

# International Visitor Profile to NSW

Year ended September 2024



Source: International Visitor Survey, Tourism Research Australia



## VISITORS

**3.7m**

84% vs. 2019\*



## NIGHTS

**98.5m**

101% vs. 2019\*



## EXPENDITURE

**\$12.0bn**

105% vs. 2019\*

\*vs. Pre-COVID period (YE Sep 2019)

### Average spend



\$122 per night  
\$3258 per visitor

### Average length of stay



26.7 nights

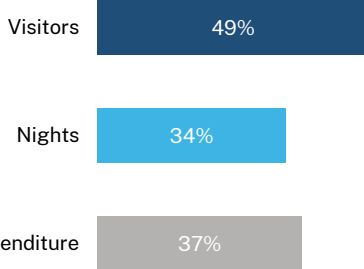
### Rank in Australia



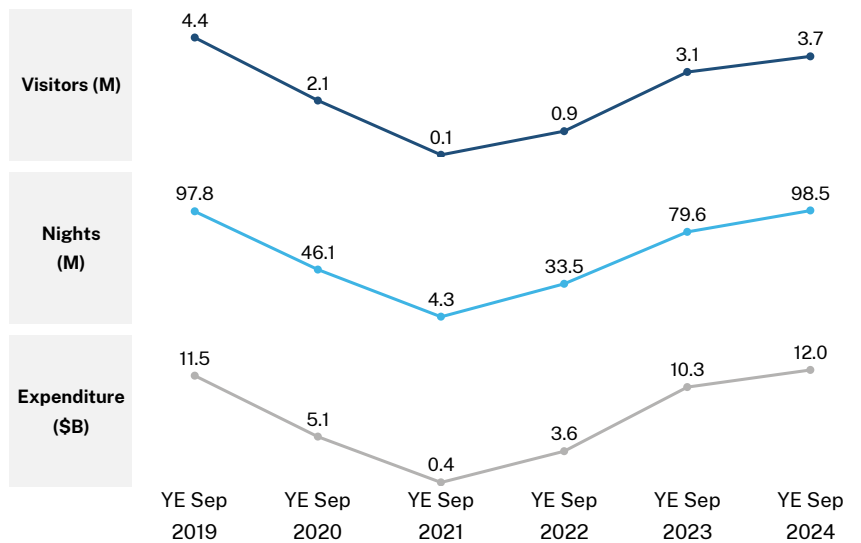
#1 for visitors  
#1 for nights  
#1 for expenditure

### NSW share of visitors to Australia

49% of international visitors visited NSW during their trip to Australia

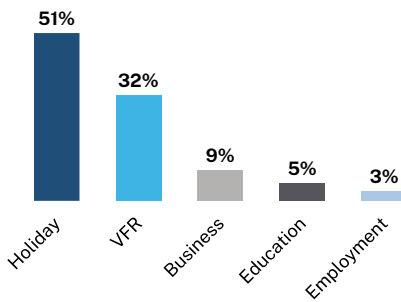


### Time Series

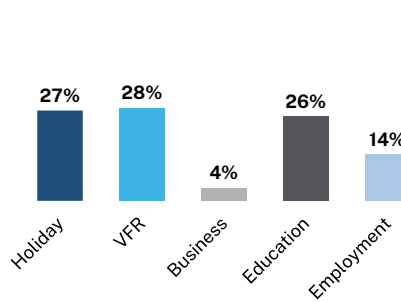


### Purpose of Visit

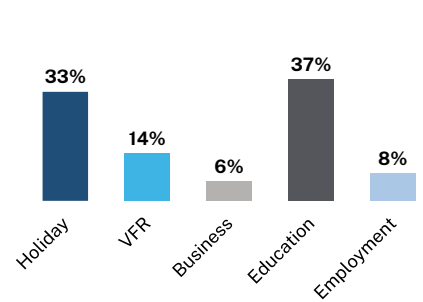
#### Visitors (000)



