

Travel to New South Wales

Year ended September 2023

Source: National Visitor Survey | International Visitors Survey, Tourism Research Australia



OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Sep 2014	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	% change 2023 vs. 2022
Visitors ('000)	81,786	84,874	89,153	94,381	100,595	114,142	83,931	71,878	86,670	105,540	21.8%
Nights ('000)	161,191	170,426	179,552	194,713	201,512	216,961	134,957	95,855	138,800	195,051	40.5%
Expenditure (\$ million)	\$27,401	\$29,357	\$31,304	\$34,550	\$38,084	\$42,649	\$26,142	\$22,700	\$35,034	\$49,979	42.7%
OVERNIGHT (international & domestic)	YE Sep 2014	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	% change 2023 vs. 2022
Visitors ('000)	29,285	30,889	32,635	35,565	38,447	42,721	28,716	25,825	33,153	39,257	18.4%
Nights ('000)	161,191	170,426	179,552	194,713	201,512	216,961	134,957	95,855	138,800	195,051	40.5%
Expenditure (\$ million)	\$21,863	\$23,652	\$25,459	\$28,408	\$31,244	\$34,621	\$20,374	\$17,424	\$27,926	\$40,140	43.7%
DOMESTIC (overnight & daytrip)	YE Sep 2014	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	% change 2023 vs. 2022
Visitors ('000)	78,567	81,484	85,349	90,226	96,255	109,754	81,858	71,803	85,724	102,426	19.5%
Nights ('000)	85,812	88,364	92,984	100,327	106,054	119,177	88,811	91,560	105,267	116,246	10.4%
Expenditure (\$ million)	\$20,534	\$21,491	\$22,201	\$24,337	\$27,415	\$31,199	\$21,034	\$22,345	\$31,437	\$39,752	26.4%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2014	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	% change 2023 vs. 2022
Visitors (000)	26,066	27,499	28,832	31,410	34,106	38,333	26,644	25,750	32,207	36,142	12.2%
Nights (000)	85,812	88,364	92,984	100,327	106,054	119,177	88,811	91,560	105,267	116,246	10.4%
Average Length of Stay	3.3	3.2	3.2	3.2	3.1	3.1	3.3	3.6	3.3	3.2	-1.6%
Expenditure (\$ million)	\$14,997	\$15,786	\$16,355	\$18,195	\$20,576	\$23,170	\$15,266	\$17,068	\$24,329	\$29,913	23.0%
Spend per visitor per night (\$)	\$175	\$179	\$176	\$181	\$194	\$194	\$172	\$186	\$231	\$257	11.3%

Intrastate visitors (000)	17,377	18,145	19,021	21,149	22,580	25,788	19,571	19,460	22,819	25,260	10.7%
Interstate visitors (000)	8,689	9,354	9,811	10,260	11,526	12,545	7,073	6,290	9,388	10,882	15.9%
Intrastate nights (000)	52,470	52,153	55,336	59,938	63,455	71,439	58,336	63,226	67,135	72,177	7.5%
Interstate nights (000)	33,341	36,212	37,648	40,390	42,599	47,738	30,475	28,334	38,132	44,069	15.6%
Intrastate expenditure (\$ million)	\$9,017	\$9,415	\$9,621	\$11,144	\$12,122	\$13,734	\$10,170	\$12,283	\$15,890	\$18,918	19.1%
Interstate expenditure (\$ million)	\$5,980	\$6,372	\$6,735	\$7,051	\$8,454	\$9,436	\$5,096	\$4,785	\$8,439	\$10,995	30.3%

Main Purpose of Visit

Visitors (000)	YE Sep 2014	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	% change 2023 vs. 2022
Holiday	10,859	11,181	11,854	12,424	13,564	14,675	9,886	11,290	13,800	15,345	11.2%
Visiting Friends & Relatives	9,505	9,850	10,240	11,026	11,836	13,941	9,795	8,849	11,356	12,684	11.7%
Business	4,446	5,121	5,407	6,310	7,230	8,081	5,530	4,301	5,632	6,681	18.6%
Other	1,737	1,898	2,001	2,395	2,075	2,488	2,008	1,959	2,077	2,253	8.5%
Total	26,066	27,499	28,832	31,410	34,106	38,333	26,644	25,750	32,207	36,142	12.2%

Nights (000)	YE Sep 2014	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	% change 2023 vs. 2022
Holiday	39,182	39,596	42,252	42,952	45,981	50,344	33,969	40,733	47,795	51,205	7.1%
Visiting Friends & Relatives	29,239	30,176	30,904	33,742	35,308	41,380	29,390	29,458	35,208	39,242	11.5%
Business	12,049	13,273	13,751	16,697	19,221	20,639	17,899	14,580	16,777	19,856	18.3%
Other	5,342	5,319	6,077	6,936	5,544	6,813	7,553	6,788	5,486	5,944	8.3%
Total	85,812	88,364	92,984	100,327	106,054	119,177	88,811	91,560	105,267	116,246	10.4%

n/p = not publishable (sample < 30); '-' = not calculable

Travel to New South Wales

Year ended September 2023

Source: National Visitor Survey | International Visitors Survey, Tourism Research Australia



DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Sep 2014	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	% change 2023 vs. 2022
Sydney	7,183	7,620	8,100	9,041	9,793	11,403	8,774	9,460	10,596	11,571	9.2%
Regional NSW	10,193	10,525	10,920	12,108	12,788	14,385	10,797	10,000	12,222	13,689	12.0%
Total Intrastate	17,377	18,145	19,021	21,149	22,580	25,788	19,571	19,460	22,819	25,260	10.7%
Victoria	2,981	3,226	3,348	3,730	4,206	4,620	2,586	2,025	3,814	3,994	4.7%
Queensland	3,132	3,328	3,676	3,717	4,140	4,526	2,418	2,359	2,923	3,927	34.4%
ACT	1,403	1,468	1,603	1,520	1,827	1,925	1,310	1,324	1,667	1,893	13.6%
Other Interstate	1,173	1,333	1,184	1,293	1,353	1,475	758	582	984	1,067	8.4%
Total Interstate	8,689	9,354	9,811	10,260	11,526	12,545	7,073	6,290	9,388	10,882	15.9%
Grand Total	26,066	27,499	28,832	31,410	34,106	38,333	26,644	25,750	32,207	36,142	12.2%

Age

Visitors (000)	YE Sep 2014	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	% change 2023 vs. 2022
15-29	6,025	6,412	6,531	7,194	7,851	8,786	6,119	5,702	8,095	8,160	0.8%
30-39	4,092	4,455	4,727	5,333	5,972	6,554	4,638	4,332	5,487	6,107	11.3%
40-49	5,042	5,116	5,116	5,805	6,156	6,371	4,411	4,514	5,281	6,106	15.6%
50-59	4,761	5,068	5,555	5,579	6,049	6,710	4,817	4,484	5,525	6,040	9.3%
60-69	3,978	4,283	4,544	4,603	4,950	6,087	4,203	4,200	4,763	5,745	20.6%
70+	2,167	2,165	2,358	2,895	3,128	3,826	2,456	2,518	3,055	3,984	30.4%
Total	26,066	27,499	28,832	31,410	34,106	38,333	26,644	25,750	32,207	36,142	12.2%

Travel Party

Visitors (000)	YE Sep 2014	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	% change 2023 vs. 2022
Travelling alone	7,305	8,144	8,591	9,793	11,068	12,913	9,241	7,815	10,085	11,414	13.2%
Adult couple	6,623	7,107	7,575	8,186	8,464	9,578	6,739	6,955	8,416	9,585	13.9%
Family group - parents and children	5,093	5,032	4,861	5,273	5,346	5,624	4,077	4,166	5,070	5,425	7.0%
Friends/relatives travelling together	5,531	5,544	6,107	6,279	7,193	7,779	5,116	5,737	7,075	7,688	8.7%
Other travel party	1,515	1,673	1,697	1,879	2,034	2,439	1,470	1,078	1,561	2,030	30.0%
Total	26,066	27,499	28,832	31,410	34,106	38,333	26,644	25,750	32,207	36,142	12.2%

Activities (sorted by the latest year)

Visitors (000)	YE Sep 2014	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	% change 2023 vs. 2022
Social activities	22,971	24,339	25,097	27,365	29,872	34,036	22,084	21,251	26,644	30,677	15.1%
Outdoor / nature	9,312	10,139	10,860	11,425	12,542	15,033	10,335	11,333	12,809	15,106	17.9%
Active outdoor / sports	5,780	6,057	6,814	7,065	7,878	8,955	6,039	6,481	7,288	8,358	14.7%
Local attractions / tourist activities	4,549	4,758	4,942	4,667	5,032	5,734	3,495	4,184	4,962	5,712	15.1%
Arts / heritage	4,170	4,348	4,675	4,680	5,188	5,887	2,931	3,041	4,373	5,535	26.6%

Top 3 Accommodation types used (sorted by the latest year)

Nights (000)	YE Sep 2014	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	% change 2023 vs. 2022
Private Accommodation	37,565	40,195	41,295	44,981	48,115	56,793	45,193	43,053	49,403	51,117	3.5%
Standard Commercial Accommodation	14,926	16,008	15,392	16,696	17,753	20,069	12,292	14,150	19,171	23,183	20.9%
Caravan & Camping	14,764	14,054	16,620	16,081	16,599	17,919	12,822	15,004	15,502	19,530	26.0%

Top 3 types of Transport used (sorted by the latest year)

