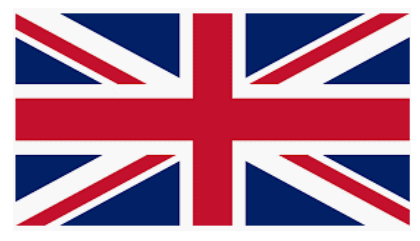


United Kingdom Visitor Profile to NSW

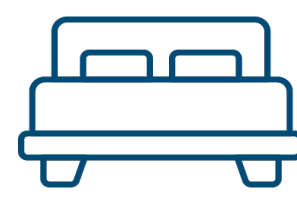
Year ended December 2023



Source: International Visitor Survey, Tourism Research Australia



VISITORS
315,900
90% vs. 2019*



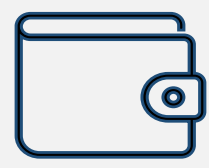
NIGHTS
7.1m
99% vs. 2019*



EXPENDITURE
\$684.7m
105% vs. 2019*

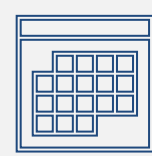
*vs. Pre-COVID period (YE Dec 2019)

Average spend



\$97 per night
\$2167 per visitor

Average length of stay



22.3 nights

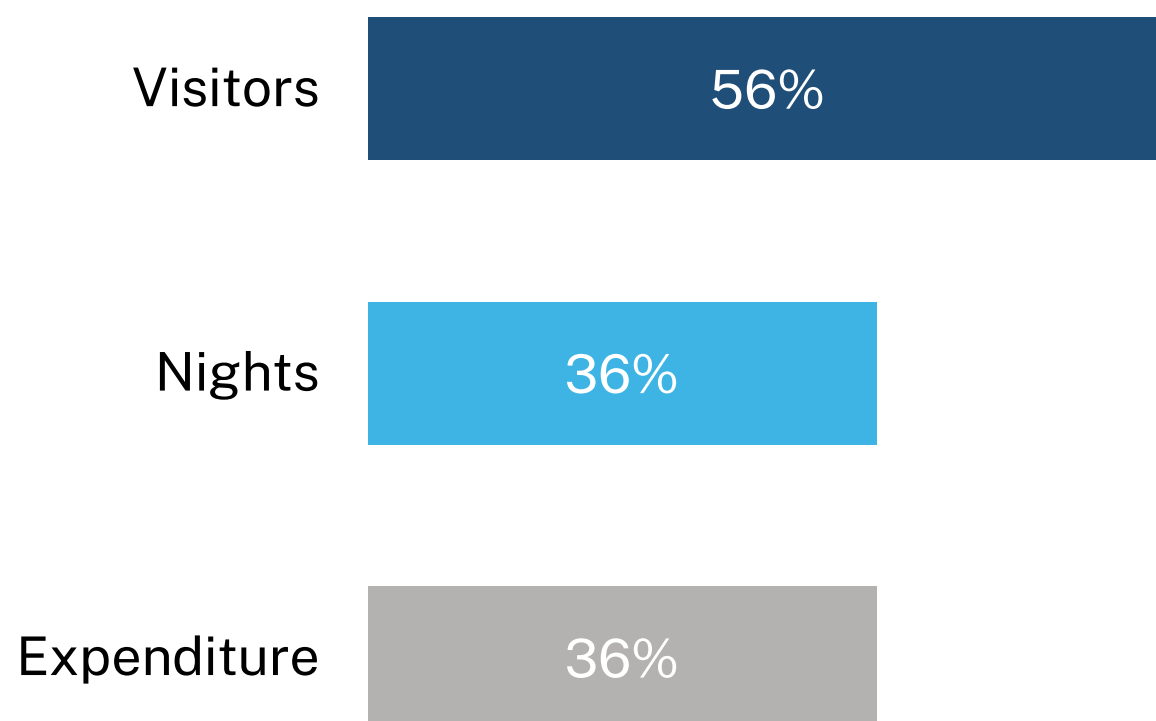
Rank in NSW



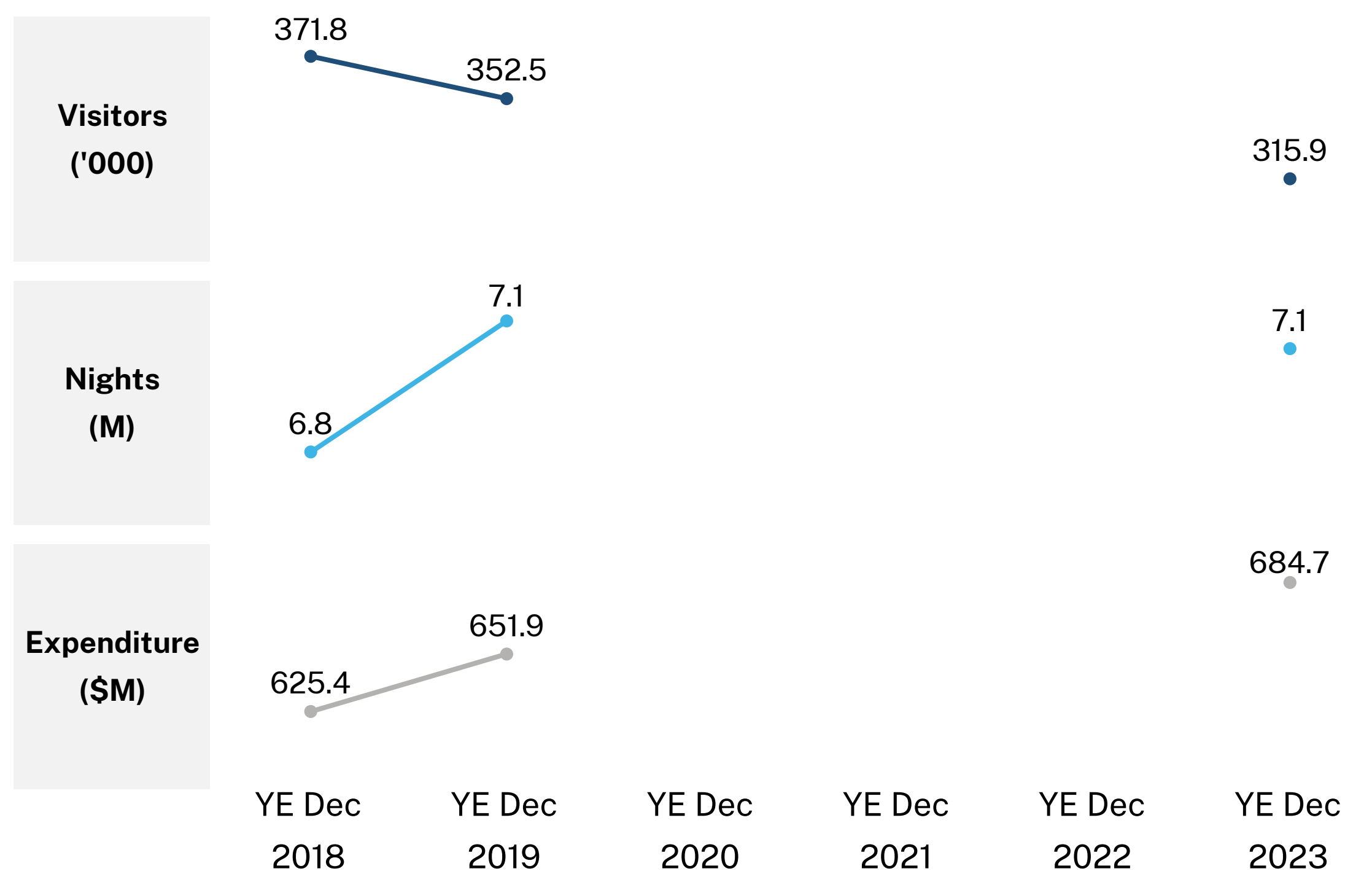
#3 for visitors
#2 for nights
#3 for expenditure

