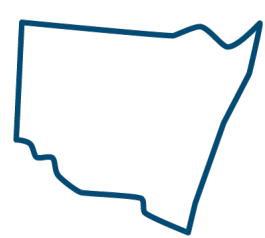


International Visitor Profile to NSW

Year ended March 2024



Source: International Visitor Survey, Tourism Research Australia



VISITORS

3.7m

84% vs. 2019*



NIGHTS

95.2m

98% vs. 2019*



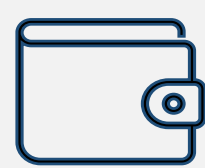
EXPENDITURE

\$11.8bn

105% vs. 2019*

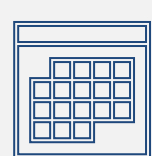
*vs. Pre-COVID period (YE Mar 2019)

Average spend



\$124 per night
\$3223 per visitor

Average length of stay



26.0 nights

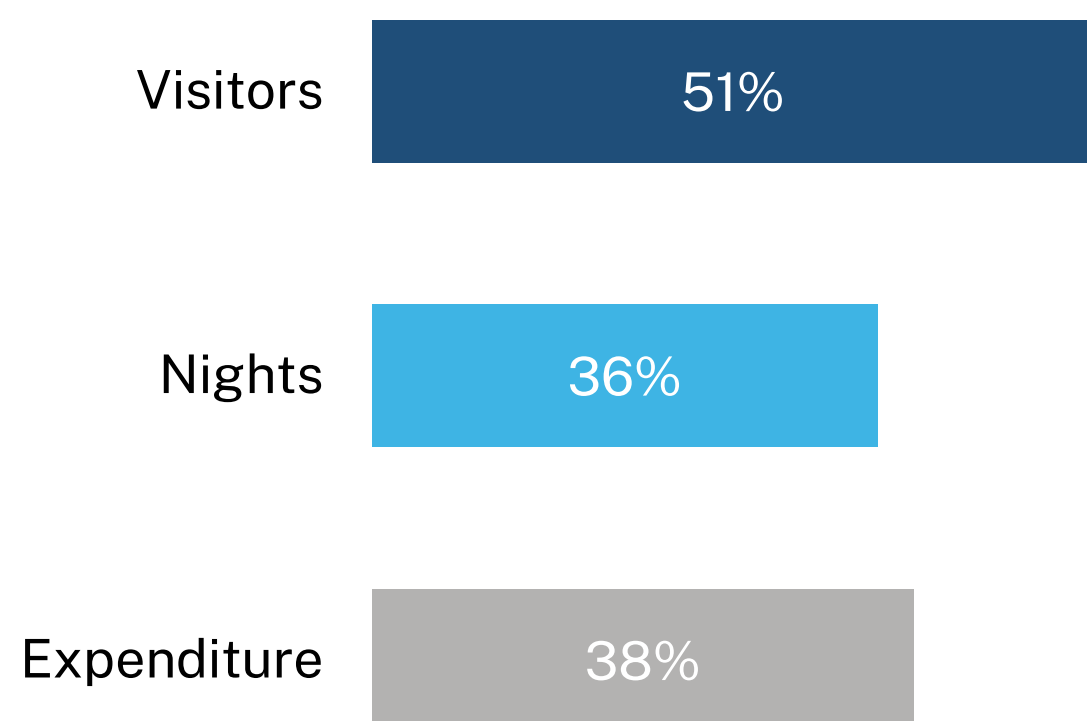


Rank in Australia

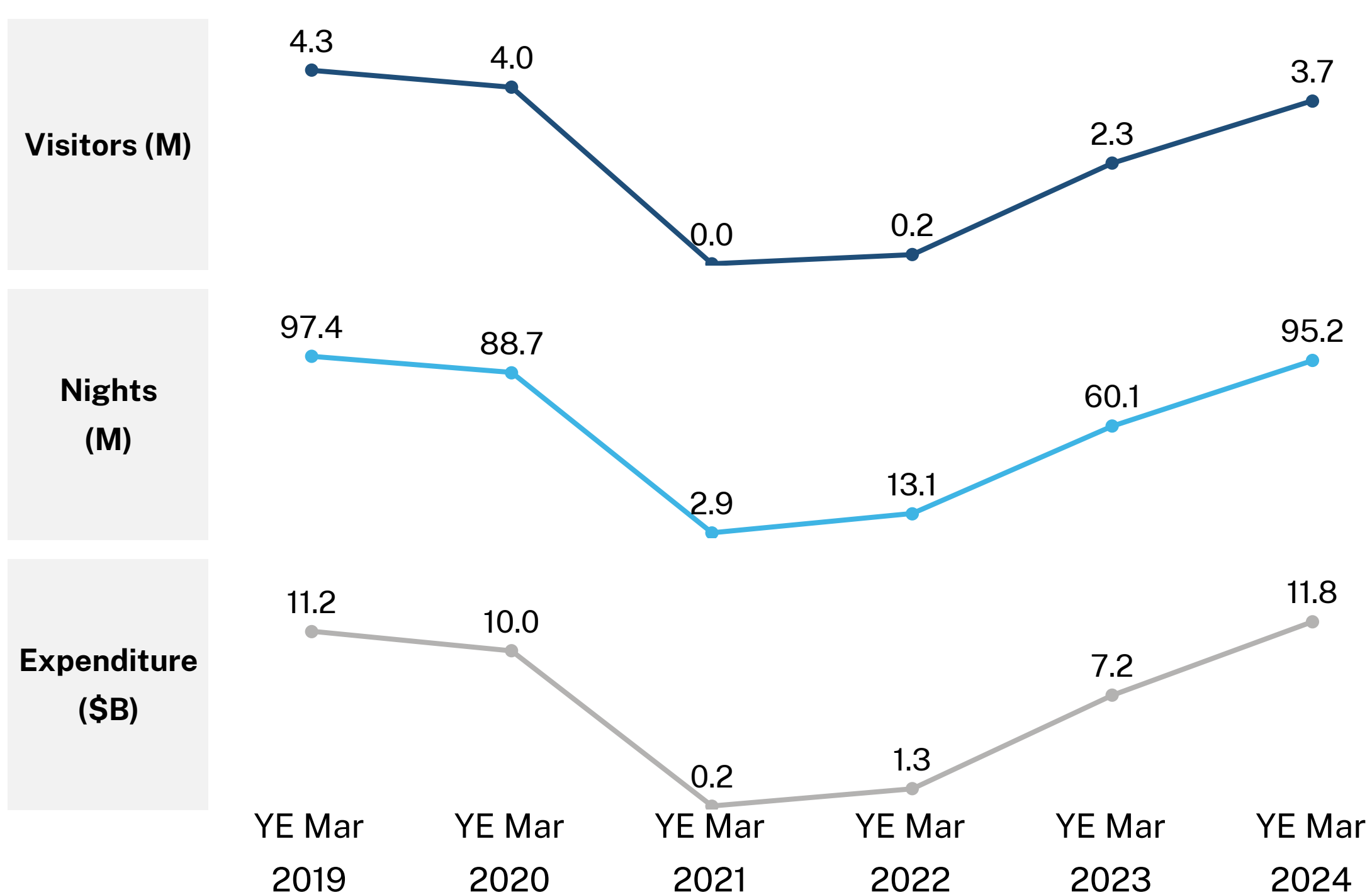
#1 for visitors
#1 for nights
#1 for expenditure

