

Travel to Regional NSW

Year ended September 2024



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

OVERVIEW

GRAND TOTAL (overnight & daytrip)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors ('000)	56,066	57,464	61,240	64,655	73,079	n/p	n/p	n/p	n/p	64,584	-
Nights ('000)	78,011	82,423	88,263	91,818	100,328	n/p	n/p	n/p	n/p	100,848	-
Expenditure (\$ million)	\$14,245	\$14,456	\$16,110	\$17,563	\$20,037	n/p	n/p	n/p	n/p	\$26,188	-
OVERNIGHT (international & domestic)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors ('000)	20,148	21,331	23,072	24,863	27,755	n/p	n/p	n/p	n/p	27,502	-
Nights ('000)	78,011	82,423	88,263	91,818	100,328	n/p	n/p	n/p	n/p	100,848	-
Expenditure (\$ million)	\$10,469	\$10,737	\$12,228	\$13,097	\$14,953	n/p	n/p	n/p	n/p	\$20,353	-
DOMESTIC (overnight & daytrip)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors ('000)	55,388	56,735	60,410	63,783	72,211	53,951	50,250	57,397	67,938	63,878	-6.0%
Nights ('000)	64,744	69,489	73,067	77,285	85,605	67,237	73,085	80,677	85,262	84,097	-1.4%
Expenditure (\$ million)	\$13,386	\$13,640	\$15,047	\$16,552	\$18,984	\$14,113	\$16,558	\$21,038	\$25,153	\$25,001	-0.6%

NB: International data isn't available for the period between YE JUNE 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	19,470	20,602	22,241	23,990	26,887	19,841	20,606	24,147	26,362	26,795	1.6%
Nights (000)	64,744	69,489	73,067	77,285	85,605	67,237	73,085	80,677	85,262	84,097	-1.4%
Average Length of Stay	3.3	3.4	3.3	3.2	3.2	3.4	3.5	3.3	3.2	3.1	-3.0%
Expenditure (\$ million)	\$9,610	\$9,921	\$11,165	\$12,086	\$13,899	\$10,409	\$12,920	\$16,656	\$18,743	\$19,167	2.3%
Spend per visitor per night (\$)	\$148	\$143	\$153	\$156	\$162	\$155	\$177	\$206	\$220	\$228	3.7%
Intrastate visitors (000)	13,978	14,797	16,443	17,779	19,991	15,531	16,117	18,331	20,008	20,198	1.0%
Interstate visitors (000)	5,492	5,805	5,799	6,212	6,896	4,309	4,489	5,816	6,354	6,597	3.8%
Intrastate nights (000)	42,237	45,328	48,955	52,554	57,393	48,846	54,655	56,711	59,872	59,634	-0.4%
Interstate nights (000)	22,506	24,161	24,112	24,731	28,213	18,390	18,430	23,966	25,390	24,463	-3.7%
Intrastate expenditure (\$ million)	\$6,585	\$6,802	\$7,928	\$8,412	\$9,595	\$7,794	\$10,064	\$12,236	\$13,634	\$13,960	2.4%
Interstate expenditure (\$ million)	\$3,024	\$3,119	\$3,237	\$3,674	\$4,304	\$2,615	\$2,855	\$4,421	\$5,109	\$5,207	1.9%

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	9,111	9,676	10,230	10,939	11,837	8,401	9,976	11,380	12,289	12,297	0.1%
Visiting Friends & Relatives	6,865	7,129	7,686	8,512	9,903	7,079	6,685	8,299	9,177	9,369	2.1%
Business	2,619	2,797	3,134	3,508	4,108	3,339	2,949	3,454	3,835	3,992	4.1%
Other	1,246	1,420	1,688	1,429	1,590	1,431	1,449	1,458	1,563	1,696	8.5%
Total	19,470	20,602	22,241	23,990	26,887	19,841	20,606	24,147	26,362	26,795	1.6%
Nights (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	33,824	36,138	36,590	38,938	42,686	29,937	37,035	41,187	43,001	41,606	-3.2%
Visiting Friends & Relatives	20,652	21,555	23,577	24,543	28,237	21,020	21,440	25,368	26,679	26,977	1.1%
Business	7,355	7,851	8,579	9,996	10,546	11,241	9,999	10,418	11,577	11,326	-2.2%
Other	2,913	3,945	4,321	3,808	4,136	5,039	4,610	3,704	4,005	4,188	4.6%
Total	64,744	69,489	73,067	77,285	85,605	67,237	73,085	80,677	85,262	84,097	-1.4%

