

# New Zealand Visitor Profile to NSW

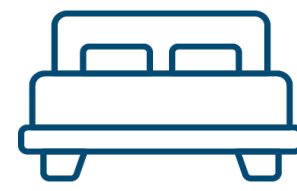
Year ended December 2023



Source: International Visitor Survey, Tourism Research Australia



**VISITORS**  
**410,600**  
92% vs. 2019\*



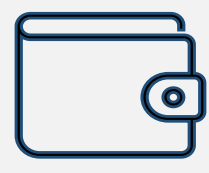
**NIGHTS**  
**3.6m**  
107% vs. 2019\*



**EXPENDITURE**  
**\$508.1m**  
123% vs. 2019\*

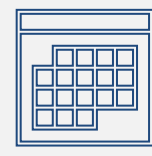
\*vs. Pre-COVID period (YE Dec 2019)

## Average spend



\$140 per night  
\$1238 per visitor

## Average length of stay



8.8 nights

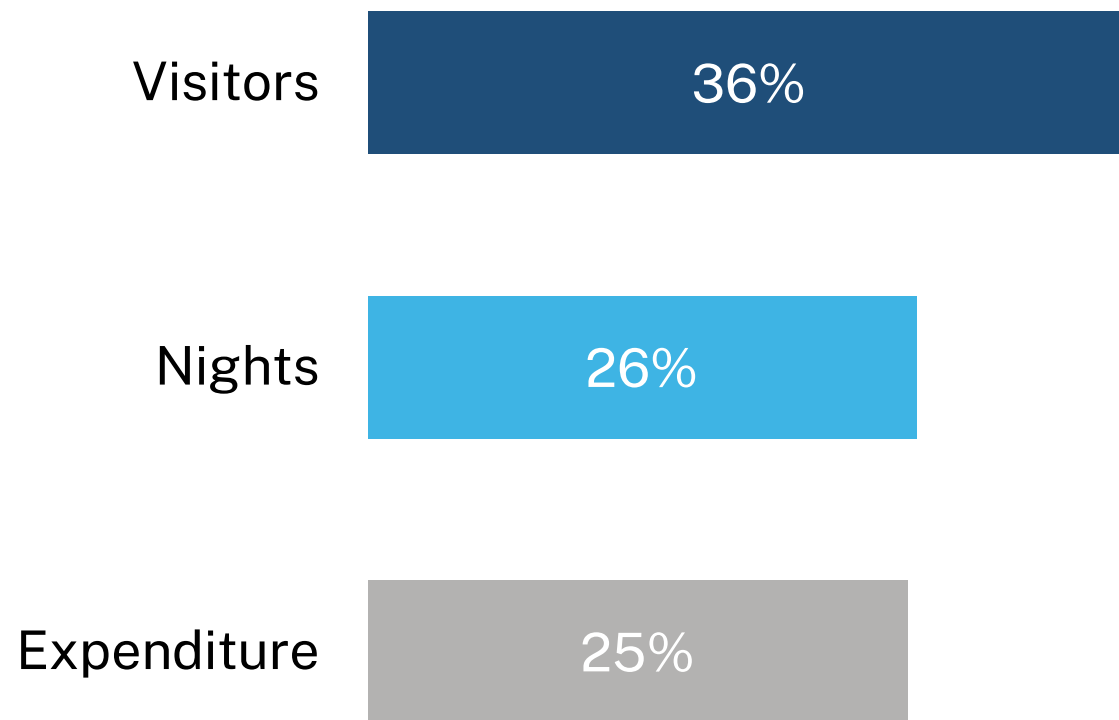
## Rank in NSW



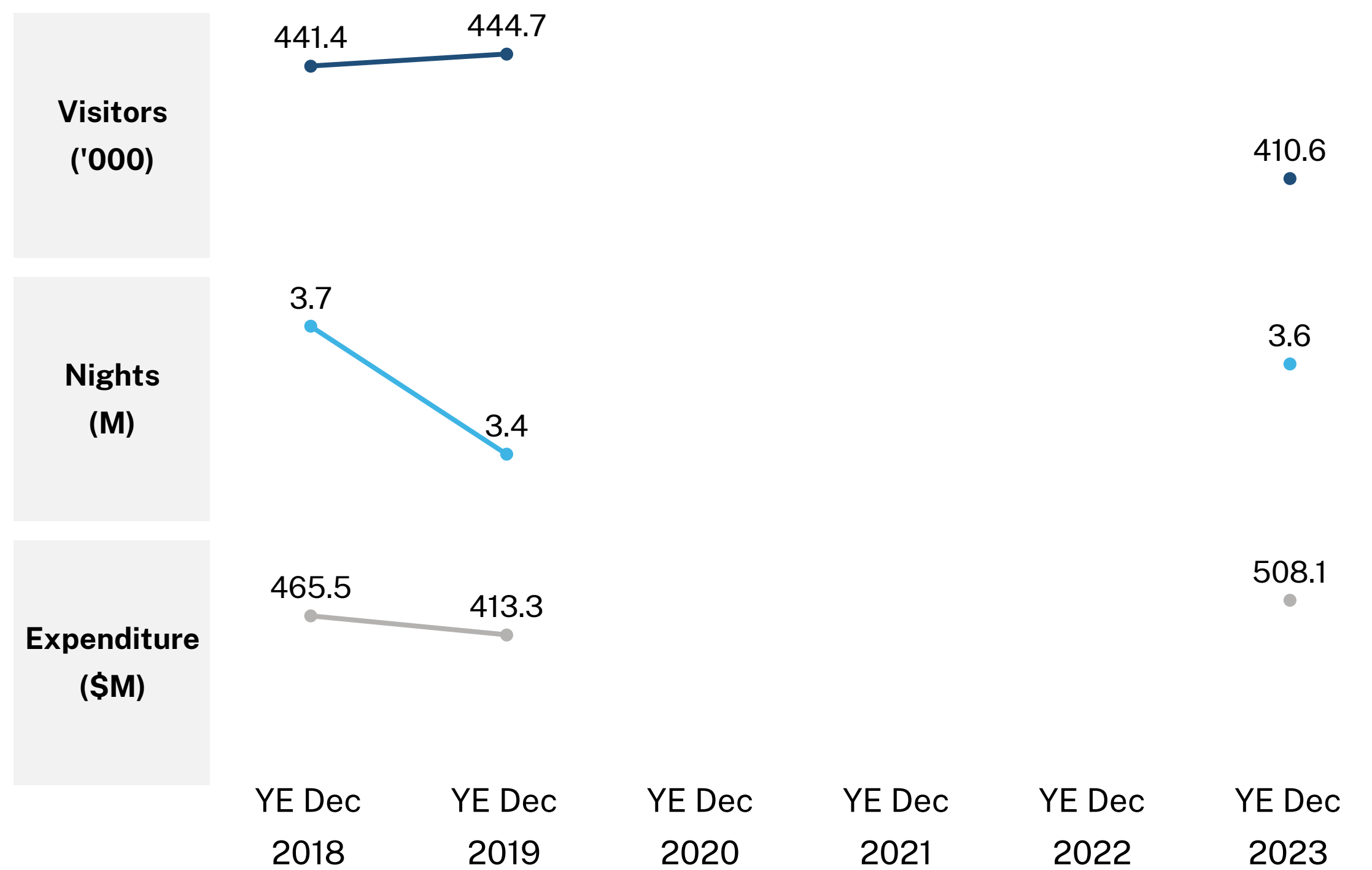
#2 for visitors  
#5 for nights  
#5 for expenditure

## NSW share of visitors to Australia

36% of international visitors from New Zealand visited NSW during their trip to Australia

