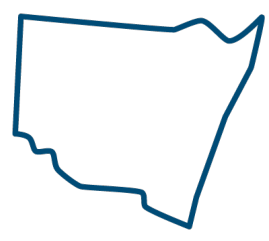


International Visitor Profile to NSW

Year ended December 2023



Source: International Visitor Survey, Tourism Research Australia



VISITORS

3.4m

78% vs. 2019*



NIGHTS

87.0m

90% vs. 2019*



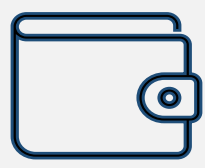
EXPENDITURE

\$11.0bn

96% vs. 2019*

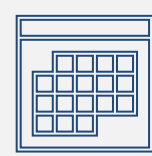
*vs. Pre-COVID period (YE Dec 2019)

Average spend



\$126 per night
\$3202 per visitor

Average length of stay



25.4 nights

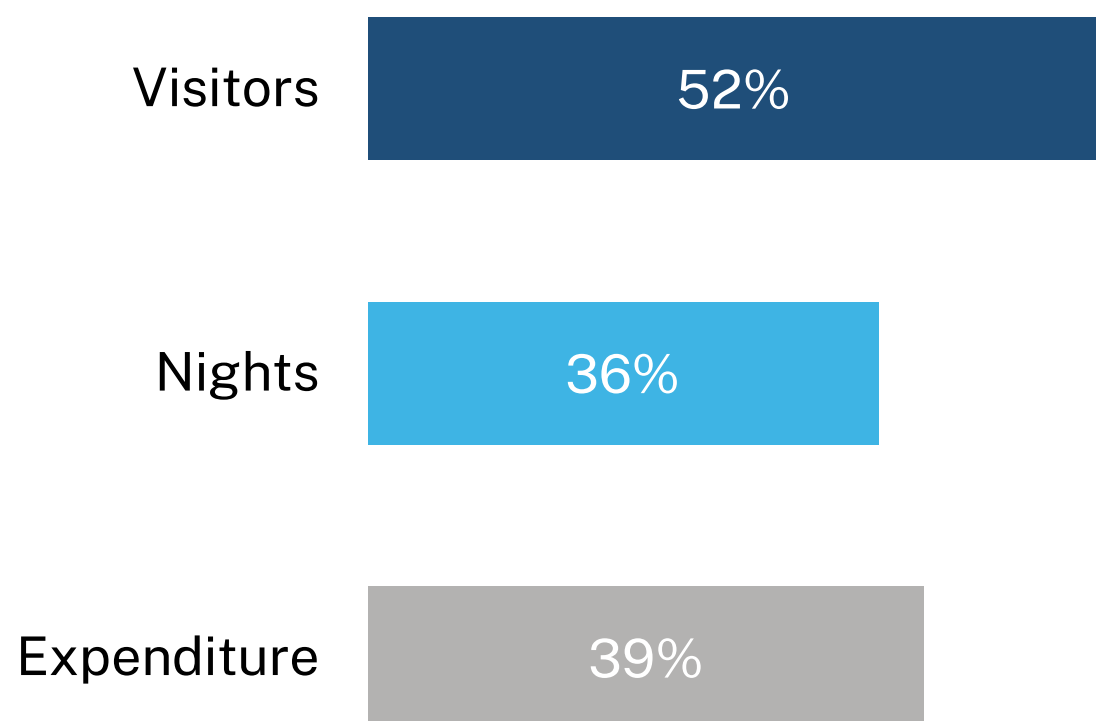


Rank in Australia

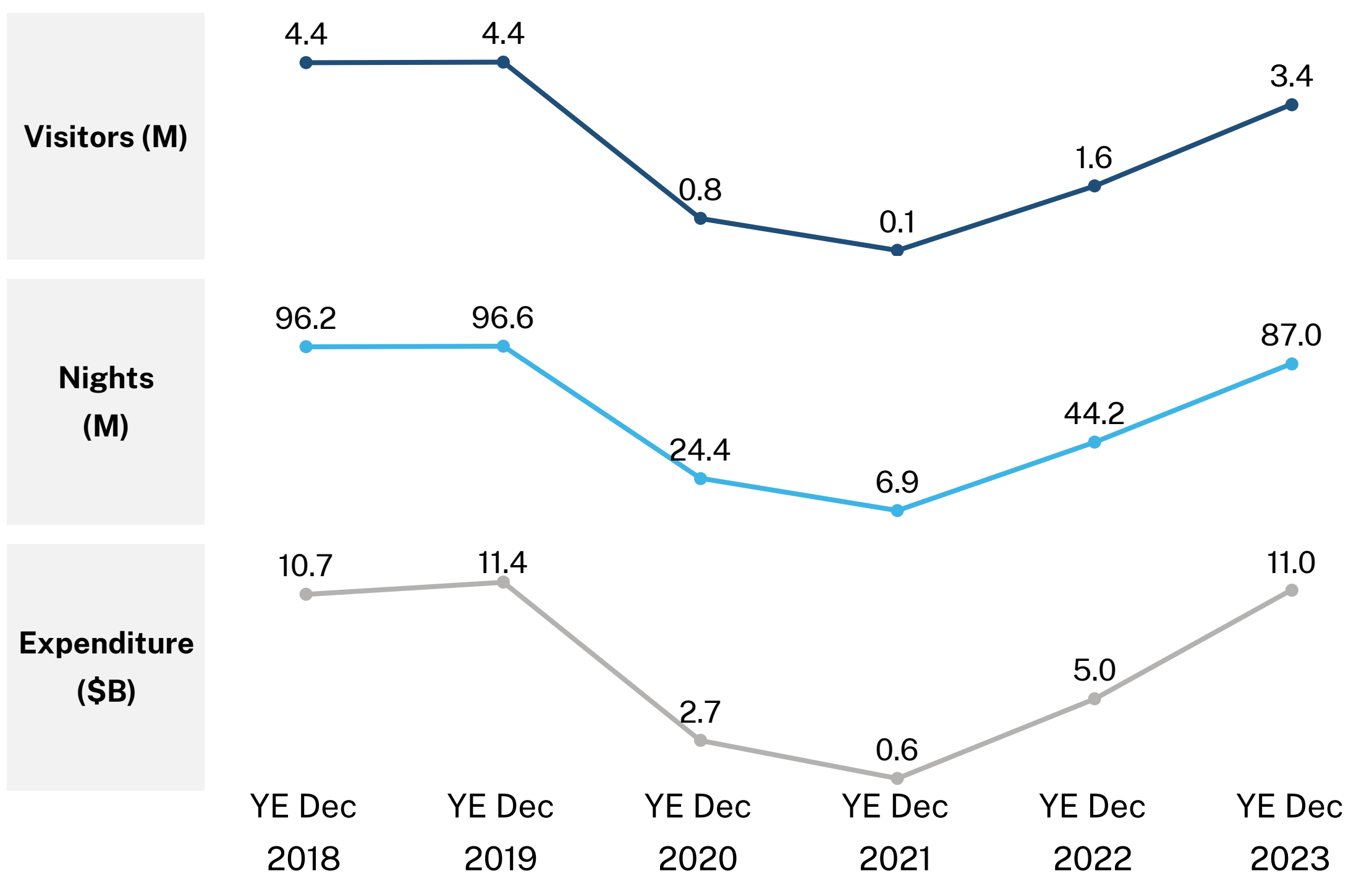
#1 for visitors
#1 for nights
#1 for expenditure

