

Conference Visitors to NSW

Year Ending December 2023






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



Conference Visitors to NSW are defined as visitors to NSW who came for the purpose of attending a convention, conference, seminar, trade fair or exhibition and those accompanying them.






NB: All data shown is for Year Ending December except where stated.

Total Overnight Conference Visitors to NSW (Domestic Overnight and International)

					
	Visitors	Nights	Expenditure	Average length of stay:	Average Spend
CONFERENCE VISITORS	412,300	1,186,400	\$686.4m	2.9 nights	\$579 per night

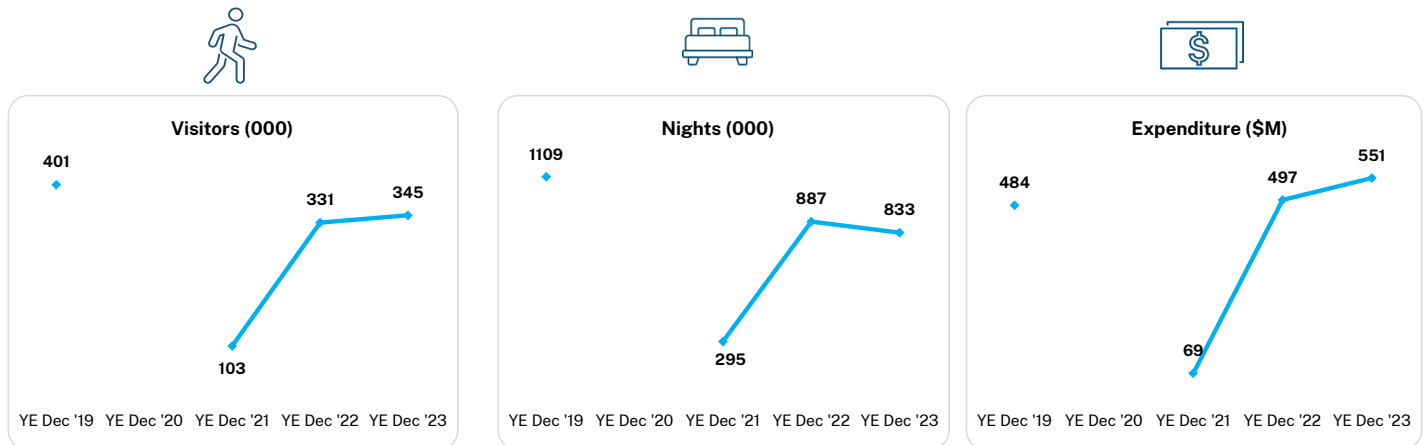
*Comparison with previous year data is unavailable

Total Overnight Leisure Visitors** to NSW (Domestic Overnight and International)

					
	Visitors	Nights	Expenditure	Average length of stay:	Average Spend
LEISURE VISITORS	30.7m	140.2m	\$25.6b	4.6 nights	\$183 per night
	↑ +9.4% YoY	↑ +23.7% YoY	↑ +18.1% YoY	↑ 0.5 nights	↓ -4.6% YoY

** Leisure visitors are defined as visitors whose purpose of visit was for Holiday or Visiting friend and relatives.

Conference Visitors to NSW 5-year Time series (Domestic Overnight Only)



*International Time Series data is unavailable / A blank indicates that the data is non-publishable

Conference Visitors to NSW Market Breakdowns

					
	Visitors	Nights	Expenditure	Average length of stay:	Average Spend
DOMESTIC OVERNIGHT	344,700	832,500	\$551.1m	2.4 nights	\$662 per night
	↑ +4.2% YoY	↓ -6.2% YoY	↑ +10.9% YoY	↓ -0.3 nights	
INTERNATIONAL*	67,600	353,900	\$135.3m	5.2 nights	\$382 per night
	38%	of international conference visitors were making their first visit to Australia			

*Comparison with previous year data is unavailable for International data

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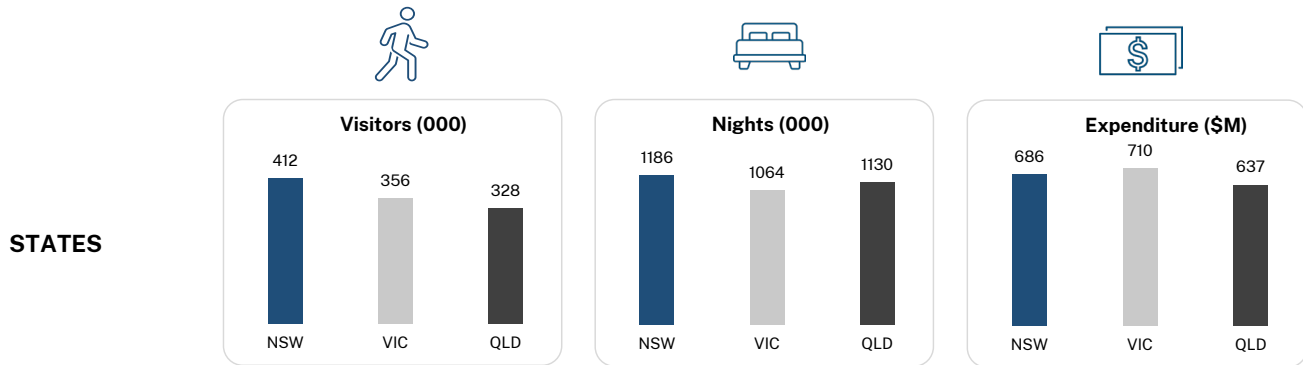
Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia



