

New South Wales Domestic Visitor Profile

Year ending December 2024

Source: National Visitor Survey, Tourism Research Australia



Total Domestic Visitation to NSW

VISITORS



97.3m

NIGHTS



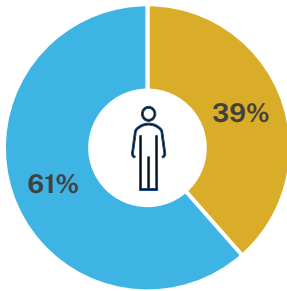
114.6m

EXPENDITURE

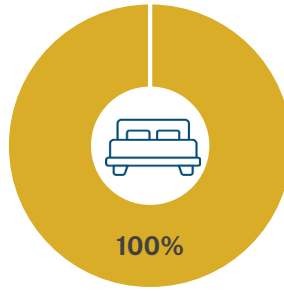


\$41.2b

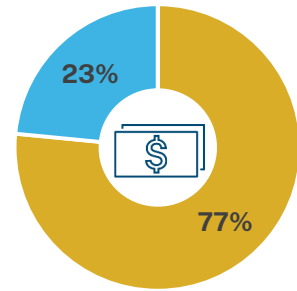
Share by visitor type



Share by visitor type

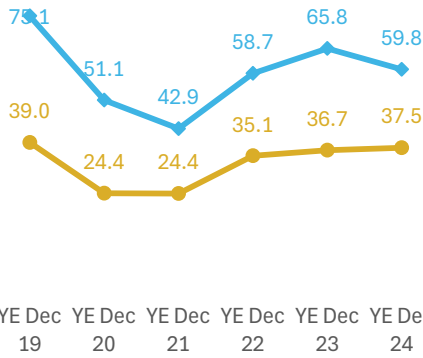


Share by visitor type

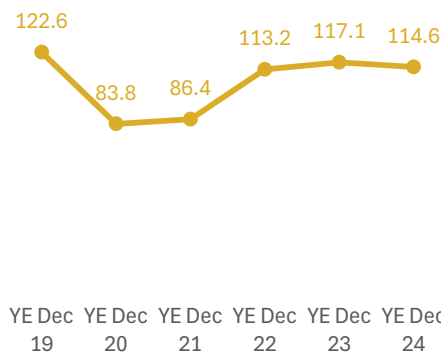


— Domestic overnight — Domestic day

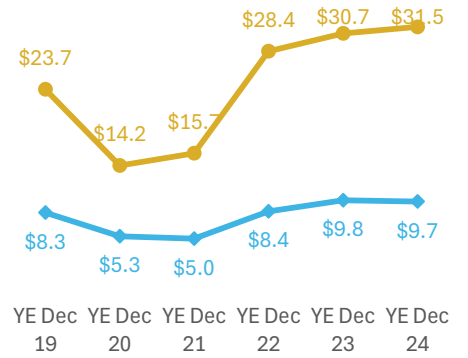
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



NSW market share of Australia

	Visitors	Nights	Expenditure
Domestic overnight	33% (1st)	29% (1st)	29% (1st)
Domestic day	30% (1st)	-	31% (1st)

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Domestic Overnight Travel

Visitors: 37.5m (+2.0% YOY)

Nights: 114.6m (-2.2% YOY)

Expenditure: \$31.5b (+2.7% YOY)