NSW share of visitors to Australia

51% of international visitors visited NSW during their trip to Australia

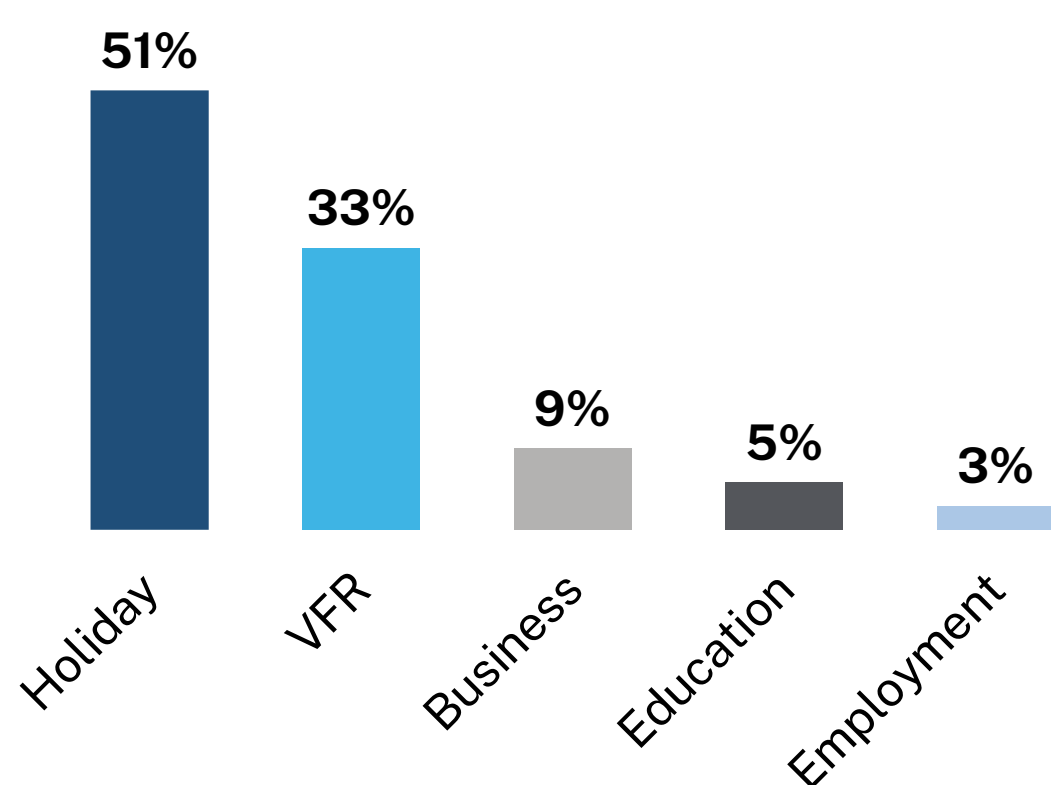


