

# China Visitor Profile to NSW

Year ended December 2023



Source: International Visitor Survey, Tourism Research Australia



**VISITORS**  
**285,700**  
37% vs. 2019\*



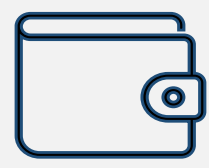
**NIGHTS**  
**14.5m**  
65% vs. 2019\*



**EXPENDITURE**  
**\$3020m**  
73% vs. 2019\*

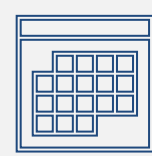
\*vs. Pre-COVID period (YE Dec 2019)

## Average spend



\$209 per night  
\$10571 per visitor

## Average length of stay



50.6 nights

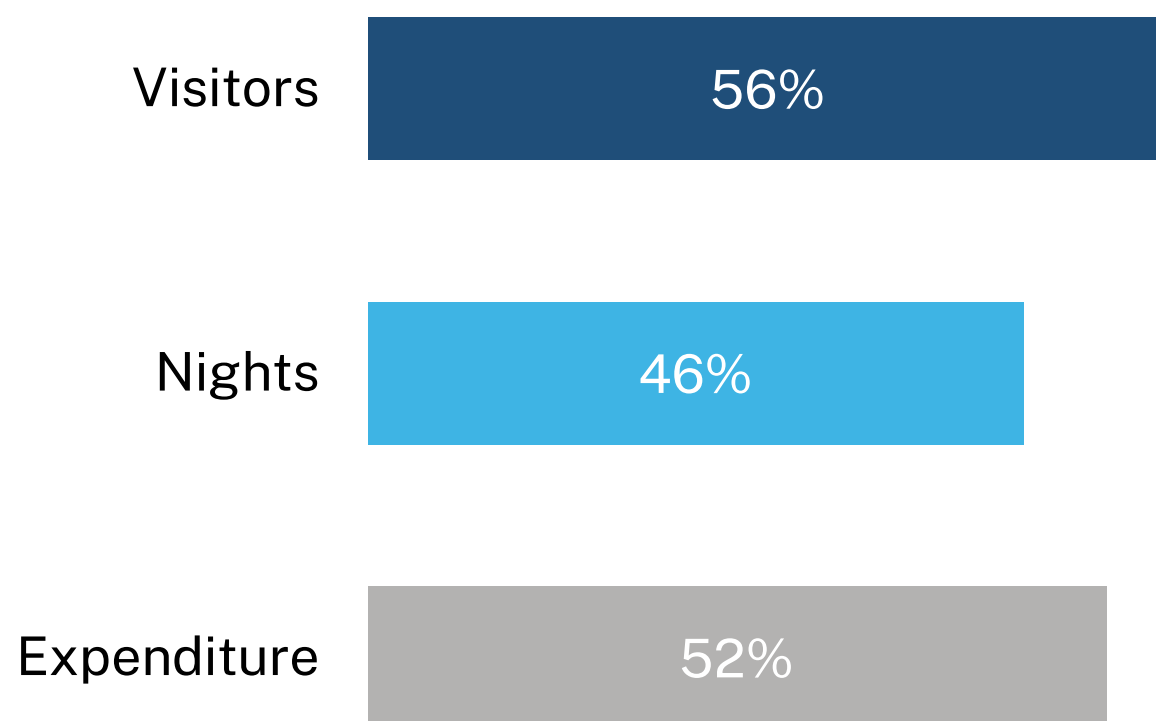
## Rank in NSW



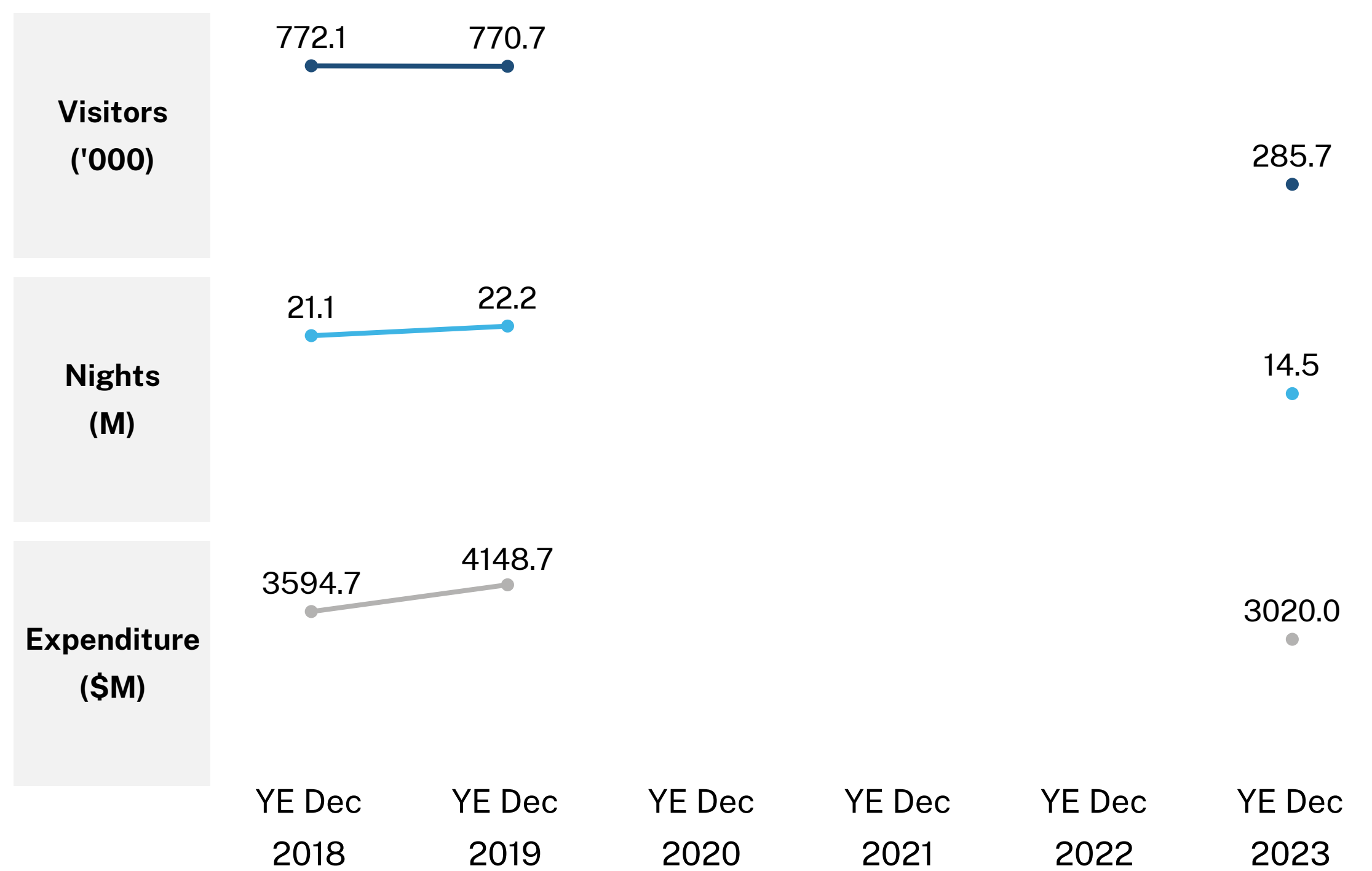
#4 for visitors  
#1 for nights  
#1 for expenditure

## NSW share of visitors to Australia

56% of international visitors from China visited NSW during their trip to Australia

