

Travel to Regional NSW

Year ended March 2024



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

OVERVIEW

GRAND TOTAL (overnight & daytrip)	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)	54,956	56,621	58,024	63,244	67,535	n/p	n/p	n/p	n/p	66,701	-
Nights ('000)	76,045	81,104	84,642	89,968	95,487	n/p	n/p	n/p	n/p	101,239	-
Expenditure (\$ million)	\$13,823	\$14,310	\$14,849	\$17,191	\$18,275	n/p	n/p	n/p	n/p	\$26,430	-
OVERNIGHT (international & domestic)	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)	19,721	20,980	21,543	24,379	25,818	n/p	n/p	n/p	n/p	27,842	-
Nights ('000)	76,045	81,104	84,642	89,968	95,487	n/p	n/p	n/p	n/p	101,239	-
Expenditure (\$ million)	\$10,188	\$10,679	\$11,132	\$13,014	\$13,673	n/p	n/p	n/p	n/p	\$20,272	-
DOMESTIC (overnight & daytrip)	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)	54,303	55,913	57,243	62,374	66,667	71,711	50,444	46,533	65,880	66,006	0.2%
Nights ('000)	63,840	67,383	70,474	75,461	80,386	83,886	71,411	67,049	85,268	85,968	0.8%
Expenditure (\$ million)	\$13,085	\$13,425	\$13,921	\$16,159	\$17,226	\$18,877	\$15,307	\$15,457	\$25,014	\$25,343	1.3%

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

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)	19,069	20,271	20,762	23,509	24,949	25,888	20,458	18,916	26,288	27,148	3.3%
Nights (000)	63,840	67,383	70,474	75,461	80,386	83,886	71,411	67,049	85,268	85,968	0.8%
Average Length of Stay	3.3	3.3	3.4	3.2	3.2	3.2	3.5	3.5	3.2	3.2	-2.4%
Expenditure (\$ million)	\$9,450	\$9,794	\$10,205	\$11,981	\$12,623	\$13,725	\$11,845	\$12,048	\$19,131	\$19,184	0.3%
Spend per visitor per night (\$)	\$148	\$145	\$145	\$159	\$157	\$164	\$166	\$180	\$224	\$223	-0.5%
Intrastate visitors (000)	13,790	14,391	15,119	17,382	18,669	19,101	16,807	14,665	19,708	20,544	4.2%
Interstate visitors (000)	5,279	5,880	5,643	6,127	6,280	6,787	3,651	4,251	6,580	6,604	0.4%
Intrastate nights (000)	42,704	43,401	45,928	51,141	55,178	56,358	55,861	48,669	59,041	61,027	3.4%
Interstate nights (000)	21,136	23,982	24,546	24,320	25,208	27,527	15,550	18,380	26,228	24,940	-4.9%
Intrastate expenditure (\$ million)	\$6,571	\$6,660	\$7,137	\$8,333	\$8,815	\$9,541	\$9,627	\$9,219	\$13,653	\$14,054	2.9%
Interstate expenditure (\$ million)	\$2,880	\$3,134	\$3,068	\$3,648	\$3,808	\$4,184	\$2,218	\$2,829	\$5,477	\$5,131	-6.3%

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	9,057	9,691	9,482	10,796	11,308	11,046	9,569	8,813	12,494	12,174	-2.6%
Visiting Friends & Relatives	6,664	7,031	7,439	8,015	9,077	9,354	6,911	6,433	8,828	9,788	10.9%
Business	2,461	2,586	2,785	3,602	3,556	4,261	3,055	2,769	3,880	3,995	3.0%
Other	1,222	1,353	1,522	1,557	1,482	1,754	1,332	1,271	1,547	1,729	11.8%
Total	19,069	20,271	20,762	23,509	24,949	25,888	20,458	18,916	26,288	27,148	3.3%
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	34,324	35,841	34,384	38,239	40,543	39,382	35,331	33,502	43,318	42,060	-2.9%
Visiting Friends & Relatives	19,704	20,772	23,425	23,572	26,641	26,563	21,241	20,484	26,471	28,264	6.8%
Business	6,862	7,359	8,401	9,809	9,260	12,740	10,208	9,188	11,808	11,453	-3.0%
Other	2,949	3,411	4,264	3,842	3,942	5,200	4,632	3,875	3,671	4,191	14.2%
Total	63,840	67,383	70,474	75,461	80,386	83,886	71,411	67,049	85,268	85,968	0.8%

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

Travel to Regional NSW

Year ended March 2024



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

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	6,658	6,981	7,641	8,487	9,611	9,471	9,280	7,536	10,136	10,987	8.4%
Regional NSW	7,132	7,411	7,479	8,896	9,058	9,630	7,527	7,129	9,572	9,557	-0.2%
Total Intrastate	13,790	14,391	15,119	17,382	18,669	19,101	16,807	14,665	19,708	20,544	4.2%
Victoria	1,702	1,831	1,792	1,986	2,090	2,295	1,082	1,531	2,310	2,159	-6.5%
Queensland	2,169	2,484	2,505	2,457	2,585	2,873	1,438	1,527	2,473	2,737	10.7%
ACT	912	1,095	841	1,133	1,103	1,074	949	897	1,175	1,192	1.5%
Other Interstate	496	471	505	551	502	545	182	296	623	516	-17.2%
Total Interstate	5,279	5,880	5,643	6,127	6,280	6,787	3,651	4,251	6,580	6,604	0.4%
Grand Total	19,069	20,271	20,762	23,509	24,949	25,888	20,458	18,916	26,288	27,148	3.3%

