

Travel to New South Wales

Year ended March 2023

Source: International and National Visitor Surveys, TRA.



OVERVIEW

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	80,463	83,836	87,709	89,408	97,422	105,518	114,715	73,343	66,633	102,333	53.6%
Nights ('000)	158,823	164,782	176,802	185,671	197,167	208,788	206,768	89,373	98,782	174,400	76.5%
Expenditure (\$ million)	\$27,723	\$28,245	\$30,783	\$32,038	\$36,365	\$40,192	\$40,925	\$19,988	\$23,018	\$46,418	101.7%
OVERNIGHT (international & domestic)											
Visitors ('000)	29,147	30,102	31,869	33,391	37,322	39,952	41,217	24,956	24,594	38,324	55.8%
Nights ('000)	158,823	164,782	176,802	185,671	197,167	208,788	206,768	89,373	98,782	174,400	76.5%
Expenditure (\$ million)	\$21,973	\$22,694	\$24,928	\$26,279	\$29,924	\$32,883	\$32,734	\$14,842	\$18,046	\$37,049	105.3%
DOMESTIC (overnight & daytrip)											
Visitors ('000)	77,326	80,502	84,108	85,443	93,090	101,172	110,741	73,308	66,392	100,061	50.7%
Nights ('000)	84,657	86,435	90,477	96,448	102,810	111,371	118,075	86,514	85,670	114,512	33.7%
Expenditure (\$ million)	\$20,971	\$20,932	\$22,033	\$22,476	\$25,908	\$28,996	\$30,950	\$19,748	\$21,697	\$39,215	80.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors (000)	26,009	26,769	28,268	29,426	32,990	35,606	37,243	24,920	24,353	36,052	48.0%
Nights (000)	84,657	86,435	90,477	96,448	102,810	111,371	118,075	86,514	85,670	114,512	33.7%
Average Length of Stay	3.3	3.2	3.2	3.3	3.1	3.1	3.2	3.5	3.5	3.2	-9.7%
Expenditure (\$ million)	\$15,221	\$15,382	\$16,179	\$16,717	\$19,467	\$21,687	\$22,759	\$14,602	\$16,725	\$29,847	78.5%
Spend per visitor per night (\$)	\$180	\$178	\$179	\$173	\$189	\$195	\$193	\$169	\$195	\$261	33.5%
Intrastate visitors (000)	17,732	17,865	18,435	19,749	21,992	23,852	24,925	20,134	17,967	24,995	39.1%
Interstate visitors (000)	8,276	8,904	9,833	9,678	10,997	11,754	12,318	4,786	6,386	11,057	73.2%
Intrastate nights (000)	52,421	52,355	53,174	56,804	61,639	67,979	69,663	63,738	57,209	71,125	24.3%
Interstate nights (000)	32,236	34,080	37,303	39,644	41,171	43,392	48,411	22,776	28,461	43,387	52.4%
Intrastate expenditure (\$ million)	\$9,249	\$9,411	\$9,341	\$10,176	\$11,700	\$12,849	\$13,526	\$11,259	\$11,784	\$18,584	57.7%
Interstate expenditure (\$ million)	\$5,972	\$5,971	\$6,837	\$6,541	\$7,766	\$8,838	\$9,233	\$3,342	\$4,941	\$11,264	128.0%

Purpose of Visit

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	10,872	11,063	11,775	11,693	13,147	14,056	13,815	10,414	10,428	15,546	49.1%
Visiting Friends & Relatives	9,487	9,527	10,071	10,723	11,348	12,639	13,349	9,027	8,656	12,237	41.4%
Business	4,548	4,821	5,167	5,495	6,964	7,339	8,278	4,221	4,113	6,738	63.8%
Other	1,619	1,845	1,887	2,218	2,213	2,295	2,602	1,827	1,687	2,258	33.8%
Total	26,009	26,769	28,268	29,426	32,990	35,606	37,243	24,920	24,353	36,052	48.0%
	Nights (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	39,743	39,806	41,651	40,676	44,881	47,962	46,760	37,579	38,270	51,513	34.6%
Visiting Friends & Relatives	28,905	28,954	29,982	33,387	34,236	38,623	38,976	27,917	28,725	37,713	31.3%
Business	10,860	12,579	13,391	15,412	17,850	18,688	23,860	14,175	13,279	19,612	47.7%
Other	5,149	5,096	5,452	6,973	5,843	6,097	8,478	6,843	5,396	5,674	5.1%
Total	84,657	86,435	90,477	96,448	102,810	111,371	118,075	86,514	85,670	114,512	33.7%

Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Regional NSW	10,726	10,314	10,747	11,326	12,556	13,305	14,331	9,995	9,617	13,646	41.9%
Sydney	7,007	7,551	7,688	8,423	9,436	10,547	10,594	10,139	8,350	11,348	35.9%
Total Intrastate	17,732	17,865	18,435	19,749	21,992	23,852	24,925	20,134	17,967	24,995	39.1%
Victoria	2,910	3,115	3,278	3,349	3,997	4,471	4,543	1,492	2,512	4,213	67.7%
Queensland	2,828	3,183	3,623	3,735	3,873	4,048	4,492	1,735	2,063	3,748	81.7%
ACT	1,364	1,394	1,671	1,374	1,779	1,850	1,807	1,232	1,256	1,841	46.6%
Other Interstate	1,175	1,212	1,262	1,220	1,348	1,385	1,476	327	556	1,257	126.2%
Total Interstate	8,276	8,904	9,833	9,678	10,997	11,754	12,318	4,786	6,386	11,057	73.2%
Grand Total	26,009	26,769	28,268	29,426	32,990	35,606	37,243	24,920	24,353	36,052	48.0%

Travel to New South Wales

Year ended March 2023

Source: International and National Visitor Surveys, TRA.



Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
15-29	5,630	6,301	6,423	6,617	7,711	8,336	8,333	5,714	5,733	8,828	54.0%
30-39	4,486	4,105	4,644	4,866	5,697	6,121	6,506	4,186	4,263	6,173	44.8%
40-49	4,980	5,071	5,187	5,209	6,146	6,046	6,256	4,249	4,030	5,997	48.8%
50-59	4,741	4,990	5,403	5,496	5,739	6,286	6,525	4,400	4,321	5,992	38.7%
60-69	4,077	4,098	4,438	4,536	4,738	5,343	5,968	4,035	3,794	5,378	41.7%
70+	2,095	2,204	2,173	2,702	2,959	3,474	3,655	2,335	2,212	3,685	66.6%
Total	26,009	26,769	28,268	29,426	32,990	35,606	37,243	24,920	24,353	36,052	48.0%

Travel Party

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Travelling alone	7,003	7,627	8,276	9,180	10,417	11,471	13,070	7,969	7,653	11,105	45.1%
Adult couple	6,799	6,999	7,262	7,989	8,259	8,822	9,219	6,644	6,490	9,584	47.7%
Family group - parents and children	5,237	5,102	5,023	4,789	5,270	5,562	5,421	3,900	3,883	5,635	45.1%
Friends or relatives travelling together with(out) children	5,374	5,465	5,962	5,933	6,998	7,472	7,062	5,516	5,257	7,695	46.4%
Business associates travelling together with(out) spouse	1,143	1,153	1,326	1,187	1,707	1,827	2,116	789	933	1,751	87.6%
Other	453	423	419	347	340	452	355	103	137	282	106.2%
Total	26,009	26,769	28,268	29,426	32,990	35,606	37,243	24,920	24,353	36,052	48.0%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Eat out / dine at a restaurant and/or cafe	15,817	16,165	17,611	18,550	21,329	23,610	23,772	13,464	13,842	21,851	57.9%
Visit friends & relatives	12,648	13,096	13,033	13,774	14,567	16,681	16,442	9,528	8,138	12,777	57.0%
Pubs, clubs, discos etc	5,639	6,278	6,815	7,146	7,770	8,555	9,443	5,009	5,462	9,879	80.9%
Go to the beach	6,297	6,275	7,034	7,103	7,677	8,681	8,938	6,985	6,654	8,982	35.0%
Sightseeing/looking around	6,343	6,549	6,398	6,820	7,824	9,515	8,957	5,435	4,795	8,171	70.4%

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Friends or relatives property	32,550	33,152	34,460	37,165	39,467	44,500	44,713	33,885	31,432	39,627	26.1%
Standard hotel/motor inn (below 4 star)	12,182	13,256	12,836	13,064	14,322	15,465	15,680	9,601	11,965	19,701	64.6%
Caravan park or commercial camping ground	11,248	10,104	11,169	10,343	10,396	10,852	11,603	9,080	8,524	12,052	41.4%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Private vehicle or company car	19,598	20,399	21,540	22,302	24,955	26,940	27,783	22,371	20,598	28,381	37.8%
Aircraft	4,572	4,469	4,813	5,178	5,935	6,355	6,737	1,310	2,598	5,337	105.4%
Railway	1,146	1,227	1,314	1,393	1,440	1,611	1,763	757	819	1,501	83.3%

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors (000)	3,138	3,333	3,601	3,965	4,332	4,346	3,974	36	241	2,272	843.5%
Nights (000)	74,166	78,347	86,326	89,223	94,357	97,418	88,693	2,860	13,112	59,888	356.7%
Average Length of Stay	23.6	23.5	24.0	22.5	21.8	22.4	22.3	79.8	54.4	26.4	-51.6%
Expenditure (\$ million)	\$6,752	\$7,313	\$8,750	\$9,562	\$10,457	\$11,196	\$9,975	\$241	\$1,321	\$7,202	445.2%
Spend per visitor per night (\$)	\$91	\$93	\$101	\$107	\$111	\$115	\$112	\$84	\$101	\$120	19.4%

Travel to New South Wales

Year ended March 2023

Source: International and National Visitor Surveys, TRA.



