

Travel to Regional NSW

Year ended December 2024



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

OVERVIEW

	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	YE Dec 2024	% change 2024 vs. 2023
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	55,642	58,722	62,035	65,091	75,054	n/p	n/p	n/p	68,178	65,547	-3.9%
Nights ('000)	79,930	83,739	88,950	93,206	102,033	n/p	n/p	n/p	100,590	100,133	-0.5%
Expenditure (\$ million)	\$14,068	\$14,924	\$16,565	\$17,796	\$20,494	n/p	n/p	n/p	\$26,393	\$26,395	0.0%
OVERNIGHT (international & domestic)											
Visitors ('000)	20,444	21,532	23,657	25,320	28,069	n/p	n/p	n/p	27,506	27,557	0.2%
Nights ('000)	79,930	83,739	88,950	93,206	102,033	n/p	n/p	n/p	100,590	100,133	-0.5%
Expenditure (\$ million)	\$10,498	\$11,077	\$12,535	\$13,355	\$15,309	n/p	n/p	n/p	\$20,177	\$20,438	1.3%
DOMESTIC (overnight & daytrip)											
Visitors ('000)	54,957	57,954	61,181	64,221	74,198	50,989	47,423	62,122	67,505	64,837	-4.0%
Nights ('000)	66,038	70,318	74,240	78,286	87,568	66,887	68,328	84,521	86,429	82,893	-4.1%
Expenditure (\$ million)	\$13,170	\$14,060	\$15,530	\$16,775	\$19,464	\$14,430	\$15,125	\$23,763	\$25,452	\$25,273	-0.7%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2024	% change 2024 vs. 2023
Visitors (000)	19,759	20,764	22,804	24,449	27,213	19,320	19,335	25,647	26,834	26,847	0.0%
Nights (000)	66,038	70,318	74,240	78,286	87,568	66,887	68,328	84,521	86,429	82,893	-4.1%
Average Length of Stay	3.3	3.4	3.3	3.2	3.2	3.5	3.5	3.3	3.2	3.1	-4.1%
Expenditure (\$ million)	\$9,600	\$10,213	\$11,500	\$12,334	\$14,279	\$10,839	\$11,656	\$18,492	\$19,235	\$19,317	0.4%
Spend per visitor per night (\$)	\$145	\$145	\$155	\$158	\$163	\$162	\$171	\$219	\$223	\$233	4.7%
Intrastate visitors (000)	14,151	14,928	16,855	18,182	20,181	15,727	15,136	19,190	20,232	20,329	0.5%
Interstate visitors (000)	5,608	5,836	5,949	6,267	7,032	3,593	4,199	6,457	6,602	6,518	-1.3%
Intrastate nights (000)	43,173	45,200	49,983	53,610	58,687	51,596	50,291	58,573	60,104	58,970	-1.9%
Interstate nights (000)	22,866	25,118	24,257	24,676	28,881	15,290	18,038	25,948	26,325	23,923	-9.1%
Intrastate expenditure (\$ million)	\$6,593	\$7,009	\$8,076	\$8,600	\$9,895	\$8,672	\$9,050	\$13,347	\$13,873	\$14,142	1.9%
Interstate expenditure (\$ million)	\$3,008	\$3,204	\$3,424	\$3,734	\$4,384	\$2,168	\$2,607	\$5,145	\$5,362	\$5,174	-3.5%

Purpose of Visit

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
Holiday	9,291	9,720	10,461	10,994	11,985	8,604	8,981	12,322	12,070	12,371	2.5%
Visiting Friends & Relatives	6,938	7,294	7,970	8,726	9,864	6,677	6,531	8,595	9,591	9,151	-4.6%
Business	2,625	2,772	3,213	3,691	4,227	3,114	2,819	3,697	4,006	4,159	3.8%
Other	1,298	1,435	1,638	1,456	1,709	1,292	1,418	1,491	1,717	1,694	-1.4%
Total	19,759	20,764	22,804	24,449	27,213	19,320	19,335	25,647	26,834	26,847	0.0%
Nights (000)	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	YE Dec 2024	% change 2024 vs. 2023
Holiday	34,627	36,279	36,991	39,173	43,290	31,639	33,153	43,642	42,195	41,118	-2.6%
Visiting Friends & Relatives	20,725	21,794	24,598	25,181	27,767	20,003	21,191	26,401	27,940	25,614	-8.3%
Business	7,422	8,128	8,681	9,983	11,924	10,564	9,548	10,827	12,011	11,629	-3.2%
Other	3,264	4,117	3,970	3,950	4,587	4,680	4,437	3,651	4,284	4,532	5.8%
Total	66,038	70,318	74,240	78,286	87,568	66,887	68,328	84,521	86,429	82,893	-4.1%

