

# Travel to Southern NSW Destination Network

Year ended December 2023

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



## OVERVIEW

|                                                 | YE Dec 2014 | YE Dec 2015 | YE Dec 2016 | YE Dec 2017 | YE Dec 2018 | YE Dec 2019 | YE Dec 2020 | YE Dec 2021 | YE Dec 2022 | YE Dec 2023 | % change 2023 vs. 2022 |
|-------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| <b>GRAND TOTAL (overnight &amp; daytrip)</b>    |             |             |             |             |             |             |             |             |             |             |                        |
| Visitors ('000)                                 | 4,891       | 4,984       | 5,407       | 5,598       | 6,213       | 7,014       | n/p         | n/p         | n/p         | 6,734       | -                      |
| Nights ('000)                                   | 8,916       | 9,485       | 8,859       | 10,164      | 10,385      | 11,264      | n/p         | n/p         | n/p         | 11,173      | -                      |
| Expenditure (\$ million)                        | \$1,607     | \$1,469     | \$1,619     | \$1,999     | \$1,949     | \$2,122     | n/p         | n/p         | n/p         | \$2,778     | -                      |
| <b>OVERNIGHT (international &amp; domestic)</b> |             |             |             |             |             |             |             |             |             |             |                        |
| Visitors ('000)                                 | 2,342       | 2,559       | 2,547       | 2,853       | 3,064       | 3,247       | n/p         | n/p         | n/p         | 3,344       | -                      |
| Nights ('000)                                   | 8,916       | 9,485       | 8,859       | 10,164      | 10,385      | 11,264      | n/p         | n/p         | n/p         | 11,173      | -                      |
| Expenditure (\$ million)                        | \$1,328     | \$1,255     | \$1,337     | \$1,639     | \$1,651     | \$1,738     | n/p         | n/p         | n/p         | \$2,290     | -                      |
| <b>DOMESTIC (overnight &amp; daytrip)</b>       |             |             |             |             |             |             |             |             |             |             |                        |
| Visitors ('000)                                 | 4,831       | 4,915       | 5,330       | 5,507       | 6,117       | 6,911       | 4,903       | 4,814       | 6,130       | 6,663       | 8.7%                   |
| Nights ('000)                                   | 8,009       | 8,546       | 8,064       | 9,184       | 9,538       | 10,282      | 7,709       | 8,081       | 10,713      | 10,460      | -2.4%                  |
| Expenditure (\$ million)                        | \$1,565     | \$1,430     | \$1,576     | \$1,930     | \$1,899     | \$2,069     | \$1,656     | \$1,564     | \$3,104     | \$2,729     | -12.1%                 |

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

|                                     | YE Dec 2014 | YE Dec 2015 | YE Dec 2016 | YE Dec 2017 | YE Dec 2018 | YE Dec 2019 | YE Dec 2020 | YE Dec 2021 | YE Dec 2022 | YE Dec 2023 | % change 2023 vs. 2022 |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| Visitors (000)                      | 2,283       | 2,490       | 2,471       | 2,763       | 2,968       | 3,145       | 2,182       | 2,383       | 3,341       | 3,273       | -2.0%                  |
| Nights (000)                        | 8,009       | 8,546       | 8,064       | 9,184       | 9,538       | 10,282      | 7,709       | 8,081       | 10,713      | 10,460      | -2.4%                  |
| Average Length of Stay              | 3.5         | 3.4         | 3.3         | 3.3         | 3.2         | 3.3         | 3.5         | 3.4         | 3.2         | 3.2         | -0.3%                  |
| Expenditure (\$ million)            | \$1,287     | \$1,216     | \$1,293     | \$1,570     | \$1,601     | \$1,685     | \$1,276     | \$1,310     | \$2,700     | \$2,241     | -17.0%                 |
| Spend per visitor per night (\$)    | \$161       | \$142       | \$160       | \$171       | \$168       | \$164       | \$166       | \$162       | \$252       | \$214       | -15.0%                 |
| Intrastate visitors (000)           | 1,377       | 1,512       | 1,501       | 1,802       | 1,923       | 1,978       | 1,529       | 1,520       | 2,201       | 2,101       | -4.5%                  |
| Interstate visitors (000)           | 906         | 978         | 970         | 960         | 1,044       | 1,167       | 653         | 864         | 1,140       | 1,172       | 2.8%                   |
| Intrastate nights (000)             | 4,539       | 4,956       | 4,491       | 5,639       | 5,718       | 5,459       | 5,250       | 5,082       | 6,641       | 6,049       | -8.9%                  |
| Interstate nights (000)             | 3,469       | 3,590       | 3,573       | 3,545       | 3,821       | 4,823       | 2,458       | 2,999       | 4,072       | 4,411       | 8.3%                   |
| Intrastate expenditure (\$ million) | \$828       | \$756       | \$823       | \$1,086     | \$1,055     | \$1,058     | \$937       | \$860       | \$1,844     | \$1,444     | -21.7%                 |
| Interstate expenditure (\$ million) | \$459       | \$459       | \$470       | \$484       | \$546       | \$627       | \$339       | \$449       | \$856       | \$796       | -7.0%                  |