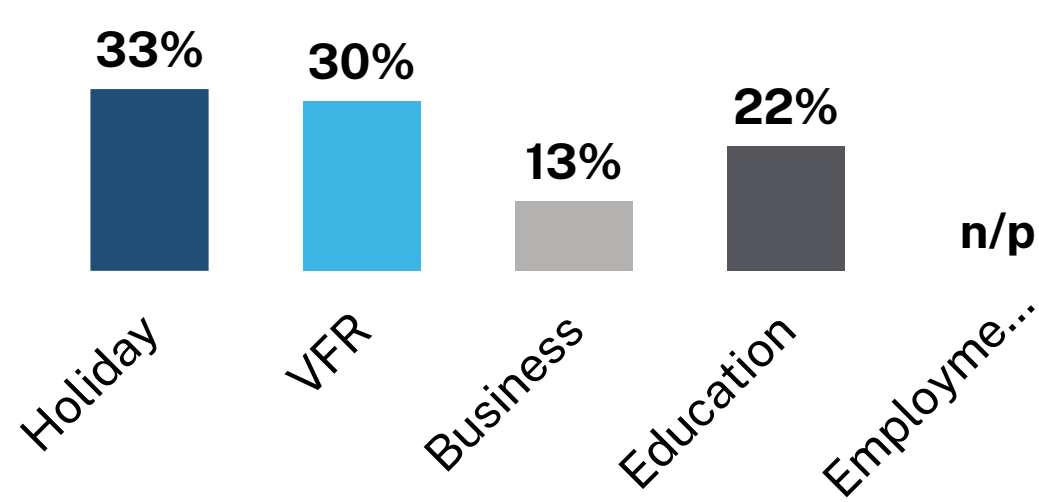


## Time Series

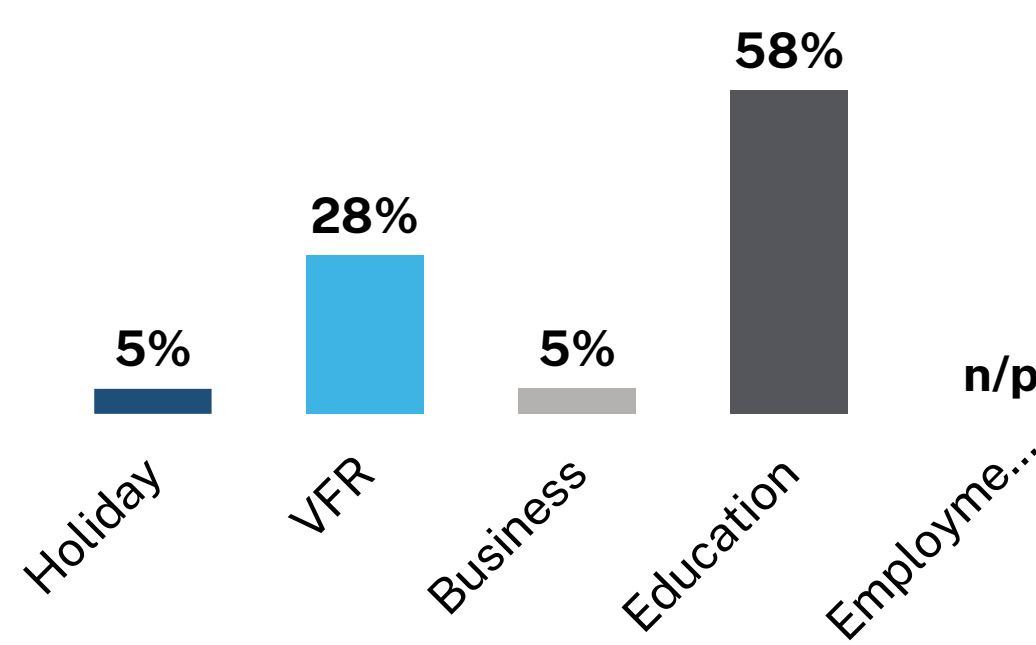


## Purpose of Visit

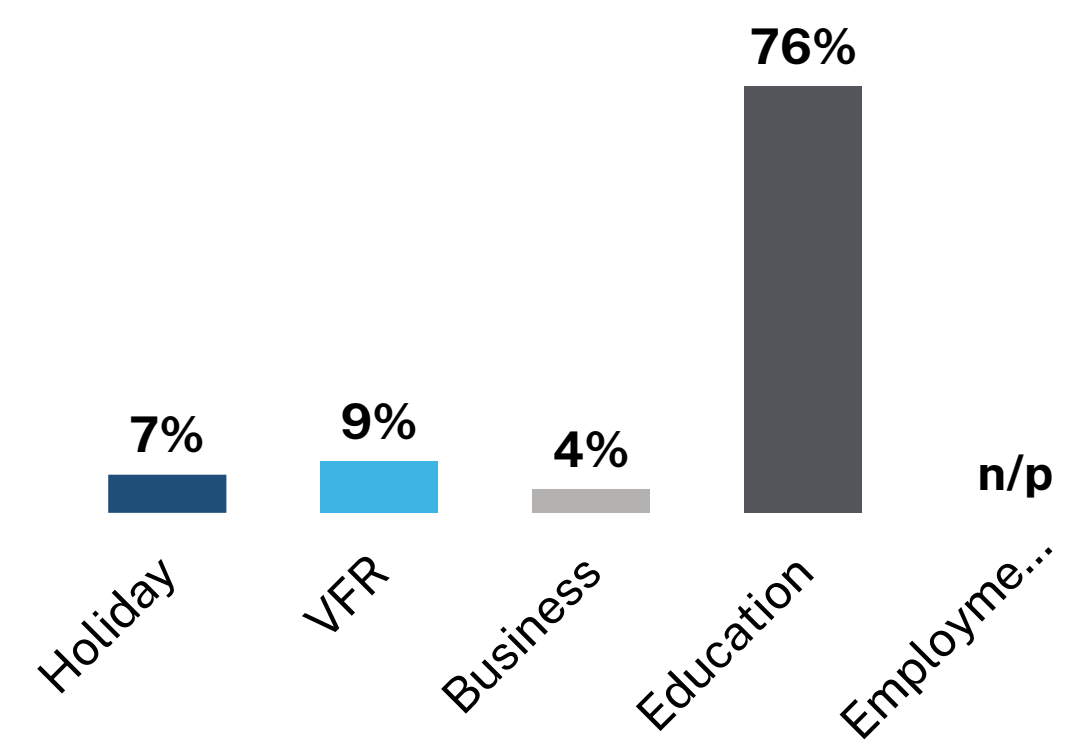
### Visitors (000)