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

Travel to Regional NSW

Year ended December 2024



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

DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
Sydney	6,866	7,526	8,243	9,189	10,292	8,365	7,849	10,129	10,389	10,606	2.1%
Regional NSW	7,285	7,402	8,611	8,993	9,889	7,361	7,287	9,060	9,843	9,723	-1.2%
Total Intrastate	14,151	14,928	16,855	18,182	20,181	15,727	15,136	19,190	20,232	20,329	0.5%
Victoria	1,859	1,771	1,964	2,007	2,367	1,126	1,450	2,255	2,287	1,986	-13.2%
Queensland	2,245	2,606	2,448	2,612	2,931	1,422	1,536	2,461	2,586	2,994	15.8%
ACT	990	957	993	1,166	1,129	863	903	1,182	1,177	1,083	-8.0%
Other Interstate	514	502	544	483	605	182	310	559	552	455	-17.6%
Total Interstate	5,608	5,836	5,949	6,267	7,032	3,593	4,199	6,457	6,602	6,518	-1.3%
Grand Total	19,759	20,764	22,804	24,449	27,213	19,320	19,335	25,647	26,834	26,847	0.0%

Age

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
15-34	6,186	6,343	7,430	8,075	8,646	6,103	5,960	8,372	8,355	7,971	-4.6%
35-54	6,839	7,341	7,808	8,447	8,765	6,619	6,593	8,498	8,825	8,939	1.3%
55+	6,734	7,080	7,567	7,928	9,802	6,598	6,782	8,777	9,654	9,936	2.9%
Total	19,759	20,764	22,804	24,449	27,213	19,320	19,335	25,647	26,834	26,847	0.0%

Travel Party

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
Travelling alone	4,860	5,152	5,853	6,404	7,679	5,675	5,455	6,926	7,286	7,846	7.7%
Adult couple	5,413	6,027	6,280	6,616	7,329	5,199	5,360	7,105	7,469	6,806	-8.9%
Family group - parents and children	3,945	3,855	4,160	4,356	4,530	3,347	3,218	4,500	4,678	4,881	4.3%
Friends/relatives travelling together	4,479	4,805	5,309	5,765	6,154	4,327	4,469	6,021	6,001	6,177	2.9%
Other travel party	1,061	925	1,201	1,307	1,521	772	832	1,096	1,398	1,137	-18.7%
Total	19,759	20,764	22,804	24,449	27,213	19,320	19,335	25,647	26,834	26,847	0.0%

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Travel to Regional NSW

Year ended December 2024



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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2024	% change 2024 vs. 2023
Visitors (000)	685	768	853	870	856	n/p	n/p	n/p	673	710	5.5%
Nights (000)	13,892	13,421	14,710	14,920	14,465	n/p	n/p	n/p	14,161	17,240	21.7%
Average Length of Stay	20.3	17.5	17.2	17.1	16.9	-	-	-	21.1	24.3	15.4%
Expenditure (\$ million)	\$898	\$865	\$1,035	\$1,021	\$1,030	n/p	n/p	n/p	\$942	\$1,122	19.1%
Spend per visitor per night (\$)	\$65	\$64	\$70	\$68	\$71	-	-	-	\$67	\$65	-2.2%

Purpose of Visit

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
Holiday	432	484	548	563	557	n/p	n/p	n/p	376	414	10.2%
Visiting Friends & Relatives	202	237	257	266	246	n/p	n/p	n/p	247	252	2.0%
Business	37	36	47	48	47	n/p	n/p	n/p	33	28	-15.7%
Education	25	27	25	23	27	n/p	n/p	n/p	14	13	-8.6%
Other	34	30	32	35	33	n/p	n/p	n/p	59	54	-8.8%
Total	685	768	853	870	856	n/p	n/p	n/p	673	710	5.5%

