

Germany Visitor Profile to NSW

Year ended December 2023



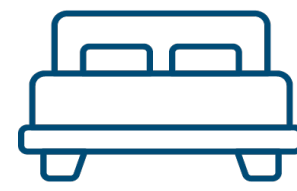
Source: International Visitor Survey, Tourism Research Australia



VISITORS

96,500

77% vs. 2019*



NIGHTS

2.2m

78% vs. 2019*



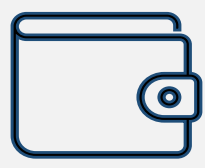
EXPENDITURE

\$211m

96% vs. 2019*

*vs. Pre-COVID period (YE Dec 2019)

Average spend



\$96 per night
\$2187 per visitor

Average length of stay



22.9 nights

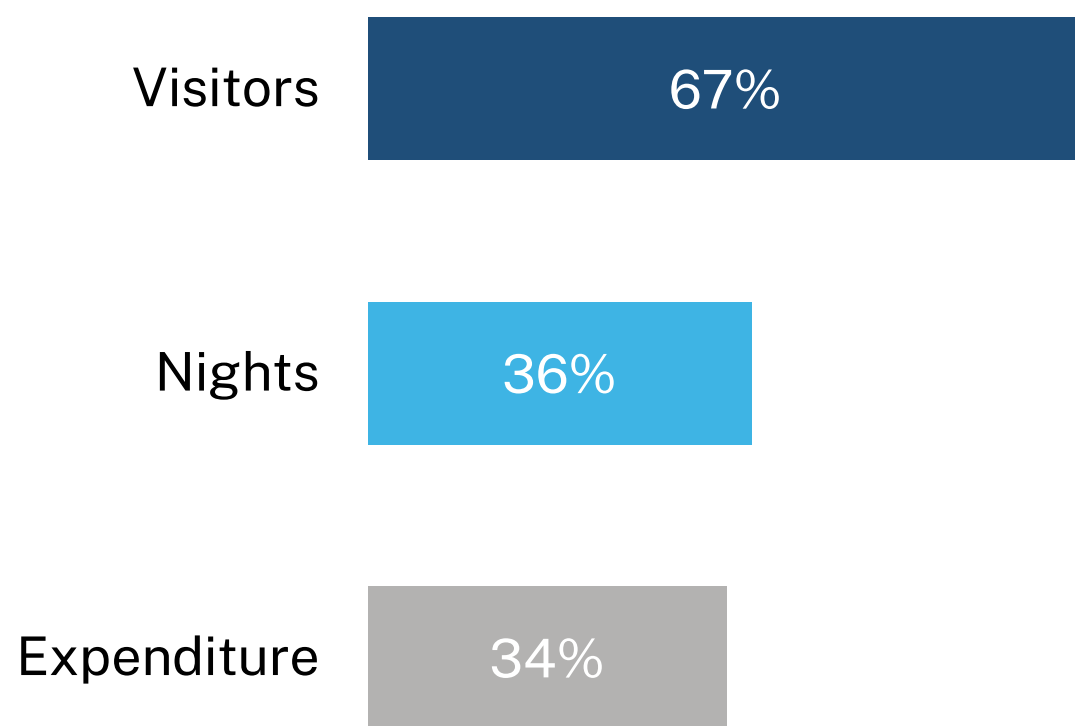
Rank in NSW



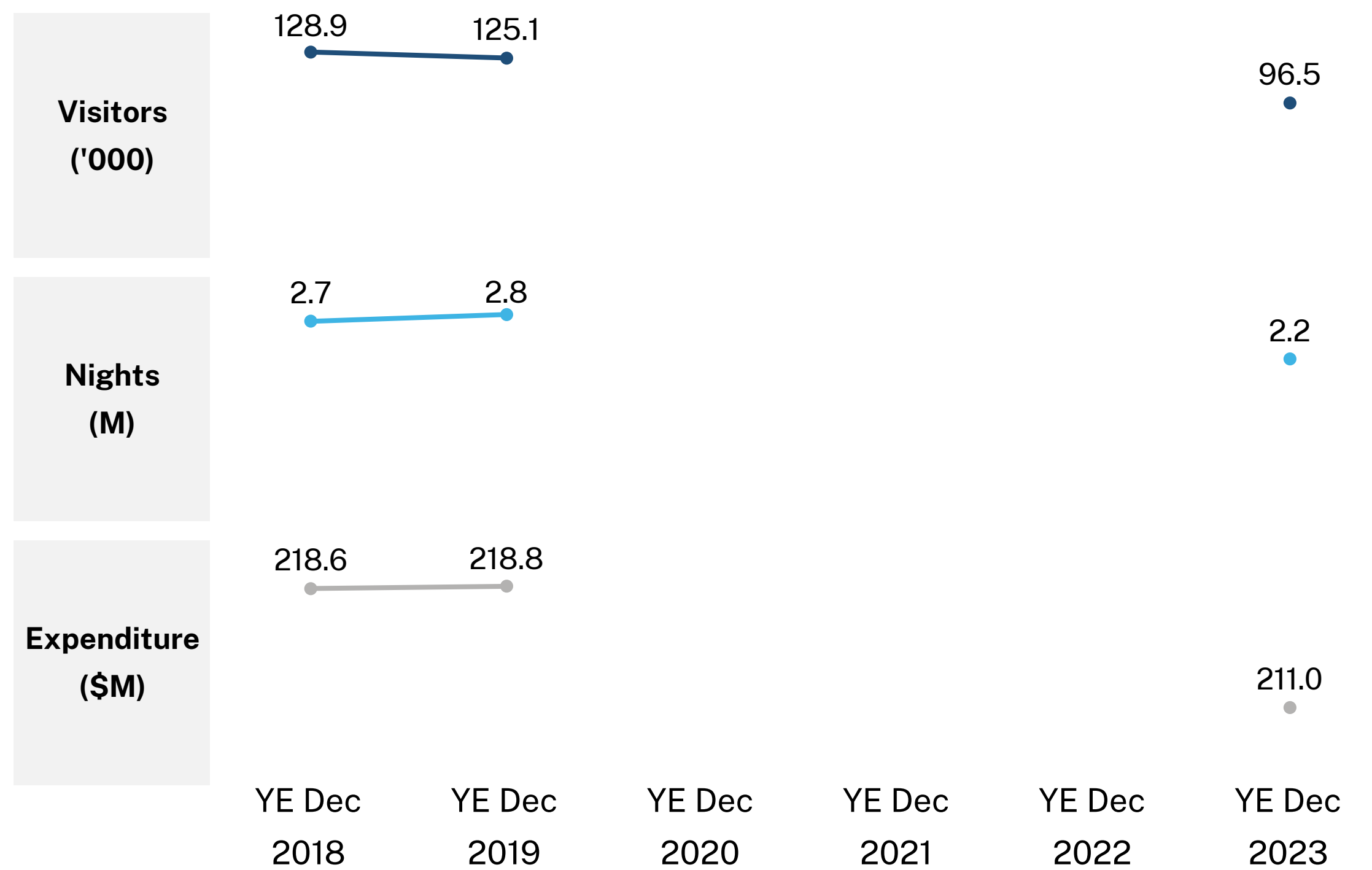
#9 for visitors
#11 for nights
#12 for expenditure

NSW share of visitors to Australia

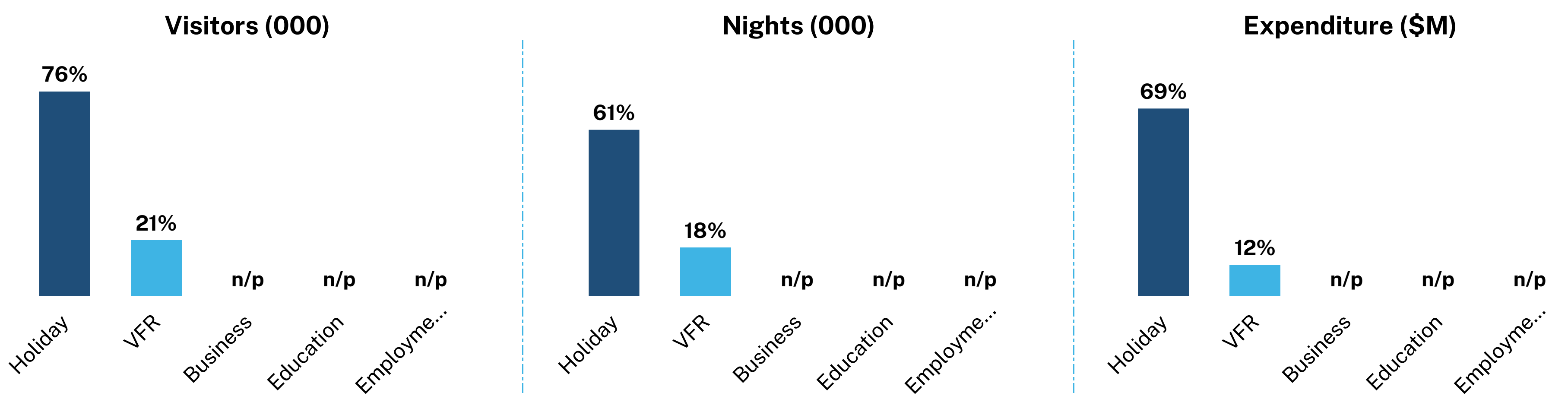
67% of international visitors from Germany visited NSW during their trip to Australia