Visitors (000)	YE Sep 2014	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	% change 2023 vs. 2022
Self-drive Land Vehicle	19,961	21,270	22,360	24,173	26,133	29,503	22,049	22,627	26,706	28,883	8.1%
Aircraft	4,470	4,738	4,949	5,595	6,291	6,756	3,236	2,297	4,256	5,402	26.9%
Other Land Transport (Bus, Train, etc.)	1,841	1,731	1,882	1,845	1,997	2,356	1,474	1,049	1,601	2,139	33.6%

n/p = not publishable (sample < 30); '-' = not calculable

Travel to New South Wales

Year ended September 2023

Source: National Visitor Survey | International Visitors Survey, Tourism Research Australia



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2014	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	% change 2023 vs. 2022
Visitors (000)	52,501	53,985	56,517	58,816	62,148	71,421	55,215	46,053	53,518	66,283	23.9%
Expenditure (\$ million)	\$5,538	\$5,705	\$5,845	\$6,142	\$6,839	\$8,029	\$5,768	\$5,277	\$7,108	\$9,839	38.4%
Spend per visitor (\$)	\$105	\$106	\$103	\$104	\$110	\$112	\$104	\$115	\$133	\$148	11.8%

Main Purpose of Trip

Visitors (000)	YE Sep 2014	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	% change 2023 vs. 2022
Holiday	25,310	26,082	27,731	28,268	30,428	33,264	23,506	20,818	23,825	30,948	29.9%
Visiting Friends & Relatives	15,301	15,468	15,309	16,890	17,836	19,966	16,002	12,199	15,772	18,533	17.5%
Business	5,067	5,245	6,093	5,604	6,642	9,420	8,094	6,110	6,559	8,183	24.7%
Other	6,822	7,190	7,385	8,053	7,243	8,770	7,613	6,926	7,361	8,620	17.1%
Total	52,501	53,985	56,517	58,816	62,148	71,421	55,215	46,053	53,518	66,283	23.9%

Origin

Visitors (000)	YE Sep 2014	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	% change 2023 vs. 2022
Sydney	22,603	23,232	24,681	25,176	26,336	32,442	25,469	20,336	23,879	31,163	30.5%
Regional NSW	25,823	26,159	27,069	28,772	30,244	33,255	26,244	23,108	26,118	30,487	16.7%
Total Intrastate	48,426	49,392	51,750	53,948	56,580	65,697	51,713	43,444	49,997	61,649	23.3%
Total Interstate	4,074	4,593	4,767	4,868	5,569	5,723	3,502	2,608	3,521	4,634	31.6%
Total	52,501	53,985	56,517	58,816	62,148	71,421	55,215	46,053	53,518	66,283	23.9%

Age

Visitors (000)	YE Sep 2014	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	% change 2023 vs. 2022
15-29	11,635	12,631	12,748	13,004	13,853	15,642	12,654	9,888	12,997	15,210	17.0%
30-39	8,680	8,661	8,726	9,254	9,458	11,853	8,931	7,662	8,231	10,504	27.6%
40-49	8,715	8,908	9,277	8,909	9,997	11,071	7,587	6,760	7,401	9,958	34.5%
50-59	9,140	8,847	9,480	10,353	10,158	10,953	8,969	7,300	8,607	9,939	15.5%
60-69	8,908	9,078	9,750	9,886	10,513	12,987	10,104	7,706	8,605	11,022	28.1%
70+	5,423	5,861	6,536	7,410	8,169	8,914	6,970	6,737	7,677	9,651	25.7%
Total	52,501	53,985	56,517	58,816	62,148	71,421	55,215	46,053	53,518	66,283	23.9%

Activities

Visitors (000)	YE Sep 2014	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	% change 2023 vs. 2022
Social activities	41,424	42,967	44,874	46,958	49,225	56,660	40,534	31,810	37,684	48,514	28.7%
Outdoor / nature	10,349	11,699	12,290	13,154	14,141	16,891	12,512	10,491	11,000	15,644	42.2%
Active outdoor / sports	5,146	5,138	5,121	5,545	6,074	8,040	5,415	4,756	4,700	6,628	41.0%
Arts / heritage	4,362	4,382	5,447	5,221	5,412	5,889	2,674	2,641	3,100	5,318	71.5%
Local attractions / tourist activities	3,825	3,852	4,010	3,790	4,046	4,709	2,921	2,469	2,977	4,187	40.7%

Transport used

Visitors (000)	YE Sep 2014	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	% change 2023 vs. 2022
Self-drive Land Vehicle	46,927	48,804	50,830	52,607	55,760	63,624	50,534	43,156	49,028	60,350	23.1%
Other or Mixed Transport	5,573	5,181	5,688	6,209	6,388	7,797	4,681	2,897	4,490	5,933	32.2%

n/p = not publishable (sample < 30); '-' = not calculable