

Travel to New South Wales

Year ended December 2024



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

OVERVIEW

	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	85,628	90,672	95,505	101,522	118,451	76,355	67,385	95,417	105,963	101,136	-4.6%
Nights ('000)	174,539	182,287	195,468	204,064	219,132	108,200	93,283	157,456	204,778	215,333	5.2%
Expenditure (\$ million)	\$29,688	\$32,028	\$35,432	\$38,898	\$43,308	\$22,209	\$21,355	\$41,870	\$51,346	\$53,186	3.6%
OVERNIGHT (international & domestic)											
Visitors ('000)	31,171	33,101	36,498	39,182	43,353	25,286	24,465	36,696	40,175	41,290	2.8%
Nights ('000)	174,539	182,287	195,468	204,064	219,132	108,200	93,283	157,456	204,778	215,333	5.2%
Expenditure (\$ million)	\$24,034	\$26,010	\$29,178	\$31,893	\$35,053	\$16,878	\$16,338	\$33,443	\$41,528	\$43,529	4.8%
DOMESTIC (overnight & daytrip)											
Visitors ('000)	82,166	86,759	91,261	97,153	114,067	75,516	67,273	93,839	102,538	97,331	-5.1%
Nights ('000)	89,442	95,183	101,484	107,860	122,556	83,772	86,355	113,228	117,093	114,558	-2.2%
Expenditure (\$ million)	\$21,451	\$22,720	\$25,142	\$28,169	\$31,926	\$19,493	\$20,721	\$36,867	\$40,480	\$41,160	1.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Visitors (000)	27,709	29,188	32,255	34,813	38,968	24,447	24,352	35,118	36,750	37,485	2.0%
Nights (000)	89,442	95,183	101,484	107,860	122,556	83,772	86,355	113,228	117,093	114,558	-2.2%
Average Length of Stay	3.2	3.3	3.1	3.1	3.1	3.4	3.5	3.2	3.2	3.1	-4.1%
Expenditure (\$ million)	\$15,797	\$16,702	\$18,888	\$21,164	\$23,671	\$14,162	\$15,704	\$28,439	\$30,662	\$31,504	2.7%
Spend per visitor per night (\$)	\$177	\$175	\$186	\$196	\$193	\$169	\$182	\$251	\$262	\$275	5.0%
Intrastate visitors (000)	18,313	19,325	21,563	23,196	26,154	19,206	18,329	24,332	25,538	25,776	0.9%
Interstate visitors (000)	9,396	9,863	10,692	11,616	12,814	5,242	6,023	10,786	11,212	11,708	4.4%
Intrastate nights (000)	53,237	55,603	60,781	65,177	72,958	60,029	58,572	70,288	72,755	72,249	-0.7%
Interstate nights (000)	36,205	39,580	40,703	42,683	49,598	23,743	27,783	42,940	44,338	42,309	-4.6%
Intrastate expenditure (\$ million)	\$9,419	\$9,933	\$11,421	\$12,507	\$14,042	\$10,476	\$11,192	\$18,038	\$19,162	\$19,814	3.4%
Interstate expenditure (\$ million)	\$6,378	\$6,768	\$7,467	\$8,657	\$9,630	\$3,686	\$4,511	\$10,401	\$11,499	\$11,690	1.7%

Purpose of Visit

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Holiday	11,355	11,901	12,753	13,790	14,795	9,699	10,325	15,123	15,245	15,779	3.5%
Visiting Friends & Relatives	9,939	10,532	11,355	12,103	14,058	8,869	8,687	12,064	13,113	12,759	-2.7%
Business	5,122	5,384	6,514	7,459	8,335	4,596	4,082	6,408	6,889	7,358	6.8%
Other	1,909	2,045	2,366	2,102	2,644	1,779	1,867	2,223	2,392	2,379	-0.5%
Total	27,709	29,188	32,255	34,813	38,968	24,447	24,352	35,118	36,750	37,485	2.0%
Nights (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Holiday	40,423	42,309	43,809	46,659	50,651	34,735	36,945	51,365	50,699	50,296	-0.8%
Visiting Friends & Relatives	30,136	31,624	34,878	36,050	41,402	26,645	29,389	37,703	40,400	37,877	-6.2%
Business	13,391	14,649	16,468	19,513	22,947	15,191	13,810	18,490	19,910	19,376	-2.7%
Other	5,492	6,601	6,329	5,638	7,555	7,201	6,211	5,669	6,084	7,009	15.2%
Total	89,442	95,183	101,484	107,860	122,556	83,772	86,355	113,228	117,093	114,558	-2.2%