Time Series

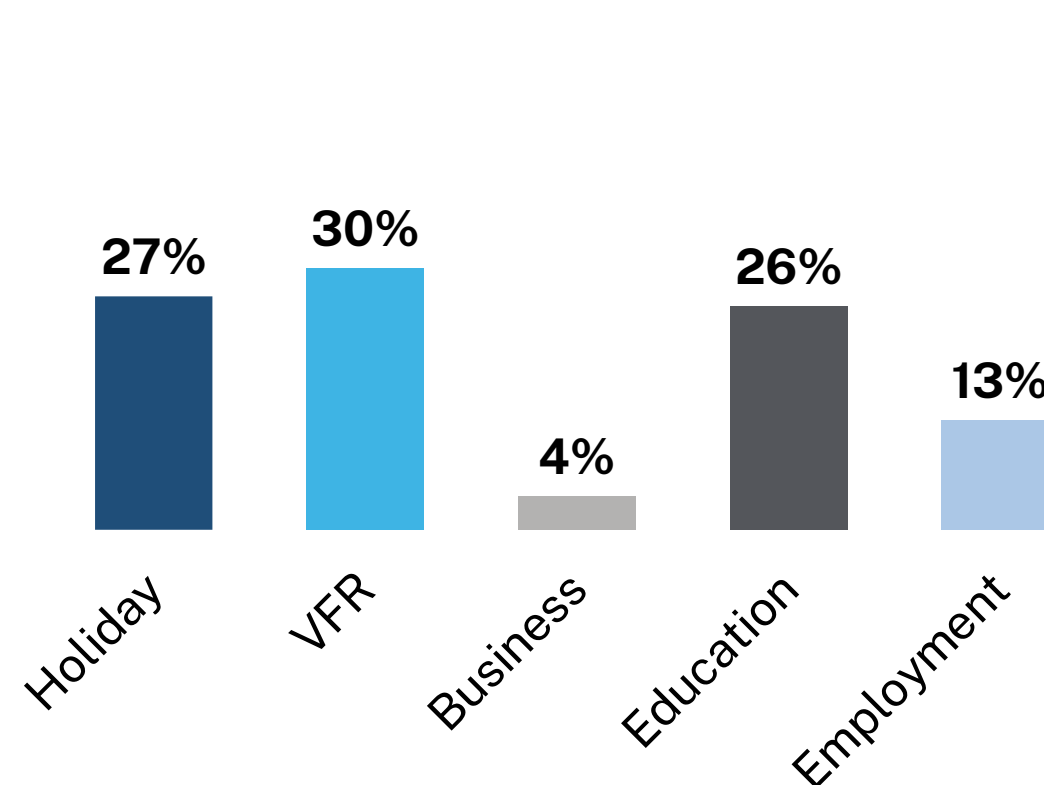


Purpose of Visit

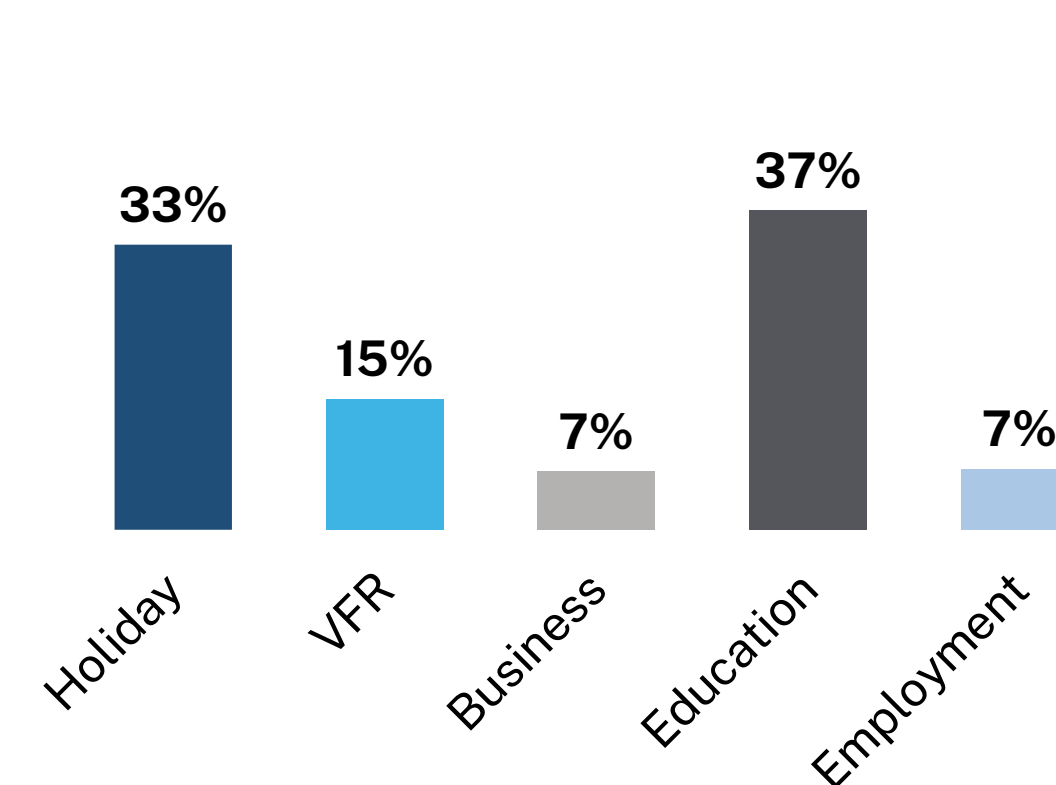
Visitors (000)



