

# Regional NSW Visitor Profile

Year ended June 2023

Source: National Visitor Survey, Tourism Research Australia.



Note: This report does not include international visitation statistics as YE June 2023 International Visitor Survey data are not available.

## TOTAL DOMESTIC



Visitors  
67.9m  
+48.9% YoY

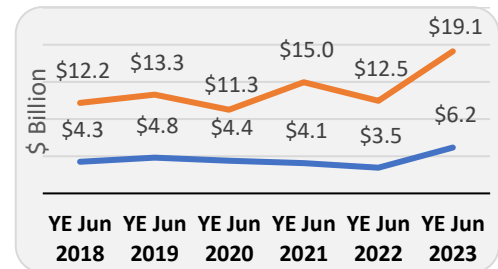
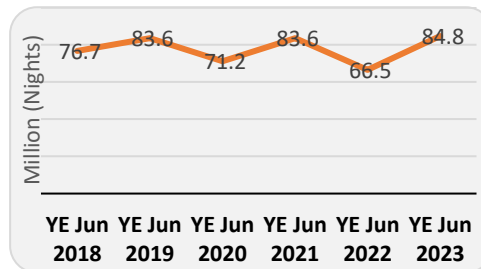
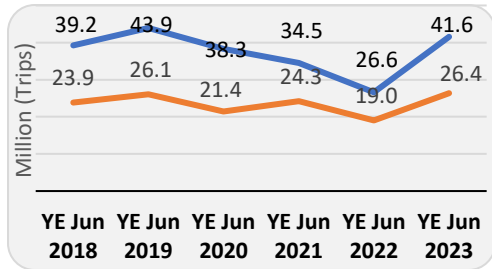
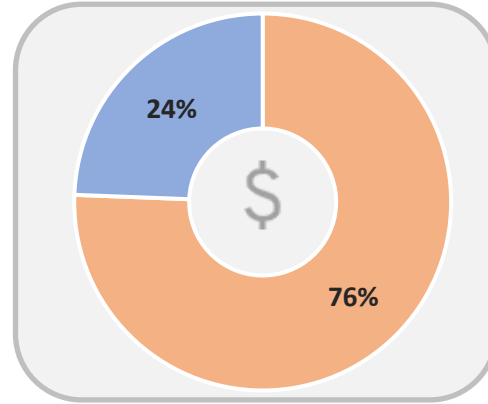
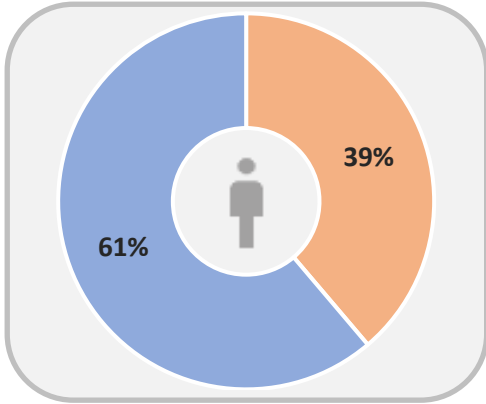


Nights  
84.8 m  
+27.4% YoY



Expenditure  
\$25.3bn  
+58.8% YoY

Domestic Overnight (orange) Domestic Daytrip (blue)



## Domestic overnight travel

Visitors: 26.4m (+38.6% YoY)  
Nights: 84.8m (+27.4% YoY)  
Expenditure: \$19.1bn (+53.4% YoY)

