

Travel to New South Wales

Year ended December 2023



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

OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors ('000)	81,883	85,628	90,672	95,505	101,522	118,451	76,355	67,385	95,417	105,961	11.1%
Nights ('000)	161,504	174,539	182,287	195,468	204,064	219,132	108,200	93,283	157,456	204,095	29.6%
Expenditure (\$ million)	\$27,381	\$29,688	\$32,028	\$35,431	\$38,897	\$43,305	\$22,209	\$21,355	\$41,869	\$51,440	22.9%
OVERNIGHT (international & domestic)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors ('000)	29,764	31,171	33,101	36,498	39,182	43,353	25,286	24,465	36,696	40,173	9.5%
Nights ('000)	161,504	174,539	182,287	195,468	204,064	219,132	108,200	93,283	157,456	204,095	29.6%
Expenditure (\$ million)	\$21,926	\$24,034	\$26,010	\$29,177	\$31,893	\$35,050	\$16,878	\$16,338	\$33,442	\$41,621	24.5%
DOMESTIC (overnight & daytrip)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors ('000)	78,611	82,166	86,759	91,261	97,153	114,067	75,516	67,273	93,839	102,538	9.3%
Nights ('000)	85,562	89,442	95,183	101,484	107,860	122,556	83,772	86,355	113,228	117,093	3.4%
Expenditure (\$ million)	\$20,424	\$21,451	\$22,720	\$25,141	\$28,169	\$31,923	\$19,493	\$20,721	\$36,866	\$40,480	9.8%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	26,492	27,709	29,188	32,255	34,813	38,968	24,447	24,352	35,118	36,750	4.6%
Nights (000)	85,562	89,442	95,183	101,484	107,860	122,556	83,772	86,355	113,228	117,093	3.4%
Average Length of Stay	3.2	3.2	3.3	3.1	3.1	3.1	3.4	3.5	3.2	3.2	-1.2%
Expenditure (\$ million)	\$14,968	\$15,797	\$16,701	\$18,888	\$21,164	\$23,669	\$14,162	\$15,704	\$28,438	\$30,662	7.8%
Spend per visitor per night (\$)	\$175	\$177	\$175	\$186	\$196	\$193	\$169	\$182	\$251	\$262	4.3%
Intrastate visitors (000)	17,560	18,313	19,325	21,563	23,196	26,154	19,206	18,329	24,332	25,538	5.0%
Interstate visitors (000)	8,932	9,396	9,863	10,692	11,616	12,814	5,242	6,023	10,786	11,212	3.9%
Intrastate nights (000)	51,761	53,237	55,603	60,781	65,177	72,958	60,029	58,572	70,288	72,755	3.5%
Interstate nights (000)	33,801	36,205	39,580	40,703	42,683	49,598	23,743	27,783	42,940	44,338	3.3%
Intrastate expenditure (\$ million)	\$9,006	\$9,419	\$9,933	\$11,420	\$12,506	\$14,041	\$10,476	\$11,193	\$18,039	\$19,162	6.2%
Interstate expenditure (\$ million)	\$5,962	\$6,378	\$6,768	\$7,467	\$8,658	\$9,628	\$3,686	\$4,511	\$10,399	\$11,500	10.6%

Main Purpose of Visit

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	10,979	11,355	11,901	12,753	13,790	14,795	9,699	10,325	15,123	15,245	0.8%
Visiting Friends & Relatives	9,427	9,939	10,532	11,355	12,103	14,058	8,869	8,687	12,064	13,113	8.7%
Business	4,751	5,122	5,384	6,514	7,459	8,335	4,596	4,082	6,408	6,889	7.5%
Other	1,797	1,909	2,045	2,366	2,102	2,644	1,779	1,867	2,223	2,392	7.6%
Total	26,492	27,709	29,188	32,255	34,813	38,968	24,447	24,352	35,118	36,750	4.6%
Nights (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	39,109	40,423	42,309	43,809	46,659	50,651	34,735	36,945	51,365	50,699	-1.3%
Visiting Friends & Relatives	28,953	30,136	31,624	34,878	36,050	41,402	26,645	29,389	37,703	40,400	7.2%
Business	12,590	13,391	14,649	16,468	19,513	22,947	15,191	13,810	18,490	19,910	7.7%
Other	4,910	5,492	6,601	6,329	5,638	7,555	7,201	6,211	5,669	6,084	7.3%
Total	85,562	89,442	95,183	101,484	107,860	122,556	83,772	86,355	113,228	117,093	3.4%

n/p = not publishable (sample < 40); '-' = not calculable

Travel to New South Wales

Year ended December 2023



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

DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	7,322	7,632	8,301	9,203	10,092	11,468	9,184	8,682	11,239	11,480	2.1%
Regional NSW	10,239	10,681	11,024	12,359	13,104	14,686	10,022	9,647	13,093	14,058	7.4%
Total Intrastate	17,560	18,313	19,325	21,563	23,196	26,154	19,206	18,329	24,332	25,538	5.0%
Victoria	3,084	3,267	3,273	3,948	4,285	4,747	1,809	2,166	4,128	4,162	0.8%
Queensland	3,288	3,309	3,841	3,787	4,117	4,584	1,820	2,047	3,680	3,996	8.6%
ACT	1,385	1,537	1,516	1,618	1,877	1,883	1,213	1,239	1,815	1,917	5.6%
Other Interstate	1,175	1,283	1,233	1,338	1,338	1,600	400	571	1,163	1,137	-2.2%
Total Interstate	8,932	9,396	9,863	10,692	11,616	12,814	5,242	6,023	10,786	11,212	3.9%
Grand Total	26,492	27,709	29,188	32,255	34,813	38,968	24,447	24,352	35,118	36,750	4.6%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	8,425	8,810	8,907	10,492	11,379	12,328	7,774	7,782	11,788	11,786	0.0%
35-54	9,799	9,832	10,679	11,487	12,463	13,223	8,285	8,229	11,917	12,432	4.3%
55+	8,269	9,067	9,602	10,276	10,971	13,418	8,388	8,340	11,413	12,532	9.8%
Total	26,492	27,709	29,188	32,255	34,813	38,968	24,447	24,352	35,118	36,750	4.6%

