

Regional NSW Visitor Profile

Year ending December 2024

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



Total Visitation to Regional NSW (Domestic & International)

VISITORS



65.5m

NIGHTS



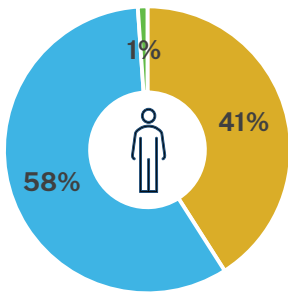
100.1m

EXPENDITURE

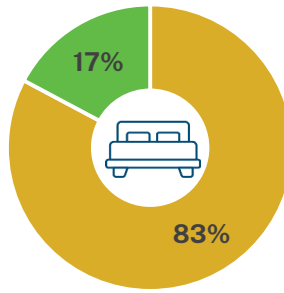


\$26.4b

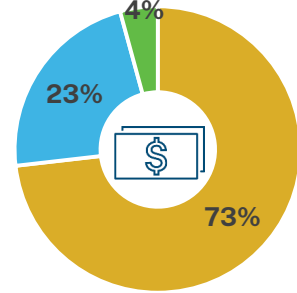
Share by visitor type



Share by visitor type

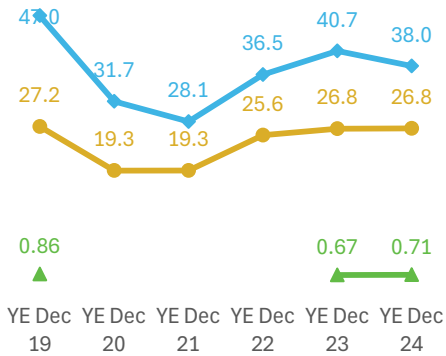


Share by visitor type

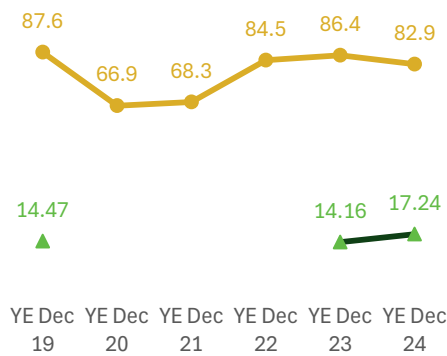


Domestic overnight Domestic day International

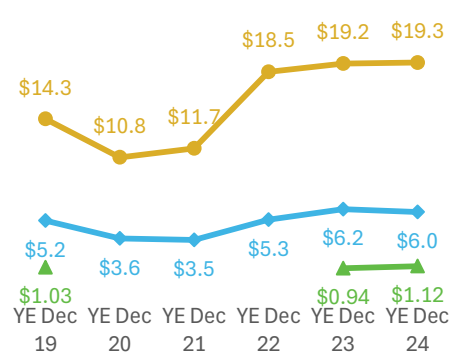
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



Regional NSW market share of Regional Australia

	Visitors	Nights	Expenditure
Domestic overnight	35% (1st)	31% (1st)	31% (2nd)
Domestic day	32% (1st)	-	33% (1st)
International	26% (2nd)	27% (2nd)	19% (2nd)




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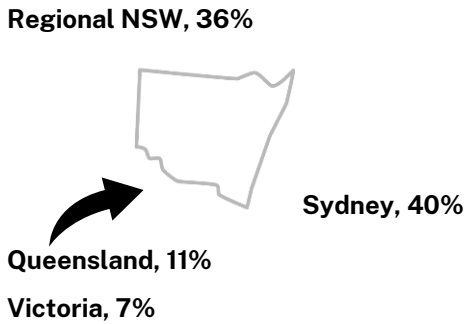
Domestic Overnight Travel

Visitors: 26.8m (+0.0% YOY)	Average spend	Average length of stay	Ranking in Regional Australia
Nights: 82.9m (-4.1% YOY)	 \$233 per night	 3.1 nights	 1st for visitors
Expenditure: \$19.3b (+0.4% YOY)	\$720 per visitor		1st for nights
			2nd for expenditure

Purpose of visit - % share of total

Visitors		Nights		Expenditure	
Holiday	46%	Holiday	50%	Holiday	56%
VFR	34%	VFR	31%	VFR	19%
Business	15%	Business	14%	Business	15%

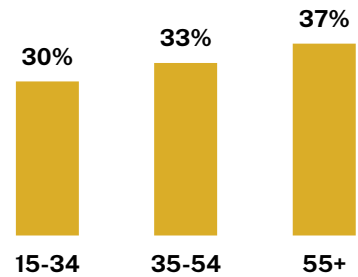
Visitor Origin



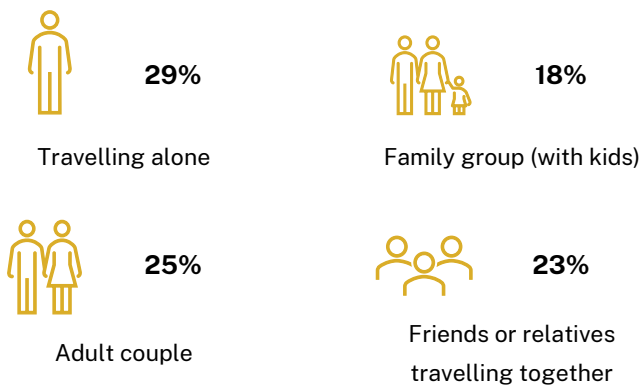
Gender



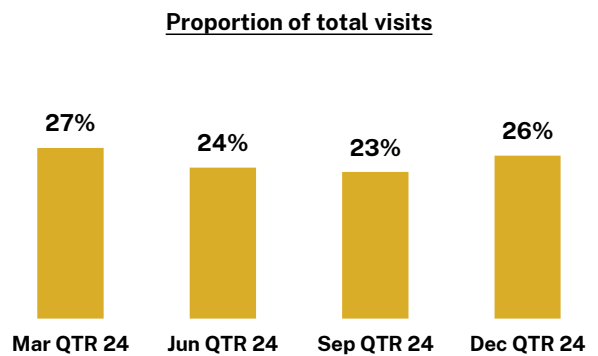
Age



Travel Party



Visitation by quarter



Regional NSW Visitor Profile

Year ending December 2024

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Domestic Daytrip Travel

Visitors: 38.0m (-6.6% YOY)

