

# Regional NSW Visitor Profile

Year ended March 2021

Source: National and International Visitor Surveys, Tourism Research Australia.

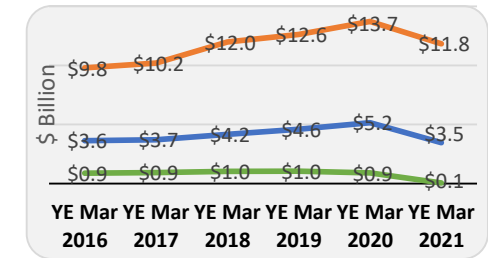
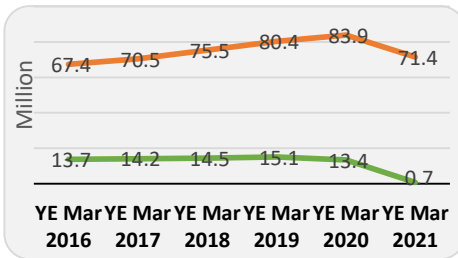
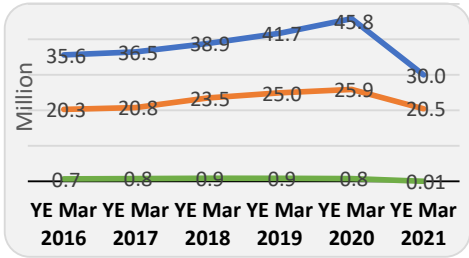
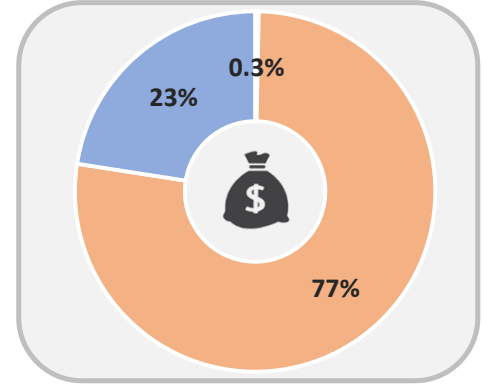
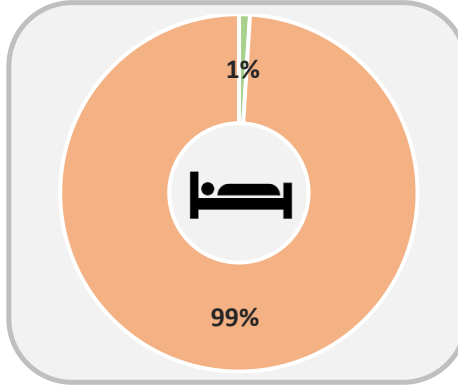
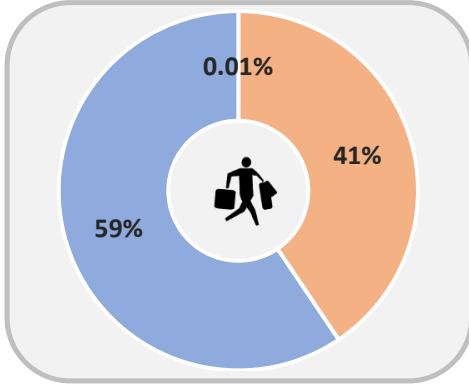


Icons sourced from www.easil.ly

## TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 20.5m (-21.0% YoY)  
Nights: 71.4m (-14.9% YoY)  
Expenditure: \$11.8bn (-13.7% YoY)

Average spend  
\$166 per night  
\$579 per visitor

Average length of stay:  
3.5 nights

Origin	Travel party	Purpose of visit
82% of the visitors came from within New South Wales	28% of the visitors were travelling alone	Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.
<p>Regional NSW, 37%</p> <p>82%</p> <p>Sydney, 45%</p>	<ul style="list-style-type: none"> <li>Unaccompanied: 28%</li> <li>Adult couple: 27%</li> <li>Family group: 17%</li> <li>Friends and/or relatives: 24%</li> </ul>	<p><b>Visitors</b></p> <ul style="list-style-type: none"> <li>Holiday: 47%</li> <li>VFR: 34%</li> <li>Business: 15%</li> </ul> <p><b>Nights</b></p> <ul style="list-style-type: none"> <li>Holiday: 49%</li> <li>VFR: 30%</li> <li>Business: 14%</li> </ul> <p><b>Expenditure</b></p> <ul style="list-style-type: none"> <li>Holiday: 63%</li> <li>VFR: 17%</li> <li>Business: 13%</li> </ul>
Transport	Gender	
Private vehicle or company car, 93% Aircraft, 3%	<ul style="list-style-type: none"> <li>Female: 47%</li> <li>Male: 53%</li> </ul>	

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.