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	7,678	8,305	8,745	10,139	11,203	13,278	8,211	7,710	10,817	11,593	7.2%
Adult couple	6,869	7,085	7,856	8,255	8,622	9,708	6,316	6,506	9,332	9,443	1.2%
Family group - parents and children	4,950	4,894	4,955	5,192	5,629	5,679	3,865	3,783	5,483	5,745	4.8%
Friends/relatives travelling together	5,455	5,704	6,048	6,717	7,237	7,710	5,053	5,283	7,645	7,853	2.7%
Other travel party	1,539	1,720	1,584	1,951	2,122	2,594	1,003	1,070	1,841	2,115	14.9%
Total	26,492	27,709	29,188	32,255	34,813	38,968	24,447	24,352	35,118	36,750	4.6%

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	3,272	3,462	3,913	4,243	4,370	4,384	839	112	1,578	3,423	116.9%
Nights (000)	75,942	85,097	87,104	93,984	96,204	96,576	24,428	6,928	44,228	87,002	96.7%
Average Length of Stay	23.2	24.6	22.3	22.1	22.0	22.0	29.1	61.7	28.0	25.4	-9.3%
Expenditure (\$ million)	\$6,958	\$8,238	\$9,308	\$10,290	\$10,729	\$11,382	\$2,716	\$634	\$5,004	\$10,959	119.0%
Spend per visitor per night (\$)	\$92	\$97	\$107	\$109	\$112	\$118	\$111	\$92	\$113	\$126	11.3%

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
United States of America	335	366	425	471	495	523	n/p	n/p	n/p	427	-
New Zealand	416	421	444	441	441	445	n/p	n/p	n/p	411	-
United Kingdom	333	344	370	385	372	353	n/p	n/p	n/p	316	-

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	1,384	1,478	1,626	1,655	1,697	1,676	n/p	n/p	n/p	1,363	-
35-54	1,064	1,110	1,270	1,393	1,410	1,461	n/p	n/p	n/p	1,097	-
55+	824	874	1,017	1,195	1,263	1,248	n/p	n/p	n/p	964	-
Total	3,272	3,462	3,913	4,243	4,370	4,384	839	112	1,578	3,423	116.9%

Travel Party

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Travelling alone	1,732	1,812	2,024	2,117	2,231	2,172	n/p	n/p	n/p	1,986	-
Adult couple	664	703	818	922	931	994	n/p	n/p	n/p	640	-
Family group - parents and children	376	395	456	504	551	580	n/p	n/p	n/p	372	-
Friends/relatives travelling together	360	422	467	530	487	464	n/p	n/p	n/p	292	-
Other travel party	141	130	147	170	169	175	n/p	n/p	n/p	133	-
Total	3,272	3,462	3,913	4,243	4,370	4,384	839	112	1,578	3,423	116.9%

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Visitors (000)	52,119	54,457	57,571	59,006	62,340	75,099	51,069	42,920	58,721	65,788	12.0%
Expenditure (\$ million)	\$5,455	\$5,654	\$6,019	\$6,254	\$7,005	\$8,254	\$5,331	\$5,017	\$8,428	\$9,818	16.5%
Spend per visitor (\$)	\$105	\$104	\$105	\$106	\$112	\$110	\$104	\$117	\$144	\$149	4.0%

Main Purpose of Trip

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Holiday	25,622	26,577	27,907	28,307	30,232	34,263	22,147	18,846	26,583	31,019	16.7%
Visiting Friends & Relatives	14,716	15,458	16,162	17,035	17,902	21,202	14,304	11,974	16,931	17,957	6.1%
Business	5,127	5,439	5,847	5,642	6,853	10,377	7,127	5,805	7,471	7,724	3.4%
Other	6,653	6,983	7,654	8,022	7,353	9,257	7,490	6,295	7,736	9,088	17.5%
Total	52,119	54,457	57,571	59,006	62,340	75,099	51,069	42,920	58,721	65,788	12.0%

Origin

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
Sydney	22,765	23,648	24,756	25,330	26,858	34,241	23,333	18,578	26,847	30,533	13.7%
Regional NSW	25,081	26,297	27,885	28,823	29,834	34,976	25,128	21,641	27,923	30,445	9.0%
Total Intrastate	47,846	49,945	52,641	54,153	56,693	69,217	48,462	40,219	54,769	60,979	11.3%
Total Interstate	4,273	4,512	4,930	4,853	5,648	5,882	2,607	2,701	3,952	4,810	21.7%
Total	52,119	54,457	57,571	59,006	62,340	75,099	51,069	42,920	58,721	65,788	12.0%

Age

Visitors (000)	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	% change 2023 vs. 2022
15-34	15,936	17,777	18,160	17,323	18,722	23,201	15,895	12,809	18,474	20,808	12.6%
35-54	17,670	17,398	18,265	19,567	19,755	23,502	15,276	13,575	17,917	20,447	14.1%
55+	18,513	19,283	21,146	22,117	23,863	28,395	19,898	16,537	22,330	24,534	9.9%
Total	52,119	54,457	57,571	59,006	62,340	75,099	51,069	42,920	58,721	65,788	12.0%

n/p = not publishable (sample < 40); '-' = not calculable