

# New England North West Visitor Profile

## Year ended September 2023



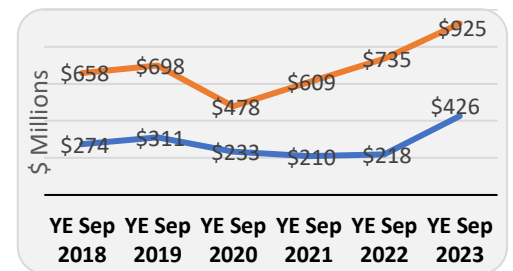
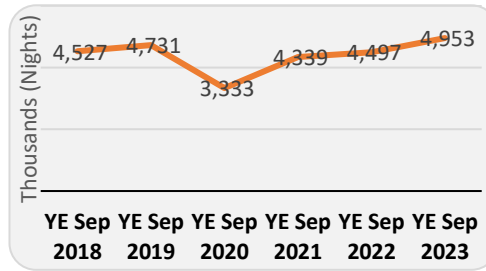
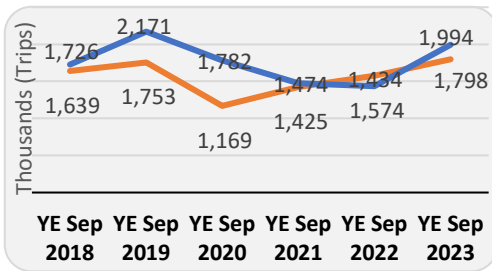
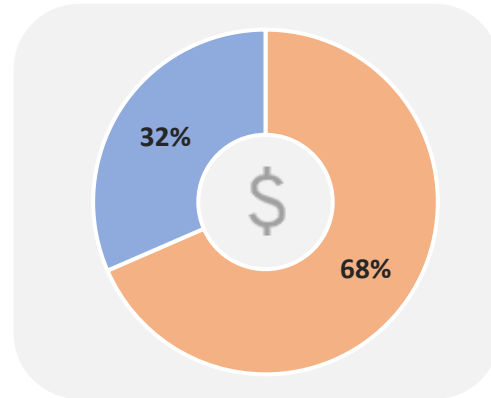
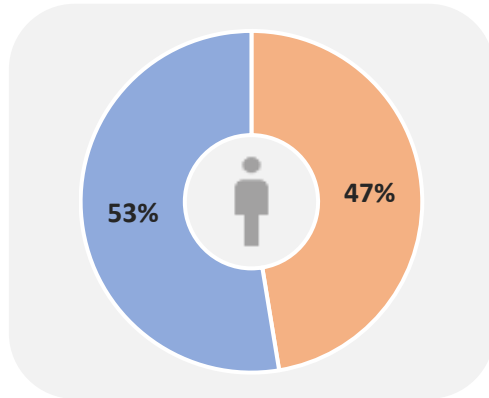
Source: National Visitor Survey, Tourism Research Australia.

Note: This report does not include international visitation statistics as September 2023 International Visitor Survey data are not available.

### TOTAL DOMESTIC



Domestic Overnight (orange) Domestic Daytrip (blue)



### Domestic overnight travel

Visitors: 1.8m (+14.2% YoY)  
 Nights: 5.0m (+10.2% YoY)  
 Expenditure: \$925m (+25.9% YoY)

