

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

International data is not available for the period YE December 2020 – YE December 2022.

### TOTAL DOMESTIC & INTERNATIONAL



Visitors  
5.9m

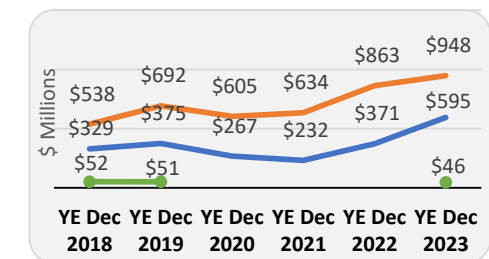
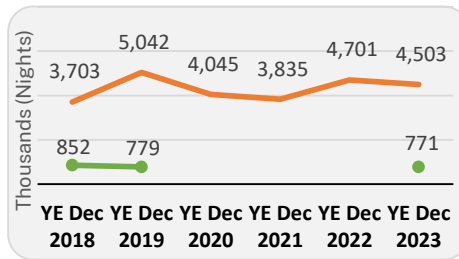
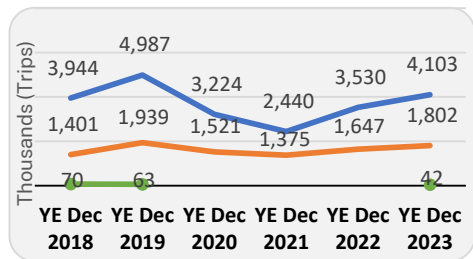
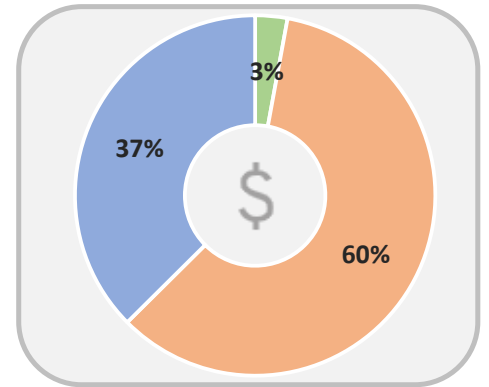
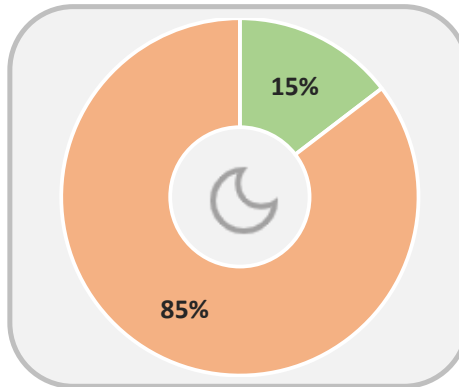
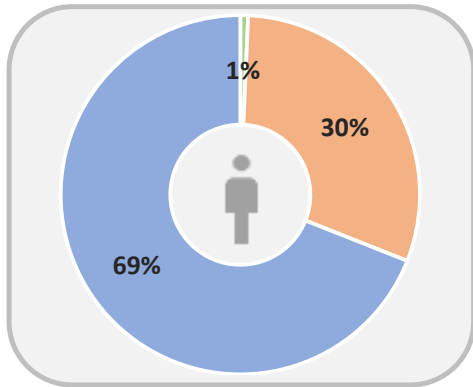


Nights  
5.3m



Expenditure  
\$1.6bn

International Domestic Overnight Domestic Daytrip



## Domestic overnight travel

Visitors: 1.8m (+9.4% YoY)  
Nights: 4.5m (-4.2% YoY)  
Expenditure: \$948.1m (+9.8% YoY)