Nights (000)



Expenditure (\$M)



Visitor dispersal

19% of International visitors visited Regional NSW as part of their trip

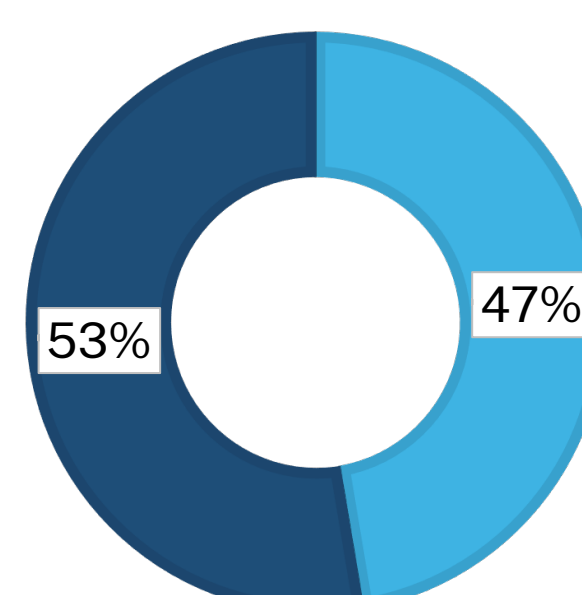
Regional NSW, 19%



First vs return visitor to Australia

53% 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, 13%
- New Zealand, 12%
- China, 10%
- United Kingdom, 9%
- Korea, 7%

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

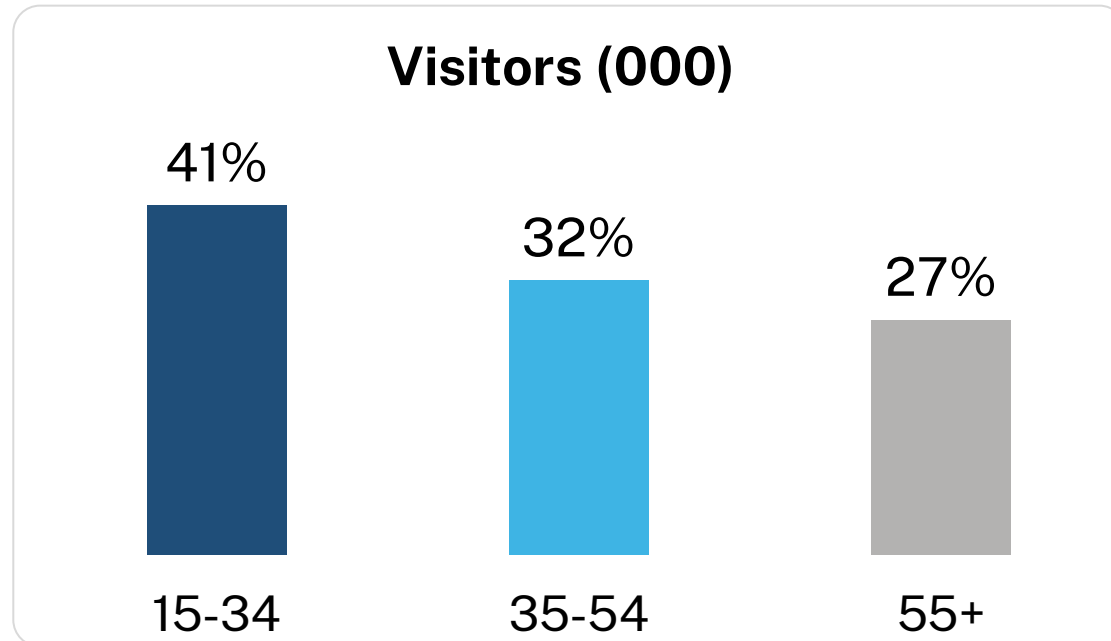
Year ended March 2024



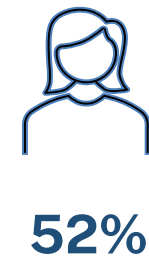
Source: International Visitor Survey, Tourism Research Australia