Average spend



\$275 per night

\$840 per visitor

Average length of stay



3.1 nights

Ranking in Australia



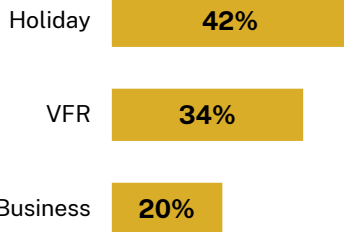
1st for visitors

1st for nights

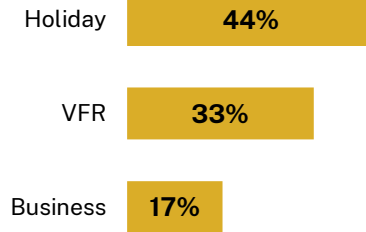
1st for expenditure

Purpose of visit - % share of total

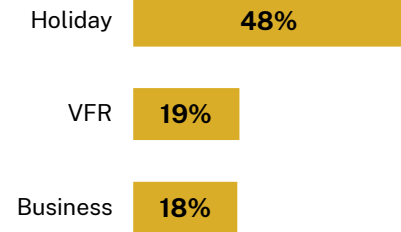
Visitors



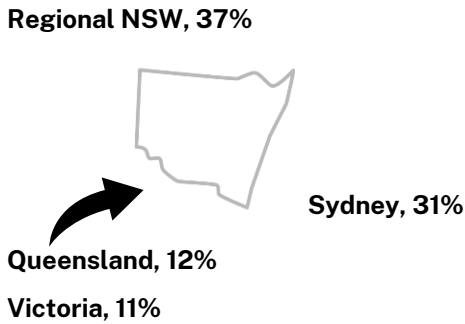
Nights



Expenditure



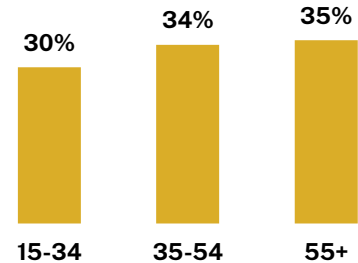
Visitor Origin



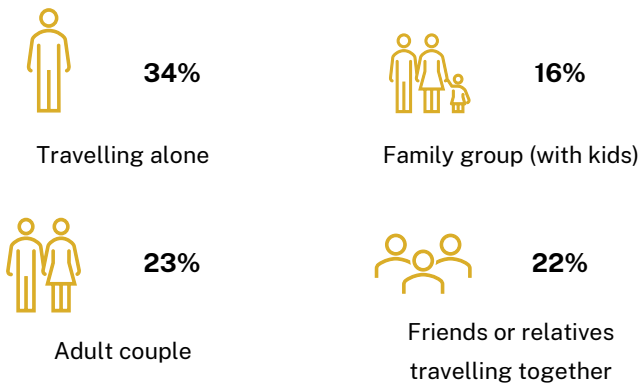
Gender



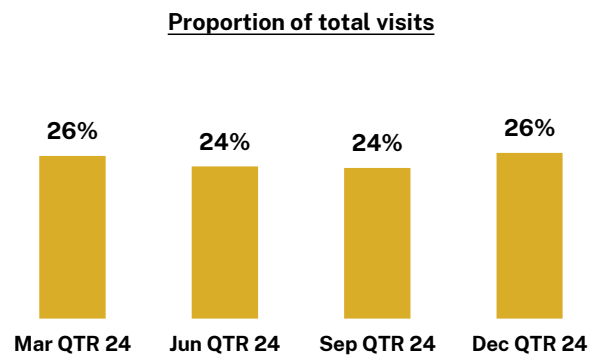
Age



Travel Party



Visitation by quarter



New South Wales Domestic Visitor Profile

Year ending December 2024

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Domestic Daytrip Travel

Visitors: 59.8m (-9.0% YOY)

Expenditure: \$9.7b (-1.6% YOY)