### Main Purpose of Visit

| Visitors (000)               | YE Dec 2014 | YE Dec 2015 | YE Dec 2016 | YE Dec 2017 | YE Dec 2018 | YE Dec 2019 | YE Dec 2020 | YE Dec 2021 | YE Dec 2022 | YE Dec 2023 | % change 2023 vs. 2022 |
|------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| Holiday                      | 1,383       | 1,501       | 1,493       | 1,628       | 1,768       | 1,691       | 1,158       | 1,366       | 2,034       | 1,784       | -12.3%                 |
| Visiting Friends & Relatives | 547         | 600         | 614         | 748         | 767         | 807         | 528         | 562         | 759         | 965         | 27.2%                  |
| Business                     | 223         | 241         | 216         | 267         | 310         | 498         | 362         | 291         | 403         | 315         | -21.9%                 |
| Other                        | 134         | 167         | 169         | 147         | 150         | 175         | 164         | 175         | 185         | 251         | 36.1%                  |
| Total                        | 2,283       | 2,490       | 2,471       | 2,763       | 2,968       | 3,145       | 2,182       | 2,383       | 3,341       | 3,273       | -2.0%                  |
| Nights (000)                 | YE Dec 2014 | YE Dec 2015 | YE Dec 2016 | YE Dec 2017 | YE Dec 2018 | YE Dec 2019 | YE Dec 2020 | YE Dec 2021 | YE Dec 2022 | YE Dec 2023 | % change 2023 vs. 2022 |
| Holiday                      | 5,510       | 5,748       | 5,427       | 6,007       | 6,388       | 6,253       | 4,117       | 4,890       | 6,995       | 6,400       | -8.5%                  |
| Visiting Friends & Relatives | 1,561       | 1,787       | 1,779       | 2,211       | 2,051       | 2,220       | 1,468       | 1,826       | 2,202       | 2,602       | 18.2%                  |
| Business                     | 618         | 681         | 500         | 676         | 805         | 1,472       | 1,463       | 936         | 1,153       | 1,050       | -9.0%                  |
| Other                        | 320         | 330         | 359         | 289         | 294         | 337         | 662         | 429         | 362         | 408         | 12.5%                  |
| Total                        | 8,009       | 8,546       | 8,064       | 9,184       | 9,538       | 10,282      | 7,709       | 8,081       | 10,713      | 10,460      | -2.4%                  |

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

# Travel to Southern NSW Destination Network

Year ended December 2023

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



## DOMESTIC OVERNIGHT TRAVEL

### Origin

| Visitors (000)          | YE Dec 2014  | YE Dec 2015  | YE Dec 2016  | YE Dec 2017  | YE Dec 2018  | YE Dec 2019  | YE Dec 2020  | YE Dec 2021  | YE Dec 2022  | YE Dec 2023  | % change 2023 vs. 2022 |
|-------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|
| Sydney                  | 579          | 684          | 733          | 911          | 905          | 979          | 733          | 678          | 1,052        | 918          | -12.7%                 |
| Regional NSW            | 798          | 828          | 768          | 891          | 1,019        | 998          | 796          | 842          | 1,149        | 1,183        | 2.9%                   |
| <b>Total Intrastate</b> | <b>1,377</b> | <b>1,512</b> | <b>1,501</b> | <b>1,802</b> | <b>1,923</b> | <b>1,978</b> | <b>1,529</b> | <b>1,520</b> | <b>2,201</b> | <b>2,101</b> | <b>-4.5%</b>           |
| Victoria                | 308          | 338          | 316          | 375          | 352          | 460          | 210          | 305          | 436          | 524          | 20.2%                  |
| Queensland              | n/p          | n/p          | 130          | n/p          | 105          | 132          | n/p          | n/p          | n/p          | n/p          | -                      |
| ACT                     | 442          | 509          | 460          | 459          | 525          | 491          | 385          | 485          | 519          | 500          | -3.5%                  |
| Other Interstate        | 40           | 57           | 63           | 51           | 62           | n/p          | n/p          | n/p          | n/p          | n/p          | -                      |
| <b>Total Interstate</b> | <b>906</b>   | <b>978</b>   | <b>970</b>   | <b>960</b>   | <b>1,044</b> | <b>1,167</b> | <b>653</b>   | <b>864</b>   | <b>1,140</b> | <b>1,172</b> | <b>2.8%</b>            |
| <b>Grand Total</b>      | <b>2,283</b> | <b>2,490</b> | <b>2,471</b> | <b>2,763</b> | <b>2,968</b> | <b>3,145</b> | <b>2,182</b> | <b>2,383</b> | <b>3,341</b> | <b>3,273</b> | <b>-2.0%</b>           |

