

Travel to Regional NSW

Year ended June 2024



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

OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	55,243	57,421	59,247	63,942	70,880	n/p	n/p	n/p	n/p	65,384	-
Nights ('000)	76,747	82,236	85,462	90,918	98,682	n/p	n/p	n/p	n/p	102,544	-
Expenditure (\$ million)	\$14,163	\$14,271	\$15,354	\$17,365	\$19,146	n/p	n/p	n/p	n/p	\$26,123	-
OVERNIGHT (international & domestic)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	19,897	21,117	22,180	24,725	26,947	n/p	n/p	n/p	n/p	27,710	-
Nights ('000)	76,747	82,236	85,462	90,918	98,682	n/p	n/p	n/p	n/p	102,544	-
Expenditure (\$ million)	\$10,430	\$10,561	\$11,583	\$13,115	\$14,332	n/p	n/p	n/p	n/p	\$20,031	-
DOMESTIC (overnight & daytrip)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors ('000)	54,573	56,705	58,435	63,078	70,014	59,686	58,791	45,623	67,948	64,684	-4.8%
Nights ('000)	64,439	68,476	70,715	76,719	83,592	71,233	83,601	66,538	84,768	85,463	0.8%
Expenditure (\$ million)	\$13,391	\$13,415	\$14,310	\$16,414	\$18,088	\$15,671	\$19,005	\$15,920	\$25,278	\$24,944	-1.3%

NB: International data isn't available for the period between YE JUNE 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	19,227	20,401	21,369	23,861	26,081	21,416	24,255	19,024	26,362	27,010	2.5%
Nights (000)	64,439	68,476	70,715	76,719	83,592	71,233	83,601	66,538	84,768	85,463	0.8%
Average Length of Stay	3.4	3.4	3.3	3.2	3.2	3.3	3.4	3.5	3.2	3.2	-1.6%
Expenditure (\$ million)	\$9,658	\$9,705	\$10,539	\$12,164	\$13,273	\$11,255	\$14,955	\$12,464	\$19,112	\$18,852	-1.4%
Spend per visitor per night (\$)	\$150	\$142	\$149	\$159	\$159	\$158	\$179	\$187	\$225	\$221	-2.2%
Intrastate visitors (000)	13,797	14,608	15,691	17,689	19,589	15,922	19,431	14,572	19,921	20,446	2.6%
Interstate visitors (000)	5,430	5,793	5,677	6,172	6,492	5,494	4,824	4,452	6,441	6,565	1.9%
Intrastate nights (000)	42,272	44,740	46,652	52,116	57,700	48,193	63,868	47,388	58,987	61,039	3.5%
Interstate nights (000)	22,166	23,737	24,063	24,603	25,892	23,040	19,733	19,150	25,781	24,424	-5.3%
Intrastate expenditure (\$ million)	\$6,643	\$6,648	\$7,448	\$8,463	\$9,317	\$7,794	\$11,944	\$9,340	\$13,735	\$13,844	0.8%
Interstate expenditure (\$ million)	\$3,016	\$3,057	\$3,091	\$3,702	\$3,956	\$3,461	\$3,011	\$3,123	\$5,377	\$5,008	-6.9%

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	9,041	9,664	9,732	10,961	11,767	8,640	11,927	8,778	12,459	12,303	-1.3%
Visiting Friends & Relatives	6,743	7,066	7,594	8,225	9,487	7,975	7,895	6,589	8,989	9,541	6.1%
Business	2,545	2,679	2,959	3,592	3,812	3,691	3,336	2,857	3,798	4,009	5.5%
Other	1,212	1,397	1,573	1,512	1,546	1,525	1,632	1,141	1,578	1,675	6.1%
Total	19,227	20,401	21,369	23,861	26,081	21,416	24,255	19,024	26,362	27,010	2.5%
Nights (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	34,238	35,946	34,922	38,366	42,275	31,761	43,119	32,805	43,837	41,572	-5.2%
Visiting Friends & Relatives	20,126	21,194	23,227	24,220	27,660	22,846	24,342	21,164	26,022	27,539	5.8%
Business	7,217	7,397	8,582	10,015	9,819	11,822	10,864	9,168	11,221	12,029	7.2%
Other	2,858	3,939	3,984	4,117	3,838	4,804	5,276	3,401	3,688	4,323	17.2%
Total	64,439	68,476	70,715	76,719	83,592	71,233	83,601	66,538	84,768	85,463	0.8%