Average spend  
 \$187 per night  
 \$515 per visitor



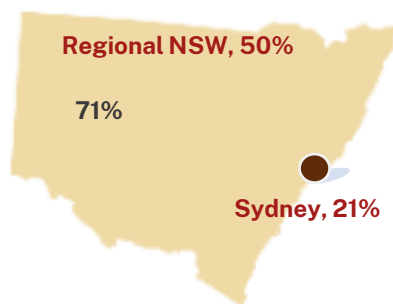
Average length of stay:  
 2.8 nights



#6 for visitors  
 #5 for nights  
 #6 for expenditure  
**In Regional NSW**

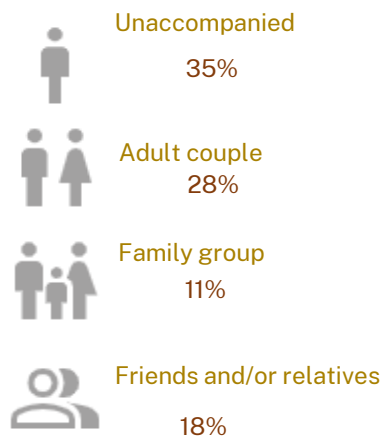
#### Origin

71% of the visitors came from within New South Wales

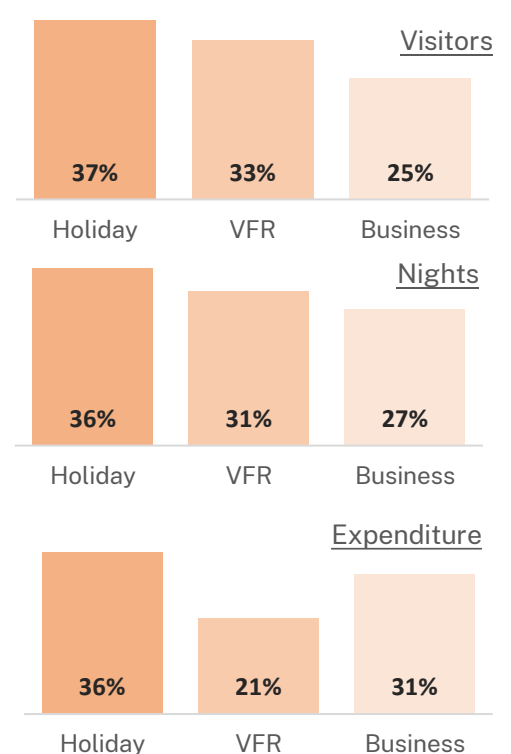


#### Travel party

35% of the visitors were travelling alone



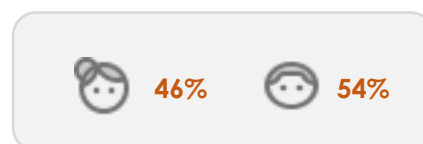
#### Purpose of visit



#### Transport

Self-drive Land Vehicle, 89%  
 Aircraft, 10%  
 Other Land Transport (Bus, Train, etc.), n/p  
 Other or Mixed Transport, n/p

#### Gender



\*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

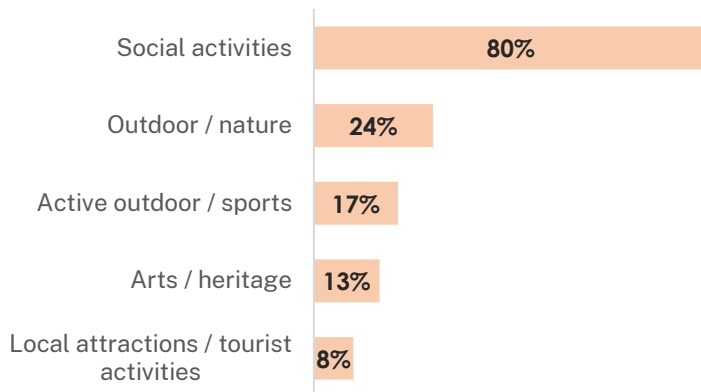
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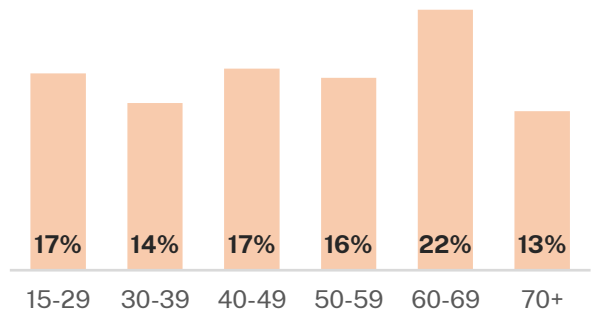
Source: National Visitor Survey, Tourism Research Australia.