NSW share of visitors to Australia

52% of international visitors visited NSW during their trip to Australia

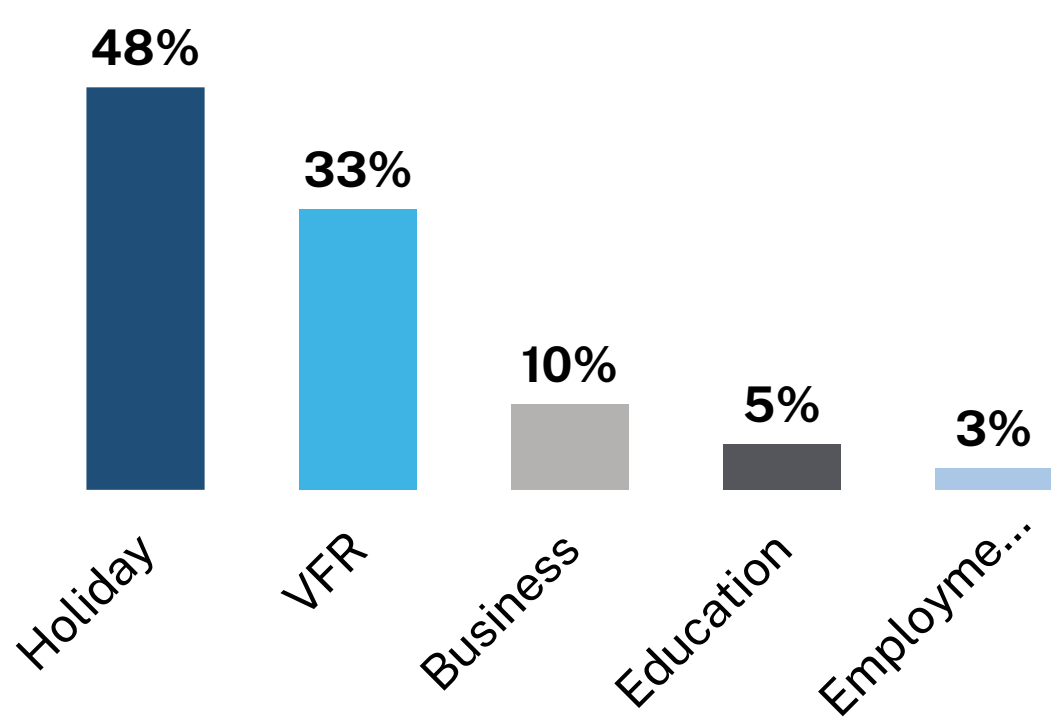


Time Series