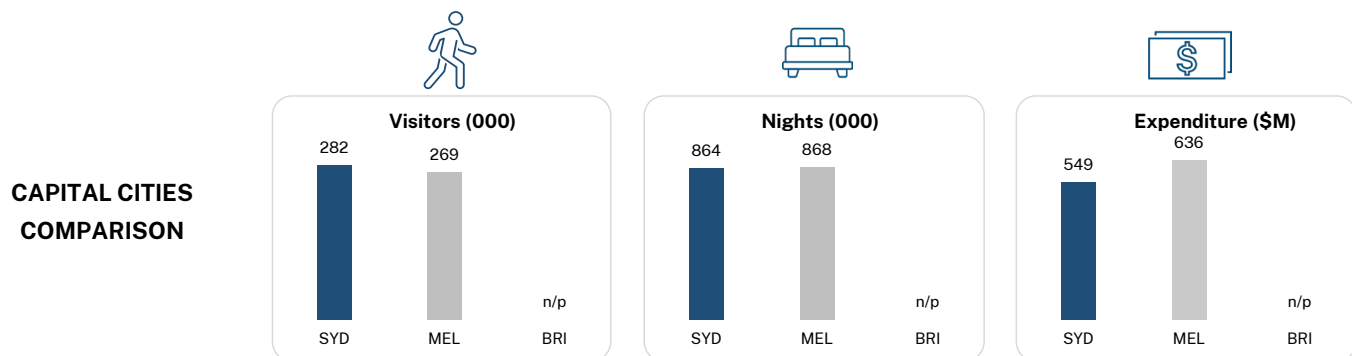
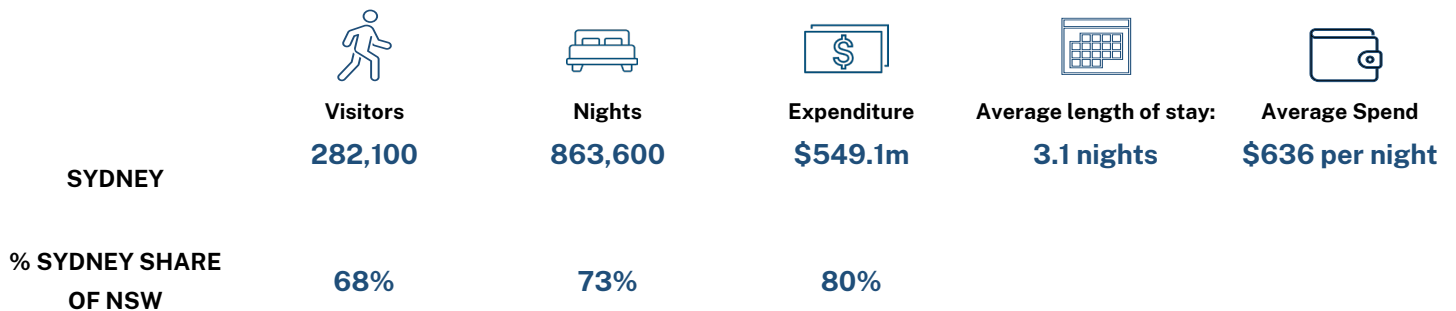
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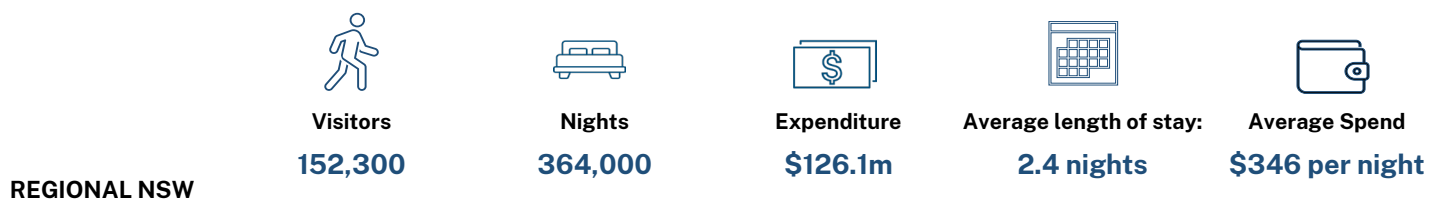
Total Overnight Conference Visitors Comparisons (Total Domestic and International)



Total Overnight Conference Visitors to Sydney (Domestic Overnight and International)



Total Domestic Overnight Conference Visitors to Regional NSW (4 YEAR AVERAGE - 2018-2019, 2022-2023)



* Due to low sample size, data for Regional NSW is the 4 YEAR AVERAGE of 2018-2019, 2022-2023 for DOMESTIC OVERNIGHT only

