

New England North West Visitor Profile

Year ending June 2024

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



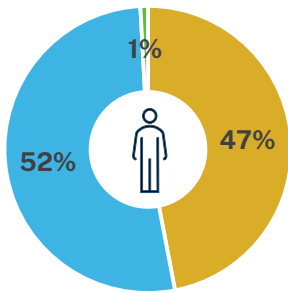
Total Visitation to New England North West (Domestic & International)

VISITORS



3.8m

Share by visitor type

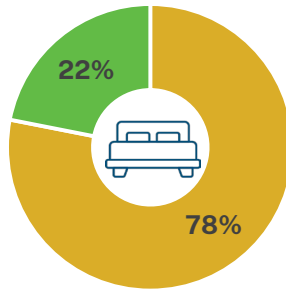


NIGHTS



6.3m

Share by visitor type

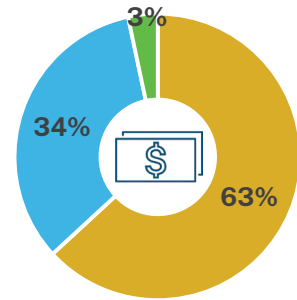


EXPENDITURE



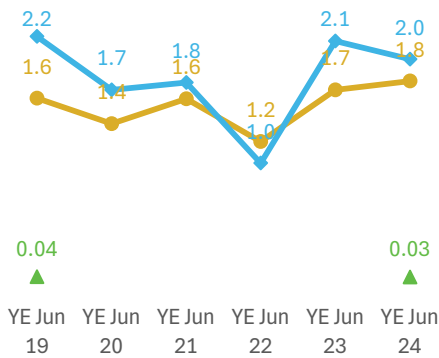
\$1.3b

Share by visitor type

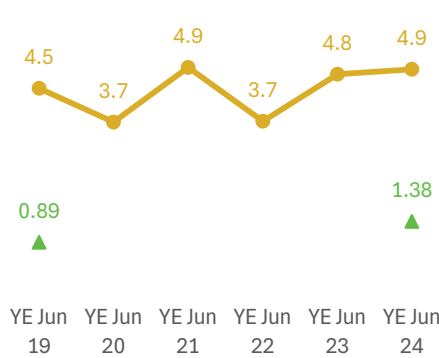


● Domestic overnight
 ◆ Domestic day
 ▲ International

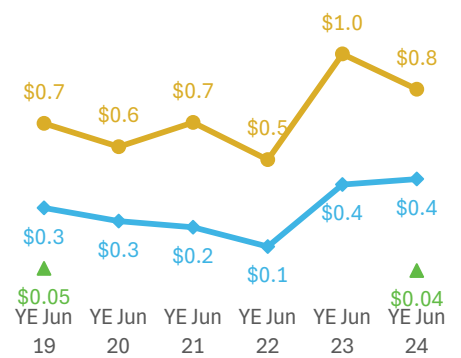
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



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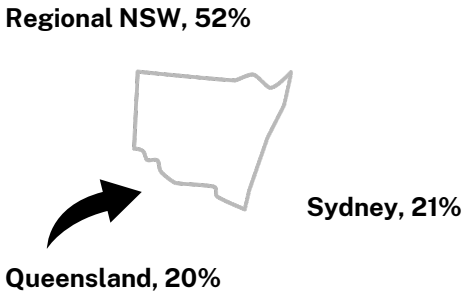
Domestic Overnight Travel

Visitors: 1.8m (+4.6% YOY)	Average spend	Average length of stay	Ranking in Regional NSW
Nights: 4.9m (+2.5% YOY)	\$167 per night	2.8 nights	7th for visitors
Expenditure: \$820.5m (-15.5% YOY)	\$460 per visitor		6th for nights
			7th for expenditure

Purpose of visit - % share of total

Visitors	Nights	Expenditure
Holiday 32%	Holiday 27%	Holiday 28%
VFR 35%	VFR 40%	VFR 26%
Business 26%	Business 26%	Business 30%