### Age

| Visitors (000) | YE Dec 2014  | YE Dec 2015  | YE Dec 2016  | YE Dec 2017  | YE Dec 2018  | YE Dec 2019  | YE Dec 2020  | YE Dec 2021  | YE Dec 2022  | YE Dec 2023  | % change 2023 vs. 2022 |
|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|
| 15-34          | 613          | 700          | 747          | 889          | 948          | 920          | 663          | 731          | 1,144        | 1,020        | -10.9%                 |
| 35-54          | 885          | 915          | 885          | 908          | 970          | 1,002        | 716          | 784          | 1,005        | 985          | -1.9%                  |
| 55+            | 785          | 876          | 839          | 966          | 1,049        | 1,222        | 804          | 869          | 1,191        | 1,268        | 6.4%                   |
| <b>Total</b>   | <b>2,283</b> | <b>2,490</b> | <b>2,471</b> | <b>2,763</b> | <b>2,968</b> | <b>3,145</b> | <b>2,182</b> | <b>2,383</b> | <b>3,341</b> | <b>3,273</b> | <b>-2.0%</b>           |

### Travel Party

| Visitors (000)                        | YE Dec 2014  | YE Dec 2015  | YE Dec 2016  | YE Dec 2017  | YE Dec 2018  | YE Dec 2019  | YE Dec 2020  | YE Dec 2021  | YE Dec 2022  | YE Dec 2023  | % change 2023 vs. 2022 |
|---------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|
| Travelling alone                      | 437          | 481          | 438          | 448          | 653          | 855          | 517          | 608          | 742          | 799          | 7.8%                   |
| Adult couple                          | 600          | 712          | 698          | 826          | 885          | 803          | 586          | 700          | 922          | 1,024        | 11.0%                  |
| Family group - parents and children   | 600          | 579          | 580          | 613          | 555          | 530          | 406          | 367          | 667          | 622          | -6.7%                  |
| Friends/relatives travelling together | 551          | 592          | 653          | 743          | 769          | 782          | 560          | 611          | 877          | 740          | -15.6%                 |
| Other travel party                    | 96           | 125          | 101          | 132          | 105          | 176          | 113          | 97           | 133          | n/p          | -                      |
| <b>Total</b>                          | <b>2,283</b> | <b>2,490</b> | <b>2,471</b> | <b>2,763</b> | <b>2,968</b> | <b>3,145</b> | <b>2,182</b> | <b>2,383</b> | <b>3,341</b> | <b>3,273</b> | <b>-2.0%</b>           |

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

# Travel to Southern NSW Destination Network

Year ended December 2023

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## INTERNATIONAL TRAVEL

### Visitors, Nights and Expenditure

|                                  | YE Dec<br>2014 | YE Dec<br>2015 | YE Dec<br>2016 | YE Dec<br>2017 | YE Dec<br>2018 | YE Dec<br>2019 | YE Dec<br>2020 | YE Dec<br>2021 | YE Dec<br>2022 | YE Dec<br>2023 | % change<br>2023 vs. 2022 |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| Visitors (000)                   | 60             | 69             | 77             | 90             | 96             | 103            | n/p            | n/p            | n/p            | 71             | -                         |
| Nights (000)                     | 907            | 939            | 795            | 980            | 846            | 982            | n/p            | n/p            | n/p            | 714            | -                         |
| Average Length of Stay           | 15.2           | 13.6           | 10.3           | 10.8           | 8.8            | 9.6            | n/p            | n/p            | n/p            | 10.0           | -                         |
| Expenditure (\$ million)         | \$42           | \$40           | \$44           | \$69           | \$50           | \$53           | n/p            | n/p            | n/p            | \$49           | -                         |
| Spend per visitor per night (\$) | \$46           | \$42           | \$55           | \$70           | \$59           | \$54           | n/p            | n/p            | n/p            | \$69           | -                         |