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

Travel to New South Wales

Year ended December 2024



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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Sydney	7,632	8,301	9,203	10,092	11,468	9,184	8,682	11,239	11,480	11,735	2.2%
Regional NSW	10,681	11,024	12,359	13,104	14,686	10,022	9,647	13,093	14,058	14,042	-0.1%
Total Intrastate	18,313	19,325	21,563	23,196	26,154	19,206	18,329	24,332	25,538	25,776	0.9%
Victoria	3,267	3,273	3,948	4,285	4,747	1,809	2,166	4,128	4,162	4,111	-1.2%
Queensland	3,309	3,841	3,787	4,117	4,584	1,820	2,047	3,680	3,996	4,628	15.8%
ACT	1,537	1,516	1,618	1,877	1,883	1,213	1,239	1,815	1,917	1,833	-4.4%
Other Interstate	1,283	1,233	1,338	1,338	1,600	400	571	1,163	1,137	1,137	-0.1%
Total Interstate	9,396	9,863	10,692	11,616	12,814	5,242	6,023	10,786	11,212	11,708	4.4%
Grand Total	27,709	29,188	32,255	34,813	38,968	24,447	24,352	35,118	36,750	37,485	2.0%

Age

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
15-34	8,810	8,907	10,492	11,379	12,328	7,774	7,782	11,788	11,786	11,295	-4.2%
35-54	9,832	10,679	11,487	12,463	13,223	8,285	8,229	11,917	12,432	12,929	4.0%
55+	9,067	9,602	10,276	10,971	13,418	8,388	8,340	11,413	12,532	13,260	5.8%
Total	27,709	29,188	32,255	34,813	38,968	24,447	24,352	35,118	36,750	37,485	2.0%

Travel Party

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Travelling alone	8,305	8,745	10,139	11,203	13,278	8,211	7,710	10,817	11,593	12,627	8.9%
Adult couple	7,085	7,856	8,255	8,622	9,708	6,316	6,506	9,332	9,443	8,783	-7.0%
Family group - parents and children	4,894	4,955	5,192	5,629	5,679	3,865	3,783	5,483	5,745	6,178	7.5%
Friends/relatives travelling together	5,704	6,048	6,717	7,237	7,710	5,053	5,283	7,645	7,853	8,065	2.7%
Other travel party	1,720	1,584	1,951	2,122	2,594	1,003	1,070	1,841	2,115	1,831	-13.4%
Total	27,709	29,188	32,255	34,813	38,968	24,447	24,352	35,118	36,750	37,485	2.0%

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Travel to New South Wales

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Visitors (000)	3,462	3,913	4,243	4,370	4,384	839	112	1,578	3,425	3,806	11.1%
Nights (000)	85,097	87,104	93,984	96,204	96,576	24,428	6,928	44,228	87,685	100,774	14.9%
Average Length of Stay	24.6	22.3	22.1	22.0	22.0	29.1	61.7	28.0	25.6	26.5	3.4%
Expenditure (\$ million)	\$8,237	\$9,308	\$10,290	\$10,729	\$11,382	\$2,715	\$634	\$5,004	\$10,866	\$12,026	10.7%
Spend per visitor per night (\$)	\$97	\$107	\$109	\$112	\$118	\$111	\$92	\$113	\$124	\$119	-3.7%

Purpose of Visit

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Holiday	1,887	2,176	2,400	2,479	2,447	n/p	n/p	n/p	1,641	1,952	19.0%
Visiting Friends & Relatives	1,007	1,103	1,183	1,235	1,212	n/p	n/p	n/p	1,158	1,231	6.3%
Business	376	395	469	480	461	n/p	n/p	n/p	353	334	-5.5%
Education	170	199	218	235	247	n/p	n/p	n/p	192	200	4.4%
Other	301	343	343	364	381	n/p	n/p	n/p	408	399	-2.4%
Total	3,462	3,913	4,243	4,370	4,384	839	112	1,578	3,425	3,806	11.1%

