

Travel to Southern NSW Destination Network

Year ended September 2024

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



OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors ('000)	5,086	5,296	5,448	6,097	6,968	n/p	n/p	n/p	n/p	6,444	-
Nights ('000)	9,192	9,162	9,944	10,125	10,889	n/p	n/p	n/p	n/p	11,254	-
Expenditure (\$ million)	\$1,583	\$1,566	\$1,933	\$1,926	\$2,109	n/p	n/p	n/p	n/p	\$2,962	-
OVERNIGHT (international & domestic)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors ('000)	2,437	2,615	2,803	3,027	3,127	n/p	n/p	n/p	n/p	3,268	-
Nights ('000)	9,192	9,162	9,944	10,125	10,889	n/p	n/p	n/p	n/p	11,254	-
Expenditure (\$ million)	\$1,314	\$1,285	\$1,648	\$1,576	\$1,745	n/p	n/p	n/p	n/p	\$2,444	-
DOMESTIC (overnight & daytrip)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors ('000)	5,019	5,225	5,359	5,998	6,871	5,069	5,058	5,608	6,701	6,370	-4.9%
Nights ('000)	8,286	8,474	8,966	9,258	9,894	7,971	8,576	10,410	10,029	10,301	2.7%
Expenditure (\$ million)	\$1,539	\$1,529	\$1,866	\$1,873	\$2,056	\$1,559	\$1,701	\$2,868	\$2,716	\$2,894	6.6%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	2,370	2,544	2,714	2,928	3,030	2,285	2,483	3,203	3,177	3,195	0.5%
Nights (000)	8,286	8,474	8,966	9,258	9,894	7,971	8,576	10,410	10,029	10,301	2.7%
Average Length of Stay	3.5	3.3	3.3	3.2	3.3	3.5	3.5	3.2	3.2	3.2	2.2%
Expenditure (\$ million)	\$1,270	\$1,248	\$1,580	\$1,522	\$1,692	\$1,188	\$1,405	\$2,583	\$2,179	\$2,376	9.1%
Spend per visitor per night (\$)	\$153	\$147	\$176	\$164	\$171	\$149	\$164	\$248	\$217	\$231	6.2%
Intrastate visitors (000)	1,414	1,563	1,755	1,867	1,946	1,523	1,603	2,123	2,049	2,171	6.0%
Interstate visitors (000)	956	981	959	1,061	1,084	762	880	1,080	1,129	1,024	-9.3%
Intrastate nights (000)	4,771	4,744	5,549	5,399	5,421	4,971	5,562	6,392	5,944	6,670	12.2%
Interstate nights (000)	3,515	3,730	3,417	3,860	4,472	3,001	3,014	4,018	4,085	3,631	-11.1%
Intrastate expenditure (\$ million)	\$755	\$808	\$1,085	\$1,000	\$1,083	\$804	\$945	\$1,757	\$1,431	\$1,632	14.0%
Interstate expenditure (\$ million)	\$516	\$440	\$495	\$523	\$609	\$383	\$460	\$826	\$747	\$744	-0.4%

Main Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	1,482	1,530	1,568	1,752	1,707	1,119	1,486	1,939	1,779	1,826	2.6%
Visiting Friends & Relatives	517	635	754	720	796	577	572	734	867	872	0.6%
Business	222	238	256	325	424	416	259	398	358	287	-19.8%
Other	166	166	160	154	140	201	177	171	210	n/p	-
Total	2,370	2,544	2,714	2,928	3,030	2,285	2,483	3,203	3,177	3,195	0.5%
Nights (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	5,788	5,640	5,978	6,068	6,326	3,913	5,470	6,586	6,367	6,184	-2.9%
Visiting Friends & Relatives	1,523	1,895	2,048	2,115	2,144	1,665	1,675	2,299	2,278	2,642	16.0%
Business	672	575	641	764	1,165	1,687	955	1,171	1,020	884	-13.4%
Other	303	364	299	311	258	708	475	353	363	n/p	-
Total	8,286	8,474	8,966	9,258	9,894	7,971	8,576	10,410	10,029	10,301	2.7%

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

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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Sydney	652	720	887	920	949	743	718	1,012	951	1,020	7.3%
Regional NSW	763	843	868	947	997	780	885	1,112	1,097	1,150	4.8%
Total Intrastate	1,414	1,563	1,755	1,867	1,946	1,523	1,603	2,123	2,049	2,171	6.0%
Victoria	345	304	394	340	402	288	316	390	484	417	-13.8%
Queensland	n/p	120	n/p	102	130	n/p	n/p	n/p	n/p	n/p	-
ACT	464	509	422	566	483	371	503	504	542	387	-28.6%
Other Interstate	59	n/p	62	53	68	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	956	981	959	1,061	1,084	762	880	1,080	1,129	1,024	-9.3%
Grand Total	2,370	2,544	2,714	2,928	3,030	2,285	2,483	3,203	3,177	3,195	0.5%