# Regional NSW Visitor Profile

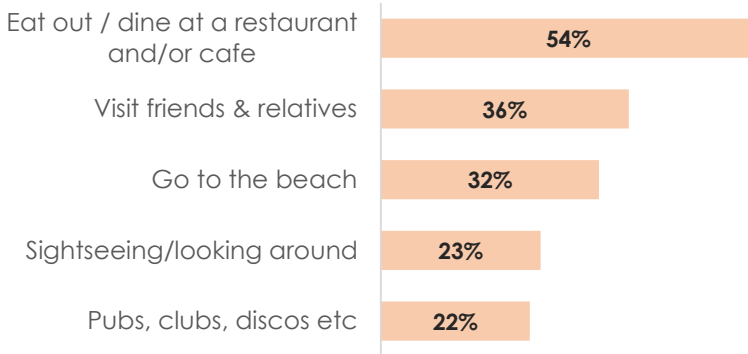
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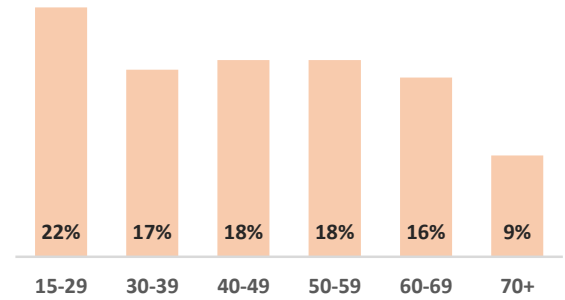
Icons sourced from www.easil.ly

## Top 5 activities

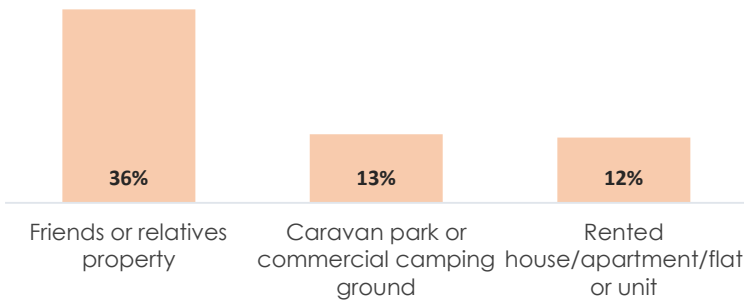


## Age

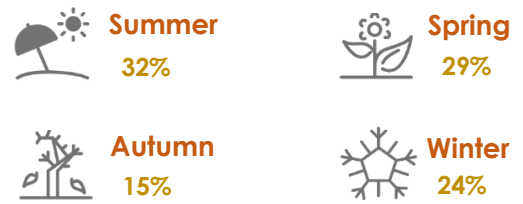
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

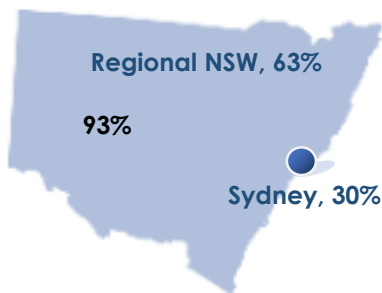
Visitors: 30.0m (-34.6% YoY)  
Expenditure: \$3.5bn (-32.8% YoY)



Average spend \$115 per visitor

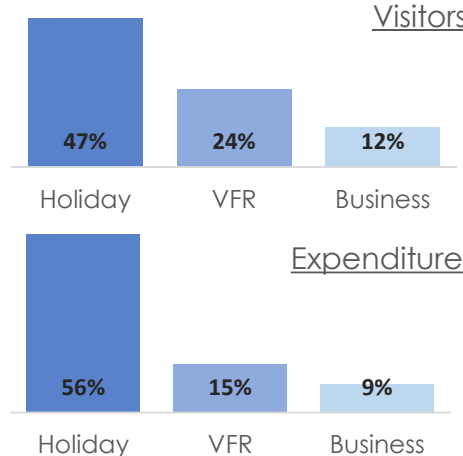
## Origin

93% of the visitors to the region came from NSW



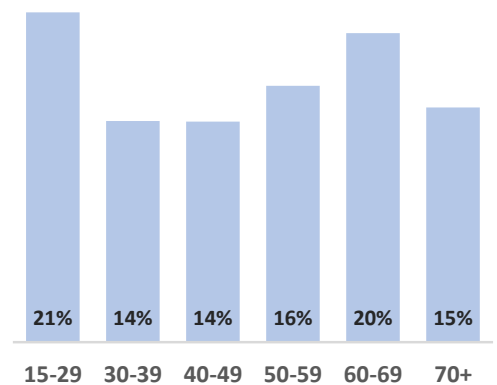
## Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

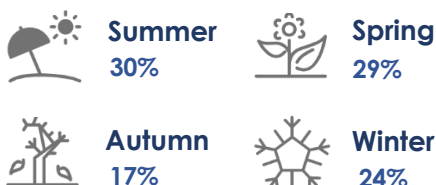


## Age

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



## Travel season\*

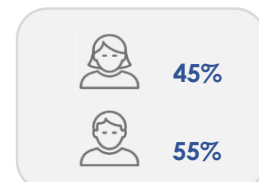


\*by month returned from the trip

## Transport

Private vehicle or company car 97%  
Railway 1%

## Gender



**INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE**