

Youth Visitors to NSW

Year Ended December 2023

Source: National and International Visitor Surveys, Tourism Research Australia



Youth visitors are defined as those who are aged between 15 and 29. This report summarizes both domestic and international youth visitations to NSW. The domestic part includes both daytrip visitors and visitors who stayed at least one night in NSW. The international part includes overseas visitors to Australia who stayed at least one night in NSW and also not over 12 months in Australia during a single visit.

Domestic Overnight Youth visitors to NSW

DOMESTIC OVERNIGHT YOUTH VISITORS



Visitors
8.3m
-5.4% YoY *



Nights
25.4m
-6.1% YoY



Expenditure
\$4.5bn
+0.2% YoY

* YoY = change on previous year



Average spend:
\$179 per night (+6.6% YoY)
\$546 per visitor (+5.9% YoY)



Average length of stay:
3.1 nights (0.0 nights YoY)



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

NSW SHARE OF AUSTRALIA



Visitors
31%
-1.4 ppt YoY

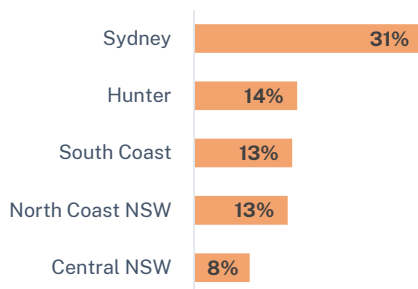


Nights
29%
-0.6 ppt YoY

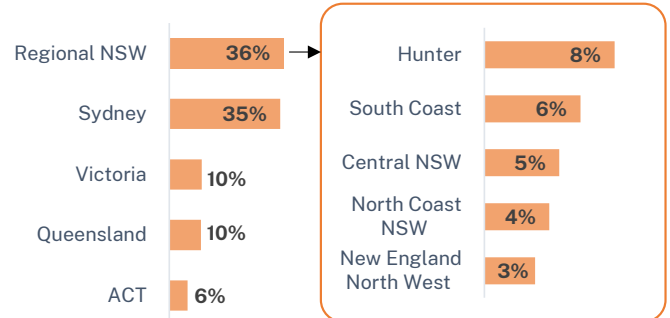


Expenditure
27%
-0.7 ppt YoY

Top regions visited in NSW



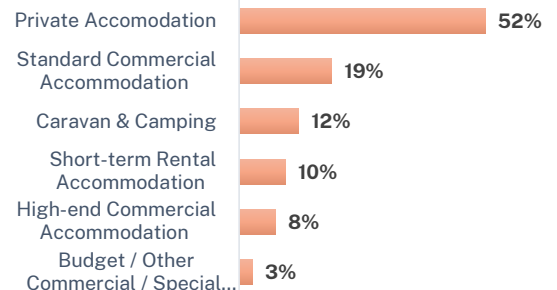
Top source markets



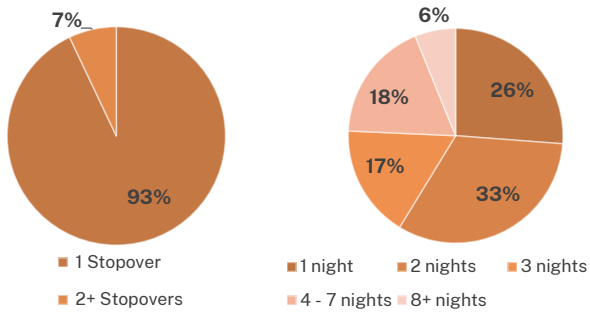
Top Activities

1. Social activities, 86%
2. Outdoor / nature, 46%
3. Active outdoor / sports, 30%
4. Local attractions / tourist activities, 16%
5. Arts / heritage, 16%

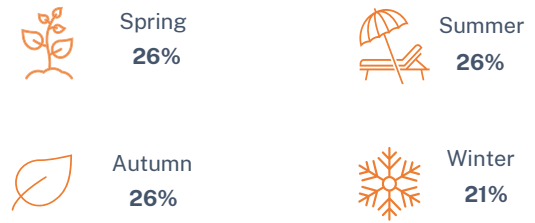
Accommodation types



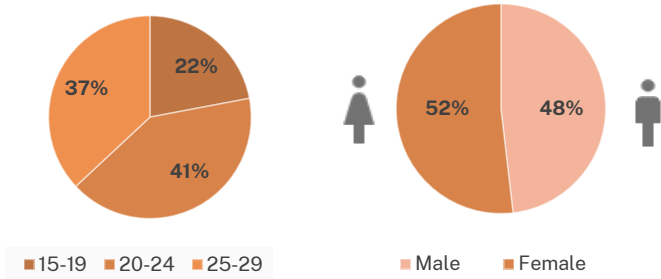
Number of stopovers & Length of trip



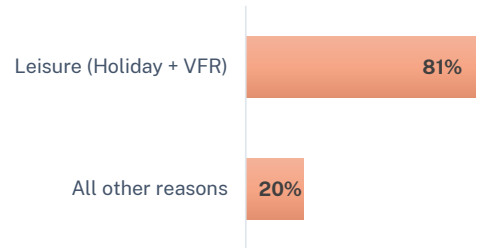
Seasonality



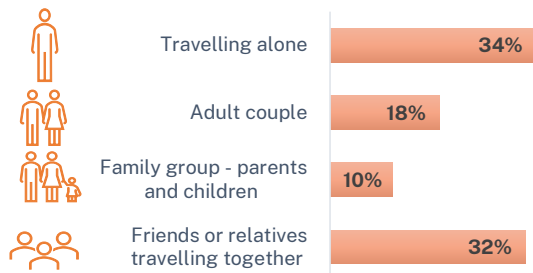
Age & Gender



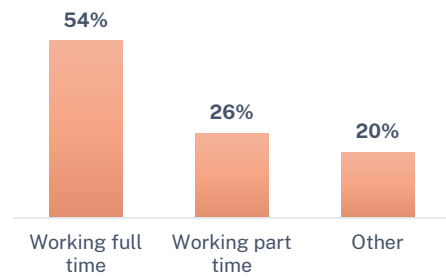
Stopover Reason



Travel party



Employment Status



Domestic Youth daytrip visitors to NSW

TOTAL DOMESTIC DAYTRIP

Visitors
15.4m
+9.1% YoY *



Expenditure
\$1.8bn
+16.2% YoY

* YoY = change on previous year



Average spend
\$117 per visitor (+6.5% YoY)



#1 for visitors
#1 for expenditure
In AUSTRALIA

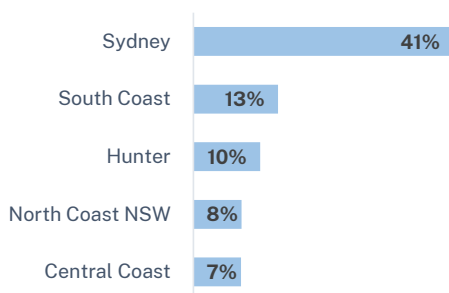
NSW SHARE OF AUSTRALIA

Visitors
31%
+1.7 ppt YoY

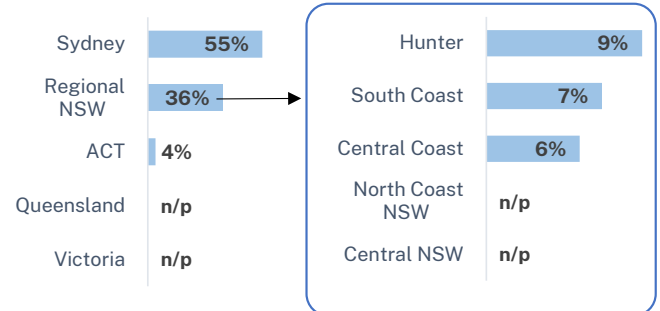


Expenditure
29%
+1.1 ppt YoY

Top regions visited in NSW



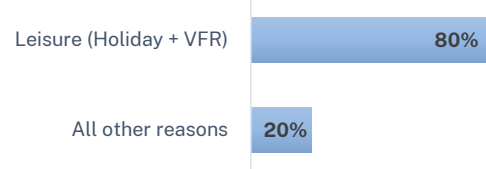
Top source markets



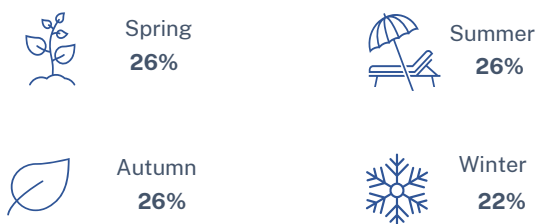
Top Activities

1. Social activities, 72%
2. Outdoor / nature, 30%
3. Active outdoor / sports, 16%
4. Local attractions / tourist activities, 7%
5. Arts / heritage, 6%

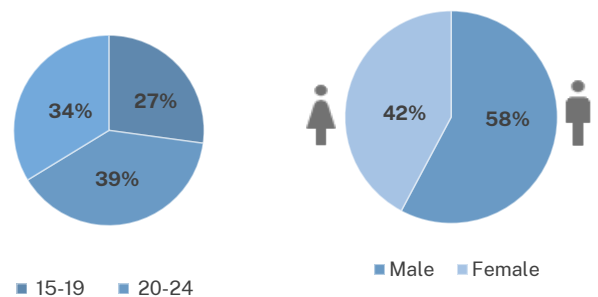
Stopover Reason



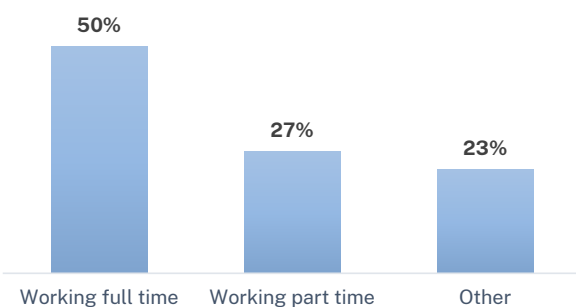
Seasonality



Age & Gender



Employment status



International Youth visitors to NSW

TOTAL INTERNATIONAL

Visitors
1.0m
-20.3% vs. YE Dec 19

Nights
43.2m
-19.9% vs. YE Dec 19

Expenditure
\$6.0bn
-8.9% vs. YE Dec 19

Average spend
\$138 per night
\$5,801 per visitor

Average length of stay
42.1 nights

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

NSW SHARE OF AUSTRALIA

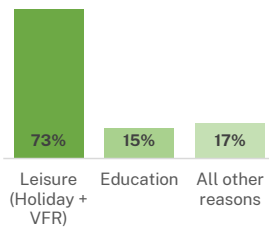
Visitors
58%

Nights
38%

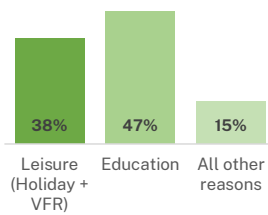
Expenditure
43%

Purpose of visit

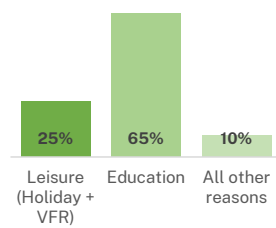
Visitors



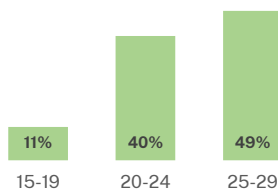
Nights



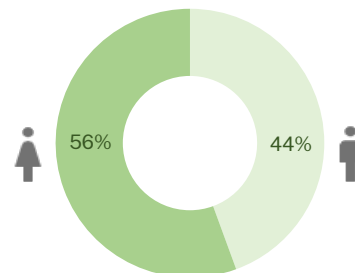
Expenditure



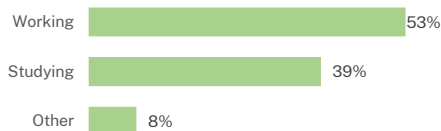
Age



Gender



Employment status



Package / Group Tour

3% visited NSW as part of a Group Tour
4% visited NSW as part of a Travel Package

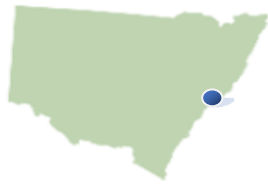
Source markets

INTERNATIONAL YOUTH VISITATION TO NSW

Top 10 source markets	Visitors (000)	Nights (million)	Expenditure (\$million)	ALOS	Spend per night (\$)	Spend per visitor (\$)
New Zealand	111	1.4	\$151	13.0	\$105	\$1,359
China	107	8.6	\$2,376	81.1	\$275	\$22,293
United Kingdom	106	4.0	\$312	37.7	\$78	\$2,929
United States of America	93	1.6	\$221	16.7	\$142	\$2,372
Japan	58	2.4	\$290	40.4	\$123	\$4,975
Korea	56	1.5	\$214	26.1	\$147	\$3,825
Germany	47	1.5	\$118	31.5	\$81	\$2,540
France	40	2.0	\$142	51.4	\$70	\$3,577
Indonesia	29	1.5	\$188	53.7	\$122	\$6,562
Singapore	27	0.8	\$180	29.6	\$226	\$6,681
NSW Total	1,027	43.2	\$5,955	42.1	\$138	\$5,801

ALOS - average length of stay

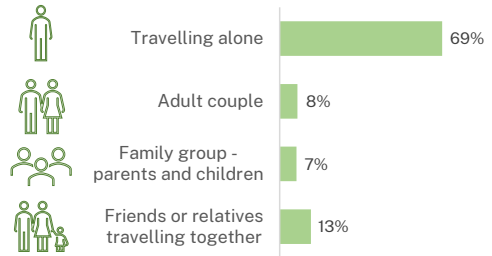
Visitor dispersal



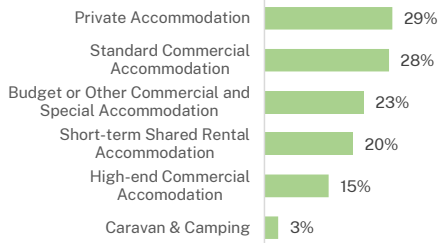
94% visited Sydney

21% visited Regional NSW

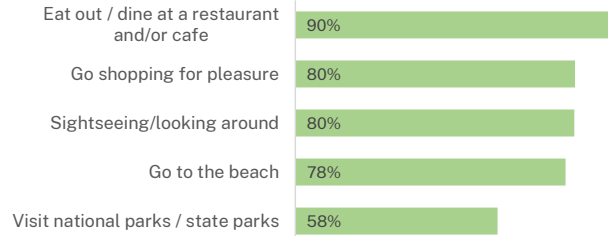
Travel party



Accommodation types (visitors)

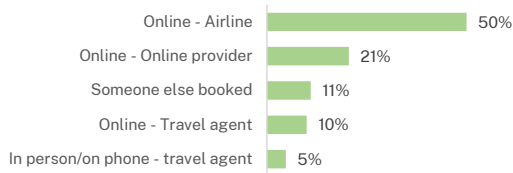


Activities*

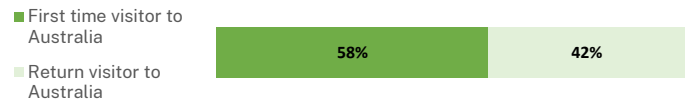


*activities undertaken in Australia, not necessarily in NSW

Top 5 sources used to book fare to Australia



First vs return visitor



FIT visitor #

63% ✓

37% ✗

free and independent traveller

Travel season (quarter of departure)