Average spend  
\$225 per night  
\$725 per visitor



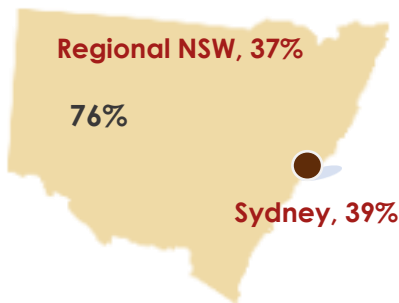
Average length of stay:  
3.2 nights



#1 for visitors  
#1 for nights  
#2 for expenditure  
**In Regional AUS**

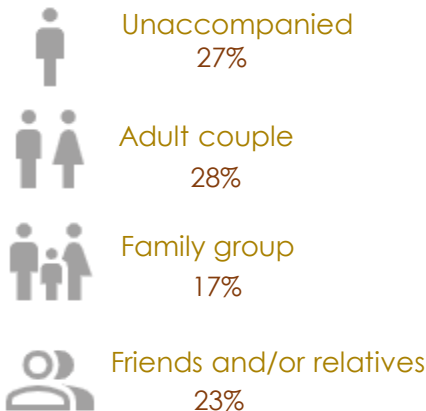
### Origin

76% of the visitors came from within New South Wales

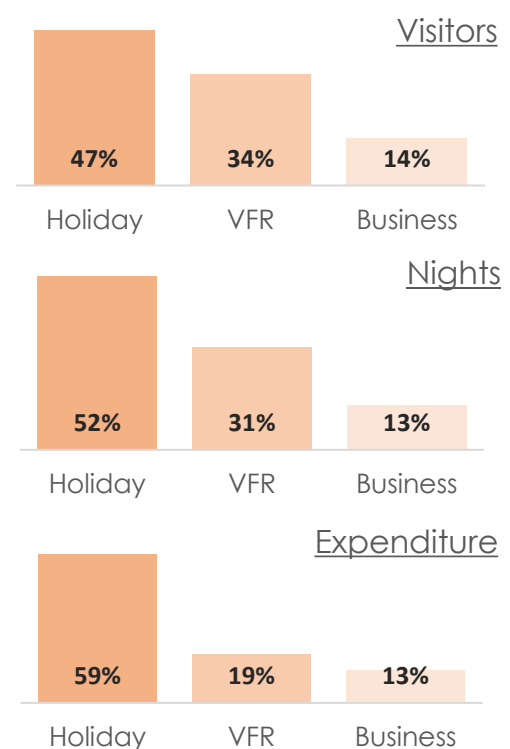


### Travel party

28% of the visitors were adult couple



### Purpose of visit



### Transport

Private vehicle or company car, 89%  
Aircraft, 6%

### Gender

48% Male, 52% Female

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

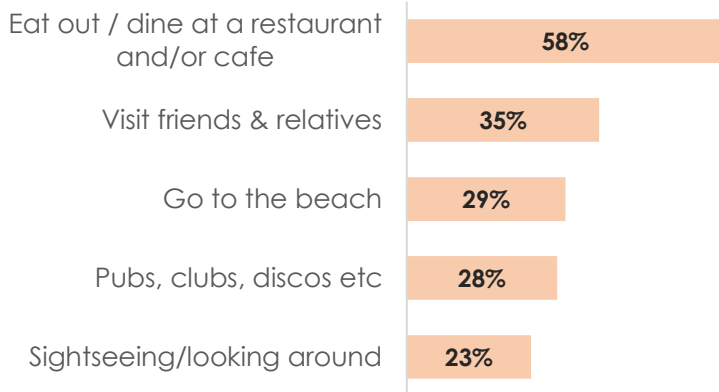
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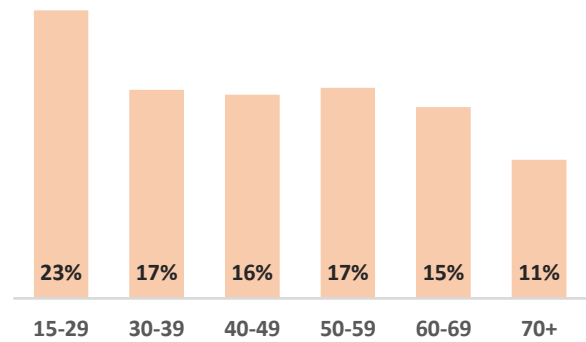