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	633	778	832	904	937	731	708	1,076	978	912	-6.7%
35-54	829	919	950	946	959	686	877	996	961	1,037	7.9%
55+	908	848	932	1,077	1,134	868	898	1,132	1,238	1,245	0.6%
Total	2,370	2,544	2,714	2,928	3,030	2,285	2,483	3,203	3,177	3,195	0.5%

Travel Party

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	429	460	471	573	804	628	550	757	769	779	1.4%
Adult couple	707	655	829	901	815	581	753	875	935	887	-5.1%
Family group - parents and children	569	590	636	539	515	360	475	606	593	614	3.6%
Friends/relatives travelling together	549	715	671	802	729	593	620	836	755	847	12.1%
Other travel party	116	126	n/p	113	167	123	n/p	130	n/p	n/p	-
Total	2,370	2,544	2,714	2,928	3,030	2,285	2,483	3,203	3,177	3,195	0.5%

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

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	66	71	89	99	97	n/p	n/p	n/p	n/p	73	-
Nights (000)	905	688	978	867	996	n/p	n/p	n/p	n/p	953	-
Average Length of Stay	13.6	9.7	11.0	8.8	10.3	-	-	-	-	13.0	-
Expenditure (\$ million)	\$44	\$37	\$68	\$53	\$53	n/p	n/p	n/p	n/p	\$68	-
Spend per visitor per night (\$)	\$48	\$54	\$69	\$61	\$53	-	-	-	-	\$71	-

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

Origin

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
United States of America	n/p	11	11	11	15	n/p	n/p	n/p	n/p	n/p	-
United Kingdom	13	11	17	13	12	n/p	n/p	n/p	n/p	9	-
China	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	27	29	33	34	36	n/p	n/p	n/p	n/p	24	-
35-54	18	17	26	32	27	n/p	n/p	n/p	n/p	19	-
55+	22	24	30	33	33	n/p	n/p	n/p	n/p	30	-
Total	66	71	89	99	97	n/p	n/p	n/p	n/p	73	-

Travel Party

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	33	35	43	48	42	n/p	n/p	n/p	n/p	32	-
Adult couple	24	21	29	28	28	n/p	n/p	n/p	n/p	24	-
Family group - parents and children	n/p	n/p	n/p	n/p	14	n/p	n/p	n/p	n/p	n/p	-
Friends/relatives travelling together	6	7	9	14	13	n/p	n/p	n/p	n/p	n/p	-
Other travel party	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	66	71	89	99	97	n/p	n/p	n/p	n/p	73	-

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	2,649	2,680	2,645	3,071	3,840	2,784	2,575	2,405	3,523	3,176	-9.9%
Expenditure (\$ million)	\$268	\$281	\$286	\$350	\$364	\$371	\$296	\$285	\$537	\$518	-3.5%
Spend per visitor (\$)	\$101	\$105	\$108	\$114	\$95	\$133	\$115	\$119	\$152	\$163	7.1%

Main Purpose of Trip

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	1,445	1,603	1,330	1,734	1,993	1,282	1,373	1,121	1,688	1,757	4.1%
Visiting Friends & Relatives	597	521	687	838	943	711	399	467	1,002	n/p	-
Business	n/p	n/p	n/p	n/p	491	367	364	n/p	n/p	n/p	-
Other	403	340	362	303	413	423	440	503	n/p	n/p	-
Total	2,649	2,680	2,645	3,071	3,840	2,784	2,575	2,405	3,523	3,176	-9.9%

Origin

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Sydney	374	n/p	n/p	n/p	537	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,396	1,417	1,577	1,502	2,082	1,644	1,608	1,198	1,889	1,633	-13.6%
Total Intrastate	1,770	1,766	1,931	1,933	2,618	1,958	1,874	1,528	2,345	1,903	-18.8%
Total Interstate	879	915	714	1,137	1,222	826	701	877	1,179	1,273	8.0%
Total	2,649	2,680	2,645	3,071	3,840	2,784	2,575	2,405	3,523	3,176	-9.9%

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	692	693	n/p	842	1,150	561	835	628	1,181	955	-19.2%
35-54	939	901	873	951	1,076	966	637	577	842	764	-9.3%
55+	1,018	1,087	1,214	1,277	1,614	1,256	1,103	1,200	1,500	1,457	-2.9%
Total	2,649	2,680	2,645	3,071	3,840	2,784	2,575	2,405	3,523	3,176	-9.9%

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