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

### Origin

| Visitors (000)           | YE Dec<br>2014 | YE Dec<br>2015 | YE Dec<br>2016 | YE Dec<br>2017 | YE Dec<br>2018 | YE Dec<br>2019 | YE Dec<br>2020 | YE Dec<br>2021 | YE Dec<br>2022 | YE Dec<br>2023 | % change<br>2023 vs. 2022 |
|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| United States of America | n/p            | n/p            | 11             | 12             | 10             | 14             | n/p            | n/p            | n/p            | n/p            | -                         |
| United Kingdom           | 10             | 12             | 12             | 17             | 11             | 17             | n/p            | n/p            | n/p            | n/p            | -                         |
| New Zealand              | n/p            | n/p            | n/p            | n/p            | 11             | n/p            | n/p            | n/p            | n/p            | 7              | -                         |

### Age

| Visitors (000) | YE Dec<br>2014 | YE Dec<br>2015 | YE Dec<br>2016 | YE Dec<br>2017 | YE Dec<br>2018 | YE Dec<br>2019 | YE Dec<br>2020 | YE Dec<br>2021 | YE Dec<br>2022 | YE Dec<br>2023 | % change<br>2023 vs. 2022 |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| 15-34          | 25             | 28             | 30             | 33             | 34             | 39             | n/p            | n/p            | n/p            | 24             | -                         |
| 35-54          | 17             | 17             | 20             | 29             | 28             | 28             | n/p            | n/p            | n/p            | 15             | -                         |
| 55+            | 18             | 25             | 26             | 28             | 34             | 35             | n/p            | n/p            | n/p            | 32             | -                         |
| Total          | 60             | 69             | 77             | 90             | 96             | 103            | n/p            | n/p            | n/p            | 71             | -                         |

### Travel Party

| Visitors (000)                        | YE Dec<br>2014 | YE Dec<br>2015 | YE Dec<br>2016 | YE Dec<br>2017 | YE Dec<br>2018 | YE Dec<br>2019 | YE Dec<br>2020 | YE Dec<br>2021 | YE Dec<br>2022 | YE Dec<br>2023 | % change<br>2023 vs. 2022 |
|---------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| Travelling alone                      | 29             | 37             | 36             | 45             | 46             | 44             | n/p            | n/p            | n/p            | 31             | -                         |
| Adult couple                          | 20             | 21             | 24             | 29             | 26             | 34             | n/p            | n/p            | n/p            | 26             | -                         |
| Family group - parents and children   | n/p            | n/p            | n/p            | n/p            | n/p            | 15             | n/p            | n/p            | n/p            | n/p            | -                         |
| Friends/relatives travelling together | 7              | 6              | 9              | 8              | 15             | 10             | n/p            | n/p            | n/p            | n/p            | -                         |
| Other travel party                    | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | -                         |
| Total                                 | 60             | 69             | 77             | 90             | 96             | 103            | n/p            | n/p            | n/p            | 71             | -                         |

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

# Travel to Southern NSW Destination Network

Year ended December 2023

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



## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

|                          | YE Dec<br>2014 | YE Dec<br>2015 | YE Dec<br>2016 | YE Dec<br>2017 | YE Dec<br>2018 | YE Dec<br>2019 | YE Dec<br>2020 | YE Dec<br>2021 | YE Dec<br>2022 | YE Dec<br>2023 | % change<br>2023 vs. 2022 |
|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| Visitors (000)           | 2,548          | 2,425          | 2,859          | 2,745          | 3,149          | 3,767          | 2,720          | 2,431          | 2,790          | 3,390          | 21.5%                     |
| Expenditure (\$ million) | \$279          | \$214          | \$283          | \$360          | \$298          | \$384          | \$380          | \$254          | \$404          | \$488          | 20.6%                     |
| Spend per visitor (\$)   | \$109          | \$88           | \$99           | \$131          | \$95           | \$102          | \$140          | \$105          | \$145          | \$144          | -0.7%                     |

