

Domestic travel to NSW Visitor Profile

Year ended September 2022

Source: National Visitor Survey, Tourism Research Australia.

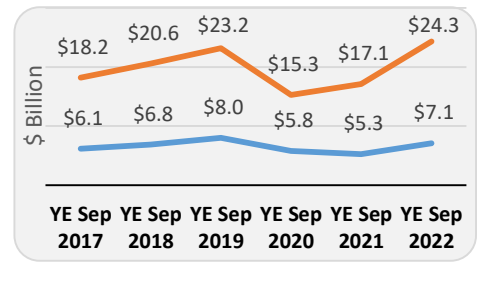
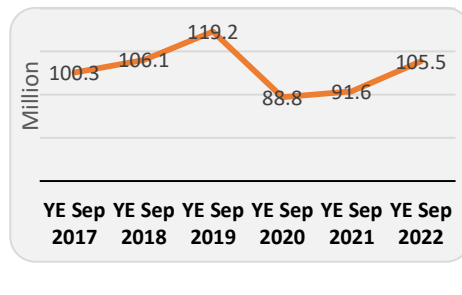
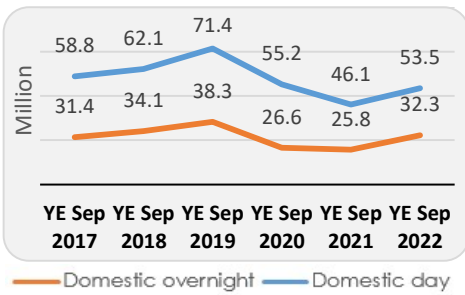
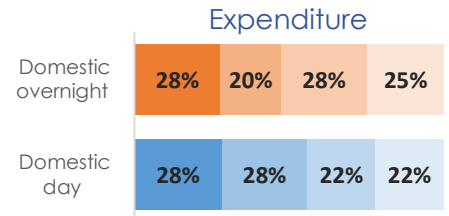
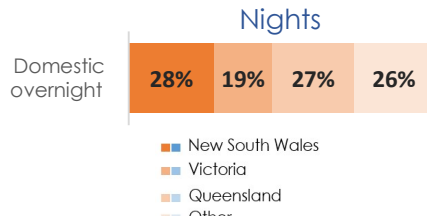
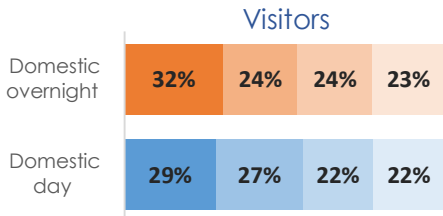


Icons sourced from www.easilly

TOTAL DOMESTIC VISITATION



Market share to Australia



Domestic overnight travel

Visitors: 32.3m (+25.3% YoY)
Nights: 105.5m (+15.2% YoY)
Expenditure: \$24.3bn (+42.5% YoY)

Average spend:
\$231 per night
\$754 per visitor

Average length of stay:
3.3 nights

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

Destination

Sydney was the top destination in NSW

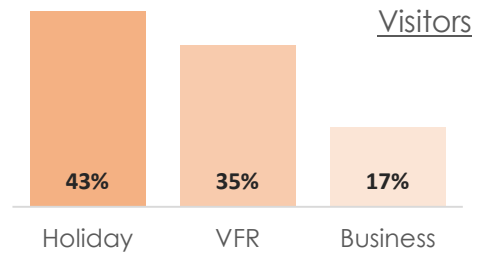
1. Sydney, 28%
2. North Coast NSW, 15%
3. South Coast, 13%
4. Hunter, 12%

Travel party

- Unaccompanied: 31%
- Adult couple: 26%
- Family group: 16%
- Friends and/or relatives: 22%

Purpose of visit

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

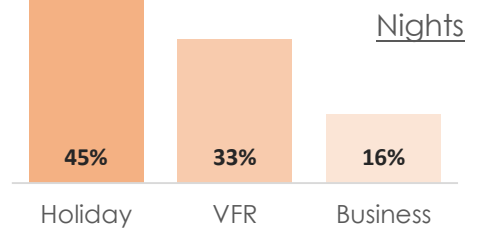
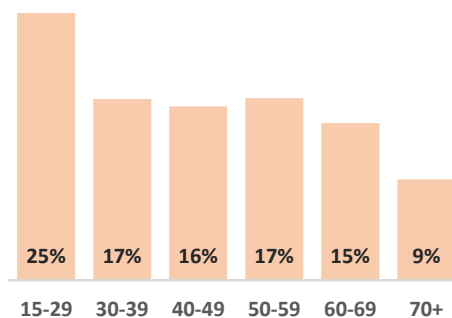


Origin

Regional NSW was the largest source market of visitors to NSW

1. Regional NSW, 38%
2. Sydney, 33%
3. Victoria, 12%

Age

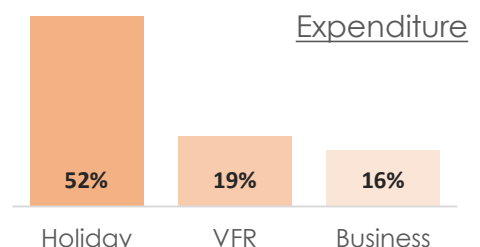


Gender



Transport

Private vehicle or company car, 81%
Aircraft, 13%



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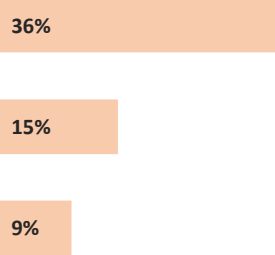
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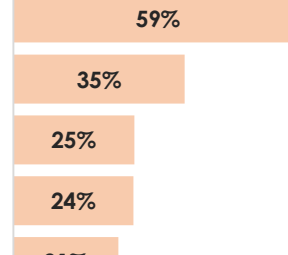
Top 3 accommodation types (nights)