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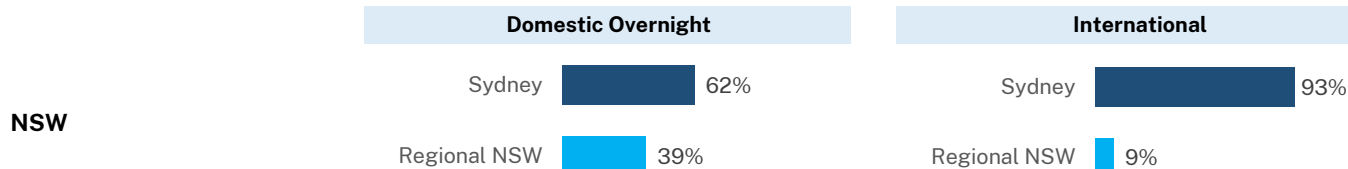


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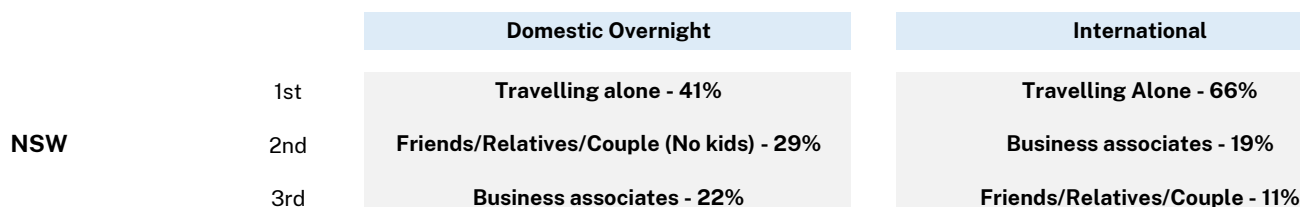
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Additional Trip Details for Conference Visitors (4 YEAR AVERAGE - 2017-2019,2023)

Visitation to Sydney vs. Regional NSW by Conference Visitors

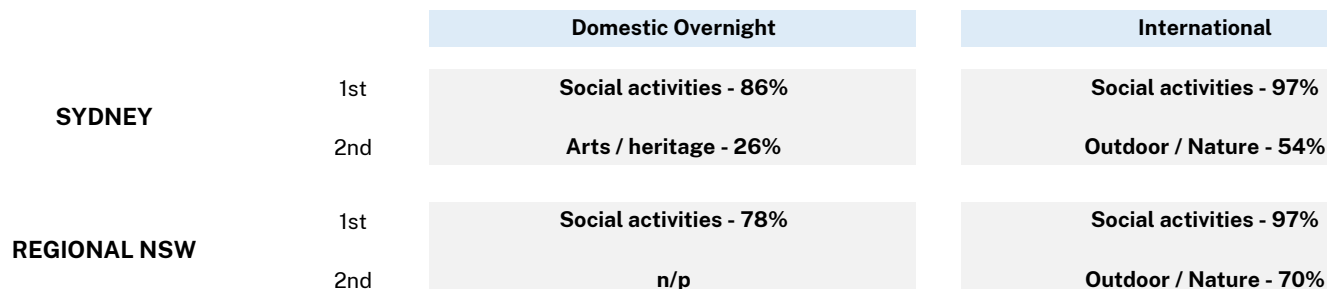


Conference Visitors to NSW - Most common Travel Party Type



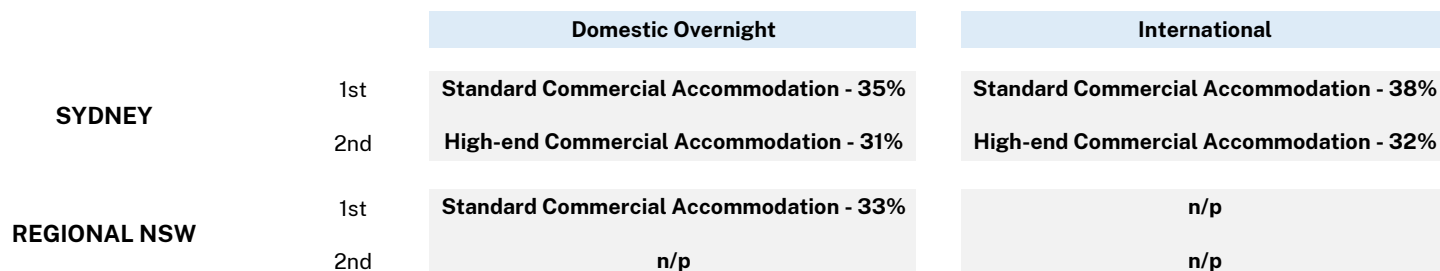
Top activities engaged in by Conference Visitors

The proportion of conference visitors engaging in this activity during their whole trip to NSW (Domestic Overnight Travellers) or Australia (International Travellers)



Accommodation used by Conference Visitors during their trip

The proportion of nights spent by conference visitors at the accommodation type (including nights spent in NSW before/after conference)



Transportation used by Conference Visitors during their trip to NSW

The proportion of conference visitors using this transport type across their whole trip to NSW (this excludes travel to Australia for international travellers)