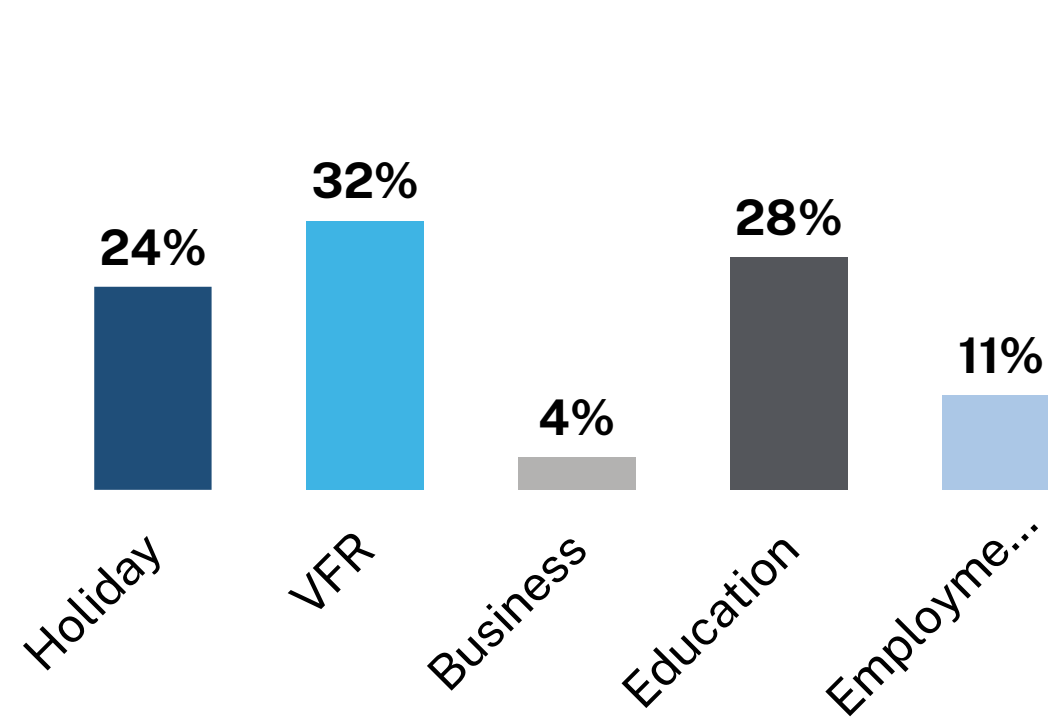


Purpose of Visit

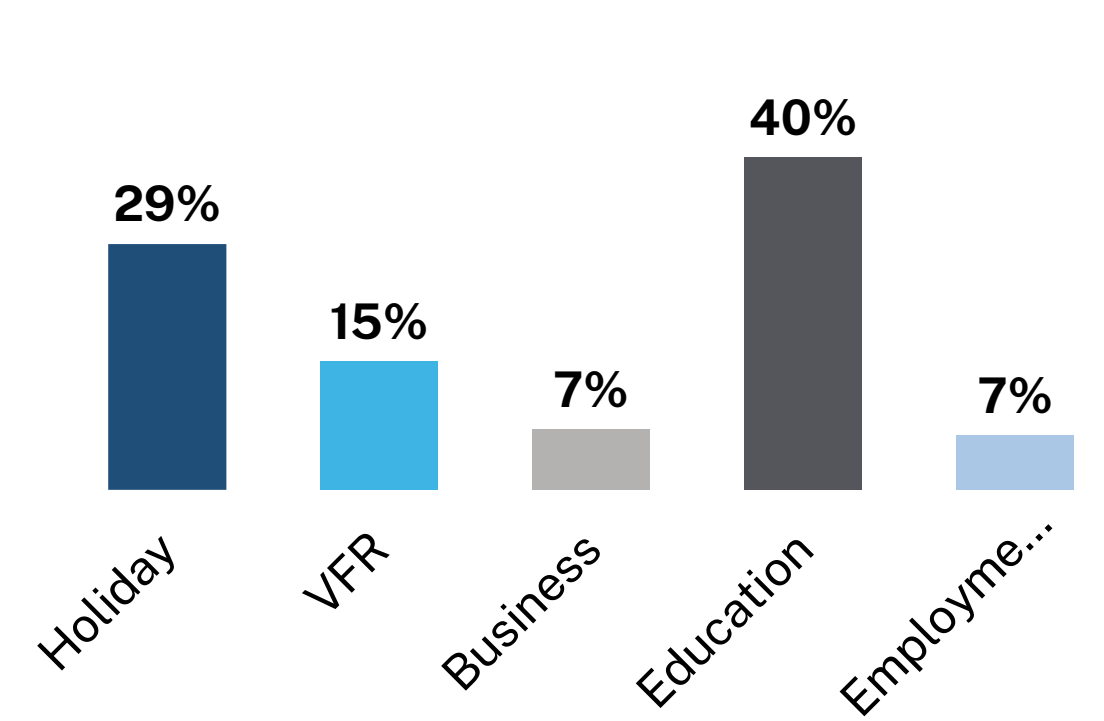
Visitors (000)



Nights (000)



Expenditure (\$M)



