

# New South Wales Domestic Visitor Profile

Year ending June 2024

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



## Total Domestic Visitation to NSW

### VISITORS



97.9m

### NIGHTS



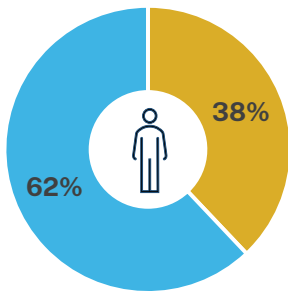
117m

### EXPENDITURE

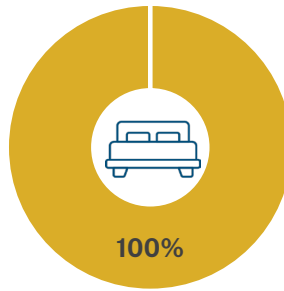


\$40.7b

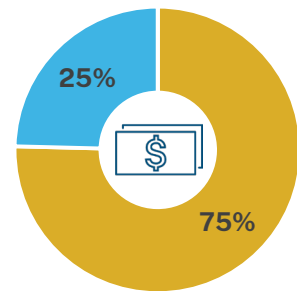
#### Share by visitor type



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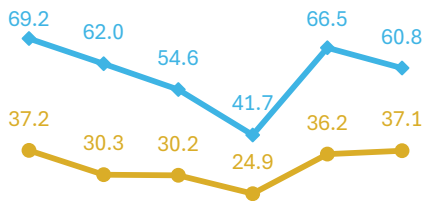


#### Share by visitor type



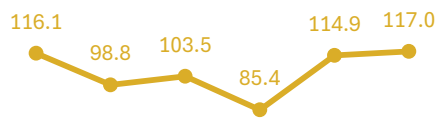
Domestic overnight (Yellow line) Domestic day (Blue line)

#### Visitors (Millions)



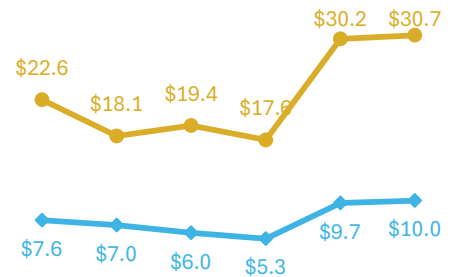
YE Jun 19 YE Jun 20 YE Jun 21 YE Jun 22 YE Jun 23 YE Jun 24

#### Nights (Millions)



YE Jun 19 YE Jun 20 YE Jun 21 YE Jun 22 YE Jun 23 YE Jun 24

#### Expenditure (\$ Billions)



YE Jun 19 YE Jun 20 YE Jun 21 YE Jun 22 YE Jun 23 YE Jun 24

## NSW market share of Australia

	Visitors	Nights	Expenditure
Domestic overnight	33% (1st)	29% (1st)	28% (1st)
Domestic day	30% (1st)	-	31% (1st)

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## Domestic Overnight Travel

**Visitors:** 37.1m (+2.6% YOY)

**Nights:** 117.0m (+1.8% YOY)

**Expenditure:** \$30.7b (+1.5% YOY)

**Average spend**



\$262 per night

\$826 per visitor

**Average length of stay**



3.2 nights

**Ranking in Australia**



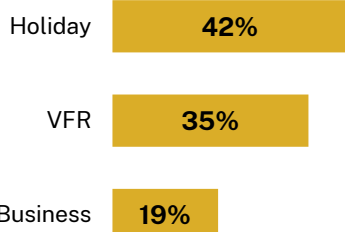
1st for visitors

1st for nights

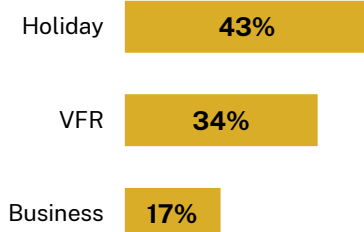
1st for expenditure

### Purpose of visit - % share of total

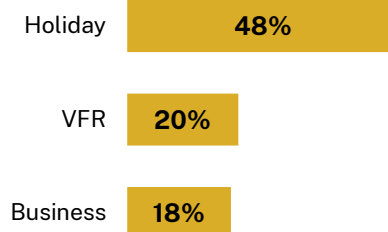
#### Visitors



#### Nights

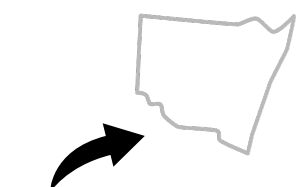


#### Expenditure



### Visitor Origin

Regional NSW, 37%



Sydney, 32%

Queensland, 12%

### Gender

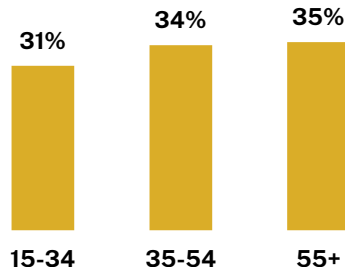


51%



49%

### Age



### Travel Party



32%

Travelling alone



16%

Family group (with kids)