Origin (Top 3 based on latest time period)

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
China	576	692	789	772	771	n/p	n/p	n/p	286	469	64.3%
United States of America	366	425	471	495	523	n/p	n/p	n/p	426	452	5.9%
New Zealand	421	444	441	441	445	n/p	n/p	n/p	411	430	4.6%

Age

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
15-34	1,478	1,626	1,655	1,697	1,676	n/p	n/p	n/p	1,380	1,559	13.0%
35-54	1,110	1,270	1,393	1,410	1,461	n/p	n/p	n/p	1,102	1,235	12.1%
55+	874	1,017	1,195	1,263	1,248	n/p	n/p	n/p	943	1,012	7.3%
Total	3,462	3,913	4,243	4,370	4,384	839	112	1,578	3,425	3,806	11.1%

Travel Party

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Travelling alone	1,812	2,024	2,117	2,231	2,172	n/p	n/p	n/p	2,010	2,142	6.6%
Adult couple	703	818	922	931	994	n/p	n/p	n/p	630	737	17.0%
Family group - parents and children	395	456	504	551	580	n/p	n/p	n/p	372	460	23.6%
Friends/relatives travelling together	422	467	530	487	464	n/p	n/p	n/p	281	350	24.2%
Other travel party	130	147	170	169	175	n/p	n/p	n/p	132	118	-10.8%
Total	3,462	3,913	4,243	4,370	4,384	839	112	1,578	3,425	3,806	11.1%

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

Travel to New South Wales

Year ended December 2024



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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Visitors (000)	54,457	57,571	59,006	62,340	75,099	51,069	42,920	58,721	65,788	59,846	-9.0%
Expenditure (\$ million)	\$5,654	\$6,019	\$6,254	\$7,005	\$8,254	\$5,331	\$5,017	\$8,428	\$9,818	\$9,657	-1.6%
Spend per visitor (\$)	\$104	\$105	\$106	\$112	\$110	\$104	\$117	\$144	\$149	\$161	8.1%

Purpose of Visit

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Holiday	26,577	27,907	28,307	30,232	34,263	22,147	18,846	26,583	31,019	28,729	-7.4%
Visiting Friends & Relatives	15,458	16,162	17,035	17,902	21,202	14,304	11,974	16,931	17,957	18,002	0.3%
Business	5,439	5,847	5,642	6,853	10,377	7,127	5,805	7,471	7,724	5,866	-24.1%
Other	6,983	7,654	8,022	7,353	9,257	7,490	6,295	7,736	9,088	7,249	-20.2%
Total	54,457	57,571	59,006	62,340	75,099	51,069	42,920	58,721	65,788	59,846	-9.0%

Origin

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
Sydney	23,648	24,756	25,330	26,858	34,241	23,333	18,578	26,847	30,533	26,640	-12.8%
Regional NSW	26,297	27,885	28,823	29,834	34,976	25,128	21,641	27,923	30,445	28,530	-6.3%
Total Intrastate	49,945	52,641	54,153	56,693	69,217	48,462	40,219	54,769	60,979	55,170	-9.5%
Total Interstate	4,512	4,930	4,853	5,648	5,882	2,607	2,701	3,952	4,810	4,676	-2.8%
Total	54,457	57,571	59,006	62,340	75,099	51,069	42,920	58,721	65,788	59,846	-9.0%

Age

Visitors (000)	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	YE Dec 2023	YE Dec 2024	% change 2024 vs. 2023
15-34	17,777	18,160	17,323	18,722	23,201	15,895	12,809	18,474	20,808	18,381	-11.7%
35-54	17,398	18,265	19,567	19,755	23,502	15,276	13,575	17,917	20,447	18,887	-7.6%
55+	19,283	21,146	22,117	23,863	28,395	19,898	16,537	22,330	24,534	22,578	-8.0%
Total	54,457	57,571	59,006	62,340	75,099	51,069	42,920	58,721	65,788	59,846	-9.0%

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