

NSW Domestic Visitor Profile

Year ended December 2023

Source: National Visitor Survey, Tourism Research Australia



TOTAL DOMESTIC VISITATION



Visitors
102.5m
+9.3% YoY



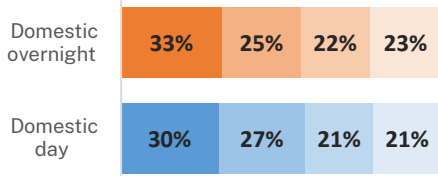
Nights
117.1m
+3.4% YoY



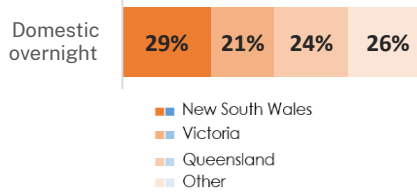
Expenditure
\$40.5bn
+9.8% YoY

Market share to Australia

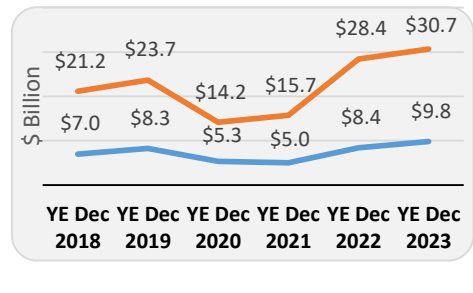
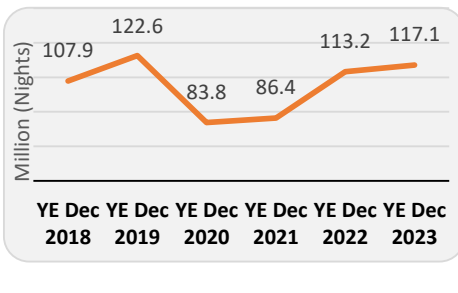
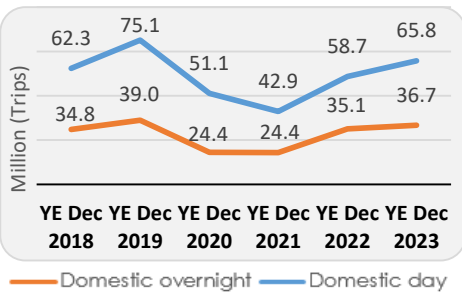
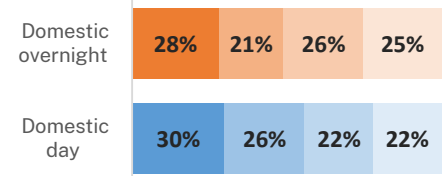
Visitors



Nights



Expenditure



Domestic overnight travel

Visitors: **36.7m (+4.6% YoY)**
 Nights: **117.1m (+3.4% YoY)**
 Expenditure: **\$30.7bn (+7.8% YoY)**



Average spend:
\$262 per night
\$834 per visitor



Average length of stay:
3.2 nights



#1 for visitors
#1 for nights
#1 for expenditure
In Australia

Destination

Sydney was the top destination in NSW

1. Sydney, 30%
2. North Coast NSW, 15%
3. South Coast, 13%
4. Hunter, 13%

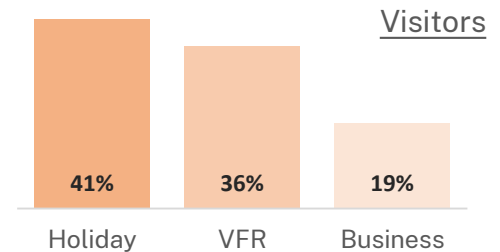
Travel party



- Unaccompanied: 32%
- Adult couple: 26%
- Family group: 16%
- Friends and/or relatives: 21%

Purpose of visit

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

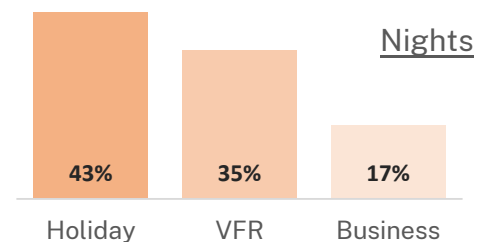
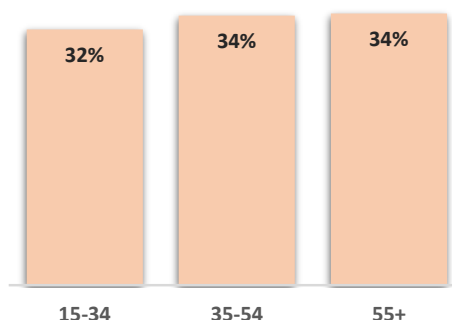


Origin

Regional NSW was the largest source market of visitors to NSW

1. Regional NSW, 38%
2. Sydney, 31%
3. Victoria, 11%

Age



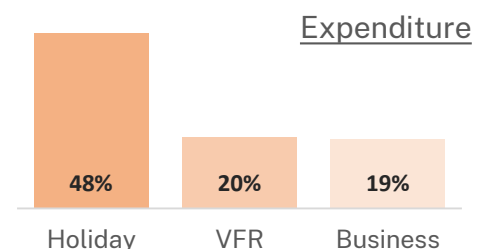
Gender



49%



51%



Domestic daytrip travel

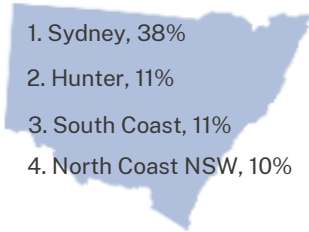
Visitors: 65.8m (+12.0% YoY)
Expenditure: \$9.8bn (+16.5% YoY)