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

Travel to Regional NSW

Year ended June 2024



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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	6,718	7,113	7,785	8,885	10,091	7,795	10,841	7,343	10,294	10,846	5.4%
Regional NSW	7,078	7,494	7,907	8,804	9,498	8,127	8,590	7,230	9,627	9,600	-0.3%
Total Intrastate	13,797	14,608	15,691	17,689	19,589	15,922	19,431	14,572	19,921	20,446	2.6%
Victoria	1,730	1,836	1,866	1,938	2,182	1,887	1,425	1,599	2,336	2,104	-9.9%
Queensland	2,210	2,495	2,417	2,573	2,643	2,287	1,972	1,554	2,380	2,864	20.4%
ACT	975	977	905	1,114	1,156	897	1,127	934	1,178	1,085	-7.9%
Other Interstate	515	486	490	546	512	423	301	364	547	512	-6.4%
Total Interstate	5,430	5,793	5,677	6,172	6,492	5,494	4,824	4,452	6,441	6,565	1.9%
Grand Total	19,227	20,401	21,369	23,861	26,081	21,416	24,255	19,024	26,362	27,010	2.5%

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	6,006	6,291	6,827	7,701	8,556	7,051	7,198	6,150	8,499	8,241	-3.0%
35-54	6,801	7,202	7,404	8,229	8,636	6,754	8,605	6,325	8,759	8,928	1.9%
55+	6,420	6,908	7,137	7,930	8,890	7,611	8,452	6,549	9,103	9,842	8.1%
Total	19,227	20,401	21,369	23,861	26,081	21,416	24,255	19,024	26,362	27,010	2.5%

Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	4,596	5,026	5,399	6,355	7,005	6,486	6,370	5,533	7,075	7,402	4.6%
Adult couple	5,424	5,610	6,077	6,552	7,001	5,708	6,772	5,119	7,415	7,152	-3.5%
Family group - parents and children	4,024	3,915	4,020	4,105	4,462	3,587	4,234	3,266	4,534	4,967	9.5%
Friends/relatives travelling together	4,214	4,830	4,818	5,595	6,208	4,410	5,961	4,371	5,994	6,260	4.4%
Other travel party	969	1,019	1,055	1,254	1,404	1,226	917	734	1,343	1,229	-8.5%
Total	19,227	20,401	21,369	23,861	26,081	21,416	24,255	19,024	26,362	27,010	2.5%

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Travel to Regional NSW

Year ended June 2024



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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	670	716	812	864	866	n/p	n/p	n/p	n/p	700	-
Nights (000)	12,308	13,760	14,747	14,200	15,091	n/p	n/p	n/p	n/p	17,081	-
Average Length of Stay	18.4	19.2	18.2	16.4	17.4	-	-	-	-	24.4	-
Expenditure (\$ million)	\$772	\$856	\$1,044	\$951	\$1,059	n/p	n/p	n/p	n/p	\$1,179	-
Spend per visitor per night (\$)	\$63	\$62	\$71	\$67	\$70	-	-	-	-	\$69	-

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	425	449	516	557	564	n/p	n/p	n/p	n/p	394	-
Visiting Friends & Relatives	197	225	242	264	255	n/p	n/p	n/p	n/p	251	-
Business	42	31	41	52	44	n/p	n/p	n/p	n/p	29	-
Education	19	27	27	22	25	n/p	n/p	n/p	n/p	15	-
Other	30	29	37	33	34	n/p	n/p	n/p	n/p	66	-
Total	670	716	812	864	866	n/p	n/p	n/p	n/p	700	-