Age

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

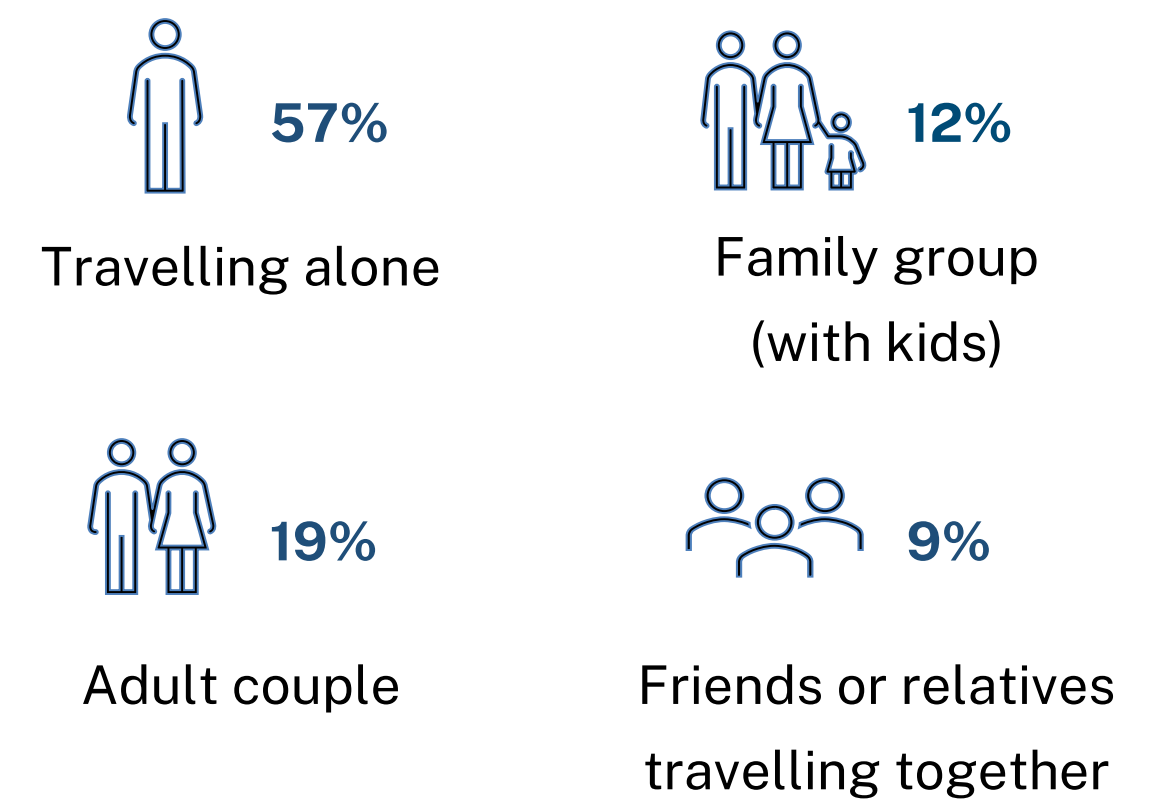


Gender



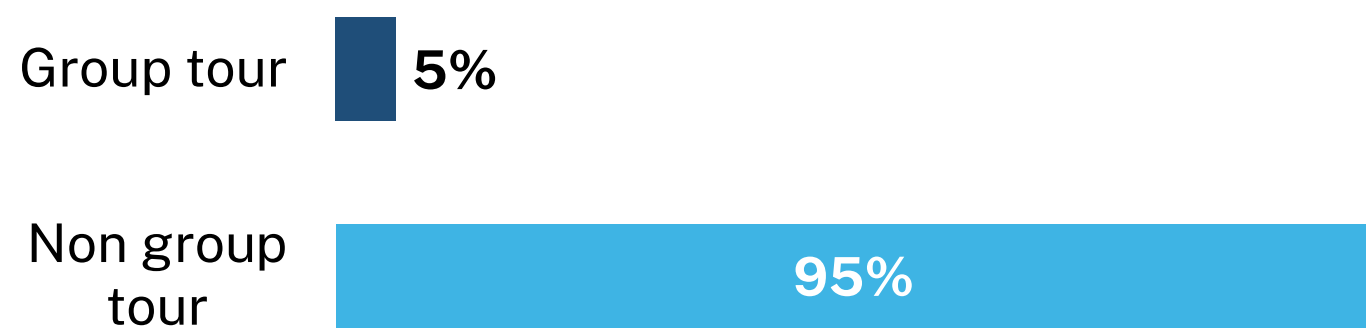
Travel party

57% of International visitors to NSW were travelling alone.



