

Domestic travel to NSW Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia.



TOTAL DOMESTIC VISITATION

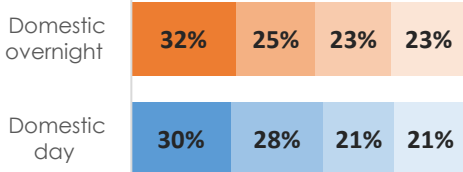
Visitors
100.1m
+50.7% YoY

Nights
114.5m
+33.7% YoY

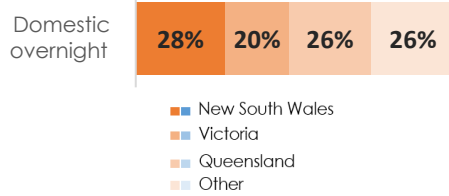
Expenditure
\$39.2bn
+80.7% YoY

Market share to Australia

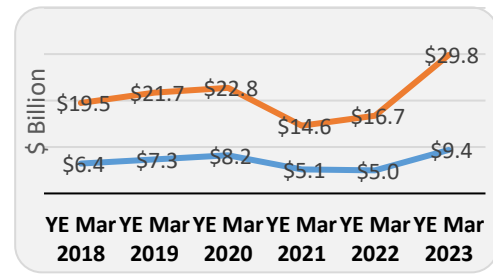
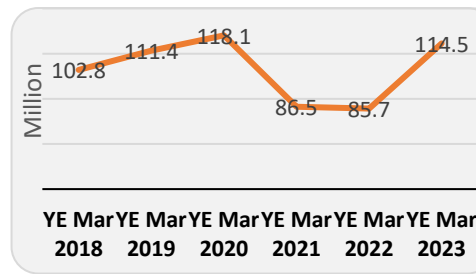
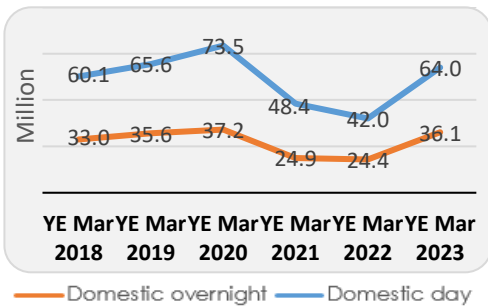
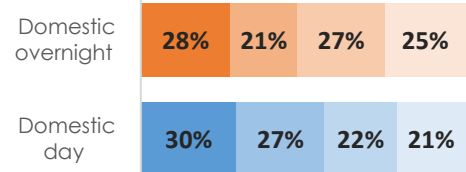
Visitors



Nights



Expenditure



Domestic overnight travel

Visitors: 36.1m (+48.0% YoY)
Nights: 114.5m (+33.7% YoY)
Expenditure: \$29.8bn (+78.5% YoY)

Average spend: \$261 per night
\$828 per visitor



Average length of stay: 3.2 nights



#1 for visitors
#1 for nights
#1 for expenditure
In Australia

Destination

Sydney was the top destination in NSW

1. Sydney, 30%
2. North Coast NSW, 16%
3. South Coast, 13%
4. Hunter, 12%

Origin

Regional NSW was the largest source market of visitors to NSW

1. Regional NSW, 38%
2. Sydney, 31%
3. Victoria, 12%

Gender

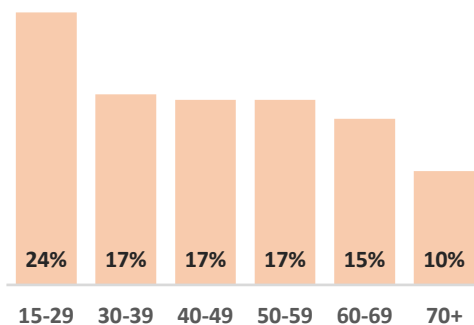
Female 49% Male 51%

Travel party



- Unaccompanied 31%
- Adult couple 27%
- Family group 16%
- Friends and/or relatives 21%

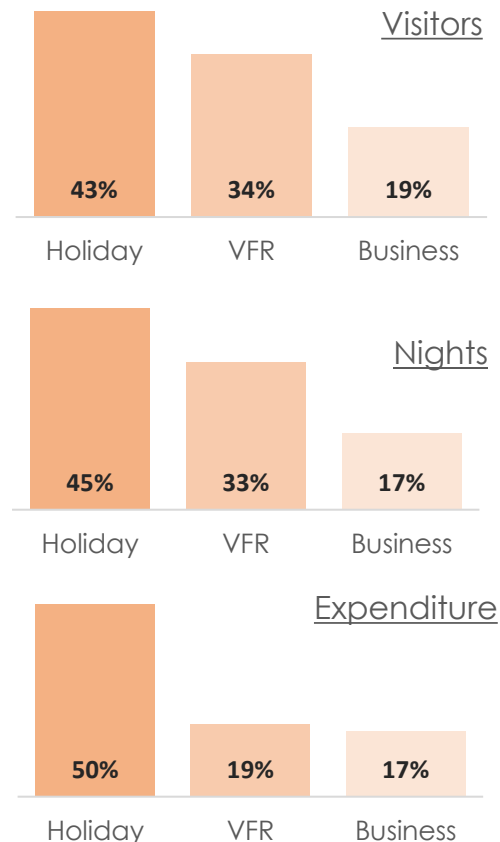
Age



Transport

Private vehicle or company car, 79%
Aircraft, 15%

Purpose of visit



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

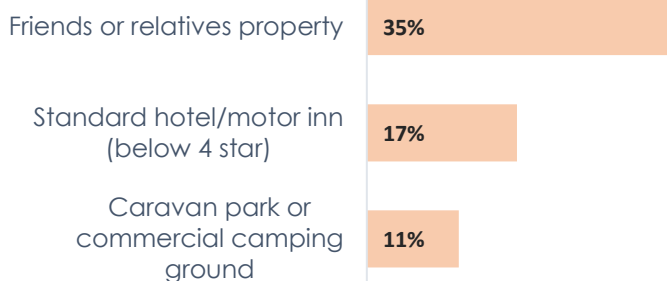
Domestic travel to NSW Visitor Profile

Year ended March 2023

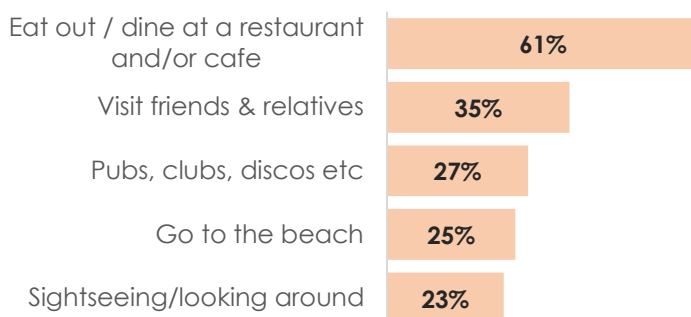
Source: National Visitor Survey, Tourism Research Australia.



Top 3 accommodation types (nights)



Top 5 activities



Domestic daytrip travel

Visitors: 64.0m (+52.3% YoY)
Expenditure: \$9.4bn (+88.4% YoY)