Average spend  
\$211 per night  
\$526 per visitor



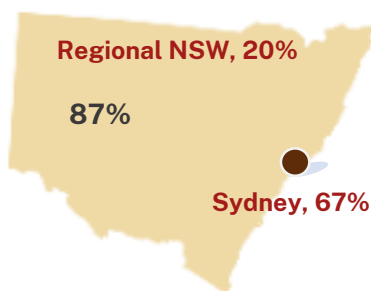
Average length of stay:  
2.5 nights



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

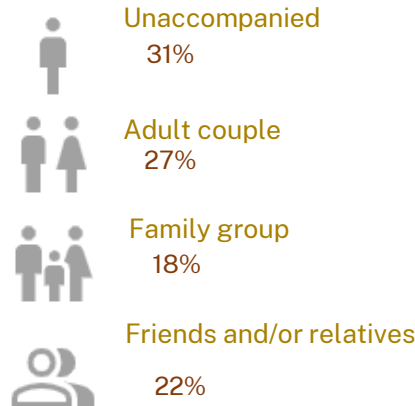
### Origin

87% of the visitors came from within New South Wales

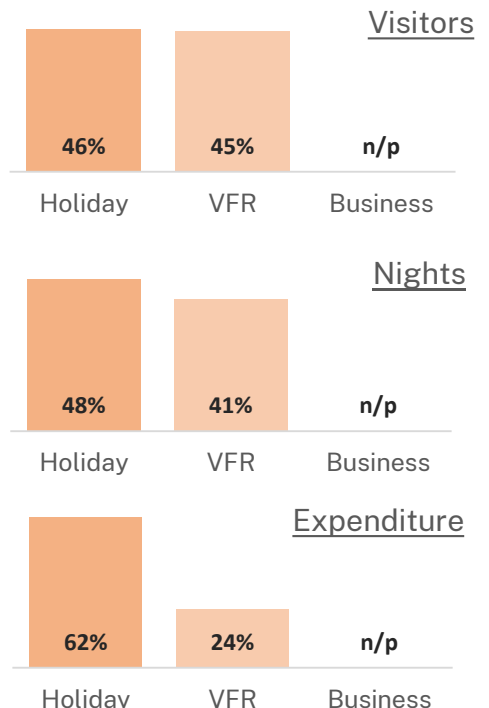


### Travel party

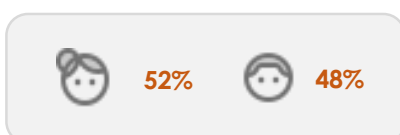
31% of the visitors were travelling alone



### Purpose of visit



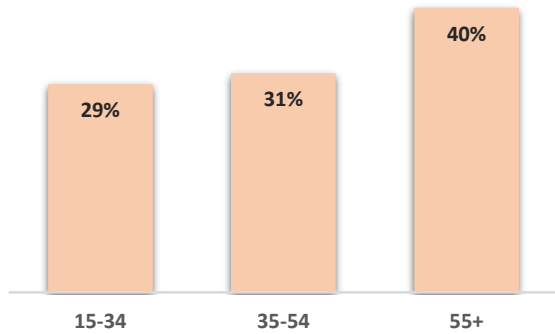
### Gender



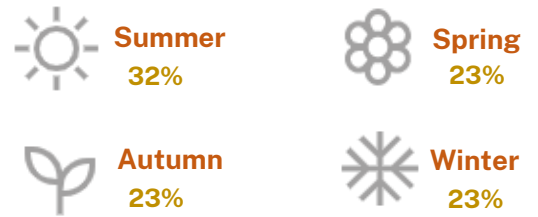
\*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

### Age

55+ years' was the largest age group of the visitors to the region



### Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

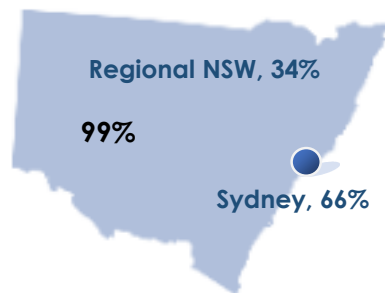
Visitors: 4.1m (+16.2% YoY)  
Expenditure: \$594.7m (+60.1% YoY)

\$ Average spend \$145 per visitor

#4 for visitors  
#5 for expenditure  
**In Regional NSW**

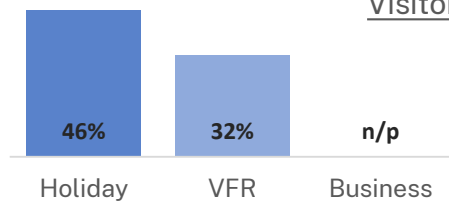
### Origin

99% of the visitors to the region came from New South Wales

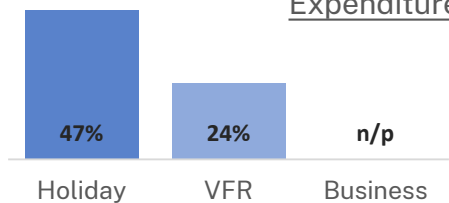


### Purpose of visit

#### Visitors



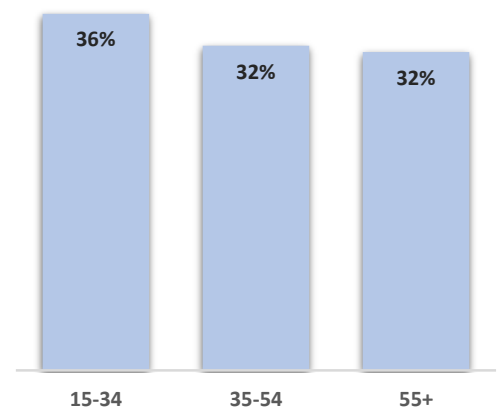
#### Expenditure



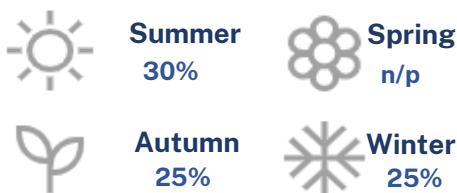
\*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