### Nights (000)



### Expenditure (\$M)



## Visitor dispersal

5% of visitors from China visited Regional NSW as part of their trip

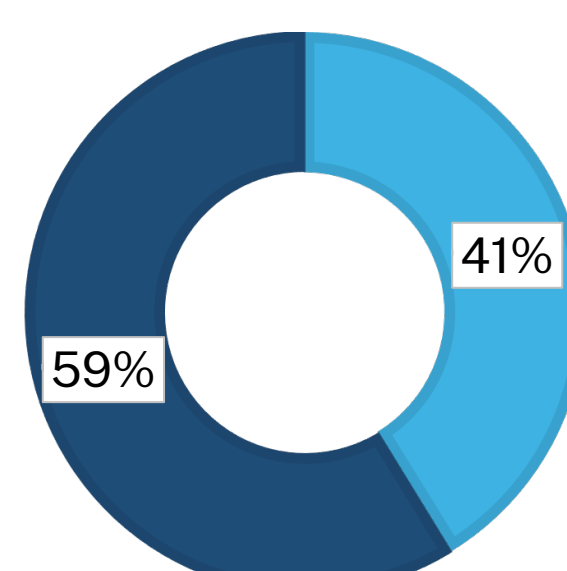
Regional NSW, 5%



## First vs return visitor to Australia

59% of visitors from China to NSW were making a return visit to Australia

■ First time visitor  
■ Return visitor



Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Base excludes 'not asked' sample.