Average spend: \$146 per visitor

#1 for visitors
#1 for expenditure
In Australia

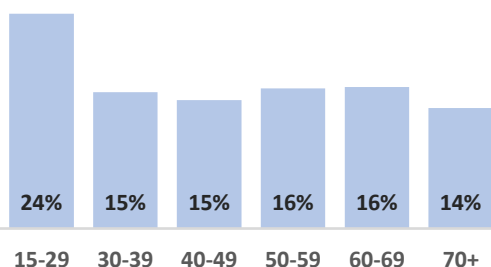
Destination

Sydney was the top destination in NSW

1. Sydney, 38%
2. South Coast, 12%
3. Hunter, 11%
4. North Coast NSW, 10%

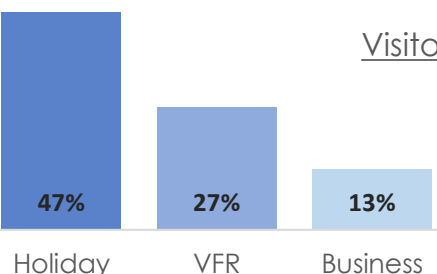
Age

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

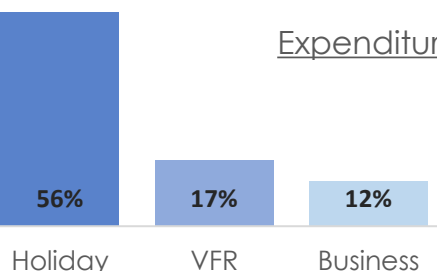


Purpose of visit

Visitors



Expenditure



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

Origin

Regional NSW was the largest source market of visitors to NSW

1. Regional NSW, 47%
2. Sydney, 46%
3. Hunter, 10%

Transport

Private vehicle or company car



Aviation

In YE Mar 2023, NSW accounted for 47% of the domestic aviation seat capacity in Australia's top 66 competitive routes or 28.4 million seats (up 114.3% on YE Mar 2022).

Source: Bureau of Infrastructure, Transport and Regional Economics (BITRE), seats both directions.

Destination	TOTAL DOMESTIC		DOMESTIC OVERNIGHT						DOMESTIC DAYTRIP		
	Visitors (000)	Expenditure (\$million)	Visitors (000)	Nights (million)	Expenditure (\$million)	ALOS	Spend per night (\$)	Spend per visitor (\$)	Visitors (000)	Expenditure (\$million)	Spend per visitor (\$)
Sydney	35,140	\$14,200	10,723	29.2	\$10,716	2.7	\$366	\$999	24,416	\$3,485	\$143
Regional NSW	65,880	\$25,015	26,288	85.3	\$19,131	3.2	\$224	\$728	39,592	\$5,883	\$149
South Coast	12,578	\$4,073	4,696	15.2	\$3,111	3.2	\$205	\$662	7,883	\$963	\$122
North Coast NSW	11,787	\$5,880	5,623	20.8	\$4,921	3.7	\$236	\$875	6,164	\$960	\$156
Hunter	11,376	\$4,038	4,468	11.8	\$3,071	2.6	\$260	\$687	6,908	\$967	\$140
Central NSW	6,118	\$2,370	2,677	7.6	\$1,679	2.8	\$222	\$627	3,442	\$691	\$201
Central Coast	5,690	\$1,338	1,659	4.5	\$855	2.7	\$188	\$515	4,031	\$483	\$120
Capital Country	4,399	\$1,177	1,670	3.8	\$787	2.3	\$208	\$471	2,729	\$390	\$143
Blue Mountains	4,208	\$916	1,353	3.4	\$612	2.5	\$181	\$453	2,855	\$303	\$106
New England North West	3,518	\$1,238	1,618	4.8	\$875	3.0	\$181	\$541	1,899	\$363	\$191
Riverina	2,933	\$1,023	1,383	3.4	\$620	2.4	\$184	\$448	1,550	\$403	\$260
The Murray	2,746	\$1,001	1,414	3.4	\$800	2.4	\$236	\$566	1,332	\$201	\$151
Snowy Mountains	1,675	\$1,387	1,081	3.7	\$1,269	3.4	\$344	\$1,174	594	\$118	\$198
Outback NSW	827	\$514	620	2.5	\$473	4.0	\$192	\$763	n/p	n/p	-
NSW Total	100,061	\$39,215	36,052	114.5	\$29,847	3.2	\$261	\$828	64,008	\$9,368	\$146

ALOS - average length of stay