Time Series



Purpose of Visit



Visitor dispersal

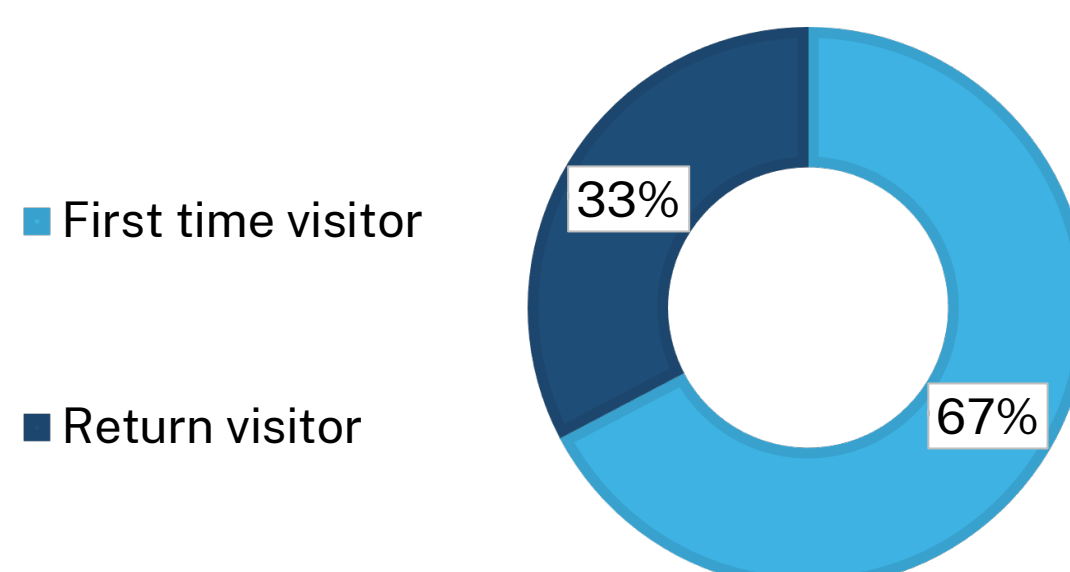
41% of visitors from Germany visited Regional NSW as part of their trip

Regional NSW, 41%



First vs return visitor to Australia

33% of visitors from Germany to NSW were making a return visit to Australia



Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Base excludes 'not asked' sample.

Germany Visitor Profile to NSW

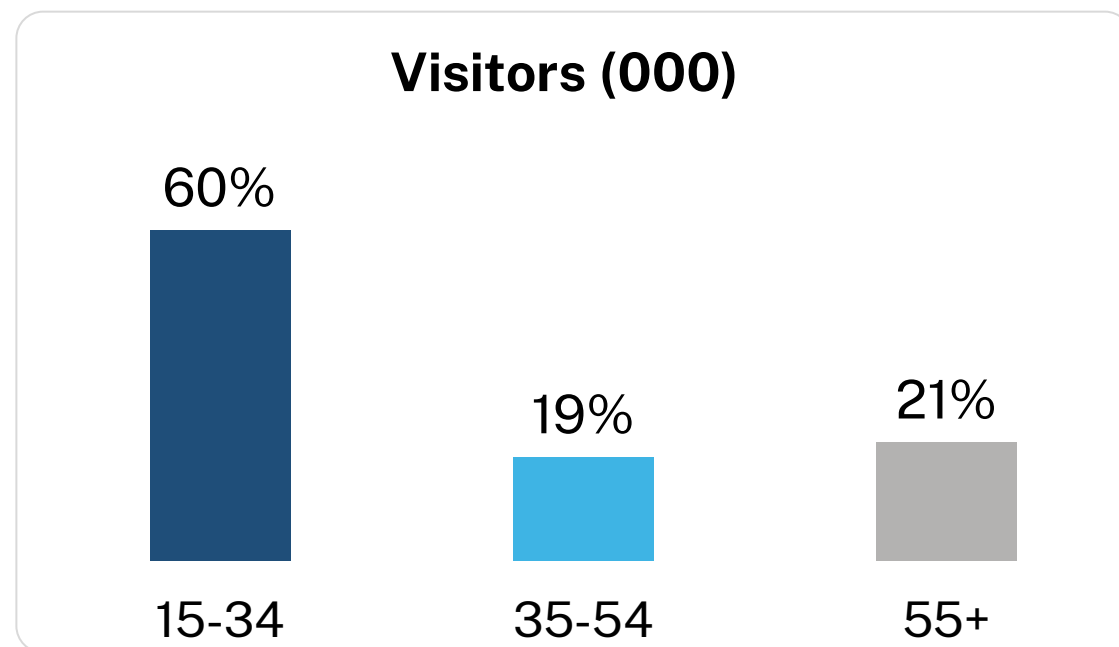
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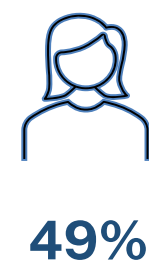
Source: International Visitor Survey, Tourism Research Australia

