

Domestic travel to NSW Visitor Profile

Year ended March 2022

Source: National Visitor Survey, Tourism Research Australia.

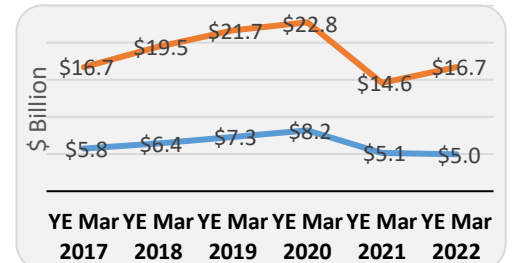
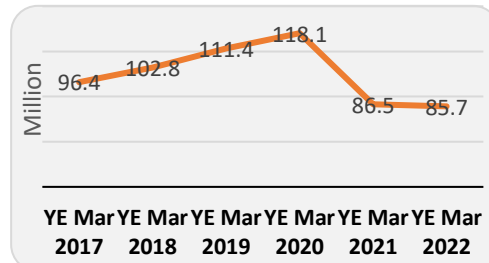
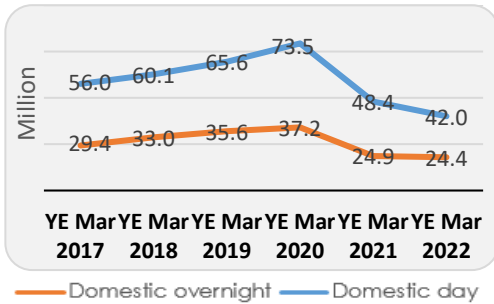
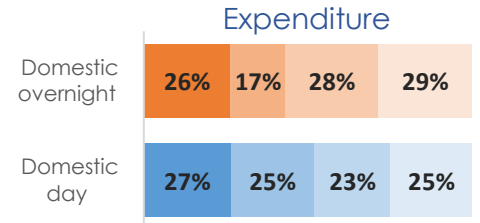
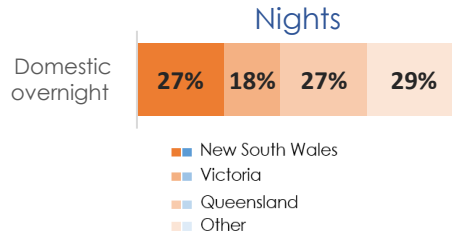
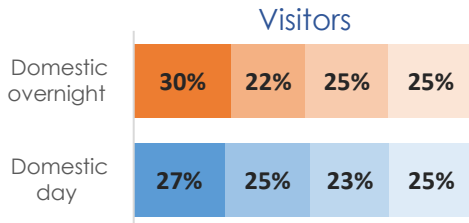


Icons sourced from www.easil.ly

TOTAL DOMESTIC VISITATION



Market share to Australia



Domestic overnight travel

Visitors: 24.4m (-2.3% YoY)
Nights: 85.7m (-1.0% YoY)
Expenditure: \$16.7bn (+14.6% YoY)