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors (000)	51,317	53,734	55,840	56,017	60,101	65,566	73,498	48,388	42,039	64,008	52.3%
Expenditure (\$ million)	\$5,750	\$5,551	\$5,854	\$5,759	\$6,442	\$7,309	\$8,191	\$5,146	\$4,972	\$9,368	88.4%
Spend per visitor (\$)	\$112	\$103	\$105	\$103	\$107	\$111	\$111	\$106	\$118	\$146	23.7%

Main Purpose of Trip

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
	Visitors (000)										
Holiday	24,280	25,825	27,564	26,494	29,670	31,146	33,263	20,927	17,813	30,392	70.6%
Visiting Friends & Relatives	15,010	15,210	15,563	16,203	17,091	18,650	20,680	13,575	12,392	17,077	37.8%
Business	5,608	5,420	5,467	5,932	5,596	7,674	10,454	6,638	5,517	8,455	53.3%
Other	6,419	7,279	7,246	7,388	7,744	8,095	9,101	7,249	6,316	8,084	28.0%
Total	51,317	53,734	55,840	56,017	60,101	65,566	73,498	48,388	42,039	64,008	52.3%

Origin

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
	Visitors (000)										
Sydney	21,685	23,363	24,103	23,872	25,889	28,793	33,247	22,589	18,001	29,599	64.4%
Regional NSW	25,947	25,730	27,332	27,365	28,913	31,427	34,330	23,660	21,185	30,164	42.4%
Total Intrastate	47,632	49,092	51,435	51,237	54,803	60,220	67,577	46,250	39,186	59,763	52.5%
Total Interstate	3,685	4,641	4,405	4,780	5,298	5,345	5,921	2,138	2,853	4,246	48.8%
Total	51,317	53,734	55,840	56,017	60,101	65,566	73,498	48,388	42,039	64,008	52.3%

Age

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
	Visitors (000)										
15-29	10,405	12,393	12,951	12,346	13,669	14,646	15,803	11,201	9,148	15,592	70.4%
30-39	8,872	8,578	8,556	8,910	9,105	10,319	12,515	7,627	6,963	9,887	42.0%
40-49	8,882	9,212	8,978	8,564	9,734	9,918	11,207	6,600	6,079	9,329	53.5%
50-59	8,932	8,866	9,556	9,767	10,005	10,435	11,517	7,748	6,742	10,177	51.0%
60-69	8,602	8,961	9,930	9,430	9,782	11,652	13,333	8,653	6,995	10,265	46.8%
70+	5,623	5,725	5,870	7,000	7,804	8,596	9,122	6,559	6,112	8,757	43.3%
Total	51,317	53,734	55,840	56,017	60,101	65,566	73,498	48,388	42,039	64,008	52.3%

Top 5 activities (sorted by the latest year)

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
	Visitors (000)										
Eat out / dine at a restaurant and/or cafe	23,099	24,047	27,385	27,774	30,412	33,916	37,396	19,197	16,635	28,149	69.2%
Visit friends & relatives	18,699	19,070	18,684	18,747	20,004	22,127	23,196	13,585	10,975	16,854	53.6%
Go shopping for pleasure	11,116	10,789	9,726	10,568	10,807	11,173	11,896	7,068	6,431	11,073	72.2%
Sightseeing/looking around	8,091	7,864	8,815	8,477	9,882	11,304	12,583	6,638	4,699	8,619	83.4%
Go to the beach	5,560	6,369	6,811	6,244	7,961	7,822	9,198	5,744	4,335	8,134	87.7%

Top 3 types of Transport used (sorted by the latest year)

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
	Visitors (000)										
Private vehicle or company car	45,865	48,009	49,882	50,247	53,713	58,255	65,244	45,470	39,060	57,474	47.1%
Railway	3,325	3,588	3,675	3,780	4,118	4,541	5,665	1,900	2,039	4,077	100.0%
Bus/Coach	1,039	1,009	1,252	972	1,228	1,407	1,142	441	514	1,133	120.3%