

# Regional NSW Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia.



Note: This report does not include international visitation statistics as YE March 2023 International Visitor Survey data are not available.

## TOTAL DOMESTIC



Visitors  
**65.9m**  
+41.6% YoY

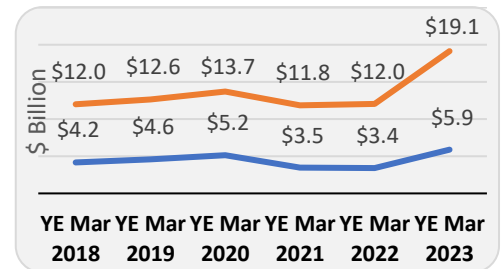
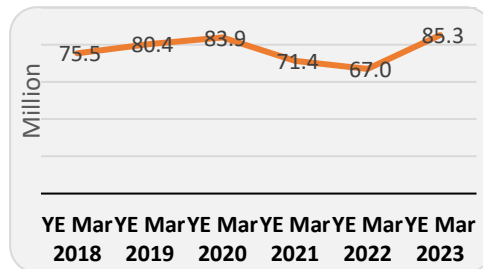
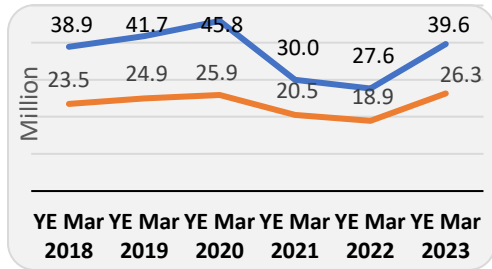
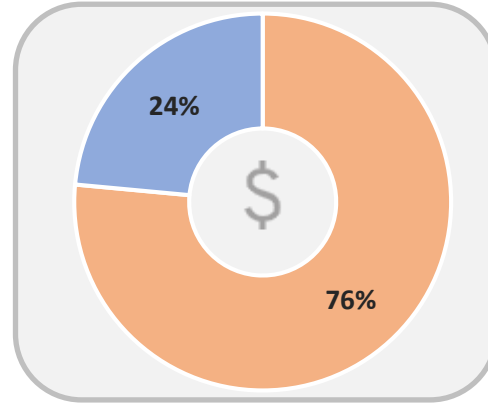
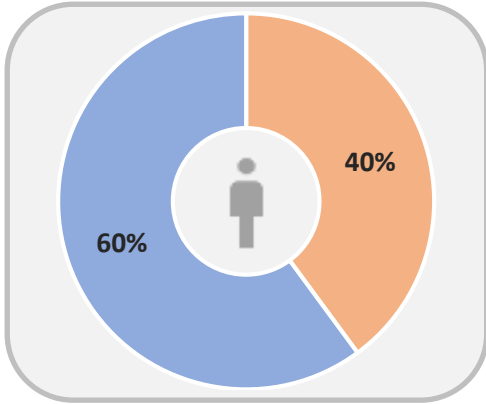


Nights  
**85.3 m**  
+27.2% YoY



Expenditure  
**\$25.0bn**  
+61.8% YoY

Domestic Overnight (Orange) Domestic Daytrip (Blue)



## Domestic overnight travel

Visitors: **26.3m (+39.0% YoY)**  
Nights: **85.3m (+27.2% YoY)**  
Expenditure: **\$19.1bn (+58.8% YoY)**



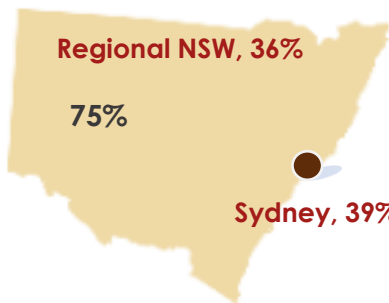
Average spend  
\$224 per night  
\$728 per visitor