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
United Kingdom	123	130	137	139	137	n/p	n/p	n/p	n/p	122	-
New Zealand	86	92	102	109	103	n/p	n/p	n/p	n/p	102	-
United States of America	69	80	93	92	90	n/p	n/p	n/p	n/p	86	-

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	328	339	373	373	383	n/p	n/p	n/p	n/p	289	-
35-54	163	182	213	229	241	n/p	n/p	n/p	n/p	189	-
55+	179	195	226	261	243	n/p	n/p	n/p	n/p	222	-
Total	670	716	812	864	866	n/p	n/p	n/p	n/p	700	-

Travel Party

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Travelling alone	385	406	445	469	460	n/p	n/p	n/p	n/p	413	-
Adult couple	152	159	174	196	194	n/p	n/p	n/p	n/p	155	-
Family group - parents and children	55	67	87	85	91	n/p	n/p	n/p	n/p	64	-
Friends/relatives travelling together	65	71	91	94	98	n/p	n/p	n/p	n/p	59	-
Other travel party	13	13	14	19	24	n/p	n/p	n/p	n/p	8	-
Total	670	716	812	864	866	n/p	n/p	n/p	n/p	700	-

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Visitors (000)	35,346	36,304	37,066	39,217	43,933	38,269	34,536	26,599	41,587	37,673	-9.4%
Expenditure (\$ million)	\$3,733	\$3,710	\$3,771	\$4,250	\$4,815	\$4,416	\$4,050	\$3,457	\$6,167	\$6,091	-1.2%
Spend per visitor (\$)	\$106	\$102	\$102	\$108	\$110	\$115	\$117	\$130	\$148	\$162	9.0%

Purpose of Visit

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Holiday	18,247	18,778	18,377	20,469	21,542	17,756	16,665	11,979	20,241	18,142	-10.4%
Visiting Friends & Relatives	9,152	9,637	10,210	10,487	11,511	10,542	8,336	7,084	10,574	10,565	-0.1%
Business	3,094	3,082	3,387	3,291	5,537	4,892	4,200	3,331	4,973	3,535	-28.9%
Other	4,853	4,806	5,093	4,971	5,343	5,079	5,336	4,206	5,798	5,432	-6.3%
Total	35,346	36,304	37,066	39,217	43,933	38,269	34,536	26,599	41,587	37,673	-9.4%

Origin

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
Sydney	11,438	12,134	12,110	12,976	14,607	12,066	10,755	7,330	13,682	12,381	-9.5%
Regional NSW	19,972	20,297	20,879	21,633	24,754	21,966	21,091	16,846	23,741	21,036	-11.4%
Total Intrastate	31,410	32,431	32,988	34,609	39,361	34,032	31,846	24,176	37,423	33,417	-10.7%
Total Interstate	3,936	3,873	4,078	4,608	4,572	4,237	2,690	2,423	4,164	4,256	2.2%
Total	35,346	36,304	37,066	39,217	43,933	38,269	34,536	26,599	41,587	37,673	-9.4%

Age

Visitors (000)	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	YE Jun 2024	% change 2024 vs. 2023
15-34	10,763	10,857	10,774	11,408	13,659	10,570	9,622	7,421	13,182	10,966	-16.8%
35-54	11,796	11,845	12,014	12,944	13,598	12,155	10,549	8,006	12,508	11,563	-7.6%
55+	12,788	13,602	14,278	14,865	16,676	15,544	14,365	11,172	15,897	15,145	-4.7%
Total	35,346	36,304	37,066	39,217	43,933	38,269	34,536	26,599	41,587	37,673	-9.4%

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

Regional NSW includes: Blue Mountains, Capital Country, Central Coast, Central NSW, The Hunter, The Murray, New England North West, North Coast, The Outback, Riverina, Snowy Mountains and South Coast.