

Event Visitation to NSW

Year Ended December 2023

Source: National and International Visitor Surveys, Tourism Research Australia



Event visitors are defined as those whose purpose of visit to NSW was either to participate in or watch organized sporting events, attend a specific leisure event or festival, attend a convention, conference, seminar, trade fair or exhibition and those accompanying them and/or attend Olympics or Paralympics (domestic visitors only).

Domestic Overnight Event Visitors to NSW

DOMESTIC OVERNIGHT EVENT VISITORS



Visitors
2.7m
+14.2% YoY *



Nights
6.3m
+11.7% YoY



Expenditure
\$2.8b
+19.4% YoY

* YoY = change on previous year



Average spend
\$445 per night (6.9% YoY)
\$1,049 per visitor (4.6% YoY)



Average length of stay:
2.4 nights (-0.1 nights)



#1 for visitors
#1 for nights
#1 for expenditure
In AUSTRALIA

NSW SHARE OF AUSTRALIA



Visitors
32%
-1.0 pts YoY

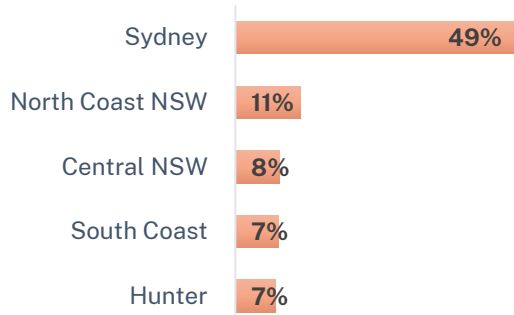


Nights
30%
-0.7 pts YoY

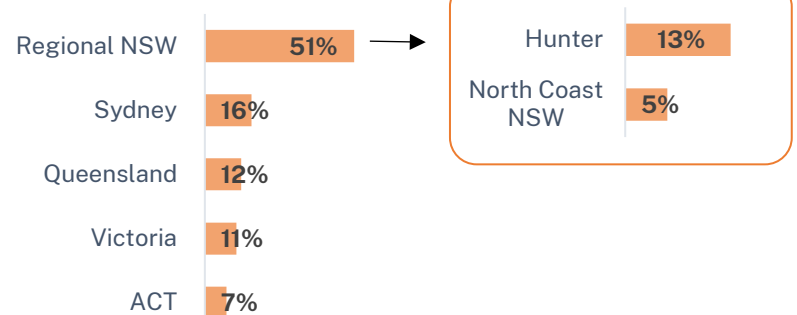