n/p = not publishable (sample < 40); '-' = not calculable

Travel to Regional NSW

Year ended September 2024



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

DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Sydney	6,772	7,346	8,124	8,929	10,249	7,931	8,636	9,546	10,470	10,500	0.3%
Regional NSW	7,207	7,451	8,319	8,850	9,742	7,600	7,481	8,784	9,538	9,698	1.7%
Total Intrastate	13,978	14,797	16,443	17,779	19,991	15,531	16,117	18,331	20,008	20,198	1.0%
Victoria	1,811	1,791	1,928	1,897	2,319	1,471	1,360	2,183	2,154	2,113	-1.9%
Queensland	2,214	2,524	2,407	2,630	2,892	1,682	1,851	1,983	2,536	2,876	13.4%
ACT	958	1,016	922	1,159	1,156	851	990	1,126	1,162	1,086	-6.5%
Other Interstate	509	473	541	525	529	306	288	524	502	521	3.9%
Total Interstate	5,492	5,805	5,799	6,212	6,896	4,309	4,489	5,816	6,354	6,597	3.8%
Grand Total	19,470	20,602	22,241	23,990	26,887	19,841	20,606	24,147	26,362	26,795	1.6%

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	6,166	6,352	7,173	7,767	8,635	6,536	6,107	7,948	8,134	8,196	0.8%
35-54	6,829	7,292	7,637	8,283	8,757	6,471	7,324	7,919	8,703	8,896	2.2%
55+	6,475	6,958	7,431	7,941	9,496	6,834	7,175	8,280	9,525	9,704	1.9%
Total	19,470	20,602	22,241	23,990	26,887	19,841	20,606	24,147	26,362	26,795	1.6%

Travel Party

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	4,746	5,094	5,628	6,354	7,441	5,975	5,467	6,725	7,169	7,583	5.8%
Adult couple	5,407	5,784	6,306	6,530	7,285	5,285	5,709	6,566	7,557	6,806	-9.9%
Family group - parents and children	3,987	3,837	4,216	4,109	4,509	3,361	3,645	4,188	4,389	5,096	16.1%
Friends/relatives travelling together	4,314	4,878	4,950	5,738	6,200	4,237	4,939	5,661	5,975	6,107	2.2%
Other travel party	1,017	1,009	1,140	1,259	1,452	982	846	1,006	1,272	1,202	-5.5%
Total	19,470	20,602	22,241	23,990	26,887	19,841	20,606	24,147	26,362	26,795	1.6%

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Travel to Regional NSW

Year ended September 2024



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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	678	729	831	872	868	n/p	n/p	n/p	n/p	707	-
Nights (000)	13,267	12,934	15,196	14,533	14,723	n/p	n/p	n/p	n/p	16,750	-
Average Length of Stay	19.6	17.7	18.3	16.7	17.0	-	-	-	-	23.7	-
Expenditure (\$ million)	\$859	\$816	\$1,063	\$1,010	\$1,054	n/p	n/p	n/p	n/p	\$1,186	-
Spend per visitor per night (\$)	\$65	\$63	\$70	\$70	\$72	-	-	-	-	\$71	-

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	424	457	528	568	570	n/p	n/p	n/p	n/p	412	-
Visiting Friends & Relatives	204	228	251	259	250	n/p	n/p	n/p	n/p	248	-
Business	39	33	43	51	45	n/p	n/p	n/p	n/p	30	-
Education	22	27	26	24	25	n/p	n/p	n/p	n/p	13	-
Other	33	28	36	32	36	n/p	n/p	n/p	n/p	60	-
Total	678	729	831	872	868	n/p	n/p	n/p	n/p	707	-