NSW share of visitors to Australia

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

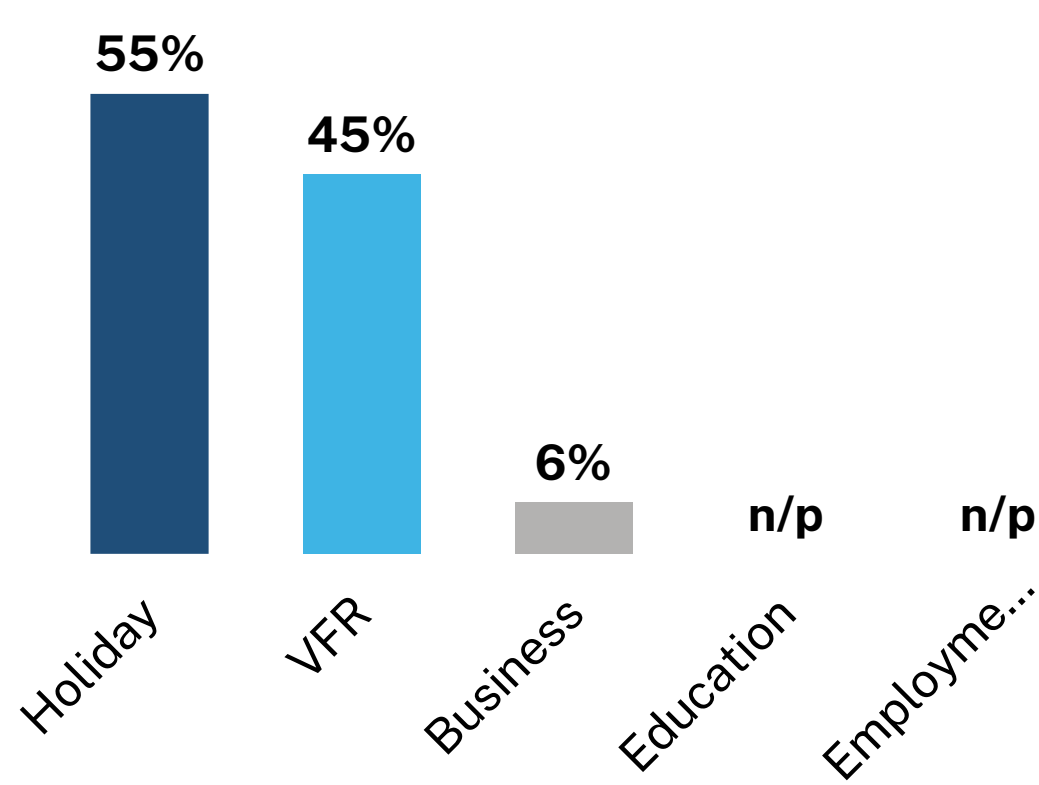


Time Series

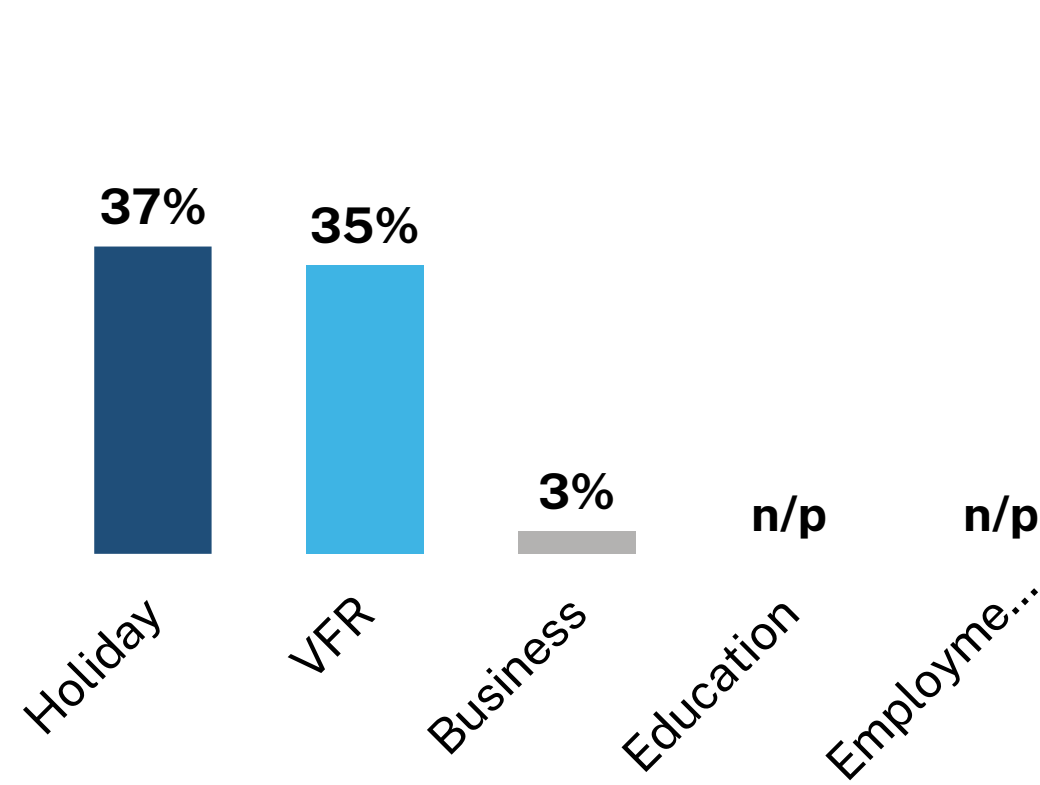


Purpose of Visit

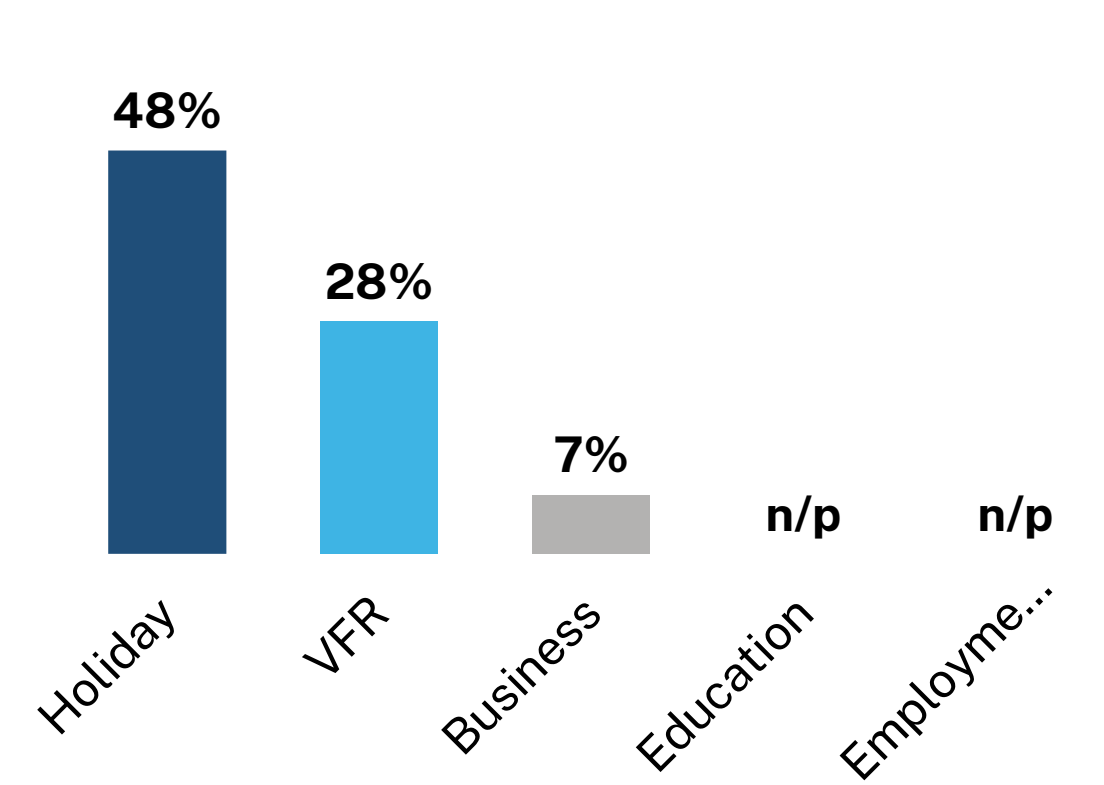
Visitors (000)



Nights (000)



Expenditure (\$M)



