

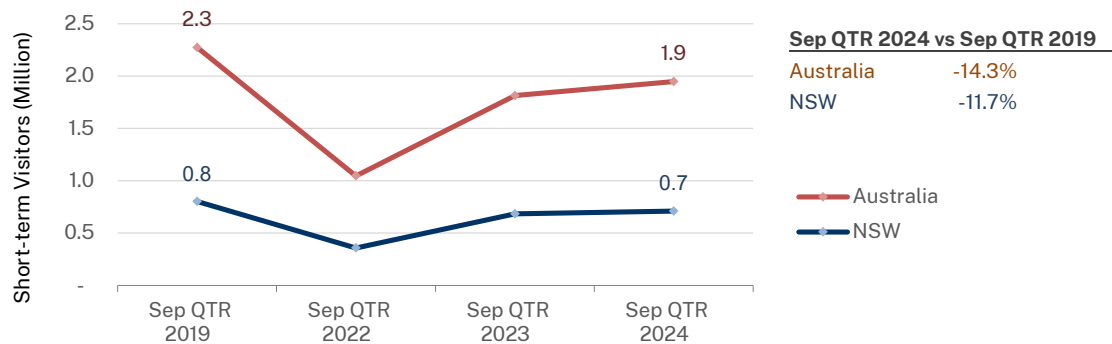
Overseas Arrivals and Departures Trend

September Quarter 2024

Source: Australian Bureau of Statistics (ABS)



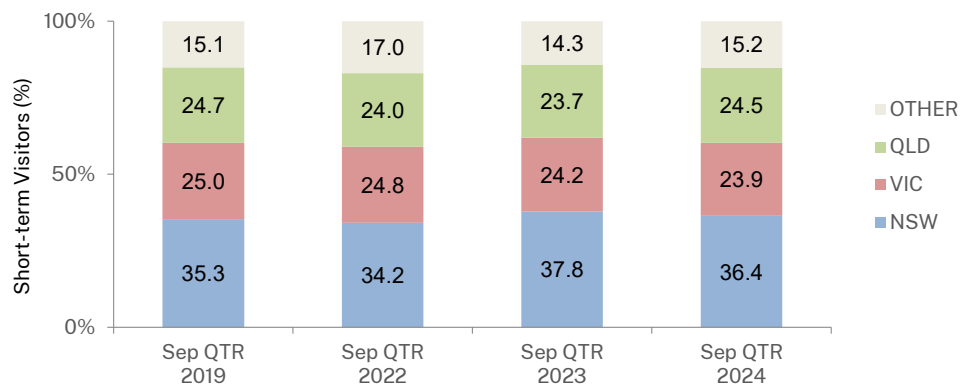
Chart 1: Short-term International Visitor Arrivals to NSW vs. Australia*



How has international visitor movement changed?

(Chart 1) International visitation to Australia is progressively recovering, but still lower than 2019 pre-pandemic levels. In **September quarter 2024**, international short-term visitor arrivals to NSW were 11.7 per cent below September quarter 2019 levels.

Chart 2: Short-term International Visitor Arrivals to Australia*: Market Share by State of Arrival



(Chart 2) NSW still maintains its leading position in share of Australia, attracting 36.4 per cent of international visitors in **September quarter 2024**, up 1.1 ppt from September quarter 2019.

***Note: Data from 2020 and 2021 is omitted due to low arrival numbers**

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Chart 3: Reason for journey to NSW

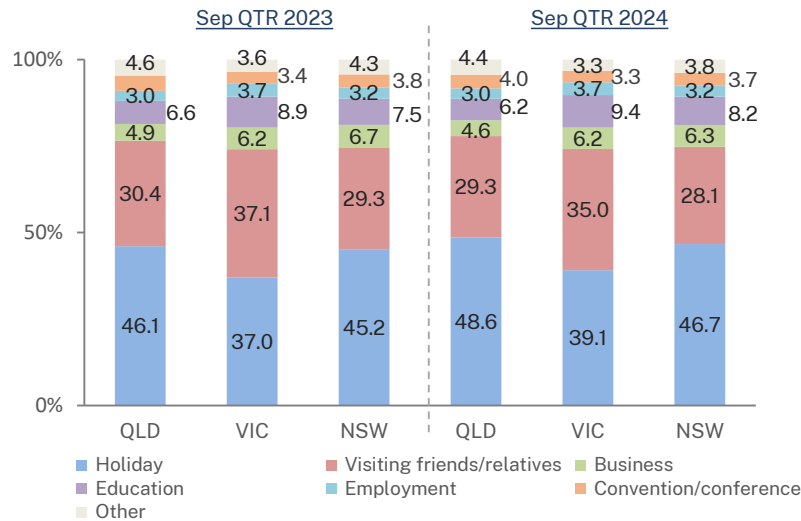


Table 1: Monthly arrivals to NSW

	% share of total to NSW		Total to NSW
	Holiday	VFR	
Oct-23	44.5	30.4	235,230
Nov-23	46.5	31.0	255,670
Dec-23	46.3	41.2	351,760
Jan-24	49.3	27.5	240,650
Feb-24	51.5	24.0	352,320
Mar-24	50.2	30.8	282,310
Apr-24	46.5	30.5	223,790
May-24	44.0	30.4	224,370
Jun-24	45.0	31.2	209,940
Jul-24	46.5	27.4	234,450
Aug-24	48.7	27.7	240,840
Sep-24	44.6	29.3	233,670

What was the reason for their journey?

(Chart 3) In **September quarter 2024**, Holiday was the most popular purpose of visit for NSW. Comparing to the same period last year, the Holiday market share increased 1.5 ppt.

(Table 1) Over the last 12 months, visitor arrivals to NSW have fluctuated each month.

December 2023 and February 2024 were the most popular months for travelers in general, in which December 2023 and February 2024 were the most popular months for **Holiday visitors**, while December 2023 and March 2024 were the most popular months for **VFR visitors**.

Table 2*: Arrivals to NSW, top five source markets

Rank	Sep QTR 2019		Sep QTR 2022		Sep QTR 2023		Sep QTR 2024	
1	China	147,220	New Zealand	65,070	New Zealand	103,920	China	113,720
2	New Zealand	106,700	USA	38,610	China	85,490	New Zealand	98,170
3	USA	78,350	UK, CIs & IOM	28,270	USA	71,030	Korea, South	63,830
4	Japan	44,050	India	25,670	Korea, South	58,060	USA	60,750
5	UK, CIs & IOM	40,430	Singapore	19,630	UK, CIs & IOM	37,250	UK, CIs & IOM	39,160

(Table 2) In **September quarter 2024**, China was the top source market for NSW, continuing its post-COVID recovery.

New Zealand ranked #2, and has consistently been the #1 or #2 top market for September quarters in NSW.

South Korea ranked #3, narrowly exceeding arrivals from the USA in September quarter 2024.

*Note: Data from 2020 and 2021 is omitted due to low arrival numbers

Overseas Departures

In **September quarter 2024**, there were 691,370 departures from NSW, which was 89% of September quarter 2019 departures. When compared with 2023, the number of departures rose by 78,590. The most popular destinations were: New Zealand, China and the USA.