\$ Average spend: \$149 per visitor

#1 for visitors
#1 for expenditure
In Australia

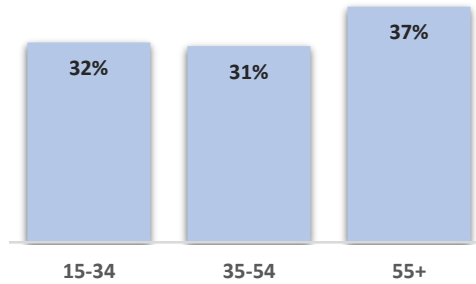
Destination

Sydney was the top destination in NSW

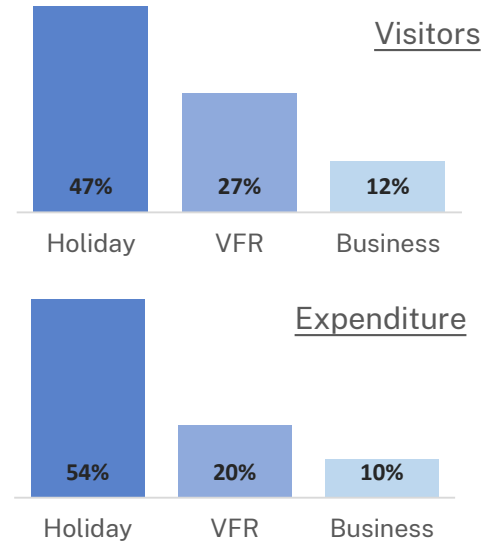


Age

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

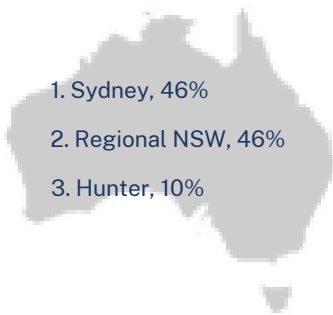


Purpose of visit



Origin

Sydney was the largest source market of visitors to NSW



Aviation

In YE Dec 2023, NSW accounted for 46% of the domestic aviation seat capacity in Australia's top 66 competitive routes or 29.3 million seats (up 12.2% on YE Dec 2022).

Source: Bureau of Infrastructure, Transport and Regional Economics (BITRE), seats both directions.

Destination	TOTAL DOMESTIC		DOMESTIC OVERNIGHT						DOMESTIC DAYTRIP		
	Visitors (000)	Expenditure (\$million)	Visitors (000)	Nights (million)	Expenditure (\$million)	ALOS	Spend per night (\$)	Spend per visitor (\$)	Visitors (000)	Expenditure (\$million)	Spend per visitor (\$)
Sydney	35,984	\$15,029	10,867	30.7	\$11,427	2.8	\$373	\$1,052	25,117	\$3,601	\$143
Regional NSW	67,505	\$25,451	26,834	86.4	\$19,234	3.2	\$223	\$717	40,672	\$6,217	\$153
North Coast NSW	12,344	\$5,947	5,632	20.6	\$4,899	3.7	\$237	\$870	6,712	\$1,049	\$156
Hunter	12,319	\$4,221	4,800	13.2	\$3,258	2.8	\$246	\$679	7,519	\$962	\$128
South Coast	12,173	\$4,089	4,826	15.8	\$3,079	3.3	\$195	\$638	7,347	\$1,010	\$137
Central NSW	6,098	\$2,582	2,966	7.9	\$1,959	2.7	\$248	\$660	3,132	\$624	\$199
Central Coast	5,905	\$1,543	1,802	4.5	\$948	2.5	\$211	\$526	4,103	\$595	\$145
Capital Country	4,516	\$1,021	1,616	3.6	\$678	2.2	\$189	\$419	2,899	\$343	\$118
Blue Mountains	4,499	\$1,056	1,242	3.0	\$665	2.4	\$220	\$536	3,257	\$391	\$120
New England North West	3,954	\$1,390	1,857	5.1	\$917	2.7	\$181	\$494	2,096	\$472	\$225
Riverina	2,850	\$1,009	1,218	3.2	\$614	2.6	\$192	\$504	1,632	\$395	\$242
The Murray	2,717	\$991	1,449	3.6	\$760	2.5	\$210	\$525	1,269	\$230	\$182
Snowy Mountains	1,532	\$991	983	3.3	\$878	3.4	\$264	\$893	549	\$113	\$206
Outback NSW	761	\$541	604	2.2	\$508	3.7	\$230	\$841	n/p	n/p	-
NSW Total	102,538	\$40,480	36,750	117.1	\$30,662	3.2	\$262	\$834	65,788	\$9,818	\$149

ALOS - average length of stay