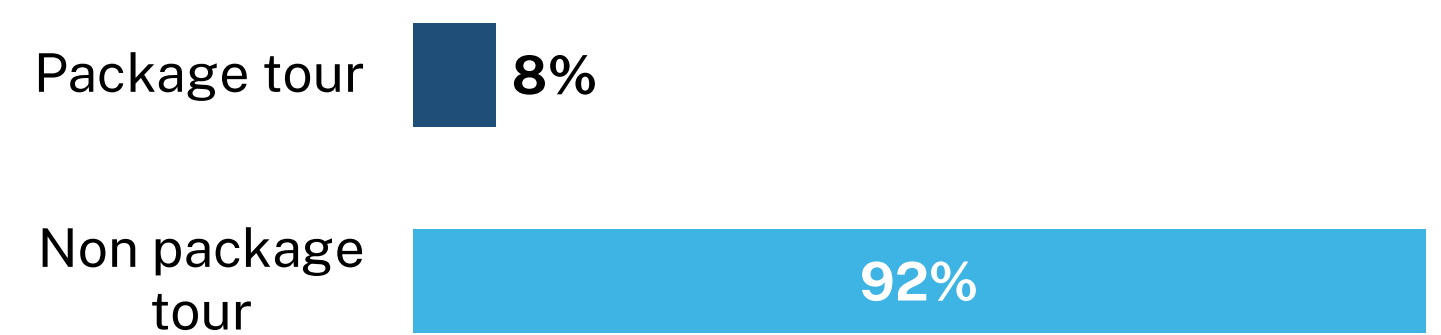
Group tour

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



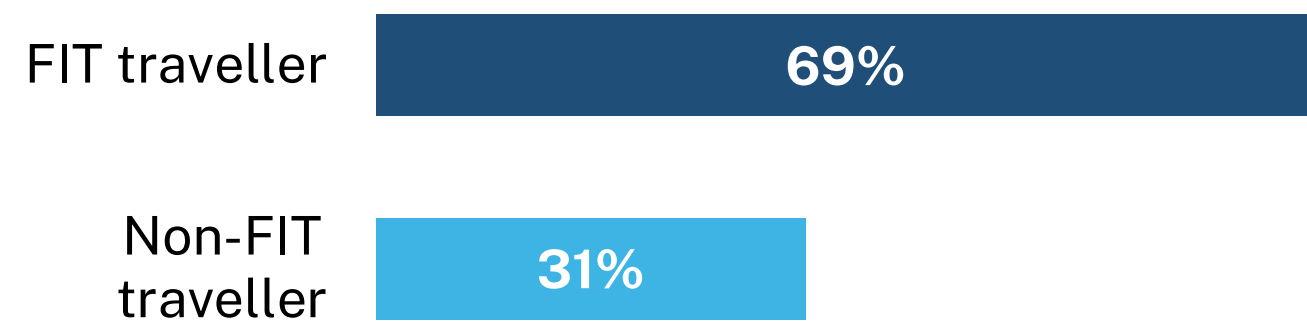
Travel package

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



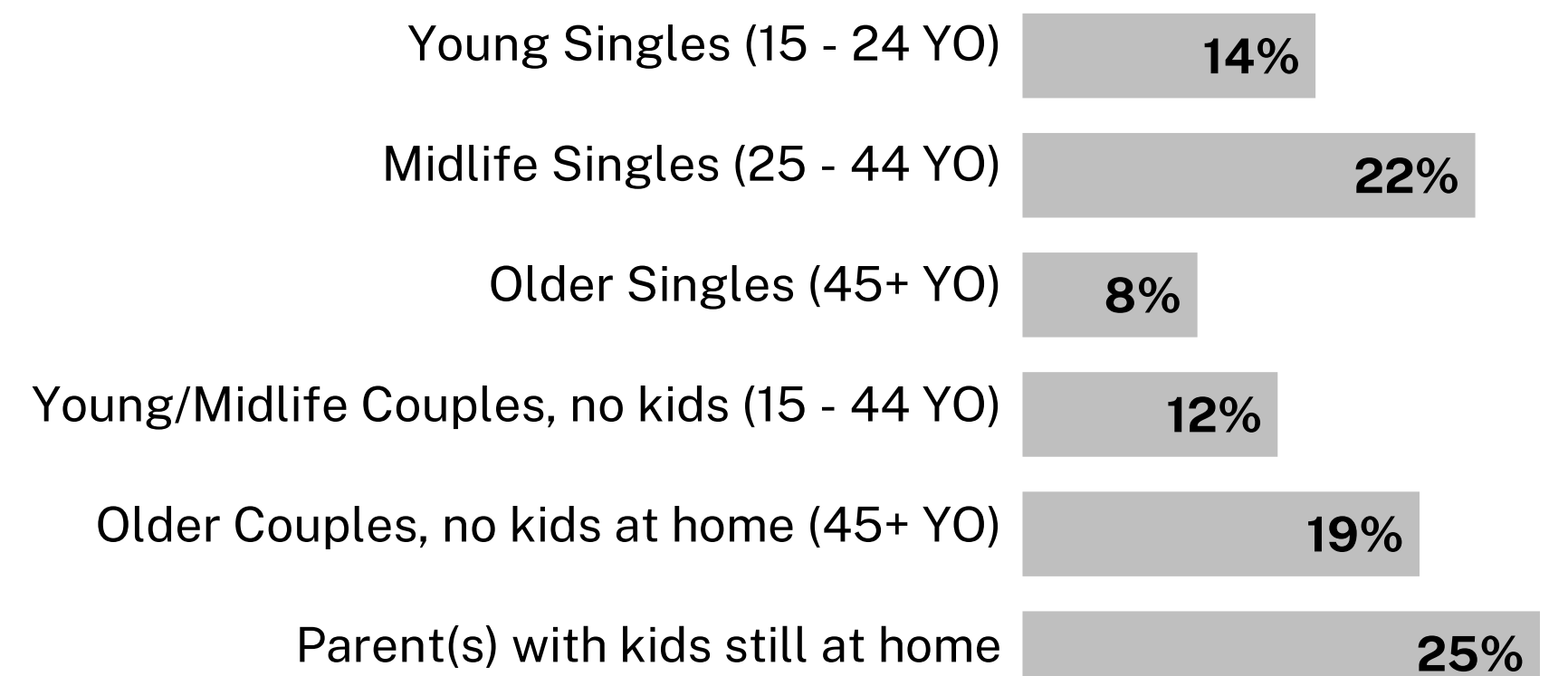
FIT visitor#

69% of International visitors to NSW were Free and Independent Travellers



free and independent traveller

Lifestage



Aviation



Inbound seats to NSW

10,179,918 seats

+50.2% YoY

41% of the total inbound seats to Australia



Inbound flights to NSW

36,436 flights

+49.0% YoY

39% of the total inbound flights to Australia

Key airlines by Inbound Market Share to NSW



1. Qantas Airways, 18%
2. Air New Zealand, 9%
3. Singapore Airlines, 6%

Source: International seat capacity based on direct non-stop services - YE March 2024, Cirium

Source: YE March 2024, Cirium

Source: Short term arrivals to NSW, Tourism Research Australia