Expenditure
28%
-1.8 pts YoY

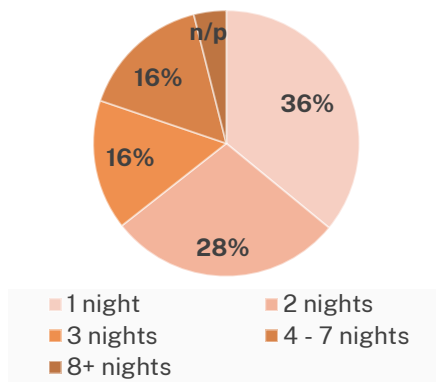
Top regions visited in NSW



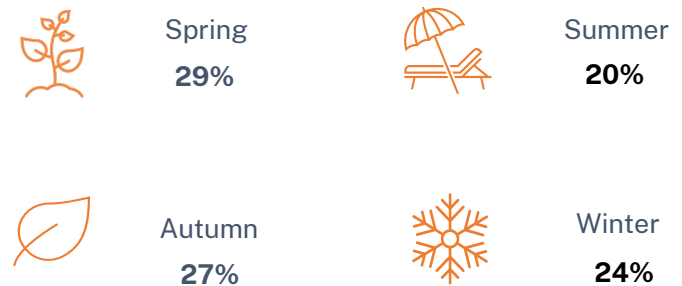
Top source markets



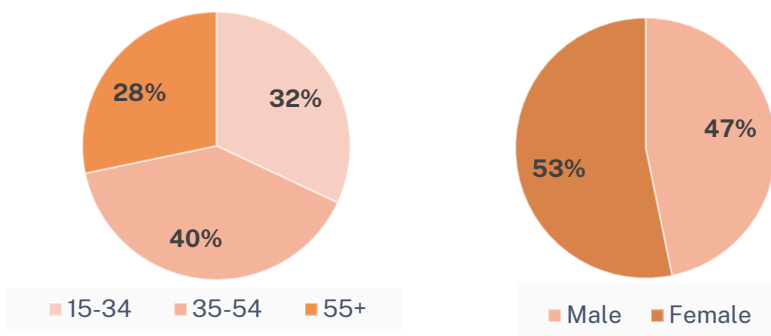
Length of trip in NSW



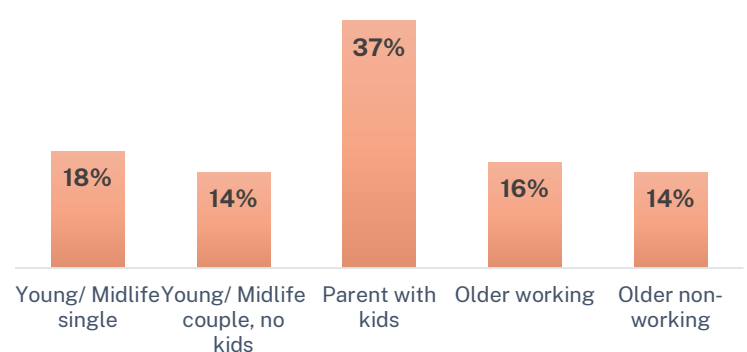
Seasonality



Age & Gender



Lifecycle



Note: n/p indicates data not publishable.

Chart visualization is for illustrative purposes only, not to scale due to rounding.

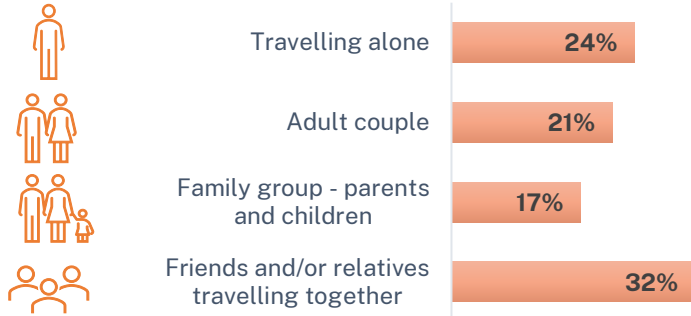
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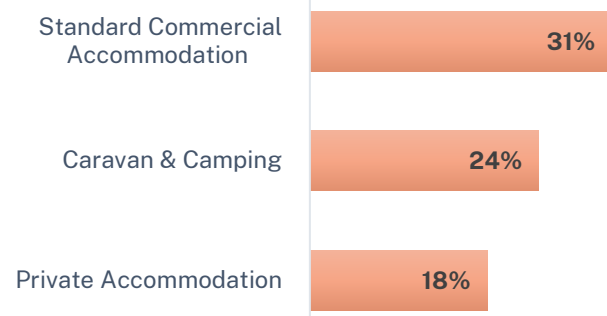
Source: National and International Visitor Surveys, Tourism Research Australia



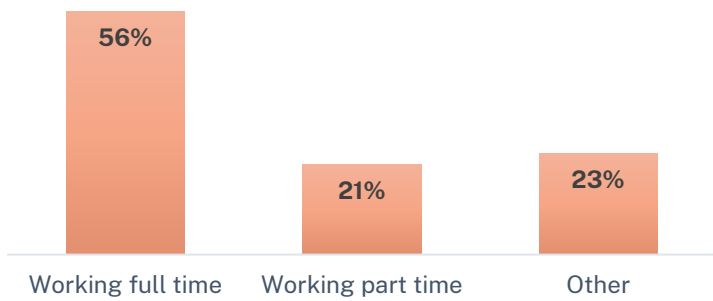
Travel Party



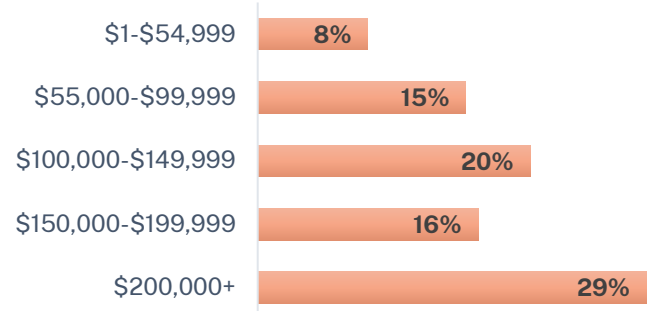
Top 3 Accommodation types used (nights)



Employment status



Annual household income



Daytrip Event Visitors to NSW

DAYTRIP EVENT VISITORS

Visitors
5.5m
+12.3% YoY



Expenditure
\$0.8b
+17.3% YoY



Average spend
\$149 per visitor (4.5% YoY)



