

Regional NSW Visitor Profile

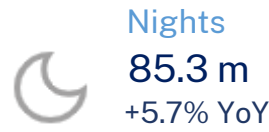
Year ended September 2023



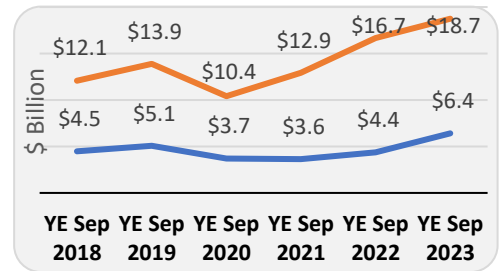
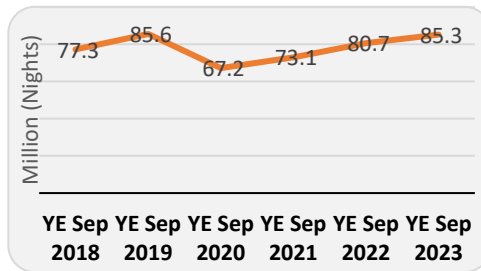
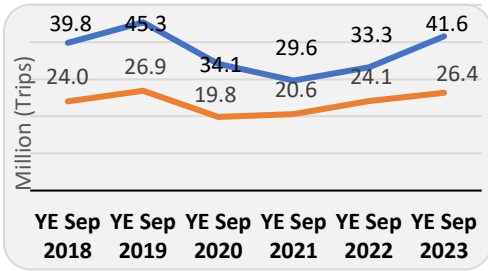
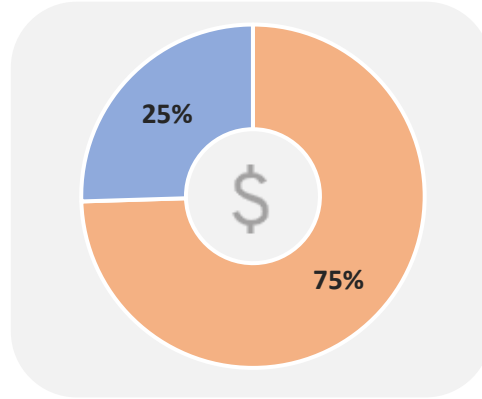
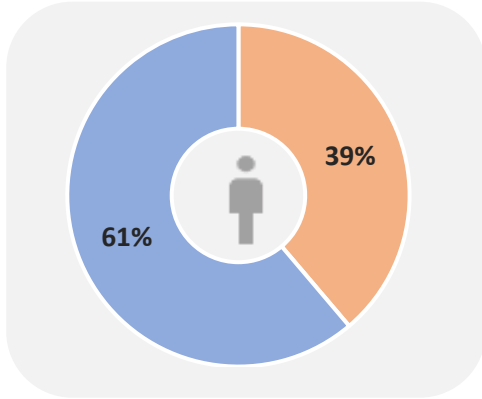
Source: National Visitor Survey, Tourism Research Australia.

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

TOTAL DOMESTIC



Domestic Overnight (orange) Domestic Daytrip (blue)



Domestic overnight travel

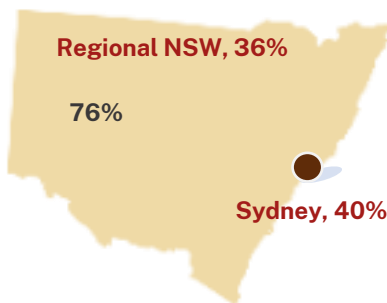
Visitors: 26.4m (+9.2% YoY)
 Nights: 85.3m (+5.7% YoY)
 Expenditure: \$18.7bn (+12.5% YoY)