Expenditure: \$6.0b (-4.2% YOY)

Average spend



\$157 per visitor

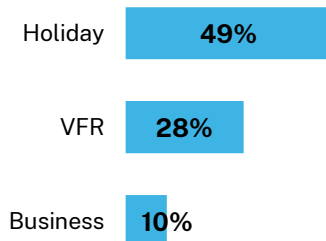
Ranking in Regional Australia



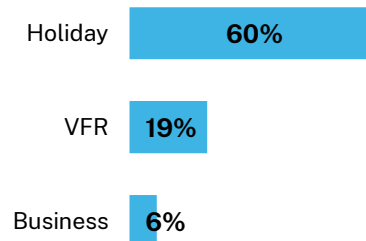
1st for visitors
1st for expenditure

Purpose of visit - % share of total

Visitors



Expenditure



Visitor Origin

Regional NSW, 55%



Sydney, 34%

Gender

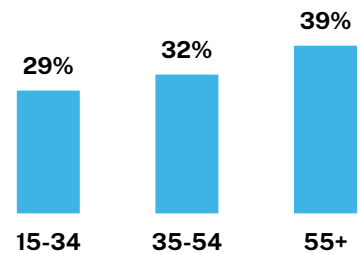


53%



47%

Age

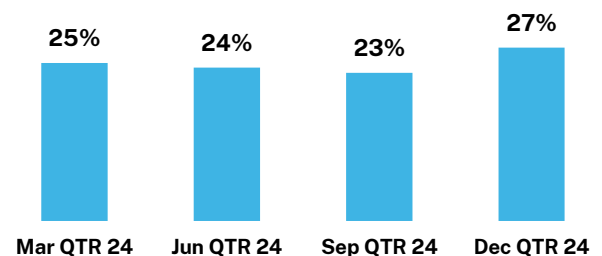


Travel Party

Not asked for Domestic Daytrip

Visitation by quarter

Proportion of total visits



Notes on the report:

- Percentages may not add up to 100% due to rounding
- 'n/p' = data not publishable / For line charts n/p is not shown
- Only selected categories shown for Purpose of visit, Visitor Origin and Travel Party
- 'Not asked' excluded from percentage calculations

Regional NSW Visitor Profile

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International Travel

Visitors: 709,900 (+5.5% YOY)

Nights: 17.2m (+21.7% YOY)

Expenditure: \$1.1b (+19.1% YOY)

Average spend



\$65 per night

\$1580 per visitor

Average length of stay



24.3 nights

Ranking in Regional Australia



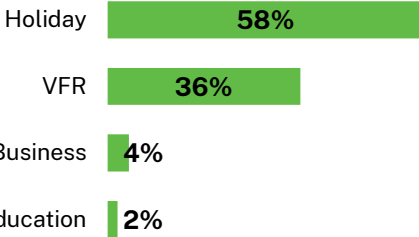
2nd for visitors

2nd for nights

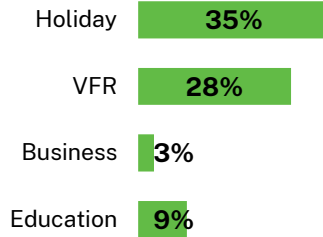
2nd for expenditure

Purpose of visit - % share of total

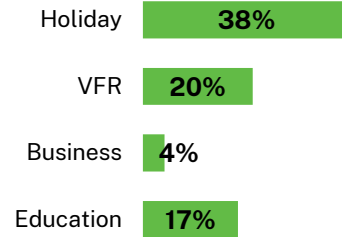
Visitors



Nights



Expenditure



Visitor Origin (Top 5)

- 1st United Kingdom - 15%
- 2nd New Zealand - 14%
- 3rd USA - 12%
- 4th Germany - 5%
- 5th China - 5%

Gender

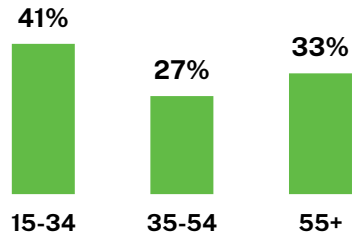


45%



55%

Age



First Visit to Australia

Return visit:
57%

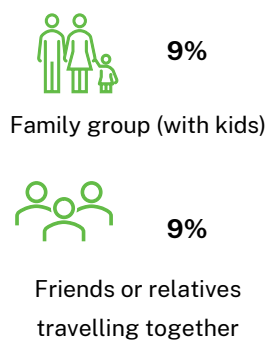
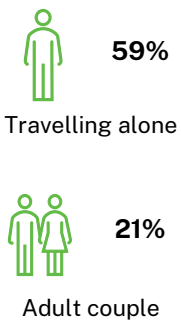


First visit:
43%

Free & Independent Visitor

79% of International visitors to Regional NSW were Free & Independent (FIT) Travellers

Travel Party



Visitation by quarter

