

Travel to Southern NSW Destination Network

Year ended March 2024

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



OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	5,021	5,216	5,082	5,817	6,481	n/p	n/p	n/p	n/p	6,691	-
Nights ('000)	8,803	9,804	8,868	10,478	9,721	n/p	n/p	n/p	n/p	11,064	-
Expenditure (\$ million)	\$1,646	\$1,465	\$1,626	\$2,107	\$1,972	n/p	n/p	n/p	n/p	\$2,815	-
OVERNIGHT (international & domestic)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	2,372	2,604	2,564	2,995	2,931	n/p	n/p	n/p	n/p	3,387	-
Nights ('000)	8,803	9,804	8,868	10,478	9,721	n/p	n/p	n/p	n/p	11,064	-
Expenditure (\$ million)	\$1,367	\$1,228	\$1,372	\$1,733	\$1,640	n/p	n/p	n/p	n/p	\$2,286	-
DOMESTIC (overnight & daytrip)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors ('000)	4,960	5,141	4,999	5,724	6,384	6,561	5,092	4,747	6,256	6,622	5.8%
Nights ('000)	7,849	8,869	8,015	9,553	8,781	10,324	8,307	7,964	10,807	10,391	-3.9%
Expenditure (\$ million)	\$1,602	\$1,424	\$1,580	\$2,036	\$1,920	\$1,974	\$1,750	\$1,673	\$3,162	\$2,765	-12.6%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	2,311	2,530	2,481	2,901	2,834	2,996	2,394	2,371	3,342	3,317	-0.7%
Nights (000)	7,849	8,869	8,015	9,553	8,781	10,324	8,307	7,964	10,807	10,391	-3.9%
Average Length of Stay	3.4	3.5	3.2	3.3	3.1	3.4	3.5	3.4	3.2	3.1	-3.2%
Expenditure (\$ million)	\$1,323	\$1,187	\$1,326	\$1,662	\$1,588	\$1,582	\$1,418	\$1,410	\$2,716	\$2,235	-17.7%
Spend per visitor per night (\$)	\$169	\$134	\$165	\$174	\$181	\$153	\$171	\$177	\$251	\$215	-14.4%
Intrastate visitors (000)	1,468	1,496	1,545	1,869	1,835	1,920	1,650	1,525	2,158	2,211	2.5%
Interstate visitors (000)	843	1,034	936	1,033	999	1,076	744	846	1,184	1,106	-6.6%
Intrastate nights (000)	4,760	4,948	4,856	5,484	5,354	5,601	5,700	4,968	6,405	6,603	3.1%
Interstate nights (000)	3,089	3,921	3,159	4,069	3,427	4,723	2,607	2,996	4,402	3,788	-14.0%
Intrastate expenditure (\$ million)	\$849	\$740	\$861	\$1,126	\$1,019	\$1,022	\$1,036	\$941	\$1,791	\$1,529	-14.6%
Interstate expenditure (\$ million)	\$473	\$447	\$465	\$537	\$569	\$559	\$382	\$469	\$925	\$706	-23.7%

Main Purpose of Visit

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	1,440	1,567	1,426	1,741	1,683	1,516	1,379	1,440	1,951	1,854	-5.0%
Visiting Friends & Relatives	503	591	683	736	739	770	582	534	797	942	18.1%
Business	218	213	234	317	304	527	288	267	446	313	-29.9%
Other	157	181	157	142	137	214	161	157	169	261	54.5%
Total	2,311	2,530	2,481	2,901	2,834	2,996	2,394	2,371	3,342	3,317	-0.7%
Nights (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	5,467	6,002	5,204	6,313	5,799	5,797	5,097	5,081	6,873	6,356	-7.5%
Visiting Friends & Relatives	1,472	1,877	1,883	2,258	1,920	2,144	1,629	1,629	2,333	2,623	12.5%
Business	576	600	615	705	798	1,900	941	870	1,307	1,001	-23.4%
Other	334	390	314	278	263	484	641	384	294	410	39.4%
Total	7,849	8,869	8,015	9,553	8,781	10,324	8,307	7,964	10,807	10,391	-3.9%

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

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Year ended March 2024



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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Sydney	585	691	767	950	873	924	832	654	1,029	1,026	-0.4%
Regional NSW	883	805	779	919	963	996	818	872	1,128	1,186	5.1%
Total Intrastate	1,468	1,496	1,545	1,869	1,835	1,920	1,650	1,525	2,158	2,211	2.5%
Victoria	299	334	330	362	397	394	242	310	454	484	6.8%
Queensland	n/p	n/p	n/p	n/p	111	120	n/p	n/p	n/p	n/p	-
ACT	422	556	426	530	437	480	454	455	541	471	-13.0%
Other Interstate	n/p	n/p	67	56	54	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	843	1,034	936	1,033	999	1,076	744	846	1,184	1,106	-6.6%
Grand Total	2,311	2,530	2,481	2,901	2,834	2,996	2,394	2,371	3,342	3,317	-0.7%

Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	622	743	763	902	892	915	702	781	1,087	1,007	-7.4%
35-54	849	910	865	995	898	920	797	776	1,031	970	-5.9%
55+	840	877	853	1,005	1,044	1,161	895	814	1,223	1,341	9.6%
Total	2,311	2,530	2,481	2,901	2,834	2,996	2,394	2,371	3,342	3,317	-0.7%

Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	389	475	447	510	677	834	527	553	815	765	-6.2%
Adult couple	691	672	725	855	828	774	637	713	901	1,098	21.8%
Family group - parents and children	584	581	570	619	500	491	447	410	658	581	-11.6%
Friends/relatives travelling together	553	679	629	796	703	716	686	608	817	765	-6.3%
Other travel party	93	n/p	110	122	126	181	n/p	n/p	151	n/p	-
Total	2,311	2,530	2,481	2,901	2,834	2,996	2,394	2,371	3,342	3,317	-0.7%

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

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	61	75	83	93	97	n/p	n/p	n/p	n/p	69	-
Nights (000)	954	935	852	925	940	n/p	n/p	n/p	n/p	674	-
Average Length of Stay	15.7	12.5	10.3	9.9	9.7	n/p	n/p	n/p	n/p	9.7	-
Expenditure (\$ million)	\$44	\$41	\$46	\$71	\$52	n/p	n/p	n/p	n/p	\$51	-
Spend per visitor per night (\$)	\$46	\$44	\$54	\$76	\$55	n/p	n/p	n/p	n/p	\$75	-

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

Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
United States of America	n/p	9	10	12	12	n/p	n/p	n/p	n/p	n/p	-
United Kingdom	13	13	15	14	11	n/p	n/p	n/p	n/p	n/p	-
Germany	6	8	10	12	9	n/p	n/p	n/p	n/p	n/p	-

Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	25	29	32	34	34	n/p	n/p	n/p	n/p	23	-
35-54	17	19	22	28	31	n/p	n/p	n/p	n/p	19	-
55+	19	26	29	31	31	n/p	n/p	n/p	n/p	28	-
Total	61	75	83	93	97	n/p	n/p	n/p	n/p	69	-

Travel Party

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Travelling alone	30	41	36	47	45	n/p	n/p	n/p	n/p	30	-
Adult couple	22	23	27	28	26	n/p	n/p	n/p	n/p	26	-
Family group - parents and children	n/p	n/p	9	n/p	12	n/p	n/p	n/p	n/p	n/p	-
Friends/relatives travelling together	6	5	11	10	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	61	75	83	93	97	n/p	n/p	n/p	n/p	69	-

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

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Visitors (000)	2,649	2,611	2,518	2,822	3,550	3,565	2,698	2,376	2,915	3,304	13.4%
Expenditure (\$ million)	\$279	\$237	\$254	\$374	\$331	\$393	\$332	\$263	\$446	\$529	18.7%
Spend per visitor (\$)	\$105	\$91	\$101	\$132	\$93	\$110	\$123	\$111	\$153	\$160	4.7%

Main Purpose of Trip

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Holiday	1,466	1,420	1,472	1,451	1,818	1,850	1,387	1,188	1,343	1,792	33.5%
Visiting Friends & Relatives	572	682	496	730	1,035	852	490	483	591	764	29.2%
Business	261	n/p	n/p	n/p	n/p	481	375	n/p	n/p	n/p	-
Other	350	369	306	406	373	382	446	437	n/p	n/p	-
Total	2,649	2,611	2,518	2,822	3,550	3,565	2,698	2,376	2,915	3,304	13.4%

Origin

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
Sydney	n/p	n/p	n/p	n/p	496	501	n/p	n/p	n/p	n/p	-
Regional NSW	1,504	1,393	1,391	1,560	1,782	1,924	1,662	1,430	1,701	1,478	-13.1%
Total Intrastate	1,856	1,708	1,721	1,999	2,279	2,425	1,934	1,646	2,048	1,901	-7.2%
Total Interstate	793	903	798	823	1,272	1,140	764	730	866	1,403	62.0%
Total	2,649	2,611	2,518	2,822	3,550	3,565	2,698	2,376	2,915	3,304	13.4%

Age

Visitors (000)	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	YE Mar 2024	% change 2024 vs. 2023
15-34	879	665	568	n/p	1,064	944	767	710	885	1,047	18.3%
35-54	775	947	851	976	993	1,125	761	568	667	724	8.7%
55+	996	1,000	1,099	1,296	1,493	1,497	1,170	1,098	1,363	1,533	12.5%
Total	2,649	2,611	2,518	2,822	3,550	3,565	2,698	2,376	2,915	3,304	13.4%

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