Average spend: \$220 per night, \$711 per visitor

Average length of stay: 3.2 nights

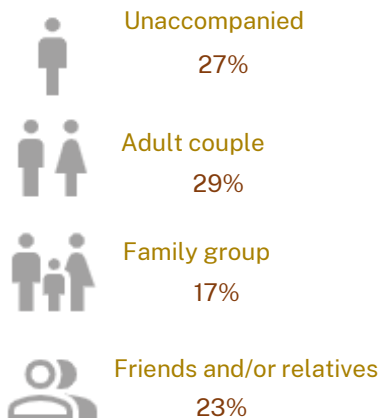
Origin

76% of the visitors came from within New South Wales

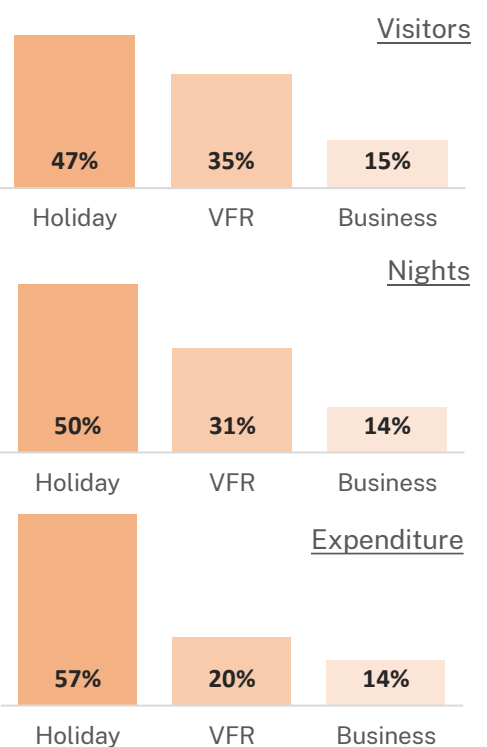


Travel party

29% of the visitors were adult couple



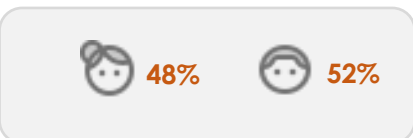
Purpose of visit



Transport

Self-drive Land Vehicle, 91%
 Aircraft, 6%
 Other Land Transport (Bus, Train, etc.), 4%
 Other or Mixed Transport, n/p

Gender



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

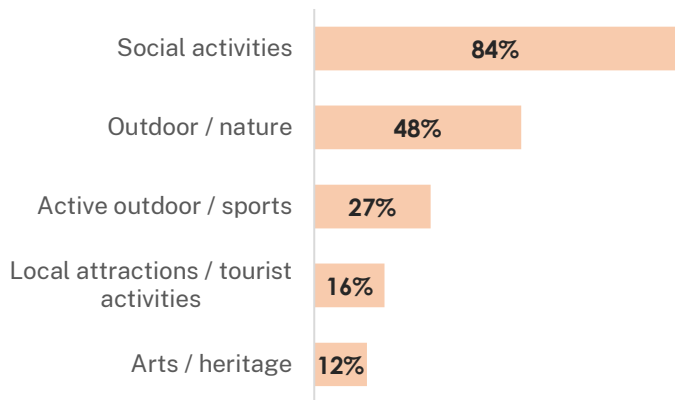
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Year ended September 2023



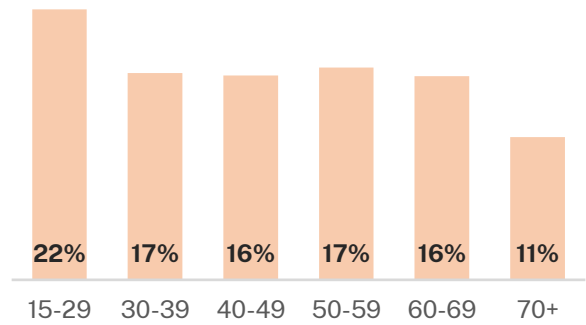
Source: National Visitor Survey, Tourism Research Australia.

