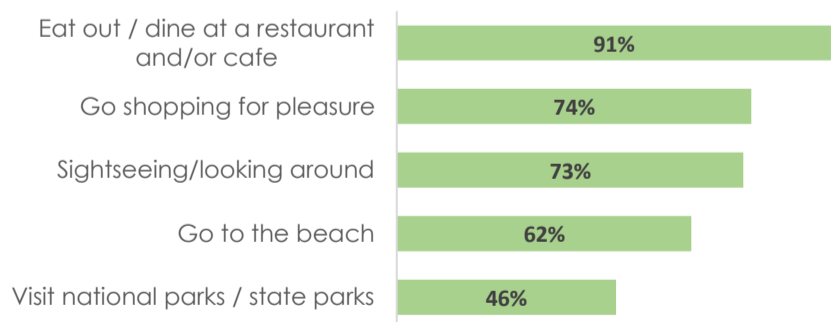
New Zealand was the largest source market of visitors to NSW



Top 3 accommodation types (nights)

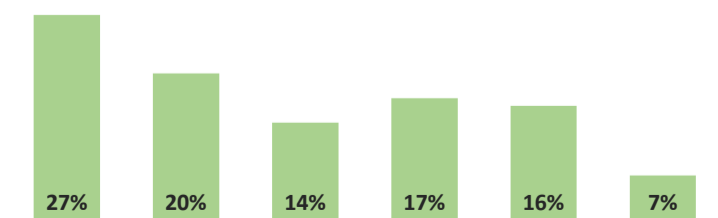


Top 5 activities



Age

'15-29 years' was the largest age group of international visitors to NSW



Travel party

60% of international visitors to NSW were travelling alone



Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable; Due to technical limitations, "not asked" samples constitute no part of % share in the total proportion.

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Year ended December 2022

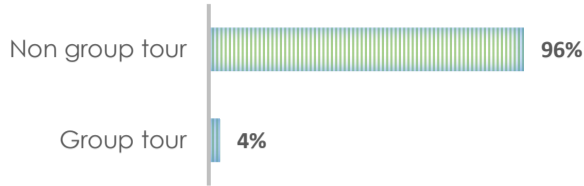
Source: International Visitor Survey, Tourism Research Australia.



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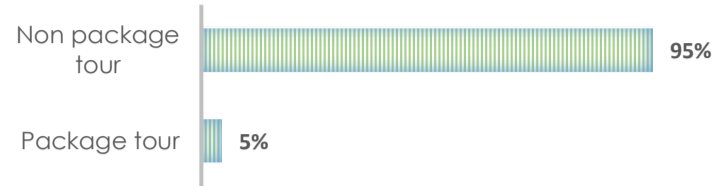
Group tour

96% of all visitors from Total to NSW were non-group visitors



Travel package

95% of all visitors from Total to NSW were non-package visitors



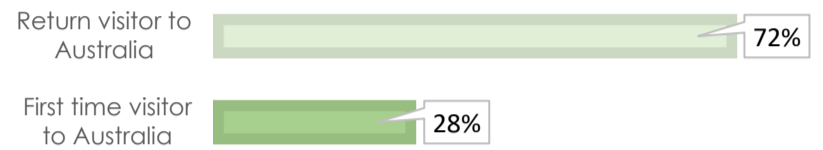
Transport

Private vehicle or company car, 35%

Aircraft, 23%



First vs Return visitor



Gender

49%



51%



FIT visitor#

67%

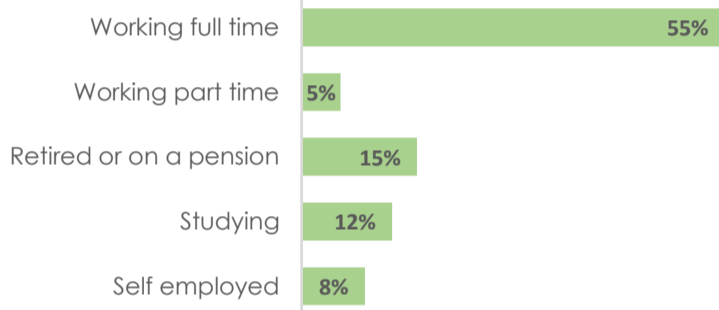


33%

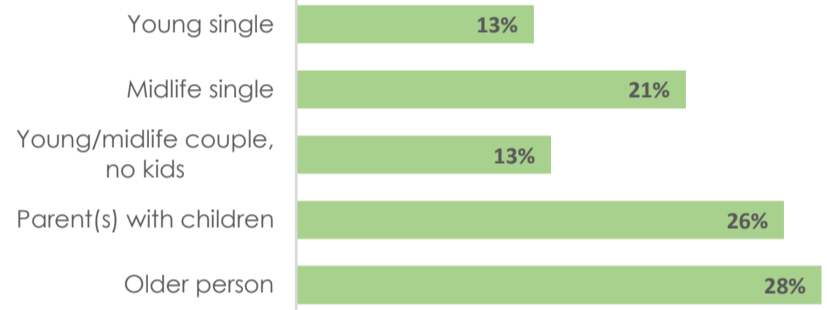


free and independent traveller

Employment status



Lifecycle



International visitation to NSW by country of origin

Top 15 source markets	Visitors (000)	Nights (million)	Expenditure (\$million)	ALOS (nights)	Spend per night (\$)
New Zealand	214	2.1	\$274	9.8	\$132
United States of America	199	2.5	\$410	12.6	\$164
United Kingdom	174	3.3	\$350	19.1	\$105
India	128	6.3	\$357	49.7	\$56
Singapore	73	1.1	\$224	14.5	\$212
Korea	54	1.4	\$247	25.5	\$178
Canada	52	0.9	\$114	17.4	\$126
China	52	4.5	\$866	86.8	\$192
Indonesia	42	1.4	\$171	32.5	\$124
Germany	42	1.2	\$98	28.1	\$83
Japan	40	1.2	\$134	29.3	\$114
France	31	0.9	\$84	28.3	\$94
Hong Kong	28	0.8	\$134	28.9	\$163
Malaysia	25	0.8	\$88	29.9	\$117
Thailand	20	0.8	\$89	41.9	\$107
NSW Total	1,578	44.2	\$5,003	28.0	\$113

Aviation



Inbound seats to NSW

5,601,745 seats

+188.5% YoY

44% of the total inbounds seats to Australia

Inbound flights to NSW

19,896 flights

+184.4% YoY

42% of the total inbounds flights to Australia

Key airlines



1. Qantas Airways, 19%



2. Singapore Airlines, 10%



3. Air New Zealand, 9%

Source: OAG YE December 2022, International flight and seat capacity based on direct non-stop services.

Source: TRA, YE December 2022, short term arrivals to NSW.

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