Average spend



\$161 per visitor

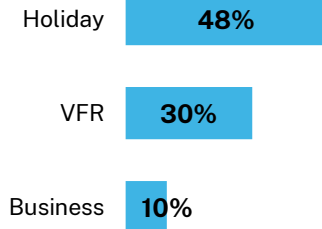
Ranking in Australia



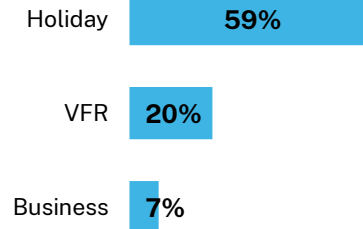
1st for visitors
1st for expenditure

Purpose of visit - % share of total

Visitors



Expenditure



Visitor Origin

Regional NSW, 48%



Sydney, 45%

Gender

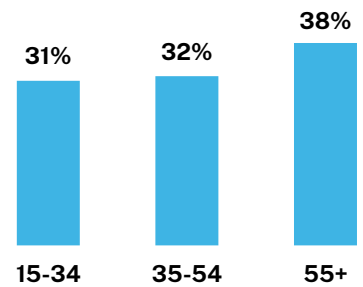


54%



46%

Age

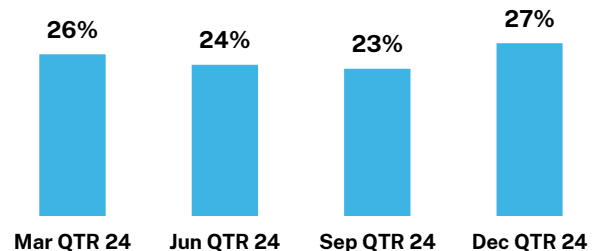


Travel Party

Not asked for Domestic Daytrip

Visitation by quarter

Proportion of total visits



Notes on the report:

- Percentages may not add up to 100% due to rounding
- 'n/p' = data not publishable / For line charts n/p is not shown
- Only selected categories shown for Purpose of visit, Visitor Origin and Travel Party
- 'Not asked' excluded from percentage calculations

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Destination in NSW

Destination	TOTAL DOMESTIC		DOMESTIC OVERNIGHT						DOMESTIC DAYTRIP		
	Visitors	Expenditure	Visitors	Nights	Expenditure	ALOS	Spend per night	Spend per visitor	Visitors	Expenditure	Spend per visitor
	(000)	\$million	(000)	(million)	\$million		\$	\$	(000)	\$million	\$
Sydney	33,194	\$15,887	11,338	31.7	\$12,187	2.8	\$385	\$1,075	21,856	\$3,700	\$169
Regional NSW	64,837	\$25,273	26,847	82.9	\$19,317	3.1	\$233	\$720	37,990	\$5,957	\$157
North Coast NSW	13,304	\$5,849	6,240	20.6	\$4,940	3.3	\$240	\$792	7,064	\$909	\$129
Hunter	11,027	\$4,068	4,465	11.5	\$2,899	2.6	\$253	\$649	6,562	\$1,169	\$178
South Coast	10,771	\$4,065	4,494	14.8	\$3,180	3.3	\$215	\$708	6,277	\$885	\$141
Central NSW	5,811	\$2,495	2,772	6.9	\$1,836	2.5	\$268	\$662	3,039	\$659	\$217
Central Coast	5,557	\$1,267	1,797	4.7	\$870	2.6	\$184	\$484	3,761	\$397	\$106
Capital Country	4,890	\$1,252	2,023	4.6	\$894	2.3	\$195	\$442	2,866	\$358	\$125
Blue Mountains	4,359	\$1,101	1,265	2.7	\$708	2.2	\$259	\$560	3,093	\$393	\$127
New England North West	3,443	\$1,222	1,749	4.6	\$931	2.6	\$201	\$532	1,694	\$291	\$172
Riverina	2,997	\$1,135	1,261	3.1	\$654	2.4	\$214	\$519	1,736	\$481	\$277
The Murray	2,491	\$1,047	1,246	3.3	\$743	2.6	\$226	\$596	1,245	\$304	\$244
Snowy Mountains	n/p	n/p	969	3.3	\$1,079	3.4	\$331	\$1,114	n/p	n/p	n/p
Outback NSW	n/p	n/p	688	2.5	\$451	3.7	\$178	\$656	n/p	n/p	n/p
NSW Total	97,331	\$41,160	37,485	114.6	\$31,504	3.1	\$275	\$840	59,846	\$9,657	\$161

Domestic Aviation

Interstate aviation (Inbound seat capacity)

In YE Dec 2024, NSW accounted for 26% of interstate* domestic aviation seat capacity (down -0.5% year-on-year) and 26% of interstate flights in Australia (down -2.4% year-on-year).

NSW ranks #1 for interstate seats and #1 for interstate flights, of all states and territories.

Intrastate aviation (Seats in both directions)

In YE Dec 2024, NSW accounted for 16% of intrastate* domestic aviation seat capacity (down -5.1% year-on-year) and 21% of intrastate flights in Australia (down -11.3% year-on-year).

NSW ranks #3 for intrastate seats and #2 for intrastate flights, of all states and territories.

Source: Cirium.