### Top 5 activities

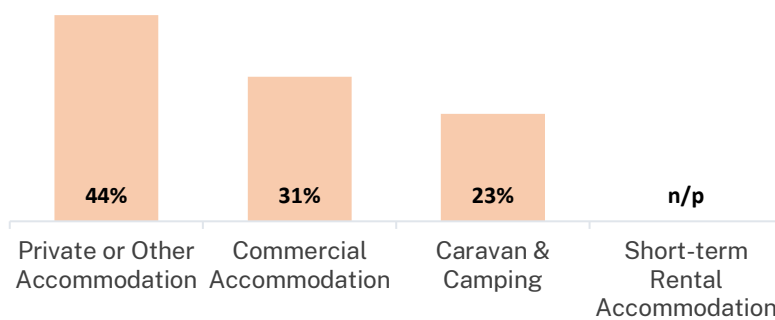


### Age

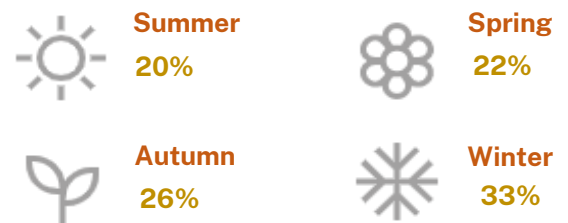
60-69 years' was the largest age group of the visitors to the region



### Accommodation types (nights)



### Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

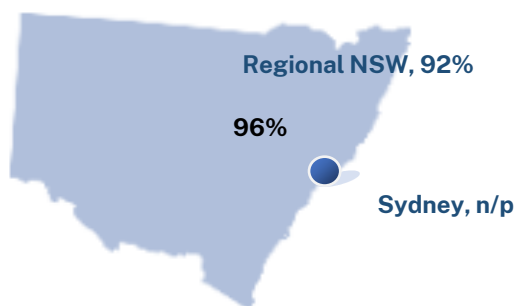
Visitors: 2.0m (+39.0% YoY)  
Expenditure: \$426m (+95.3% YoY)

\$ Average spend \$214 per visitor

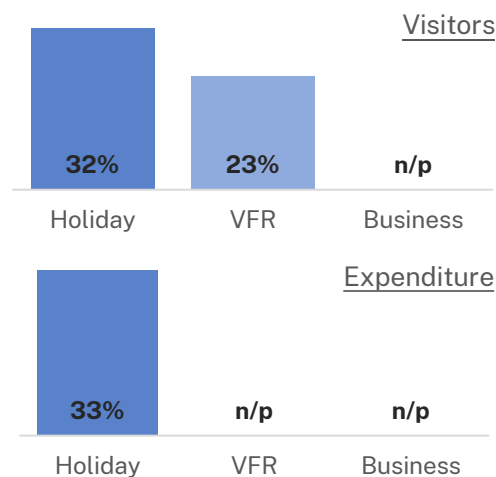
#8 for visitors  
#6 for expenditure  
**In Regional NSW**

### Origin

96% of the visitors to the region came from New South Wales

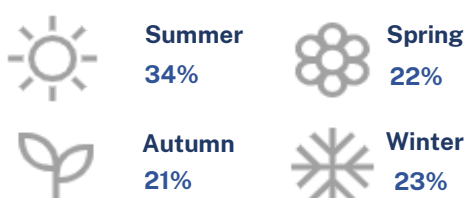


### Purpose of visit



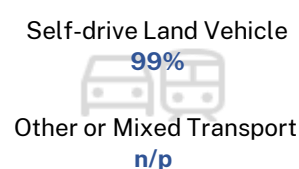
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VFR indicates Visiting Friends and/or Relatives.

### Travel season\*



\*by month returned from the trip

### Transport



### Gender