#### Nights (000)



#### Expenditure (\$M)



### Visitor dispersal

19% of International visitors visited Regional NSW as part of their trip

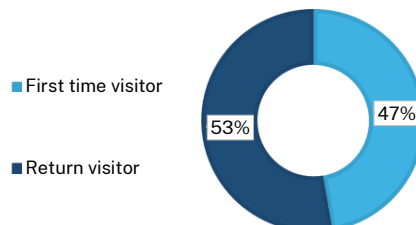
Regional NSW, 19%



Sydney, 93%

### First vs return visitor to Australia

53% of International visitors to NSW were making a return visit to Australia



### Top International Markets

The USA was the largest source market of visitors to NSW

- USA, 12%
- New Zealand, 12%
- China, 12%
- United Kingdom, 9%
- Korea, 7%

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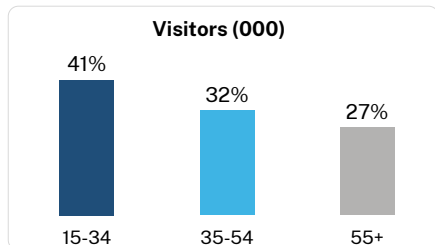
Year ended September 2024



Source: International Visitor Survey, Tourism Research Australia

## Age

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



## Gender



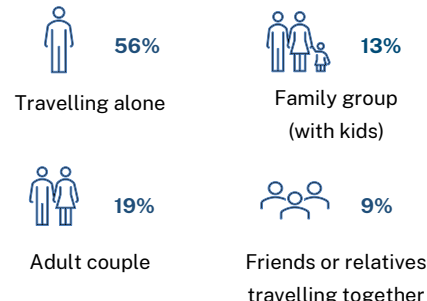
47%



53%

## Travel party

56% of International visitors to NSW were travelling alone.



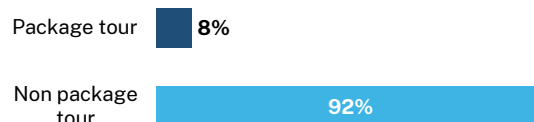
## Group tour

7% of all International visitors to NSW came to Australia as part of a group tour



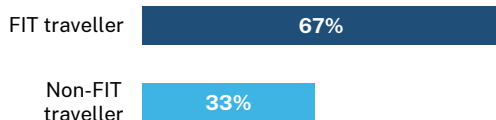
## Travel package

8% of all International visitors to NSW booked their trip as part of a package tour



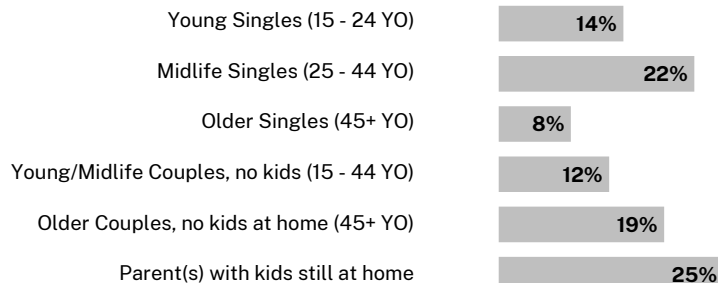
## FIT visitor#

67% of International visitors to NSW were Free and Independent Travellers



# free and independent traveller

## Lifestage



## Aviation



### Inbound seats to NSW<sup>1</sup>

10,509,068 seats

+19.8% YoY

40.7% of the total inbound international seats to Australia



### Inbound flights to NSW<sup>1</sup>

37,547 flights

+18.1% YoY

38.1% of the total inbound international flights to Australia

International seat capacity and flights based on direct non-stop services

### Key airlines by Inbound Visitor Share to NSW<sup>2</sup>



1. Qantas Airways, 17%
2. Air New Zealand, 8%
3. Singapore Airlines, 6%

<sup>1</sup>Source: Cirum September 2024, SRS Analyser September 2024  
Accessed September 2024

<sup>2</sup>Source: Tourism Research Australia, Visitors Arrivals and Departures September 2024

#### 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 Dispersal and Travel Party
- 'Not asked' excluded from percentage calculations where applicable