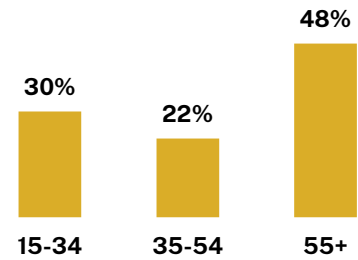
Visitor Origin



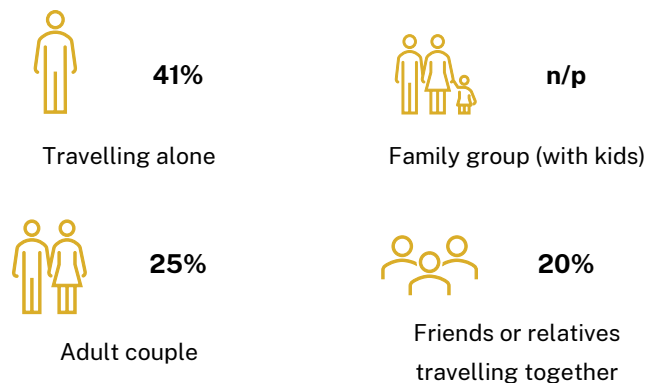
Gender



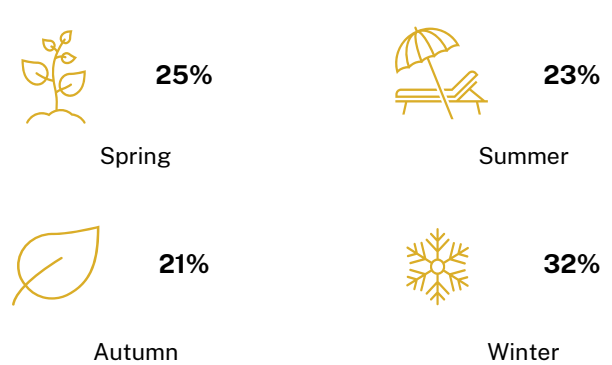
Age



Travel Party



Travel Season



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Domestic Daytrip Travel

Visitors: **2.0m (-7.5% YOY)**

Expenditure: **\$435.7m (+5.8% YOY)**



Average spend

\$220 per visitor



Ranking in Regional NSW

8th for visitors

7th for expenditure

Purpose of visit - % share of total

Visitors

Holiday **38%**

VFR **n/p**

Business **n/p**

Expenditure

Holiday **42%**

VFR **n/p**

Business **n/p**

Visitor Origin

Regional NSW, **96%**



Sydney, **n/p**

Gender



50%



50%

Age

54%



n/p
15-34

n/p
35-54

55+

Travel Party

Not asked for Domestic Daytrip

Travel Season



n/p

Spring



n/p

Summer



n/p

Autumn



n/p

Winter

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: 32,400 (n/p YOY)

Nights: 1.4m (n/p YOY)

Expenditure: \$43.3m (n/p YOY)

Average spend



\$31 per night
\$1336 per visitor

Average length of stay



42.4 nights

Ranking in Regional NSW



8th for visitors

5th for nights

7th for expenditure

Purpose of visit - % share of total

Visitors

Holiday 36%

VFR 44%

Business n/p

Education n/p

Nights

Holiday 32%

VFR 34%

Business n/p

Education n/p

Expenditure

Holiday 53%

VFR 15%

Business n/p

Education n/p

Visitor Origin (Top 5)

1st New Zealand - 20%

2nd USA - n/p

3rd United Kingdom - n/p

4th Philippines - n/p

5th Netherlands - n/p

Gender



51%



49%

Age

36%



15-34

n/p

35-54

43%



55+

First Visit to Australia

Return visit:
54%



First visit:
46%

Free & Independent Visitor

76% of International visitors to New England North West were Free & Independent (FIT) Travellers

Travel Party



58%

Travelling alone



n/p

Family group (with kids)



n/p

Adult couple



n/p

Friends or relatives travelling together

Travel Season



27%

Spring



34%

Summer



n/p

Autumn



n/p

Winter