

New South Wales Domestic Visitor Profile

Year ending March 2024

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



Total Domestic Visitation to NSW

VISITORS



100.3m

NIGHTS



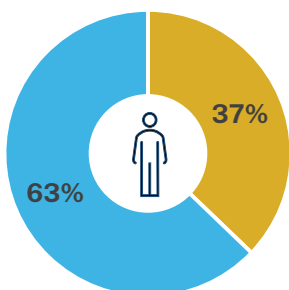
117.8m

EXPENDITURE

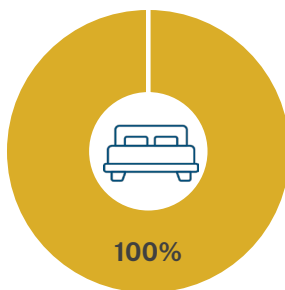


\$41b

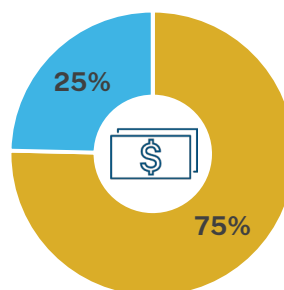
Share by visitor type



Share by visitor type

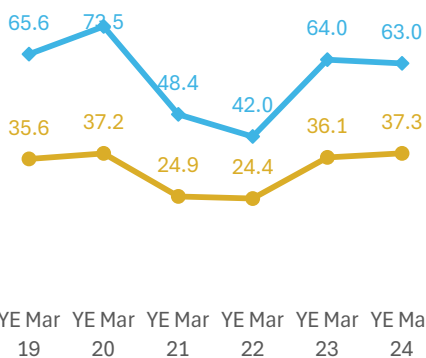


Share by visitor type

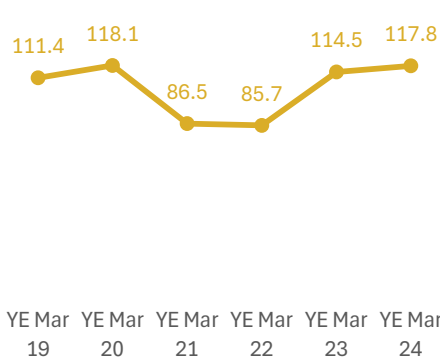


Domestic overnight Domestic day

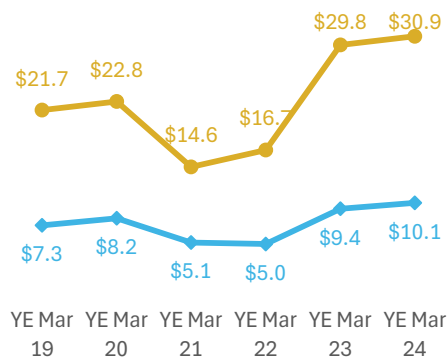
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



NSW market share of Australia

	Visitors	Nights	Expenditure
Domestic overnight	33% (1st)	29% (1st)	28% (1st)
Domestic day	30% (1st)	-	31% (1st)

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Domestic Overnight Travel

Visitors: 37.3m (+3.4% YOY)

Nights: 117.8m (+2.9% YOY)

Expenditure: \$30.9b (+3.6% YOY)