Visitor dispersal

38% of visitors from the UK visited Regional NSW as part of their trip

Regional NSW, 38%

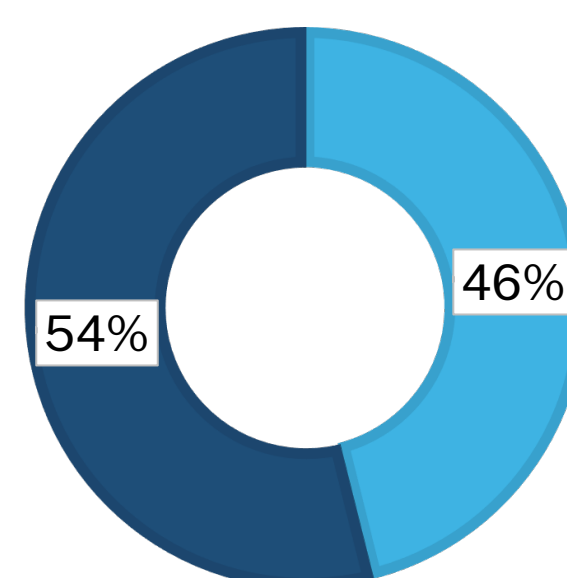


Sydney, 88%

First vs return visitor to Australia

54% of visitors from the UK 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.