### Age

15-34 years' was the largest age group of the visitors to the region

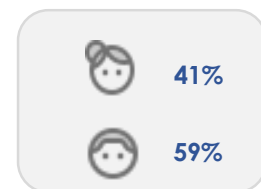


### Travel season\*



\*by month returned from the trip

### Gender

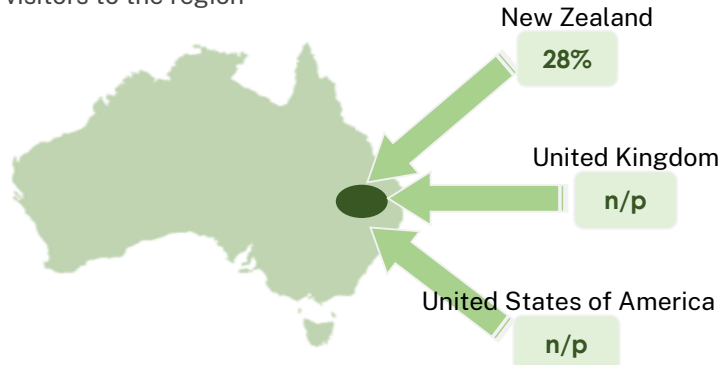


### International travel

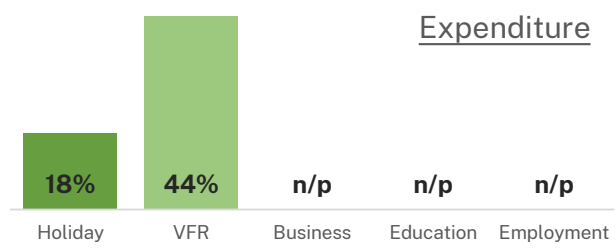
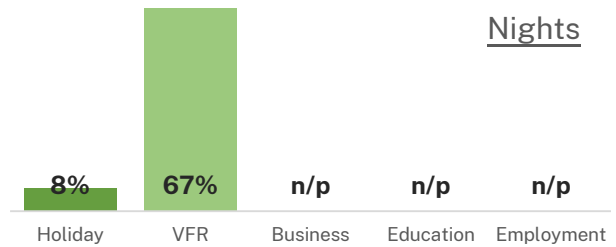
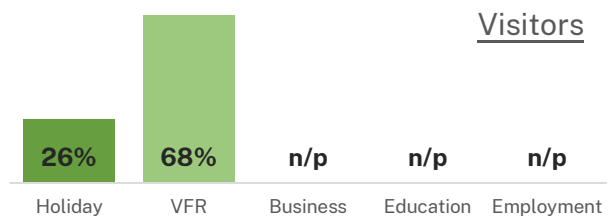
<p><b>Visitors:</b> 41,600</p> <p><b>Nights:</b> 770,500</p> <p><b>Expenditure:</b> \$46.0m</p>	<p><b>% of recovery on YE Dec 19</b></p> <p>66%</p> <p>99%</p> <p>90%</p>	<p><b>\$</b> Average spend</p> <p>\$60 per night</p> <p>\$1105 per visitor</p>	<p><b>Calendar icon</b> Average length of stay:</p> <p>18.5 nights</p>	<p><b>Star icon</b> #5 for visitors</p> <p>#6 for nights</p> <p>#6 for expenditure</p> <p><b>In Regional NSW</b></p>
---	---	--	--	--

#### Top 3 origin markets

New Zealand was the largest individual source market of visitors to the region

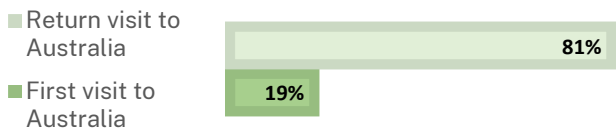


#### Purpose of visit



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

#### First vs return visitor



#### FIT visitor#

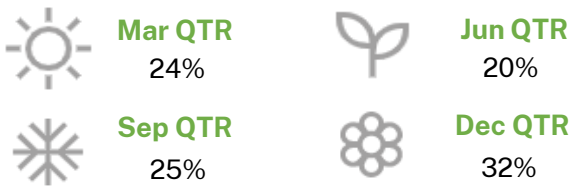


# free and independent traveller

#### Travel party



#### Travel quarter



#### Age

55+ years' was the largest age group of the visitors to the region