Age

'15-34 years' was the largest age group of visitors from Germany to NSW

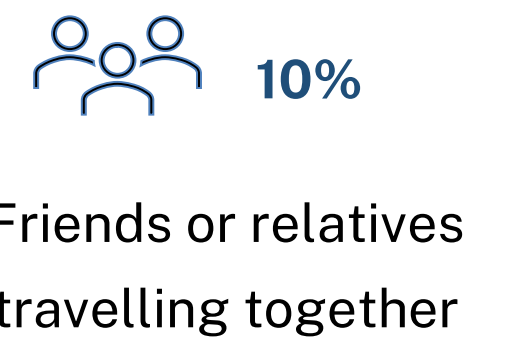
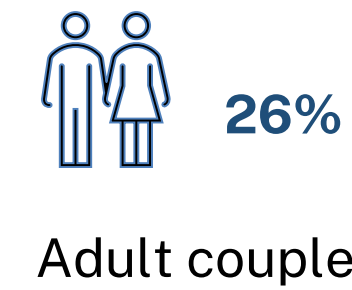
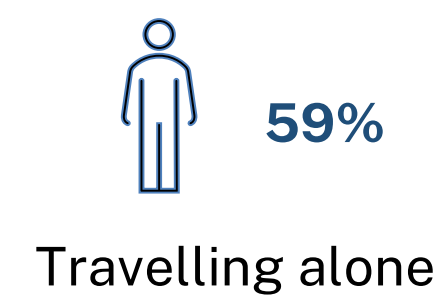


Gender



Travel party

59% of visitors from Germany to NSW were travelling alone.



Group tour

96% of all visitors to NSW from Germany didn't travel to Australia on a group tour

Group tour n/p



Travel package

93% of all visitors to NSW from Germany did not travel to Australia as part of a package tour

Package tour n/p



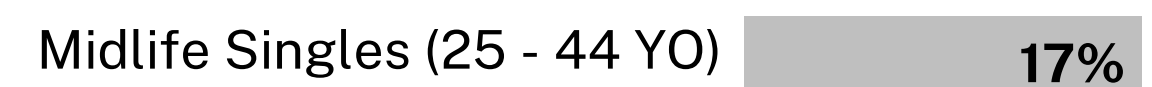
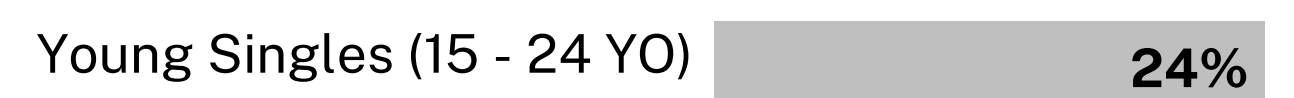
FIT visitor#

76% of visitors to NSW from Germany were Free and Independent Travellers



free and independent traveller

Lifestage



Older Singles (45+ YO) n/p



Parent(s) with kids still at home n/p

Aviation



Inbound seats to Sydney

#N/A

#N/A

#N/A

Key airlines



1. Singapore Airlines, 16%

2. Emirates, 16%

3. Qantas Airways, 11%

There are no direct air services from Germany to Sydney. All visitors from Germany arrive through intermediate hubs

Source: Short term arrivals to Sydney, Tourism Research Australia