United Kingdom Visitor Profile to NSW

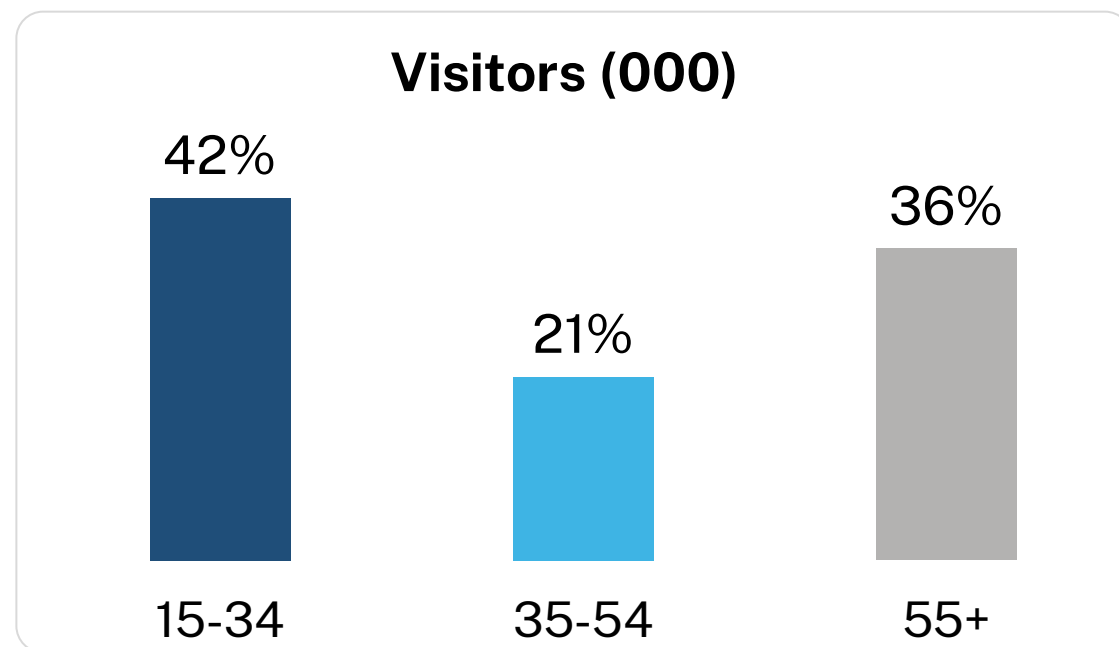
Year ended December 2023



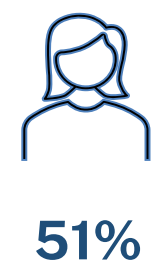
Source: International Visitor Survey, Tourism Research Australia

Age

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

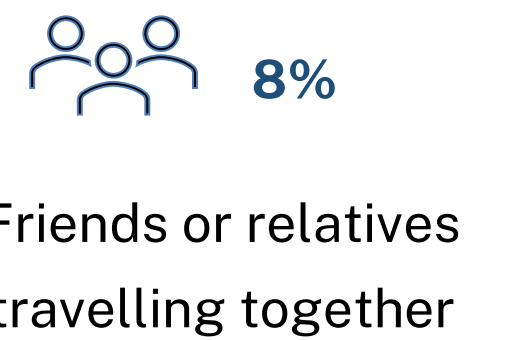
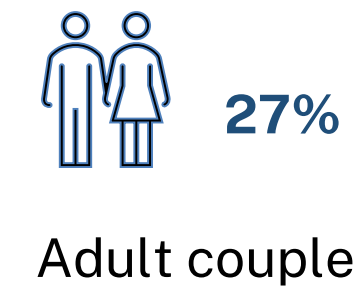
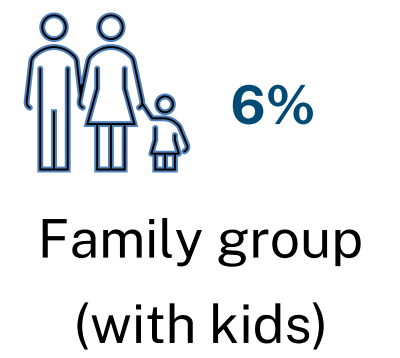
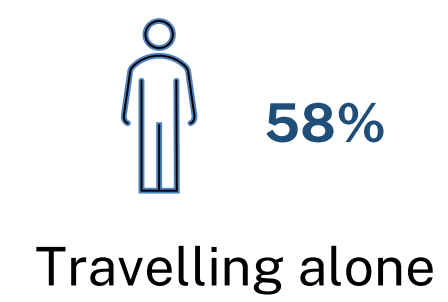


Gender



Travel party

58% of visitors from the UK to NSW were travelling alone.