Top 5 activities

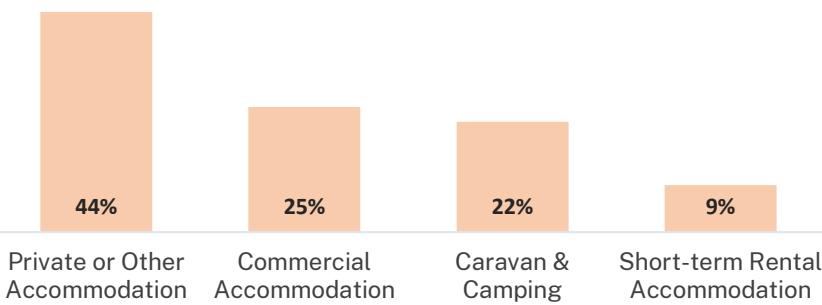


Age

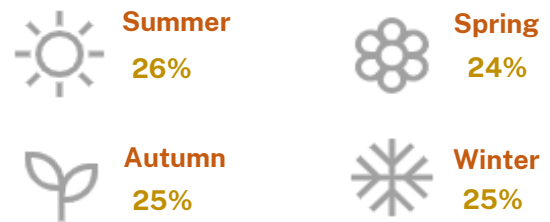
15-29 years' was the largest age group of the visitors to the region



Accommodation types (nights)



Travel season*



*by month returned from the trip

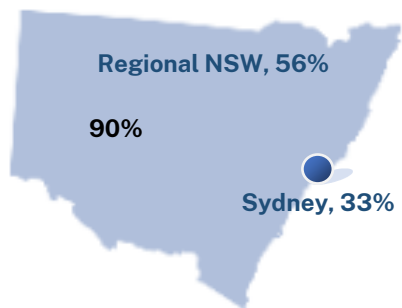
Domestic daytrip travel

Visitors: 41.6m (+25.0% YoY)
Expenditure: \$6.4bn (+46.3% YoY)

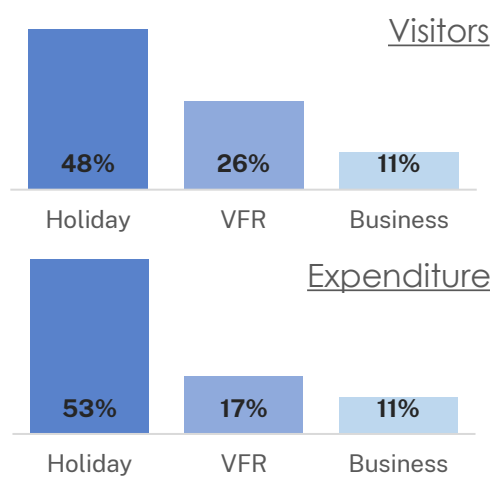
\$ Average spend \$154 per visitor

Origin

90% of the visitors to the region came from NSW



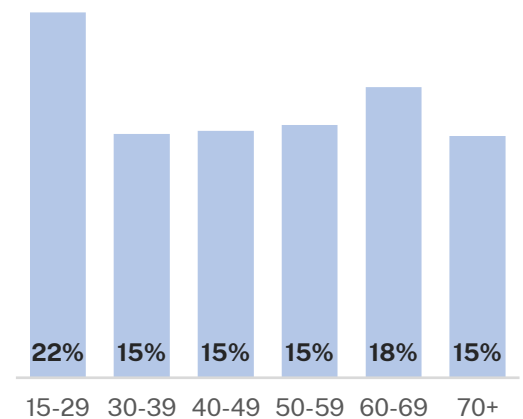
Purpose of visit



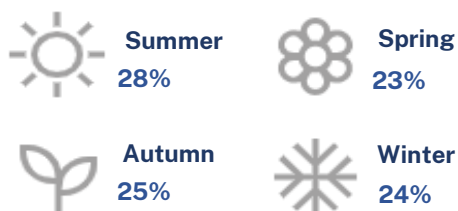
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Age

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

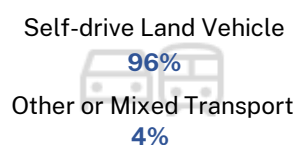


Travel season*



*by month returned from the trip

Transport



Gender

