

Travel to New South Wales

Year ended September 2024



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

OVERVIEW

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	84,874	89,153	94,381	100,595	114,142	83,931	71,878	86,670	105,549	100,520	-4.8%
Nights ('000)	170,426	179,552	194,713	201,512	216,961	134,957	95,855	138,800	195,817	214,020	9.3%
Expenditure (\$ million)	\$29,357	\$31,304	\$34,551	\$38,084	\$42,652	\$26,143	\$22,701	\$35,035	\$50,013	\$52,892	5.8%
OVERNIGHT (international & domestic)											
Visitors ('000)	30,889	32,635	35,565	38,447	42,721	28,716	25,825	33,153	39,265	41,008	4.4%
Nights ('000)	170,426	179,552	194,713	201,512	216,961	134,957	95,855	138,800	195,817	214,020	9.3%
Expenditure (\$ million)	\$23,653	\$25,459	\$28,409	\$31,245	\$34,623	\$20,374	\$17,424	\$27,927	\$40,173	\$43,356	7.9%
DOMESTIC (overnight & daytrip)											
Visitors ('000)	81,484	85,349	90,226	96,255	109,754	81,858	71,803	85,724	102,426	96,823	-5.5%
Nights ('000)	88,364	92,984	100,327	106,054	119,177	88,811	91,560	105,267	116,246	115,481	-0.7%
Expenditure (\$ million)	\$21,492	\$22,201	\$24,338	\$27,416	\$31,202	\$21,035	\$22,345	\$31,439	\$39,752	\$40,849	2.8%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	27,499	28,832	31,410	34,106	38,333	26,644	25,750	32,207	36,142	37,311	3.2%
Nights (000)	88,364	92,984	100,327	106,054	119,177	88,811	91,560	105,267	116,246	115,481	-0.7%
Average Length of Stay	3.2	3.2	3.2	3.1	3.1	3.3	3.6	3.3	3.2	3.1	-3.8%
Expenditure (\$ million)	\$15,787	\$16,356	\$18,195	\$20,576	\$23,173	\$15,267	\$17,068	\$24,330	\$29,913	\$31,313	4.7%
Spend per visitor per night (\$)	\$179	\$176	\$181	\$194	\$194	\$172	\$186	\$231	\$257	\$271	5.4%
Intrastate visitors (000)	18,145	19,021	21,149	22,580	25,788	19,571	19,460	22,819	25,260	25,761	2.0%
Interstate visitors (000)	9,354	9,811	10,260	11,526	12,545	7,073	6,290	9,388	10,882	11,550	6.1%
Intrastate nights (000)	52,153	55,336	59,938	63,455	71,439	58,336	63,226	67,135	72,177	73,048	1.2%
Interstate nights (000)	36,212	37,648	40,390	42,599	47,738	30,475	28,334	38,132	44,069	42,433	-3.7%
Intrastate expenditure (\$ million)	\$9,415	\$9,621	\$11,145	\$12,122	\$13,735	\$10,170	\$12,282	\$15,889	\$18,918	\$19,467	2.9%
Interstate expenditure (\$ million)	\$6,372	\$6,735	\$7,051	\$8,454	\$9,438	\$5,097	\$4,786	\$8,441	\$10,994	\$11,846	7.7%

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	11,181	11,854	12,424	13,564	14,675	9,886	11,290	13,800	15,345	15,652	2.0%
Visiting Friends & Relatives	9,850	10,240	11,026	11,836	13,941	9,795	8,849	11,356	12,684	12,990	2.4%
Business	5,121	5,407	6,310	7,230	8,081	5,530	4,301	5,632	6,681	7,128	6.7%
Other	1,898	2,001	2,395	2,075	2,488	2,008	1,959	2,077	2,253	2,352	4.4%
Total	27,499	28,832	31,410	34,106	38,333	26,644	25,750	32,207	36,142	37,311	3.2%
Nights (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	39,596	42,252	42,952	45,981	50,344	33,969	40,733	47,795	51,205	50,865	-0.7%
Visiting Friends & Relatives	30,176	30,904	33,742	35,308	41,380	29,390	29,458	35,208	39,242	39,202	-0.1%
Business	13,273	13,751	16,697	19,221	20,639	17,899	14,580	16,777	19,856	18,977	-4.4%
Other	5,319	6,077	6,936	5,544	6,813	7,553	6,788	5,486	5,944	6,437	8.3%
Total	88,364	92,984	100,327	106,054	119,177	88,811	91,560	105,267	116,246	115,481	-0.7%