Origin (Top 3 based on latest time period)

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
United Kingdom	127	134	142	143	132	n/p	n/p	n/p	121	108	-10.1%
New Zealand	85	97	103	108	102	n/p	n/p	n/p	97	100	3.6%
United States of America	75	91	88	90	86	n/p	n/p	n/p	73	89	20.8%

Age

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
15-34	330	364	378	372	381	n/p	n/p	n/p	279	289	3.7%
35-54	169	196	231	236	237	n/p	n/p	n/p	172	188	9.6%
55+	186	208	245	263	239	n/p	n/p	n/p	222	232	4.7%
Total	685	768	853	870	856	n/p	n/p	n/p	673	710	5.5%

Travel Party

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
Travelling alone	384	434	461	473	447	n/p	n/p	n/p	391	421	7.7%
Adult couple	155	166	198	183	196	n/p	n/p	n/p	158	150	-4.8%
Family group - parents and children	60	74	89	86	101	n/p	n/p	n/p	52	67	27.5%
Friends/relatives travelling together	72	80	90	105	89	n/p	n/p	n/p	58	62	7.6%
Other travel party	14	13	16	23	24	n/p	n/p	n/p	14	10	-27.8%
Total	685	768	853	870	856	n/p	n/p	n/p	673	710	5.5%

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

Travel to Regional NSW

Year ended December 2024



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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Dec 2024	% change 2024 vs. 2023
Visitors (000)	35,198	37,189	38,377	39,772	46,985	31,669	28,088	36,475	40,672	37,990	-6.6%
Expenditure (\$ million)	\$3,570	\$3,847	\$4,029	\$4,440	\$5,185	\$3,591	\$3,469	\$5,271	\$6,217	\$5,957	-4.2%
Spend per visitor (\$)	\$101	\$103	\$105	\$112	\$110	\$113	\$123	\$145	\$153	\$157	2.6%

Purpose of Visit

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
Holiday	18,086	19,022	19,243	20,287	22,484	14,739	13,229	16,894	19,854	18,642	-6.1%
Visiting Friends & Relatives	9,582	9,934	10,349	10,755	12,698	7,825	7,045	9,888	10,463	10,649	1.8%
Business	3,028	3,242	3,312	4,067	5,957	4,016	3,602	4,521	4,197	3,713	-11.5%
Other	4,503	4,992	5,474	4,663	5,846	5,089	4,212	5,172	6,158	4,986	-19.0%
Total	35,198	37,189	38,377	39,772	46,985	31,669	28,088	36,475	40,672	37,990	-6.6%

Origin

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
Sydney	11,833	12,264	12,780	12,991	15,460	9,563	7,828	11,644	13,458	13,017	-3.3%
Regional NSW	19,620	20,818	21,384	22,029	26,386	19,701	17,776	21,325	22,733	20,814	-8.4%
Total Intrastate	31,452	33,082	34,164	35,020	41,846	29,264	25,603	32,969	36,190	33,831	-6.5%
Total Interstate	3,746	4,107	4,213	4,752	5,139	2,405	2,485	3,506	4,482	4,160	-7.2%
Total	35,198	37,189	38,377	39,772	46,985	31,669	28,088	36,475	40,672	37,990	-6.6%

Age

Visitors (000)	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	YE Dec 2024	% change 2024 vs. 2023
15-34	11,172	10,874	11,092	11,666	13,888	8,808	7,770	11,183	12,546	10,861	-13.4%
35-54	11,328	11,962	12,622	12,946	14,678	9,724	8,545	10,916	12,243	12,276	0.3%
55+	12,698	14,354	14,663	15,159	18,420	13,137	11,773	14,375	15,883	14,853	-6.5%
Total	35,198	37,189	38,377	39,772	46,985	31,669	28,088	36,475	40,672	37,990	-6.6%

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

Regional NSW includes: Blue Mountains, Capital Country, Central Coast, Central NSW, The Hunter, The Murray, New England North West, North Coast, The Outback, Riverina, Snowy Mountains and South Coast.