Average spend



\$263 per night

\$830 per visitor

Average length of stay



3.2 nights

Ranking in Australia



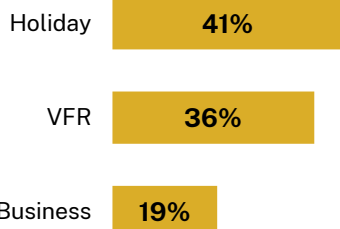
1st for visitors

1st for nights

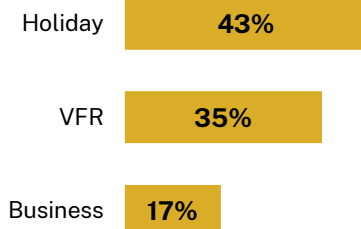
1st for expenditure

Purpose of visit - % share of total

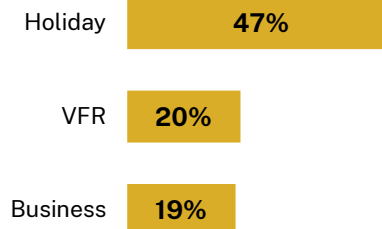
Visitors



Nights

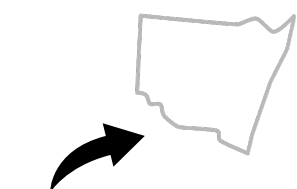


Expenditure



Visitor Origin

Regional NSW, 37%



Sydney, 32%

Queensland, 11%

Gender

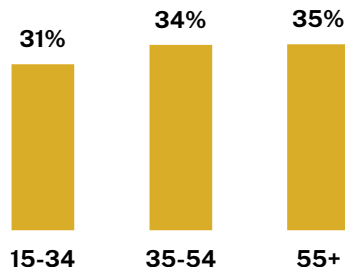


50%



50%

Age



Travel Party



32%

Travelling alone



16%

Family group (with kids)



25%

Adult couple



22%

Friends or relatives travelling together

Travel Season



25%

Spring



27%

Summer



25%

Autumn



24%

Winter

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Domestic Daytrip Travel

Average spend

Ranking in Australia

Visitors: 63.0m (-1.6% YOY)



\$161 per visitor



1st for visitors

Expenditure: \$10.1b (+8.0% YOY)

1st for expenditure

Purpose of visit - % share of total

Visitors

Expenditure

Holiday 47%

Holiday 55%

VFR 29%

VFR 20%

Business 11%

Business 9%

Visitor Origin

Gender

Age

Regional NSW, 47%



Sydney, 45%



54%



46%

31%



15-34

31%



35-54

38%



55+

Travel Party

Travel Season

Not asked for Domestic Daytrip



25%

Spring



24%

Summer



26%

Autumn



25%

Winter

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

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Domestic Aviation

In YE Mar 2024, NSW accounted for 26% of interstate* domestic aviation seat capacity (up 5.3% year-on-year) and 27% of interstate flights in Australia (up 3.4% year-on-year).

NSW ranks #1 for interstate seats and #1 for interstate flights, of all states and territories.

In YE Mar 2024, NSW accounted for 16% of intrastate** domestic aviation seat capacity (down 6.1% year-on-year) and 23% of intrastate flights in Australia (down 10.2% year-on-year).

NSW ranks #3 for intrastate seats and #2 for intrastate flights, of all states and territories.

Source: Cirium.

***Interstate:** Inbound seat capacity

****Intrastate:** Seats in both directions

Destination in NSW

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	35,110	\$15,707	10,978	31.8	\$11,751	2.9	\$369	\$1,070	24,132	\$3,955	\$164
Regional NSW	66,006	\$25,343	27,148	86.0	\$19,184	3.2	\$223	\$707	38,859	\$6,158	\$158
North Coast NSW	12,991	\$5,791	5,740	20.0	\$4,718	3.5	\$235	\$822	7,250	\$1,073	\$148
Hunter	12,087	\$4,107	4,815	13.3	\$3,134	2.8	\$236	\$651	7,272	\$973	\$134
South Coast	11,725	\$4,210	4,953	16.4	\$3,260	3.3	\$199	\$658	6,773	\$950	\$140
Central NSW	5,671	\$2,466	2,817	7.0	\$1,859	2.5	\$264	\$660	2,854	\$607	\$213
Central Coast	5,523	\$1,500	1,844	4.7	\$981	2.6	\$207	\$532	3,679	\$519	\$141
Capital Country	4,579	\$1,143	1,754	3.9	\$785	2.2	\$201	\$447	2,824	\$358	\$127
Blue Mountains	4,176	\$1,061	1,220	3.0	\$702	2.4	\$237	\$576	2,957	\$359	\$121
New England North West	3,801	\$1,365	1,886	5.1	\$905	2.7	\$177	\$480	1,915	\$460	\$240
Riverina	2,738	\$1,128	1,225	3.0	\$646	2.5	\$214	\$527	1,513	\$482	\$319
The Murray	2,602	\$987	1,376	3.4	\$737	2.5	\$218	\$536	1,225	\$250	\$204
Snowy Mountains	n/p	n/p	1,005	3.4	\$831	3.4	\$246	\$827	n/p	n/p	n/p
Outback NSW	n/p	n/p	656	2.3	\$508	3.5	\$220	\$774	n/p	n/p	n/p
NSW Total	100,259	\$41,049	37,269	117.8	\$30,936	3.2	\$263	\$830	62,991	\$10,114	\$161