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

Travel to New South Wales

Year ended September 2024



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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Sydney	7,620	8,100	9,041	9,793	11,403	8,774	9,460	10,596	11,571	11,711	1.2%
Regional NSW	10,525	10,920	12,108	12,788	14,385	10,797	10,000	12,222	13,689	14,051	2.6%
Total Intrastate	18,145	19,021	21,149	22,580	25,788	19,571	19,460	22,819	25,260	25,761	2.0%
Victoria	3,226	3,348	3,730	4,206	4,620	2,586	2,025	3,814	3,994	4,138	3.6%
Queensland	3,328	3,676	3,717	4,140	4,526	2,418	2,359	2,923	3,927	4,441	13.1%
ACT	1,468	1,603	1,520	1,827	1,925	1,310	1,324	1,667	1,893	1,767	-6.7%
Other Interstate	1,333	1,184	1,293	1,353	1,475	758	582	984	1,067	1,203	12.8%
Total Interstate	9,354	9,811	10,260	11,526	12,545	7,073	6,290	9,388	10,882	11,550	6.1%
Grand Total	27,499	28,832	31,410	34,106	38,333	26,644	25,750	32,207	36,142	37,311	3.2%

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	8,780	8,942	10,103	10,933	12,273	8,754	7,859	10,960	11,508	11,574	0.6%
35-54	9,956	10,522	11,120	12,354	13,087	8,853	8,994	10,754	12,152	12,858	5.8%
55+	8,764	9,368	10,187	10,819	12,973	9,037	8,897	10,493	12,483	12,878	3.2%
Total	27,499	28,832	31,410	34,106	38,333	26,644	25,750	32,207	36,142	37,311	3.2%

Travel Party

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	8,144	8,591	9,793	11,068	12,913	9,241	7,815	10,085	11,414	12,295	7.7%
Adult couple	7,107	7,575	8,186	8,464	9,578	6,739	6,955	8,416	9,585	8,757	-8.6%
Family group - parents and children	5,032	4,861	5,273	5,346	5,624	4,077	4,166	5,070	5,425	6,274	15.6%
Friends/relatives travelling together	5,544	6,107	6,279	7,193	7,779	5,116	5,737	7,075	7,688	8,062	4.9%
Other travel party	1,673	1,697	1,879	2,034	2,439	1,470	1,078	1,561	2,030	1,923	-5.3%
Total	27,499	28,832	31,410	34,106	38,333	26,644	25,750	32,207	36,142	37,311	3.2%

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Travel to New South Wales

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	3,390	3,804	4,155	4,341	4,387	2,073	75	946	3,123	3,697	18.4%
Nights (000)	82,061	86,568	94,386	95,459	97,784	46,147	4,294	33,533	79,570	98,539	23.8%
Average Length of Stay	24.2	22.8	22.7	22.0	22.3	22.3	57.4	35.4	25.5	26.7	4.6%
Expenditure (\$ million)	\$7,866	\$9,103	\$10,214	\$10,669	\$11,450	\$5,108	\$356	\$3,597	\$10,261	\$12,043	17.4%
Spend per visitor per night (\$)	\$96	\$105	\$108	\$112	\$117	\$111	\$83	\$107	\$129	\$122	-5.2%