Group tour

98% of all visitors to NSW from the UK didn't travel to Australia on a group tour

Group tour n/p



Travel package

7% of all visitors to NSW from the UK booked their trip as part of a package tour

Package tour 7%



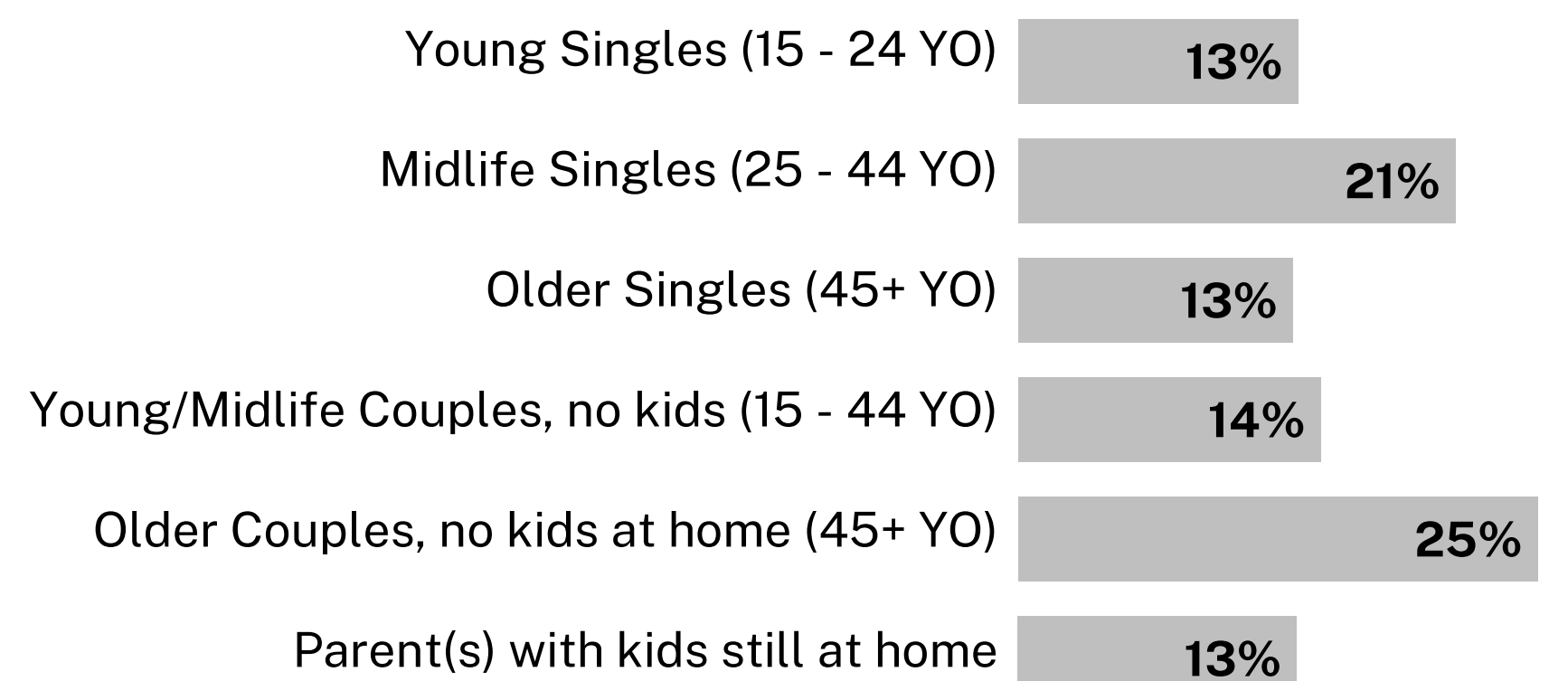
FIT visitor#

76% of visitors to NSW from the UK were Free and Independent Travellers



free and independent traveller

Lifestage



Aviation



Inbound seats to Sydney

263,661 seats

+33.6% YoY

2.6% of the total inbounds seats available at Sydney Airport

Key airlines



1. Qantas Airways, 18%
2. Singapore Airlines, 12%
3. Emirates, 12%

Source: International seat capacity based on direct, one stop services -YE December 2022, OAG

Source: Short term arrivals to Sydney, Tourism Research Australia