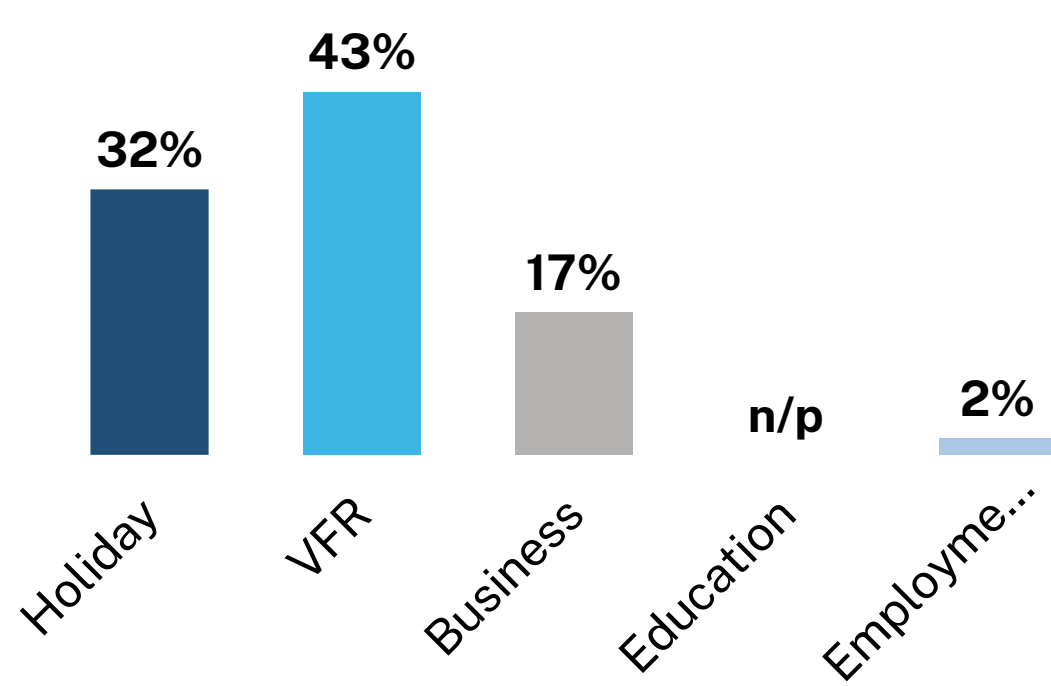


## Time Series

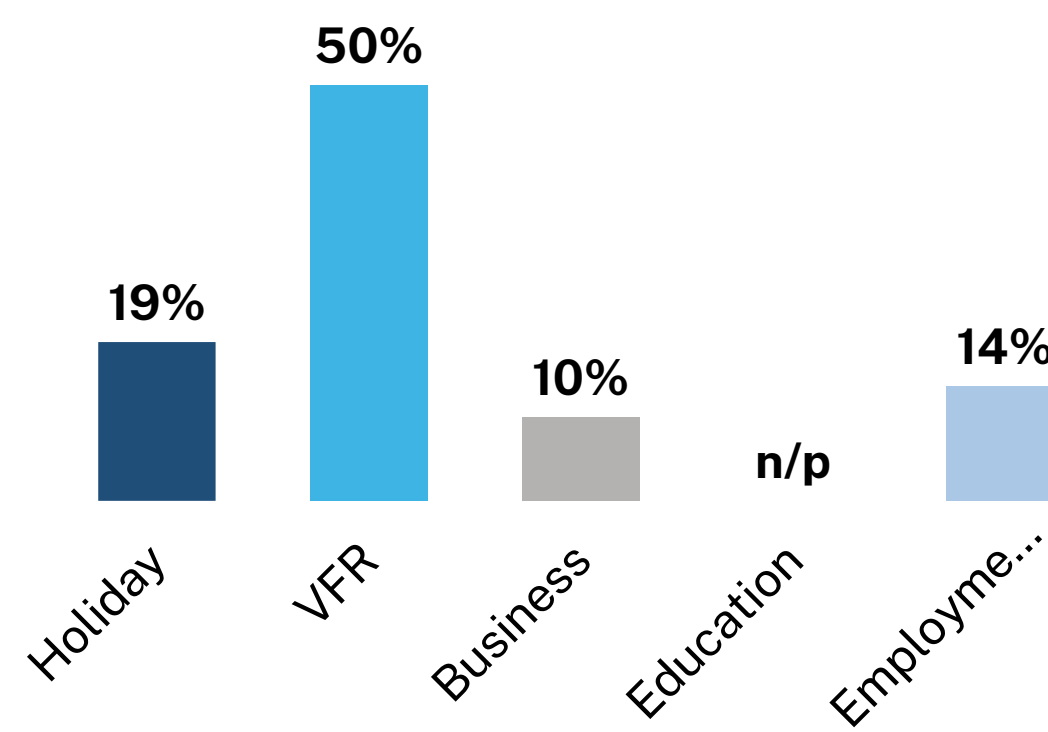