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	1,806	2,125	2,315	2,451	2,487	n/p	n/p	n/p	n/p	1,881	-
Visiting Friends & Relatives	1,009	1,060	1,169	1,232	1,194	n/p	n/p	n/p	n/p	1,188	-
Business	385	383	451	477	474	n/p	n/p	n/p	n/p	339	-
Education	162	196	219	235	245	n/p	n/p	n/p	n/p	201	-
Other	300	335	341	359	374	n/p	n/p	n/p	n/p	421	-
Total	3,390	3,804	4,155	4,341	4,387	2,073	75	946	3,123	3,697	18.4%

Origin (Top 3 based on latest time period)

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
United States of America	346	411	455	487	526	n/p	n/p	n/p	n/p	451	-
New Zealand	420	444	442	439	444	n/p	n/p	n/p	n/p	433	-
China	546	675	764	779	757	n/p	n/p	n/p	n/p	430	-

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	1,455	1,610	1,656	1,673	1,700	n/p	n/p	n/p	n/p	1,528	-
35-54	1,095	1,221	1,374	1,425	1,431	n/p	n/p	n/p	n/p	1,181	-
55+	839	973	1,125	1,243	1,256	n/p	n/p	n/p	n/p	987	-
Total	3,390	3,804	4,155	4,341	4,387	2,073	75	946	3,123	3,697	18.4%

Travel Party

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	1,810	1,947	2,112	2,206	2,179	n/p	n/p	n/p	n/p	2,081	-
Adult couple	688	791	861	942	974	n/p	n/p	n/p	n/p	704	-
Family group - parents and children	380	457	497	531	578	n/p	n/p	n/p	n/p	478	-
Friends/relatives travelling together	381	466	523	489	485	n/p	n/p	n/p	n/p	320	-
Other travel party	131	142	163	173	172	n/p	n/p	n/p	n/p	114	-
Total	3,390	3,804	4,155	4,341	4,387	2,073	75	946	3,123	3,697	18.4%

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

Travel to New South Wales

Year ended September 2024



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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	53,985	56,517	58,816	62,148	71,421	55,215	46,053	53,518	66,283	59,512	-10.2%
Expenditure (\$ million)	\$5,705	\$5,845	\$6,142	\$6,839	\$8,029	\$5,768	\$5,277	\$7,108	\$9,839	\$9,536	-3.1%
Spend per visitor (\$)	\$106	\$103	\$104	\$110	\$112	\$104	\$115	\$133	\$148	\$160	7.9%

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	26,082	27,731	28,268	30,428	33,264	23,506	20,818	23,825	30,948	28,738	-7.1%
Visiting Friends & Relatives	15,468	15,309	16,890	17,836	19,966	16,002	12,199	15,772	18,533	17,219	-7.1%
Business	5,245	6,093	5,604	6,642	9,420	8,094	6,110	6,559	8,183	6,376	-22.1%
Other	7,190	7,385	8,053	7,243	8,770	7,613	6,926	7,361	8,620	7,178	-16.7%
Total	53,985	56,517	58,816	62,148	71,421	55,215	46,053	53,518	66,283	59,512	-10.2%

Origin

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Sydney	23,232	24,681	25,176	26,336	32,442	25,469	20,336	23,879	31,163	26,005	-16.6%
Regional NSW	26,159	27,069	28,772	30,244	33,255	26,244	23,108	26,118	30,487	28,640	-6.1%
Total Intrastate	49,392	51,750	53,948	56,580	65,697	51,713	43,444	49,997	61,649	54,644	-11.4%
Total Interstate	4,593	4,767	4,868	5,569	5,723	3,502	2,608	3,521	4,634	4,868	5.0%
Total	53,985	56,517	58,816	62,148	71,421	55,215	46,053	53,518	66,283	59,512	-10.2%

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	17,465	17,526	17,759	18,663	22,144	17,043	13,597	17,015	20,626	18,532	-10.1%
35-54	17,571	18,227	18,912	20,260	22,198	16,746	14,601	16,162	20,561	18,447	-10.3%
55+	18,949	20,765	22,145	23,226	27,079	21,426	17,855	20,341	25,096	22,532	-10.2%
Total	53,985	56,517	58,816	62,148	71,421	55,215	46,053	53,518	66,283	59,512	-10.2%

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