### Main Purpose of Trip

| Visitors (000)               | YE Dec<br>2014 | YE Dec<br>2015 | YE Dec<br>2016 | YE Dec<br>2017 | YE Dec<br>2018 | YE Dec<br>2019 | YE Dec<br>2020 | YE Dec<br>2021 | YE Dec<br>2022 | YE Dec<br>2023 | % change<br>2023 vs. 2022 |
|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| Holiday                      | 1,440          | 1,268          | 1,710          | 1,414          | 1,661          | 1,962          | 1,296          | 1,324          | 1,248          | 1,742          | 39.6%                     |
| Visiting Friends & Relatives | 600            | 603            | 535            | 705            | 940            | 934            | 560            | 423            | 602            | 819            | 36.0%                     |
| Business                     | n/p            | n/p            | n/p            | n/p            | n/p            | 515            | 357            | n/p            | n/p            | n/p            | -                         |
| Other                        | 321            | 335            | 374            | 387            | 311            | n/p            | 507            | 379            | n/p            | n/p            | -                         |
| <b>Total</b>                 | <b>2,548</b>   | <b>2,425</b>   | <b>2,859</b>   | <b>2,745</b>   | <b>3,149</b>   | <b>3,767</b>   | <b>2,720</b>   | <b>2,431</b>   | <b>2,790</b>   | <b>3,390</b>   | <b>21.5%</b>              |

### Origin

| Visitors (000)          | YE Dec<br>2014 | YE Dec<br>2015 | YE Dec<br>2016 | YE Dec<br>2017 | YE Dec<br>2018 | YE Dec<br>2019 | YE Dec<br>2020 | YE Dec<br>2021 | YE Dec<br>2022 | YE Dec<br>2023 | % change<br>2023 vs. 2022 |
|-------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| Sydney                  | n/p            | n/p            | n/p            | n/p            | n/p            | 520            | n/p            | n/p            | n/p            | n/p            | -                         |
| Regional NSW            | 1,488          | 1,174          | 1,635          | 1,540          | 1,494          | 2,074          | 1,687          | 1,425          | 1,599          | 1,639          | 2.5%                      |
| <b>Total Intrastate</b> | <b>1,813</b>   | <b>1,548</b>   | <b>1,958</b>   | <b>1,980</b>   | <b>1,937</b>   | <b>2,594</b>   | <b>1,968</b>   | <b>1,679</b>   | <b>1,939</b>   | <b>2,032</b>   | <b>4.8%</b>               |
| <b>Total Interstate</b> | <b>735</b>     | <b>876</b>     | <b>901</b>     | <b>765</b>     | <b>1,213</b>   | <b>1,172</b>   | <b>752</b>     | <b>752</b>     | <b>850</b>     | <b>1,358</b>   | <b>59.8%</b>              |
| <b>Total</b>            | <b>2,548</b>   | <b>2,425</b>   | <b>2,859</b>   | <b>2,745</b>   | <b>3,149</b>   | <b>3,767</b>   | <b>2,720</b>   | <b>2,431</b>   | <b>2,790</b>   | <b>3,390</b>   | <b>21.5%</b>              |

### Age

| Visitors (000) | YE Dec<br>2014 | YE Dec<br>2015 | YE Dec<br>2016 | YE Dec<br>2017 | YE Dec<br>2018 | YE Dec<br>2019 | YE Dec<br>2020 | YE Dec<br>2021 | YE Dec<br>2022 | YE Dec<br>2023 | % change<br>2023 vs. 2022 |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| 15-34          | 841            | 622            | 761            | n/p            | 860            | 1,124          | 498            | 880            | 827            | 1,140          | 37.7%                     |
| 35-54          | 769            | 896            | 941            | 909            | 921            | 1,099          | 944            | 526            | 681            | 765            | 12.4%                     |
| 55+            | 938            | 906            | 1,157          | 1,267          | 1,369          | 1,543          | 1,278          | 1,025          | 1,281          | 1,486          | 15.9%                     |
| <b>Total</b>   | <b>2,548</b>   | <b>2,425</b>   | <b>2,859</b>   | <b>2,745</b>   | <b>3,149</b>   | <b>3,767</b>   | <b>2,720</b>   | <b>2,431</b>   | <b>2,790</b>   | <b>3,390</b>   | <b>21.5%</b>              |

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