## Top 5 activities

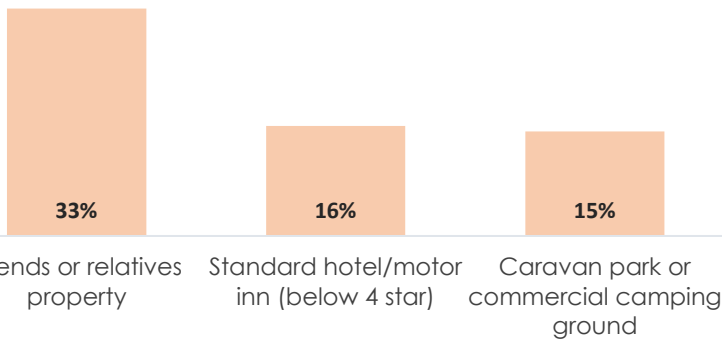


## Age

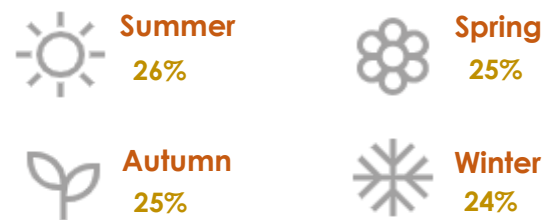
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

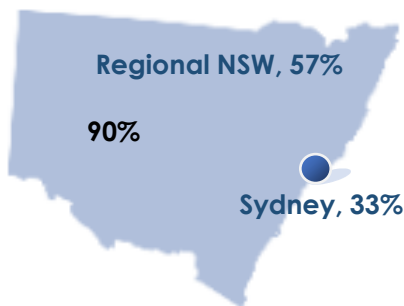
Visitors: 41.6m (+56.3% YoY)  
Expenditure: \$6.2bn (+78.4% YoY)

Average spend \$148 per visitor

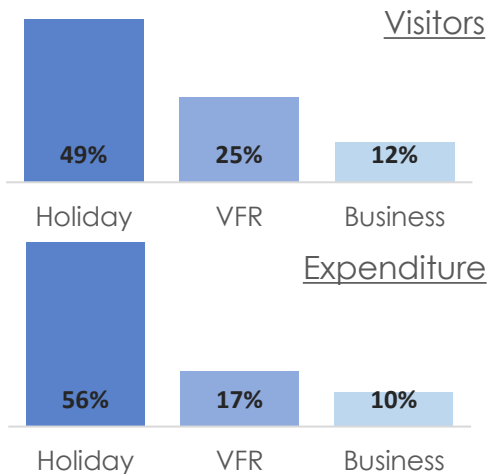
#1 for visitors  
#1 for expenditure  
**In Regional AUS**

### Origin

90% of the visitors to the region came from NSW



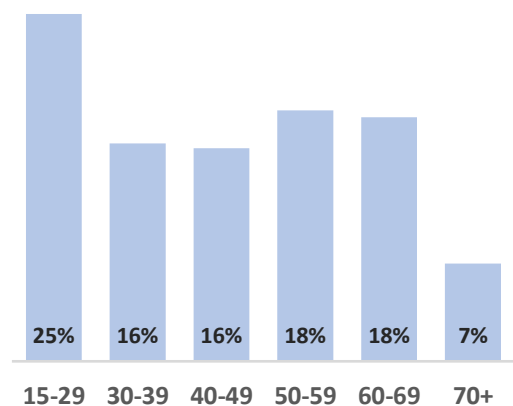
### Purpose of visit



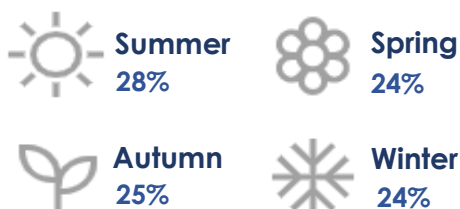
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### Age

'15-29 years' was the largest age group of the visitors to the region

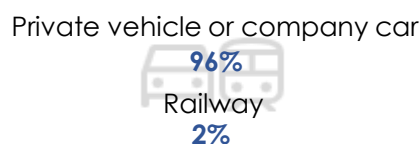


### Travel season\*



\*by month returned from the trip

### Transport



### Gender