24%

Adult couple



22%

Friends or relatives travelling together

### Travel Season



25%

Spring



27%

Summer



24%

Autumn



24%

Winter

# New South Wales Domestic Visitor Profile

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## Domestic Daytrip Travel

Visitors: 60.8m (-8.7% YOY)

Expenditure: \$10.0b (+3.1% YOY)

### Average spend



\$165 per visitor

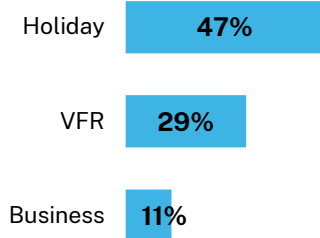
### Ranking in Australia



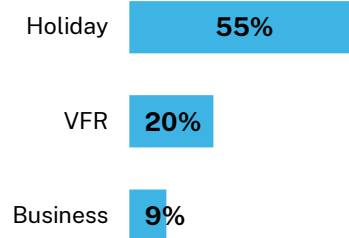
1st for visitors  
1st for expenditure

## Purpose of visit - % share of total

### Visitors



### Expenditure



### Visitor Origin

Regional NSW, 48%



Sydney, 44%

### Gender

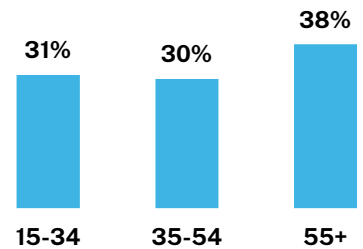


54%



46%

### Age



### Travel Party

Not asked for Domestic Daytrip

### Travel Season



26%

Spring



25%

Summer



25%

Autumn



25%

Winter

#### Notes on the report:

- Percentages may not add up to 100% due to rounding
- 'n/p' = data not publishable / For line charts n/p is not shown
- Only selected categories shown for Purpose of visit, Visitor Origin and Travel Party
- 'Not asked' excluded from percentage calculations

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## Destination in NSW

Destination	TOTAL DOMESTIC		DOMESTIC OVERNIGHT						DOMESTIC DAYTRIP		
	Visitors	Expenditure	Visitors	Nights	Expenditure	ALOS	Spend per night	Spend per visitor	Visitors	Expenditure	Spend per visitor
	(000)	\$million	(000)	(million)	\$million		\$	\$	(000)	\$million	\$
Sydney	34,100	\$15,739	11,015	31.5	\$11,823	2.9	\$375	\$1,073	23,084	\$3,917	\$170
Regional NSW	64,684	\$24,944	27,010	85.5	\$18,852	3.2	\$221	\$698	37,673	\$6,091	\$162
North Coast NSW	12,913	\$5,608	5,898	20.0	\$4,590	3.4	\$230	\$778	7,015	\$1,018	\$145
Hunter	11,560	\$4,187	4,822	13.3	\$3,157	2.8	\$238	\$655	6,739	\$1,030	\$153
South Coast	11,112	\$4,051	4,757	16.0	\$3,118	3.4	\$195	\$655	6,355	\$933	\$147
Central NSW	5,795	\$2,510	2,702	6.9	\$1,829	2.5	\$266	\$677	3,093	\$681	\$220
Central Coast	5,237	\$1,402	1,917	5.1	\$959	2.6	\$190	\$500	3,320	\$443	\$133
Capital Country	4,560	\$1,181	1,848	4.2	\$840	2.3	\$199	\$455	2,712	\$341	\$126
Blue Mountains	4,296	\$1,123	1,213	2.8	\$735	2.3	\$262	\$606	3,083	\$388	\$126
New England North West	3,761	\$1,257	1,782	4.9	\$821	2.8	\$167	\$461	1,979	\$436	\$220
Riverina	2,907	\$1,136	1,282	3.3	\$673	2.6	\$201	\$525	1,625	\$463	\$285
The Murray	2,479	\$1,039	1,338	3.4	\$792	2.5	\$236	\$592	1,141	\$247	\$216
Snowy Mountains	n/p	n/p	932	3.2	\$800	3.4	\$254	\$858	n/p	n/p	n/p
Outback NSW	n/p	n/p	599	2.2	\$426	3.6	\$197	\$711	n/p	n/p	n/p
<b>NSW Total</b>	<b>97,896</b>	<b>\$40,683</b>	<b>37,138</b>	<b>117.0</b>	<b>\$30,675</b>	<b>3.2</b>	<b>\$262</b>	<b>\$826</b>	<b>60,758</b>	<b>\$10,008</b>	<b>\$165</b>

## Domestic Aviation

In YE Jun 2024, NSW accounted for 26% of interstate\* domestic aviation seat capacity (up 6.4% year-on-year) and 27% of interstate flights in Australia (up 4.4% year-on-year).

NSW ranks 1st for interstate seats and interstate flights, of all states and territories.

In YE Jun 2024, NSW accounted for 16% of intrastate\*\* domestic aviation seat capacity (down 7.0% year-on-year) and 22% of intrastate flights in Australia (down 13.7% year-on-year).

NSW ranks 3rd for intrastate seats and 2nd for intrastate flights, of all states and territories.

Source: Cirium.

\***Interstate:** Inbound seat capacity

\*\***Intrastate:** Seats in both directions

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