## Purpose of Visit

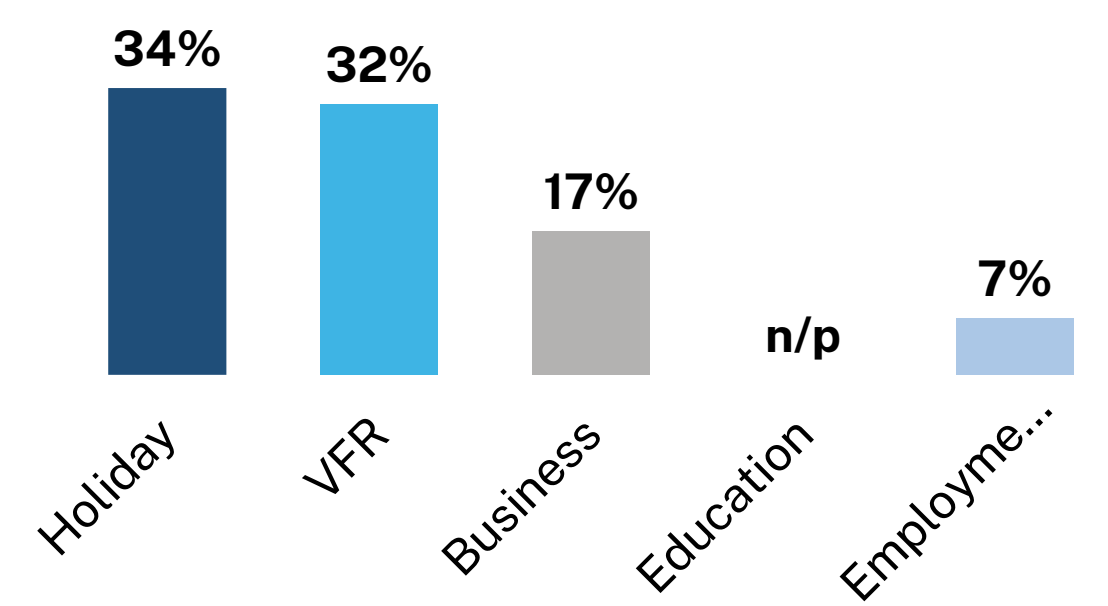
### Visitors (000)