#2 for visitors
#2 for expenditure
In AUSTRALIA

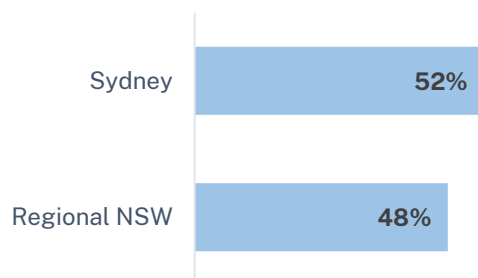
NSW SHARE OF AUSTRALIA

Visitors
29%
-0.1 pts YoY

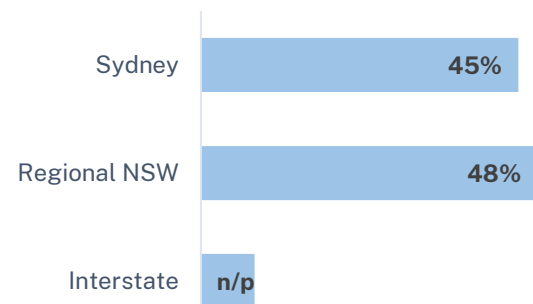


Expenditure
28%
-0.7 pts YoY

Top regions visited in NSW



Top source markets



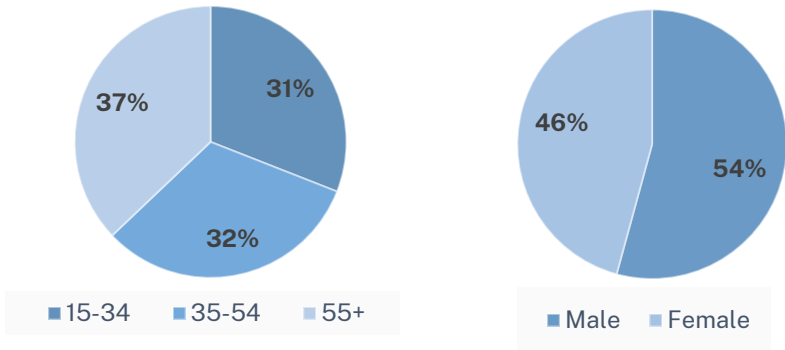
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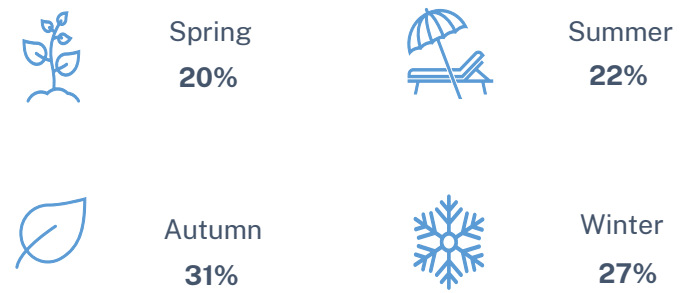
Source: National and International Visitor Surveys, Tourism Research Australia



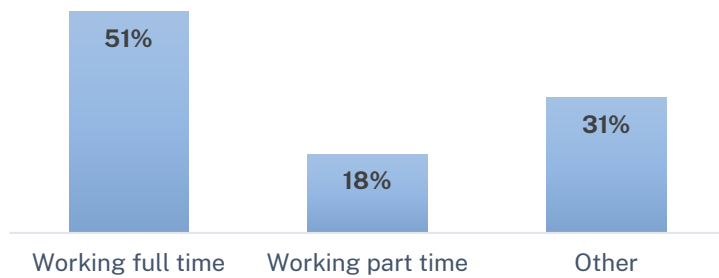
Age & Gender



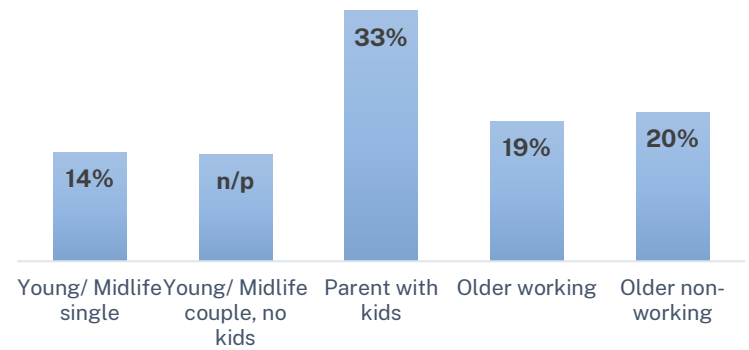
Seasonality



Employment status



Lifecycle



International Event Visitors to NSW

INTERNATIONAL EVENT VISITORS



Visitors
101,000



Nights
613,300



Expenditure
\$359.1m



Average spend
\$586 per night
\$3,555 per visitor



Average length of stay:
6.1 nights



#1 for visitors
#1 for nights
#1 for expenditure
In AUSTRALIA

NSW SHARE OF AUSTRALIA



Visitors
35%



Nights
34%



Expenditure
39%