Average length of stay:  
3.2 nights

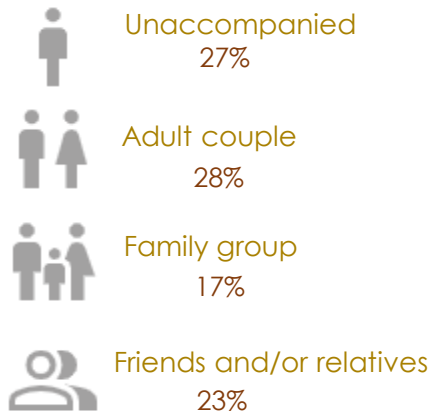
### Origin

75% of the visitors came from within New South Wales

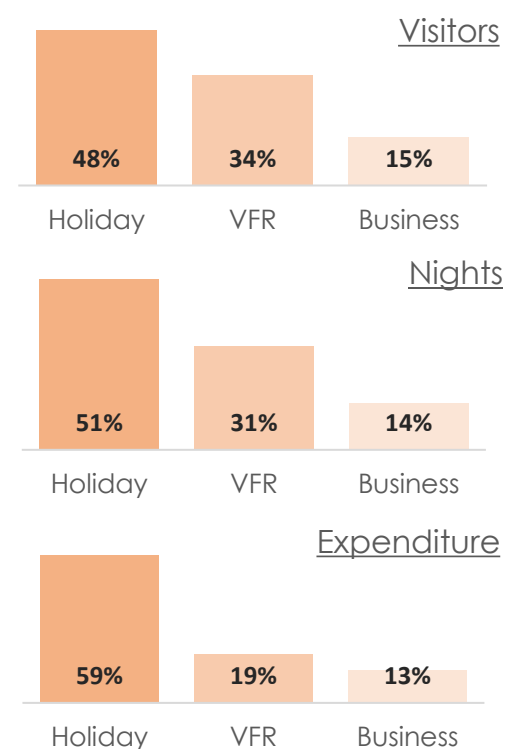


### Travel party

28% of the visitors were adult couple



### Purpose of visit



### Transport

Private vehicle or company car, 89%  
Aircraft, 6%

### Gender



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

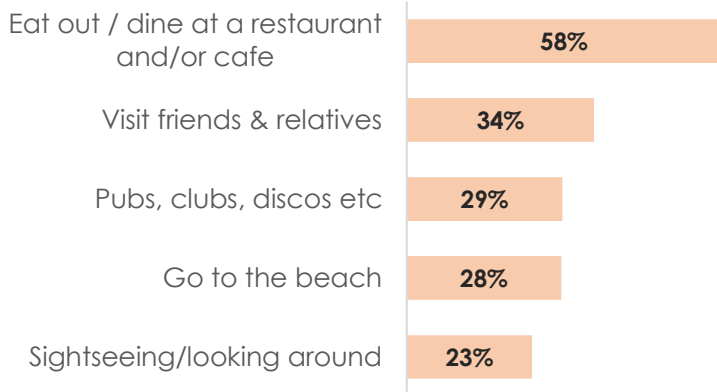
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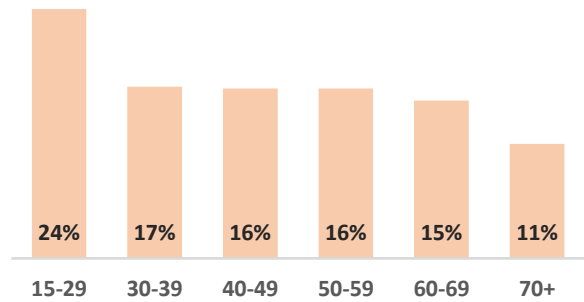