### Nights (000)

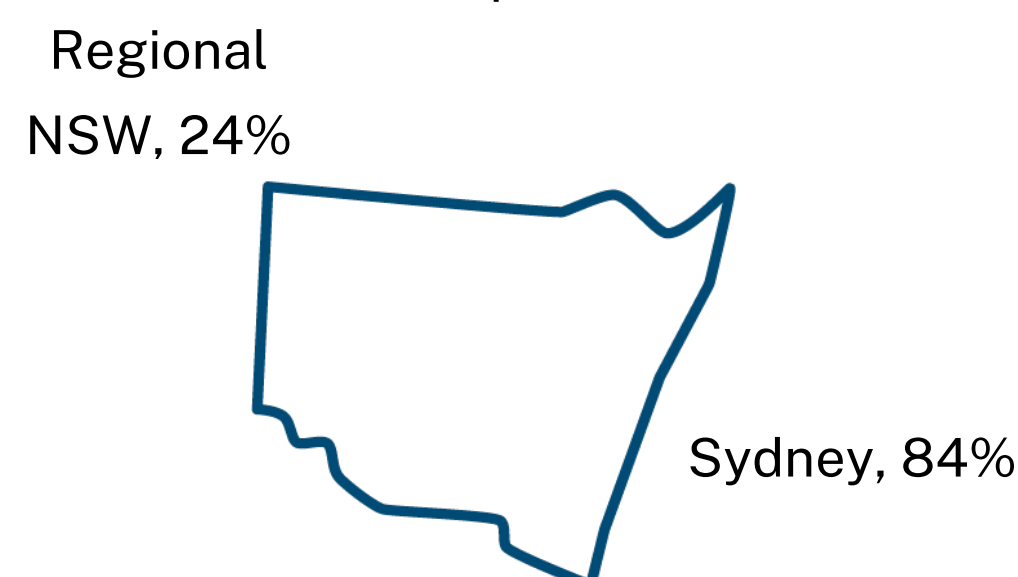


### Expenditure (\$M)



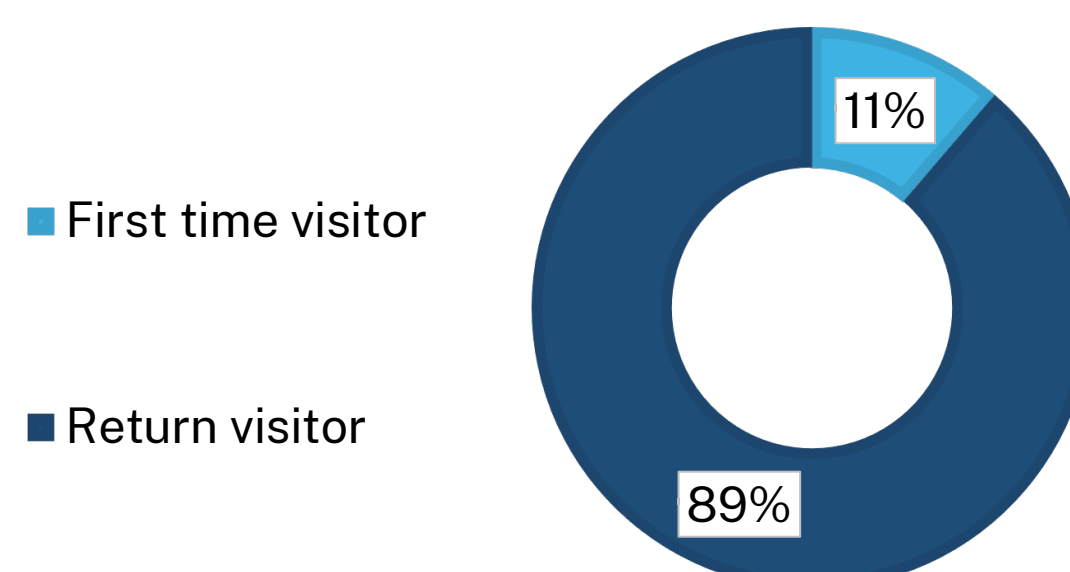
## Visitor dispersal

24% of visitors from New Zealand visited Regional NSW as part of their trip



## First vs return visitor to Australia

89% of visitors from New Zealand to NSW were making a return visit to Australia



Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Base excludes 'not asked' sample.