# China Visitor Profile to NSW

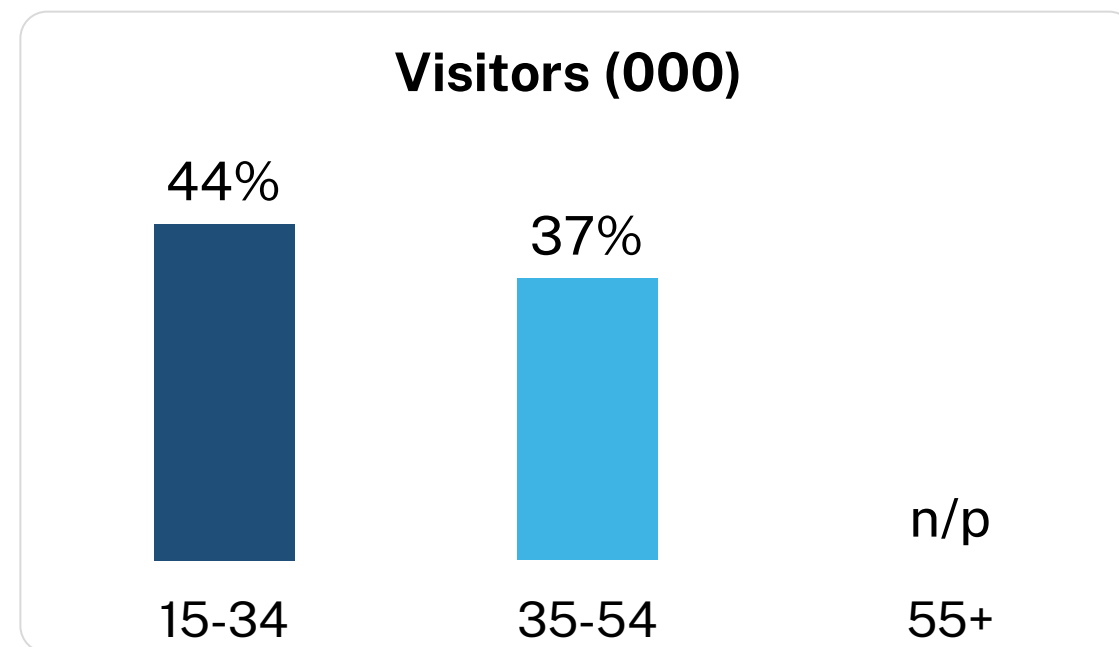
Year ended December 2023



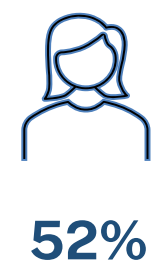
Source: International Visitor Survey, Tourism Research Australia

## Age

'15-34 years' was the largest age group of visitors from China to NSW

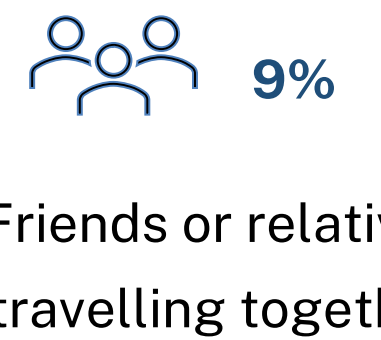
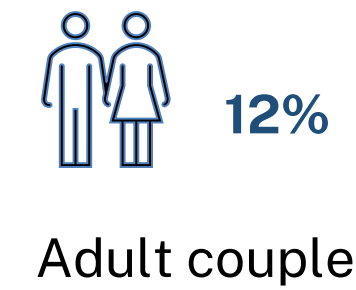
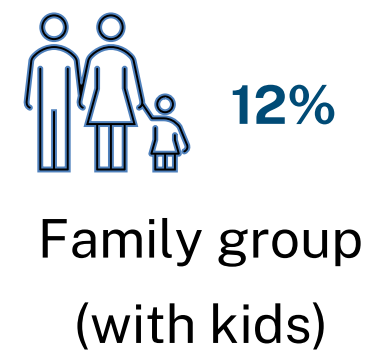
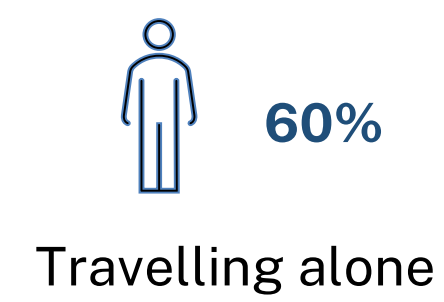


## Gender



## Travel party

60% of visitors from China to NSW were travelling alone.



## Group tour

99% of all visitors to NSW from China didn't travel to Australia on a group tour

Group tour n/p



## Travel package

99% of all visitors to NSW from China did not travel to Australia as part of a package tour

Package tour n/p



## FIT visitor#

60% of visitors to NSW from China were Free and Independent Travellers

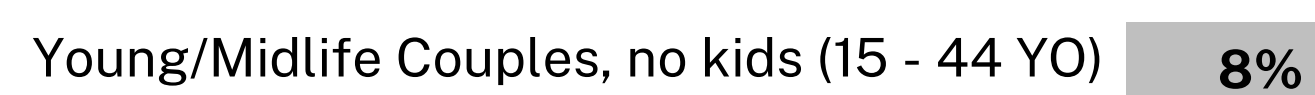


# free and independent traveller

## Lifestage



Older Singles (45+ YO) n/p



Older Couples, no kids at home (45+ YO) n/p



## Aviation



### Inbound seats to Sydney

619,689 seats

+809.7% YoY

6.5% of the total inbounds seats available at Sydney Airport

### Key airlines



1. China Southern Airlines, 24%

2. China Eastern Airlines, 18%

3. Xiamen Air, 15%

Source: International seat capacity based on direct non-stop services - YE December 2023, OAG

Source: Short term arrivals to Sydney, Tourism Research Australia