## Top 5 activities

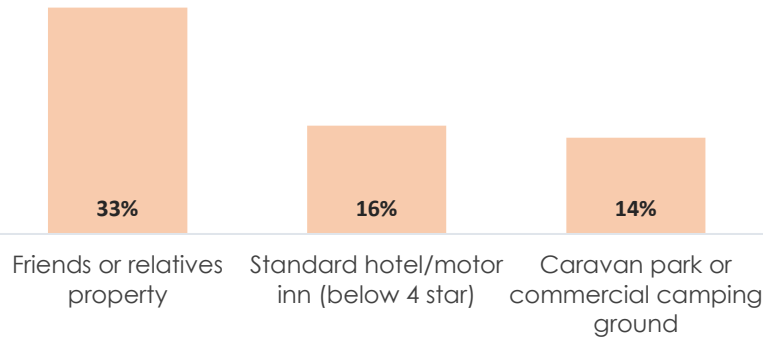


## Age

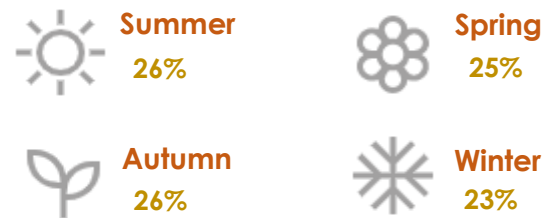
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

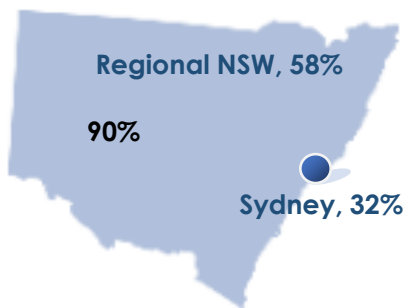
## Domestic daytrip travel

Visitors: 39.6m (+43.4% YoY)  
Expenditure: \$5.9bn (+72.6% YoY)

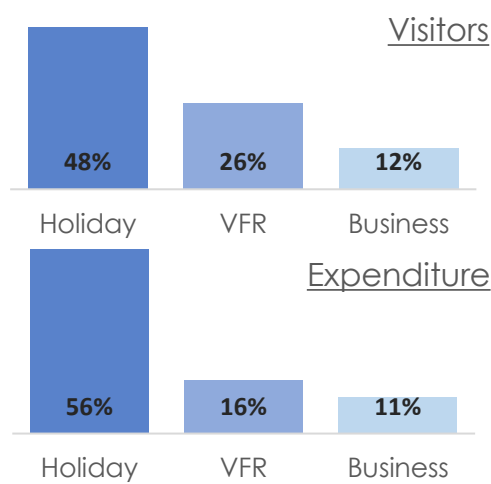
**\$** Average spend \$149 per visitor

### Origin

90% of the visitors to the region came from NSW



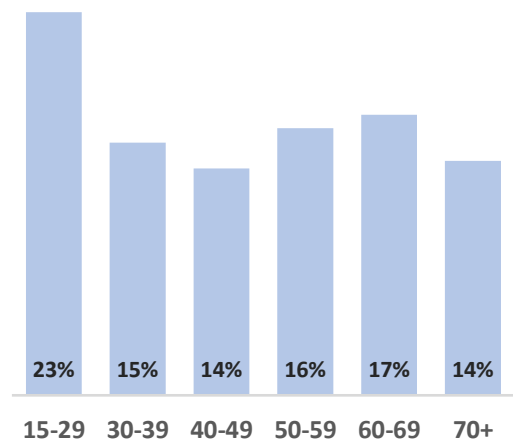
### Purpose of visit



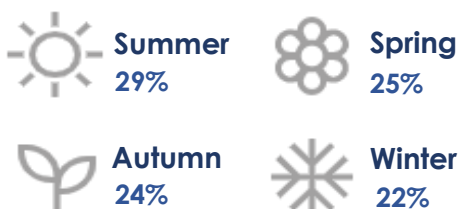
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### Age

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

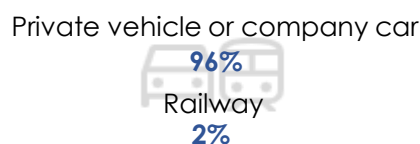


### Travel season\*



\*by month returned from the trip

### Transport



### Gender