# New Zealand Visitor Profile to NSW

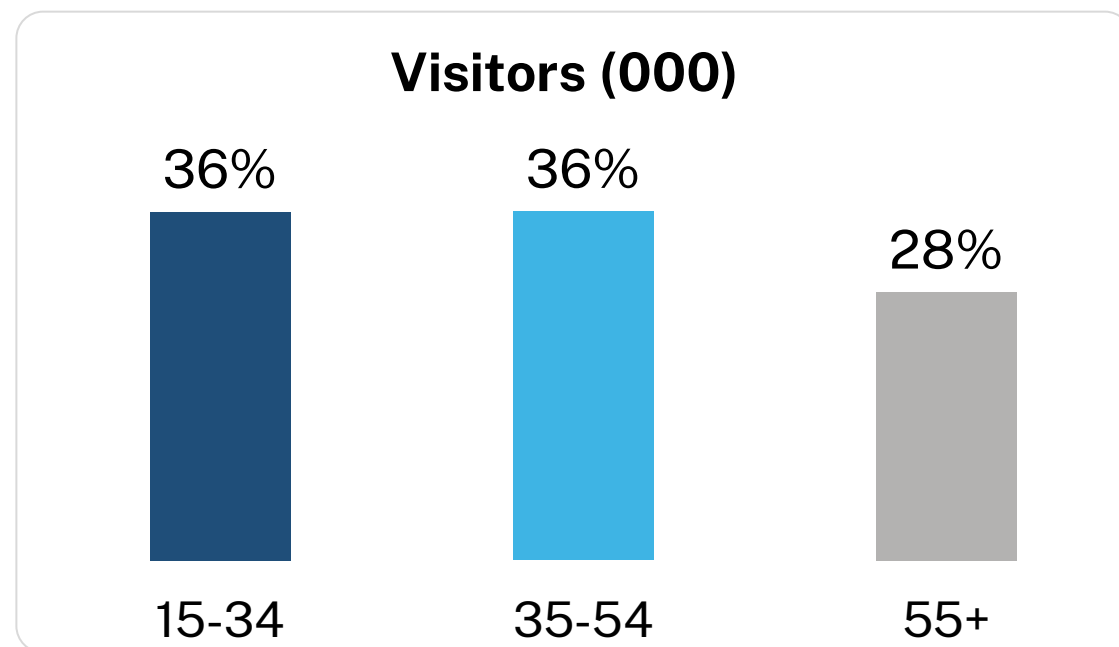
Year ended December 2023



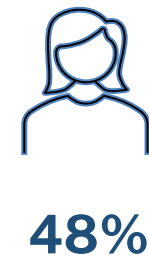
Source: International Visitor Survey, Tourism Research Australia

## Age

'35-54 years' was the largest age group of visitors from New Zealand to NSW

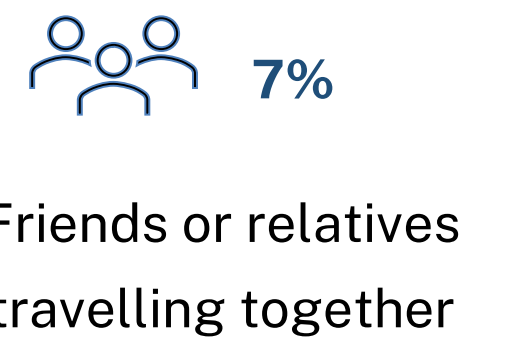
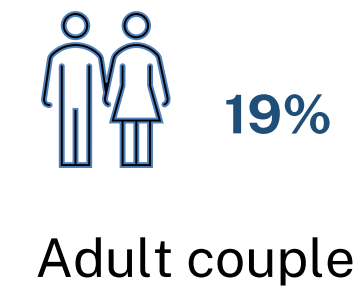
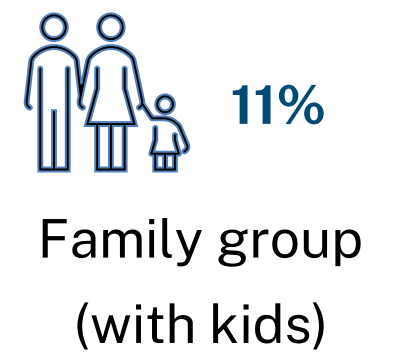
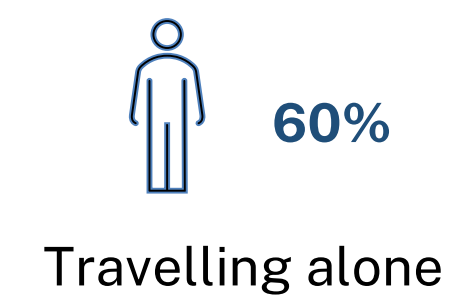


## Gender



## Travel party

60% of visitors from New Zealand to NSW were travelling alone.



## Group tour

99% of all visitors to NSW from New Zealand didn't travel to Australia on a group tour

Group tour n/p



## Travel package

4% of all visitors to NSW from New Zealand booked their trip as part of a package tour

Package tour 4%



## FIT visitor#

72% of visitors to NSW from New Zealand were Free and Independent Travellers



# free and independent traveller

## Lifestage

Young Singles (15 - 24 YO) 12%

Midlife Singles (25 - 44 YO) 14%

Older Singles (45+ YO) 10%

Young/Midlife Couples, no kids (15 - 44 YO) 16%

Older Couples, no kids at home (45+ YO) 20%

Parent(s) with kids still at home 28%

## Aviation



### Inbound seats to Sydney

1,825,107 seats

+115.1% YoY

19.0% of the total inbounds seats available at Sydney Airport

### Key airlines



1. Air New Zealand, 49%

2. Qantas Airways, 24%

3. Jetstar (Australia), 8%

Source: International seat capacity based on direct non-stop services - YE December 2023, OAG

Source: Short term arrivals to Sydney, Tourism Research Australia