Average spend:
\$195 per night
\$687 per visitor



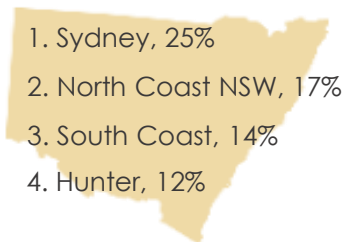
Average length of stay:
3.5 nights



#1 for visitors
#1 for nights
#2 for expenditure
In Australia

Destination

Sydney was the top destination in NSW



Travel party



Unaccompanied
31%



Adult couple
27%



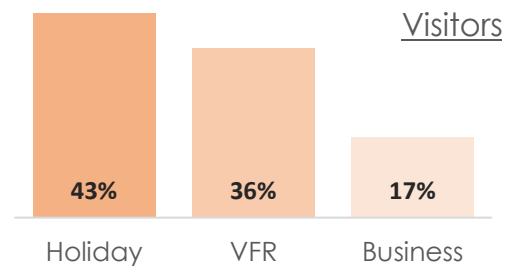
Family group
16%



Friends and/or relatives
22%

Purpose of visit

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

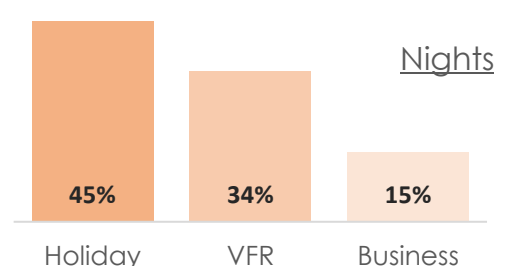
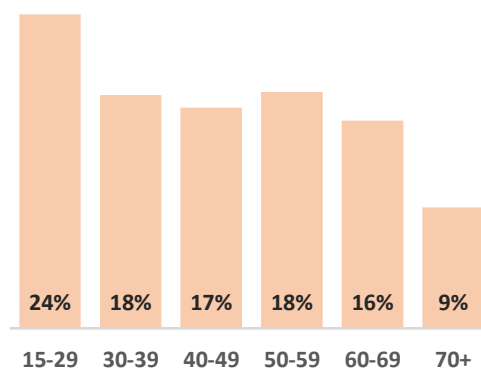


Origin

Regional NSW was the largest source market of visitors to NSW



Age



Gender



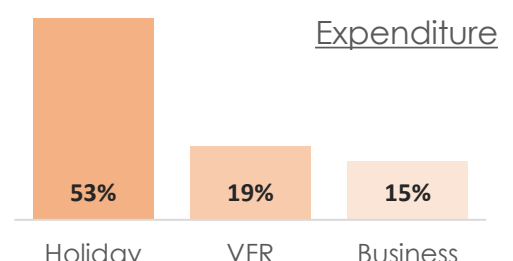
49%



51%

Transport

Private vehicle or company car, 85%
Aircraft, 11%



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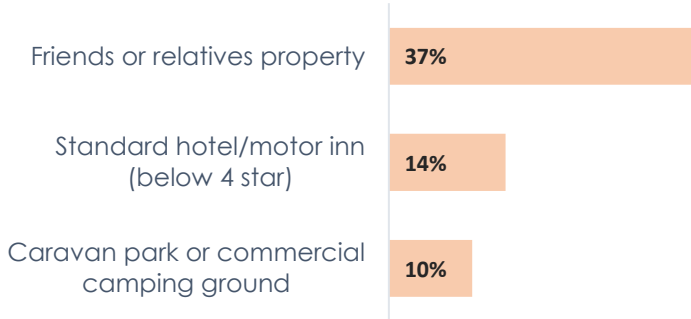
Year ended March 2022

Source: National Visitor Survey, Tourism Research Australia.

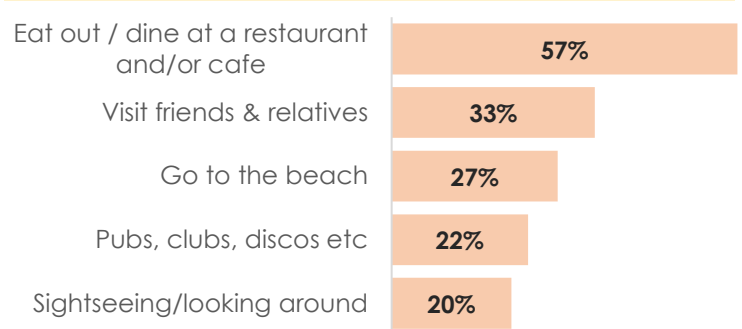


Icons sourced from www.easil.ly

Top 3 accommodation types



Top 5 activities



Domestic daytrip travel

Visitors: 42.0m (-13.1% YoY)
Expenditure: \$5.0bn (-3.4% YoY)