Visitor dispersal

20% of International visitors visited Regional NSW as part of their trip

Regional NSW, 20%

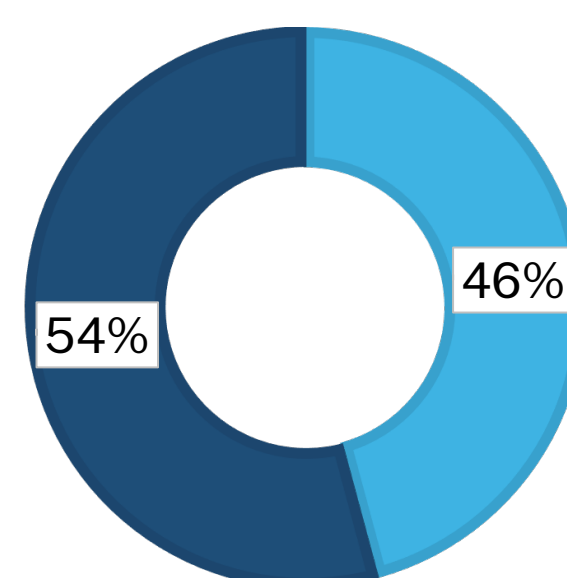


Sydney, 93%

First vs return visitor to Australia

54% of International visitors to NSW were making a return visit to Australia

■ First time visitor
■ Return visitor



Top International Markets

The USA was the largest source market of visitors to NSW

- USA, 12%
- New Zealand, 12%
- United Kingdom, 9%
- China, 8%
- Korea, 6%

Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Base excludes 'not asked' sample.

International Visitor Profile to NSW

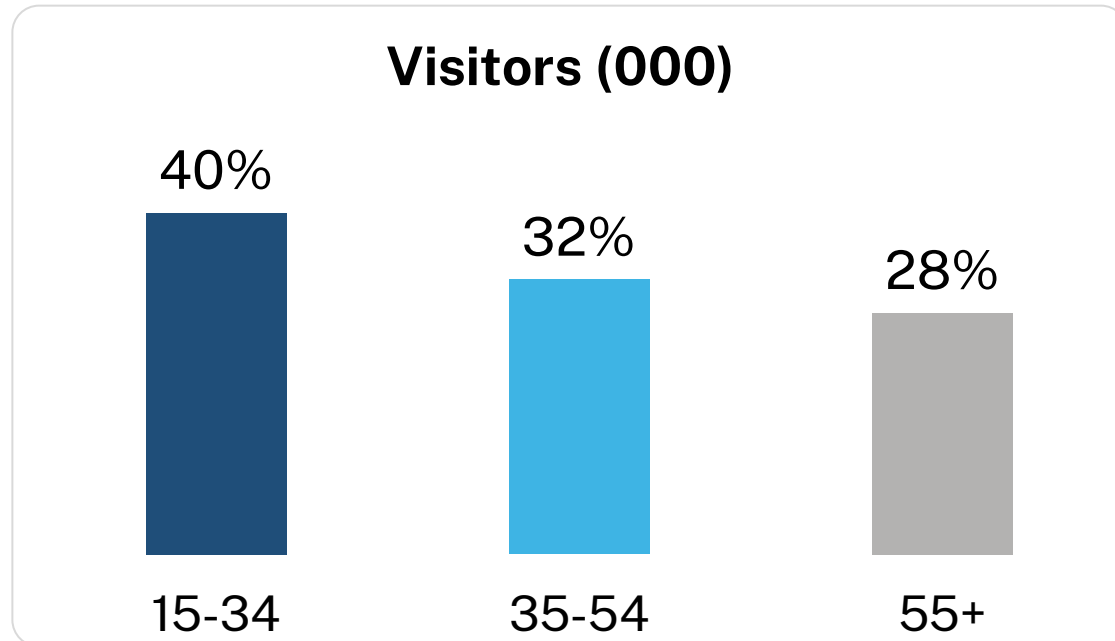
Year ended December 2023



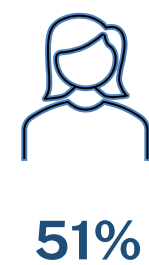
Source: International Visitor Survey, Tourism Research Australia