Friends or relatives property
Standard hotel/motor inn (below 4 star)
Caravan park or commercial camping ground



Top 5 activities

Eat out / dine at a restaurant and/or cafe
Visit friends & relatives
Pubs, clubs, discos etc
Go to the beach
Sightseeing/looking around



Domestic daytrip travel

Visitors: 53.5m (+16.2% YoY)
Expenditure: \$7.1bn (+34.6% YoY)



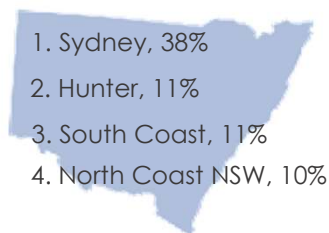
Average spend: \$133 per visitor



#1 for visitors
#1 for expenditure
In Australia

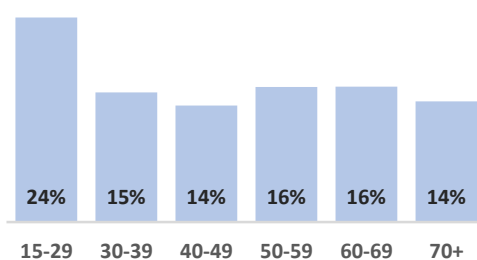
Destination

Sydney was the top destination in NSW



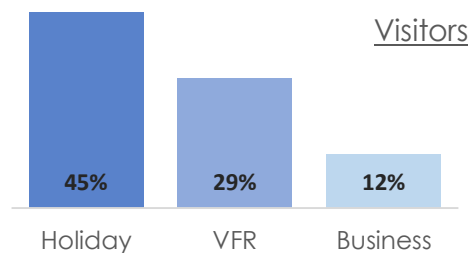
Age

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



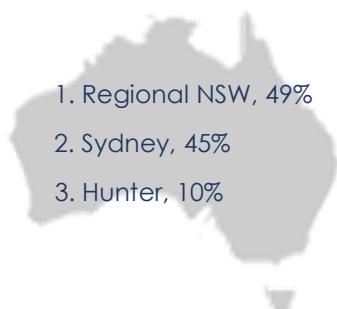
Purpose of visit

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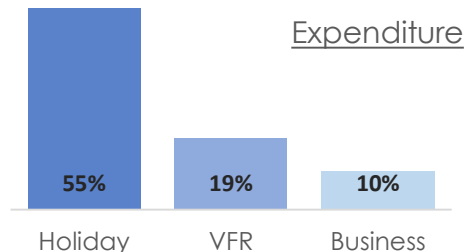
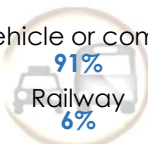
Origin

Regional NSW was the largest source market of visitors to NSW



Transport

Private vehicle or company car



Aviation

In YE Sep 2022, NSW accounted for 45% of the domestic aviation seat capacity in Australia's top 66 competitive routes or 21.4 million seats (up 102.4% on YE Sep 2021).

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	29,156	\$10,387	8,886	24.7	\$7,669	2.8	\$311	\$863	20,270	\$2,718	\$134
Regional NSW	57,426	\$21,032	24,184	80.8	\$16,649	3.3	\$206	\$688	33,242	\$4,383	\$132
South Coast	10,228	\$3,428	4,347	14.6	\$2,761	3.4	\$189	\$635	5,881	\$667	\$113
North Coast NSW	10,071	\$4,752	4,911	19.7	\$4,122	4.0	\$210	\$839	5,159	\$629	\$122
Hunter	9,987	\$3,126	3,953	10.8	\$2,325	2.7	\$216	\$588	6,034	\$801	\$133
Central NSW	5,665	\$1,958	2,523	6.9	\$1,441	2.7	\$209	\$571	3,142	\$517	\$165
Central Coast	4,947	\$1,245	1,700	4.9	\$898	2.9	\$184	\$528	3,247	\$347	\$107
Capital Country	4,079	\$1,149	1,582	3.7	\$817	2.3	\$222	\$516	2,497	\$333	\$133
Blue Mountains	3,699	\$816	1,274	3.4	\$583	2.7	\$171	\$457	2,425	\$233	\$96
New England North West	3,015	\$959	1,580	4.5	\$741	2.9	\$164	\$469	1,436	\$218	\$152
The Murray	2,803	\$919	1,368	3.4	\$685	2.5	\$203	\$501	1,435	\$234	\$163
Riverina	2,463	\$834	1,259	2.8	\$524	2.3	\$184	\$416	1,204	\$310	\$257
Snowy Mountains	1,792	\$1,429	1,153	4.0	\$1,350	3.5	\$339	\$1,172	639	\$78	\$122
Outback NSW	727	\$381	585	2.0	\$365	3.4	\$183	\$624	n/p	n/p	-
NSW Total	85,776	\$31,419	32,265	105.5	\$24,318	3.3	\$231	\$754	53,511	\$7,101	\$133

ALOS - average length of stay