Origin (Top 3 based on latest time period)

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
United Kingdom	125	127	141	141	133	n/p	n/p	n/p	n/p	124	-
New Zealand	83	98	102	108	101	n/p	n/p	n/p	n/p	104	-
United States of America	68	84	94	89	91	n/p	n/p	n/p	n/p	84	-

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	332	346	380	376	377	n/p	n/p	n/p	n/p	288	-
35-54	166	186	224	228	250	n/p	n/p	n/p	n/p	195	-
55+	180	197	227	269	241	n/p	n/p	n/p	n/p	224	-
Total	678	729	831	872	868	n/p	n/p	n/p	n/p	707	-

Travel Party

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	387	410	456	466	458	n/p	n/p	n/p	n/p	413	-
Adult couple	154	161	179	198	190	n/p	n/p	n/p	n/p	153	-
Family group - parents and children	59	72	88	88	98	n/p	n/p	n/p	n/p	72	-
Friends/relatives travelling together	67	73	92	99	99	n/p	n/p	n/p	n/p	60	-
Other travel party	12	13	16	22	23	n/p	n/p	n/p	n/p	9	-
Total	678	729	831	872	868	n/p	n/p	n/p	n/p	707	-

n/p = not publishable (sample < 40); '-' = not calculable

Travel to Regional NSW

Year ended September 2024



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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	35,918	36,132	38,169	39,793	45,324	34,111	29,644	33,250	41,576	37,083	-10.8%
Expenditure (\$ million)	\$3,776	\$3,719	\$3,882	\$4,466	\$5,084	\$3,705	\$3,639	\$4,381	\$6,410	\$5,834	-9.0%
Spend per visitor (\$)	\$105	\$103	\$102	\$112	\$112	\$109	\$123	\$132	\$154	\$157	2.0%

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	18,242	18,742	19,123	20,578	22,110	15,539	14,225	15,527	19,871	18,287	-8.0%
Visiting Friends & Relatives	9,597	9,358	10,351	10,816	12,052	9,028	7,057	8,835	10,992	10,305	-6.2%
Business	3,190	3,238	3,226	3,764	5,612	4,549	3,627	4,122	4,628	3,683	-20.4%
Other	4,889	4,794	5,469	4,635	5,550	4,995	4,735	4,766	6,085	4,808	-21.0%
Total	35,918	36,132	38,169	39,793	45,324	34,111	29,644	33,250	41,576	37,083	-10.8%

Origin

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Sydney	11,751	12,142	12,701	12,792	15,099	10,871	8,401	10,031	13,891	12,314	-11.4%
Regional NSW	20,214	20,005	21,350	22,252	25,266	20,155	18,762	20,112	23,372	20,474	-12.4%
Total Intrastate	31,966	32,146	34,050	35,044	40,364	31,026	27,163	30,143	37,263	32,788	-12.0%
Total Interstate	3,952	3,986	4,118	4,749	4,959	3,085	2,481	3,107	4,313	4,294	-0.4%
Total	35,918	36,132	38,169	39,793	45,324	34,111	29,644	33,250	41,576	37,083	-10.8%

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	11,133	10,667	10,890	11,716	13,733	9,550	7,999	9,982	12,775	10,671	-16.5%
35-54	11,749	11,745	12,361	13,362	13,906	10,525	9,212	9,857	12,452	11,687	-6.1%
55+	13,036	13,721	14,917	14,715	17,684	14,036	12,433	13,411	16,350	14,725	-9.9%
Total	35,918	36,132	38,169	39,793	45,324	34,111	29,644	33,250	41,576	37,083	-10.8%

n/p = not publishable (sample < 40); '-' = not calculable

Regional NSW includes: Blue Mountains, Capital Country, Central Coast, Central NSW, The Hunter, The Murray, New England North West, North Coast, The Outback, Riverina, Snowy Mountains and South Coast.