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	5,811	6,400	6,491	7,615	8,204	8,329	6,307	5,980	8,599	8,181	-4.9%
35-54	6,847	7,113	7,121	8,198	8,285	8,303	7,192	6,400	8,656	9,089	5.0%
55+	6,410	6,758	7,150	7,696	8,460	9,256	6,959	6,536	9,033	9,877	9.3%
Total	19,069	20,271	20,762	23,509	24,949	25,888	20,458	18,916	26,288	27,148	3.3%

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	4,507	4,882	5,329	6,162	6,488	7,641	5,689	5,344	7,129	7,359	3.2%
Adult couple	5,299	5,583	6,056	6,373	6,708	6,948	5,615	5,232	7,357	7,389	0.4%
Family group - parents and children	4,083	4,023	3,735	4,188	4,369	4,262	3,511	3,211	4,593	4,870	6.0%
Friends/relatives travelling together	4,254	4,713	4,712	5,537	5,986	5,567	4,886	4,373	5,939	6,224	4.8%
Other travel party	926	1,070	930	1,249	1,398	1,471	759	757	1,271	1,305	2.7%
Total	19,069	20,271	20,762	23,509	24,949	25,888	20,458	18,916	26,288	27,148	3.3%

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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)	653	709	780	870	869	n/p	n/p	n/p	n/p	694	-
Nights (000)	12,205	13,721	14,168	14,507	15,102	n/p	n/p	n/p	n/p	15,272	-
Average Length of Stay	18.7	19.4	18.2	16.7	17.4	n/p	n/p	n/p	n/p	22.0	-
Expenditure (\$ million)	\$738	\$885	\$927	\$1,033	\$1,049	n/p	n/p	n/p	n/p	\$1,087	-
Spend per visitor per night (\$)	\$60	\$65	\$65	\$71	\$69	n/p	n/p	n/p	n/p	\$71	-

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

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 Kingdom	118	133	132	140	140	n/p	n/p	n/p	n/p	122	-
New Zealand	89	92	92	111	107	n/p	n/p	n/p	n/p	101	-
United States of America	69	77	90	91	87	n/p	n/p	n/p	n/p	84	-

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	319	335	367	377	379	n/p	n/p	n/p	n/p	282	-
35-54	163	177	205	232	238	n/p	n/p	n/p	n/p	186	-
55+	171	196	209	261	251	n/p	n/p	n/p	n/p	227	-
Total	653	709	780	870	869	n/p	n/p	n/p	n/p	694	-

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	378	402	428	478	462	n/p	n/p	n/p	n/p	406	-
Adult couple	143	161	169	198	190	n/p	n/p	n/p	n/p	161	-
Family group - parents and children	54	64	80	85	93	n/p	n/p	n/p	n/p	59	-
Friends/relatives travelling together	65	69	89	92	99	n/p	n/p	n/p	n/p	58	-
Other travel party	13	13	14	16	25	n/p	n/p	n/p	n/p	10	-
Total	653	709	780	870	869	n/p	n/p	n/p	n/p	694	-

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

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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)	35,234	35,641	36,481	38,865	41,718	45,823	29,986	27,617	39,592	38,859	-1.9%
Expenditure (\$ million)	\$3,635	\$3,631	\$3,716	\$4,177	\$4,603	\$5,152	\$3,461	\$3,409	\$5,883	\$6,158	4.7%
Spend per visitor (\$)	\$103	\$102	\$102	\$107	\$110	\$112	\$115	\$123	\$149	\$158	6.6%

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	17,886	18,272	18,195	20,099	20,950	21,665	14,043	12,501	19,133	19,029	-0.5%
Visiting Friends & Relatives	9,417	9,561	10,028	10,422	11,157	12,301	7,294	7,286	10,096	10,831	7.3%
Business	3,132	3,070	3,447	3,143	4,515	6,039	3,733	3,570	4,895	3,575	-27.0%
Other	4,800	4,737	4,811	5,200	5,095	5,818	4,917	4,259	5,468	5,424	-0.8%
Total	35,234	35,641	36,481	38,865	41,718	45,823	29,986	27,617	39,592	38,859	-1.9%

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	11,947	11,611	12,050	12,979	13,713	14,891	9,029	7,939	12,752	12,846	0.7%
Regional NSW	19,414	20,337	20,435	21,295	23,513	25,731	18,945	17,049	23,039	21,768	-5.5%
Total Intrastate	31,361	31,948	32,485	34,274	37,226	40,623	27,974	24,988	35,792	34,614	-3.3%
Total Interstate	3,874	3,693	3,996	4,590	4,492	5,201	2,013	2,629	3,800	4,244	11.7%
Total	35,234	35,641	36,481	38,865	41,718	45,823	29,986	27,617	39,592	38,859	-1.9%

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	10,792	10,914	10,410	11,499	12,533	13,037	8,337	7,714	12,425	11,743	-5.5%
35-54	11,985	11,415	11,774	12,836	13,010	14,717	8,968	8,378	11,901	11,884	-0.1%
55+	12,458	13,312	14,297	14,530	16,174	18,069	12,681	11,525	15,266	15,232	-0.2%
Total	35,234	35,641	36,481	38,865	41,718	45,823	29,986	27,617	39,592	38,859	-1.9%

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

Regional NSW includes: Blue Mountains, Capital Country, Central Coast, Central NSW, The Hunter, The Murray, New England North West, North Coast, The Outback, Riverina, Snowy Mountains and South Coast.