Age

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

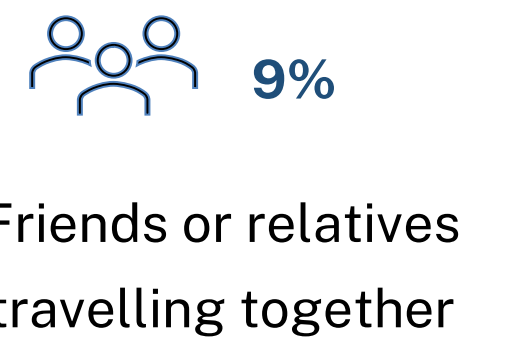
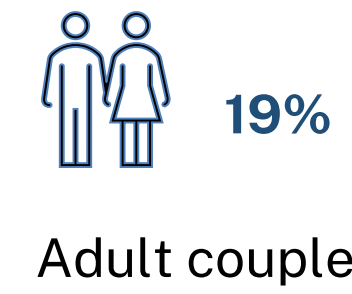
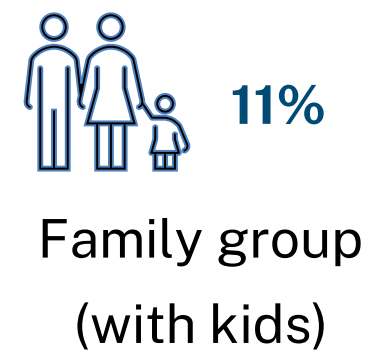
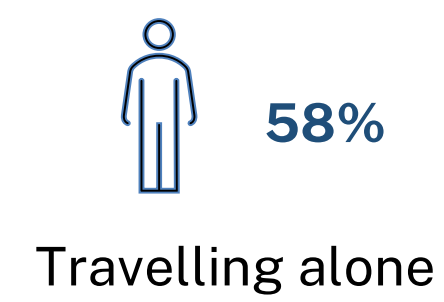


Gender



Travel party

58% of International visitors to NSW were travelling alone.



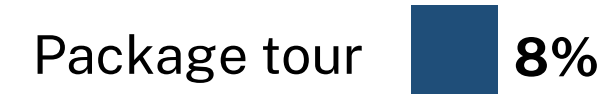
Group tour

5% of all International visitors to NSW came to Australia as part of a group tour



Travel package

8% of all International visitors to NSW booked their trip as part of a package tour



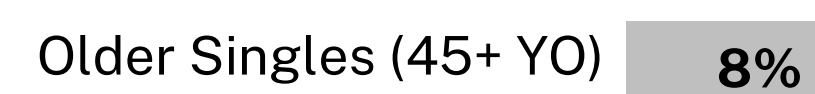
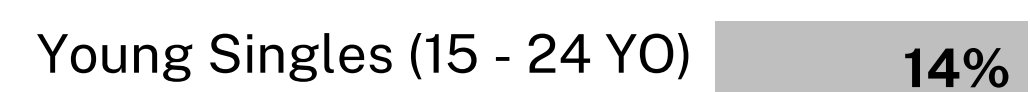
FIT visitor#

68% of International visitors to NSW were Free and Independent Travellers



free and independent traveller

Lifestage



Aviation



Inbound seats to NSW

9,602,590 seats

+71.4% YoY

42% of the total inbound seats to Australia



Inbound flights to NSW

34,503 flights

+73.4% YoY

39% of the total inbound flights to Australia

Key airlines



1. Qantas Airways, 18%
2. Air New Zealand, 8%
3. Singapore Airlines, 6%

Source: International seat capacity based on direct non-stop services - YE December 2023, OAG

Source: Short term arrivals to NSW, Tourism Research Australia