

# Travel to Southern NSW Destination Network

Year ended June 2024



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

## OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	5,014	5,099	5,380	5,806	6,940	n/p	n/p	n/p	n/p	6,608	-
Nights ('000)	8,954	9,374	9,231	10,299	10,438	n/p	n/p	n/p	n/p	10,940	-
Expenditure (\$ million)	\$1,647	\$1,442	\$1,752	\$1,992	\$2,079	n/p	n/p	n/p	n/p	\$2,759	-
OVERNIGHT (international & domestic)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	2,337	2,573	2,679	2,964	3,160	n/p	n/p	n/p	n/p	3,251	-
Nights ('000)	8,954	9,374	9,231	10,299	10,438	n/p	n/p	n/p	n/p	10,940	-
Expenditure (\$ million)	\$1,381	\$1,190	\$1,461	\$1,653	\$1,733	n/p	n/p	n/p	n/p	\$2,227	-
DOMESTIC (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	4,952	5,026	5,294	5,710	6,843	5,631	5,711	4,771	6,427	6,535	1.7%
Nights ('000)	8,006	8,557	8,301	9,432	9,476	9,199	9,435	8,143	10,650	10,111	-5.1%
Expenditure (\$ million)	\$1,603	\$1,402	\$1,692	\$1,933	\$2,028	\$1,754	\$2,005	\$1,846	\$3,087	\$2,695	-12.7%

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

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	2,275	2,499	2,592	2,867	3,063	2,551	2,826	2,496	3,240	3,178	-1.9%
Nights (000)	8,006	8,557	8,301	9,432	9,476	9,199	9,435	8,143	10,650	10,111	-5.1%
Average Length of Stay	3.5	3.4	3.2	3.3	3.1	3.6	3.3	3.3	3.3	3.2	-3.2%
Expenditure (\$ million)	\$1,337	\$1,150	\$1,401	\$1,593	\$1,683	\$1,356	\$1,665	\$1,595	\$2,624	\$2,163	-17.6%
Spend per visitor per night (\$)	\$167	\$134	\$169	\$169	\$178	\$147	\$176	\$196	\$246	\$214	-13.2%
Intrastate visitors (000)	1,369	1,541	1,628	1,816	2,017	1,646	1,904	1,612	2,064	2,158	4.6%
Interstate visitors (000)	906	959	965	1,052	1,045	905	921	884	1,176	1,020	-13.3%
Intrastate nights (000)	4,609	4,935	4,982	5,330	5,856	5,209	6,238	4,991	6,109	6,582	7.7%
Interstate nights (000)	3,397	3,622	3,319	4,101	3,620	3,990	3,197	3,152	4,541	3,529	-22.3%
Intrastate expenditure (\$ million)	\$804	\$753	\$912	\$1,042	\$1,108	\$886	\$1,217	\$1,031	\$1,679	\$1,521	-9.4%
Interstate expenditure (\$ million)	\$533	\$397	\$489	\$552	\$575	\$470	\$447	\$564	\$945	\$642	-32.1%

### Main Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	1,441	1,510	1,481	1,739	1,752	1,235	1,735	1,473	1,847	1,826	-1.1%
Visiting Friends & Relatives	471	618	729	710	799	640	643	586	842	885	5.2%
Business	203	229	246	305	400	491	272	329	387	263	-32.0%
Other	167	165	162	138	143	214	195	138	180	256	42.4%
Total	2,275	2,499	2,592	2,867	3,063	2,551	2,826	2,496	3,240	3,178	-1.9%
Nights (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	5,598	5,668	5,504	6,240	5,850	4,928	6,318	4,884	6,905	6,067	-12.1%
Visiting Friends & Relatives	1,409	1,942	1,919	2,229	2,158	1,751	1,837	1,823	2,312	2,621	13.3%
Business	629	603	570	671	1,214	1,813	789	1,112	1,122	828	-26.2%
Other	369	344	309	292	254	708	491	325	310	595	91.9%
Total	8,006	8,557	8,301	9,432	9,476	9,199	9,435	8,143	10,650	10,111	-5.1%

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

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Year ended June 2024



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## DOMESTIC OVERNIGHT TRAVEL

### Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	596	694	805	925	954	788	984	696	945	1,088	15.1%
Regional NSW	773	846	823	890	1,063	858	920	916	1,119	1,071	-4.3%
<b>Total Intrastate</b>	<b>1,369</b>	<b>1,541</b>	<b>1,628</b>	<b>1,816</b>	<b>2,017</b>	<b>1,646</b>	<b>1,904</b>	<b>1,612</b>	<b>2,064</b>	<b>2,158</b>	<b>4.6%</b>
Victoria	321	319	366	356	369	362	322	311	467	418	-10.4%
Queensland	n/p	n/p	n/p	n/p	118	n/p	n/p	n/p	n/p	n/p	-
ACT	434	511	427	535	491	392	545	446	555	412	-25.8%
Other Interstate	43	n/p	62	60	67	n/p	n/p	n/p	n/p	n/p	-
<b>Total Interstate</b>	<b>906</b>	<b>959</b>	<b>965</b>	<b>1,052</b>	<b>1,045</b>	<b>905</b>	<b>921</b>	<b>884</b>	<b>1,176</b>	<b>1,020</b>	<b>-13.3%</b>
<b>Grand Total</b>	<b>2,275</b>	<b>2,499</b>	<b>2,592</b>	<b>2,867</b>	<b>3,063</b>	<b>2,551</b>	<b>2,826</b>	<b>2,496</b>	<b>3,240</b>	<b>3,178</b>	<b>-1.9%</b>

### Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	583	726	819	860	977	840	809	787	1,060	946	-10.8%
35-54	827	890	911	978	990	742	970	807	984	977	-0.7%
55+	865	883	862	1,030	1,095	969	1,046	903	1,196	1,255	5.0%
<b>Total</b>	<b>2,275</b>	<b>2,499</b>	<b>2,592</b>	<b>2,867</b>	<b>3,063</b>	<b>2,551</b>	<b>2,826</b>	<b>2,496</b>	<b>3,240</b>	<b>3,178</b>	<b>-1.9%</b>

### Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	379	489	466	501	818	703	596	646	740	701	-5.2%
Adult couple	711	654	755	886	832	635	848	680	932	977	4.8%
Family group - parents and children	555	551	621	559	526	425	516	448	654	576	-11.9%
Friends/relatives travelling together	534	680	641	801	731	621	784	626	772	833	8.0%
Other travel party	96	124	n/p	120	155	166	n/p	n/p	142	n/p	-
<b>Total</b>	<b>2,275</b>	<b>2,499</b>	<b>2,592</b>	<b>2,867</b>	<b>3,063</b>	<b>2,551</b>	<b>2,826</b>	<b>2,496</b>	<b>3,240</b>	<b>3,178</b>	<b>-1.9%</b>

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## INTERNATIONAL TRAVEL

### Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	62	73	87	96	97	n/p	n/p	n/p	n/p	73	-
Nights (000)	948	817	930	868	962	n/p	n/p	n/p	n/p	829	-
Average Length of Stay	15.2	11.1	10.8	9.0	9.9	-	-	-	-	11.3	-
Expenditure (\$ million)	\$44	\$40	\$60	\$60	\$51	n/p	n/p	n/p	n/p	\$64	-
Spend per visitor per night (\$)	\$46	\$49	\$65	\$69	\$53	-	-	-	-	\$77	-

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

### Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
United States of America	n/p	10	12	11	15	n/p	n/p	n/p	n/p	n/p	-
United Kingdom	13	12	16	13	12	n/p	n/p	n/p	n/p	8	-
New Zealand	n/p	n/p	n/p	11	n/p	n/p	n/p	n/p	n/p	6	-

### Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	25	30	32	34	37	n/p	n/p	n/p	n/p	25	-
35-54	16	19	25	30	28	n/p	n/p	n/p	n/p	18	-
55+	21	24	30	33	33	n/p	n/p	n/p	n/p	30	-
Total	62	73	87	96	97	n/p	n/p	n/p	n/p	73	-

### Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	31	38	40	47	44	n/p	n/p	n/p	n/p	33	-
Adult couple	23	22	26	29	27	n/p	n/p	n/p	n/p	26	-
Family group - parents and children	n/p	n/p	10	n/p	12	n/p	n/p	n/p	n/p	n/p	-
Friends/relatives travelling together	5	7	10	11	13	n/p	n/p	n/p	n/p	n/p	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	62	73	87	96	97	n/p	n/p	n/p	n/p	73	-

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

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## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	2,677	2,526	2,701	2,843	3,781	3,080	2,886	2,275	3,187	3,357	5.3%
Expenditure (\$ million)	\$266	\$252	\$291	\$340	\$345	\$398	\$341	\$252	\$463	\$532	14.8%
Spend per visitor (\$)	\$99	\$100	\$108	\$119	\$91	\$129	\$118	\$111	\$145	\$158	9.0%

### Main Purpose of Trip

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	1,557	1,421	1,455	1,573	1,950	1,486	1,525	1,025	1,543	1,851	20.0%
Visiting Friends & Relatives	538	572	653	684	1,007	819	514	424	832	638	-23.4%
Business	n/p	n/p	n/p	n/p	397	431	367	n/p	n/p	n/p	-
Other	336	339	360	347	427	n/p	480	517	n/p	n/p	-
<b>Total</b>	<b>2,677</b>	<b>2,526</b>	<b>2,701</b>	<b>2,843</b>	<b>3,781</b>	<b>3,080</b>	<b>2,886</b>	<b>2,275</b>	<b>3,187</b>	<b>3,357</b>	<b>5.3%</b>

### Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	n/p	n/p	n/p	n/p	504	434	n/p	n/p	n/p	n/p	-
Regional NSW	1,471	1,360	1,451	1,552	1,962	1,777	1,722	1,331	1,709	1,577	-7.8%
<b>Total Intrastate</b>	<b>1,815</b>	<b>1,693</b>	<b>1,859</b>	<b>1,905</b>	<b>2,465</b>	<b>2,211</b>	<b>2,034</b>	<b>1,538</b>	<b>2,195</b>	<b>1,885</b>	<b>-14.2%</b>
<b>Total Interstate</b>	<b>862</b>	<b>834</b>	<b>842</b>	<b>938</b>	<b>1,316</b>	<b>870</b>	<b>852</b>	<b>737</b>	<b>991</b>	<b>1,472</b>	<b>48.5%</b>
<b>Total</b>	<b>2,677</b>	<b>2,526</b>	<b>2,701</b>	<b>2,843</b>	<b>3,781</b>	<b>3,080</b>	<b>2,886</b>	<b>2,275</b>	<b>3,187</b>	<b>3,357</b>	<b>5.3%</b>

### Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	740	631	648	630	1,163	757	856	557	1,058	1,076	1.8%
35-54	894	955	895	896	1,045	1,040	764	598	710	761	7.1%
55+	1,044	940	1,158	1,317	1,573	1,284	1,266	1,120	1,419	1,520	7.1%
<b>Total</b>	<b>2,677</b>	<b>2,526</b>	<b>2,701</b>	<b>2,843</b>	<b>3,781</b>	<b>3,080</b>	<b>2,886</b>	<b>2,275</b>	<b>3,187</b>	<b>3,357</b>	<b>5.3%</b>

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