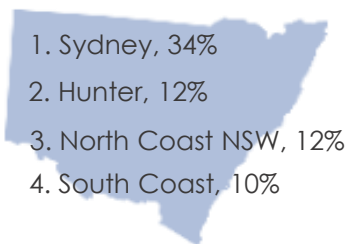
Average spend: \$118 per visitor



#1 for visitors
#1 for expenditure
In Australia

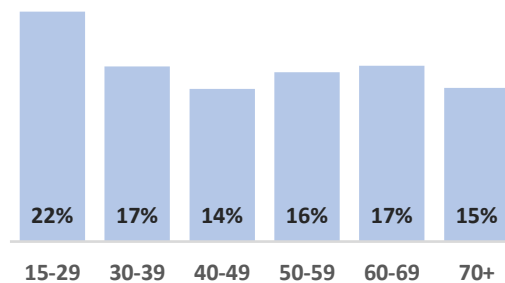
Destination

Sydney was the top destination in NSW



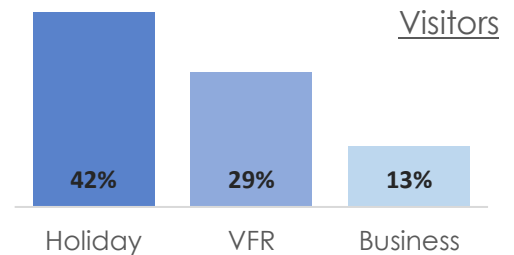
Age

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



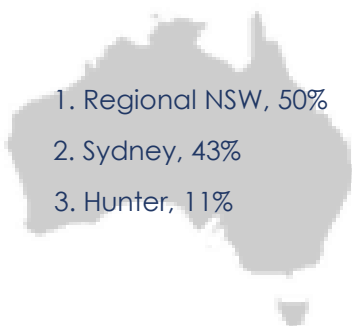
Purpose of visit

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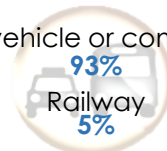
Origin

Regional NSW was the largest source market of visitors to NSW

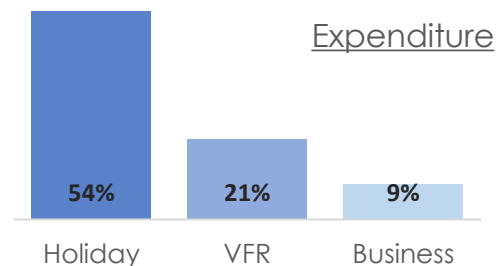


Transport

Private vehicle or company car



Expenditure



Aviation

In YE Mar 2022, NSW accounted for 39% of the domestic aviation seat capacity in Australia's top 64 competitive routes or 13.2 million seats (up 135.2% on YE Mar 2021).

Source: Bureau of Infrastructure, Transport and Regional Economics (BITRE), seats both directions.

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	20,422	\$6,238	6,000	18.6	\$4,675	3.1	\$251	\$779	14,422	\$1,563	\$108
Regional NSW	46,533	\$15,465	18,916	67.0	\$12,056	3.5	\$180	\$637	27,617	\$3,409	\$123
North Coast NSW	9,085	\$3,903	4,181	17.6	\$3,257	4.2	\$185	\$779	4,904	\$646	\$132
Hunter	8,212	\$2,315	2,997	9.1	\$1,701	3.0	\$187	\$568	5,215	\$614	\$118
South Coast	7,833	\$2,595	3,467	12.2	\$2,124	3.5	\$174	\$613	4,366	\$470	\$108
Central NSW	4,396	\$1,590	1,961	5.6	\$1,178	2.9	\$209	\$601	2,435	\$412	\$169
Central Coast	3,988	\$969	1,426	4.2	\$733	2.9	\$175	\$514	2,562	\$236	\$92
Capital Country	3,449	\$761	1,195	2.9	\$496	2.4	\$173	\$415	2,254	\$265	\$117
New England North West	2,698	\$756	1,368	4.0	\$586	2.9	\$148	\$428	1,330	\$170	\$128
Blue Mountains	2,659	\$587	908	2.5	\$419	2.7	\$168	\$461	1,751	\$169	\$96
The Murray	2,084	\$635	920	2.5	\$424	2.7	\$171	\$461	1,164	\$211	\$181
Riverina	1,830	\$538	893	2.3	\$394	2.6	\$168	\$441	936	\$144	\$154
Snowy Mountains	1,326	\$580	750	2.4	\$526	3.2	\$217	\$702	577	\$54	\$93
Outback NSW	563	\$229	440	1.6	\$213	3.6	\$133	\$484	n/p	n/p	-
NSW Total	66,392	\$21,703	24,353	85.7	\$16,731	3.5	\$195	\$687	42,039	\$4,972	\$118

ALOS - average length of stay