Domestic travel to NSW Visitor Profile
Year ended June 2022

NSW GOVERNMENT

Destination NSW

Icons sourced from www.easil.ly

TOTAL DOMESTIC VISITATION
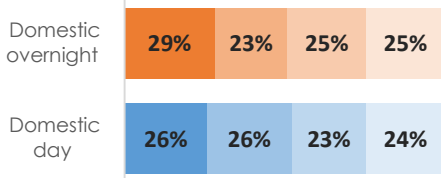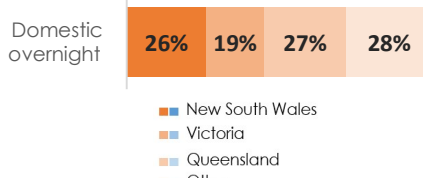
Visitors
66.5m
-21.5% YoY

Nights
85.4m
-17.5% YoY

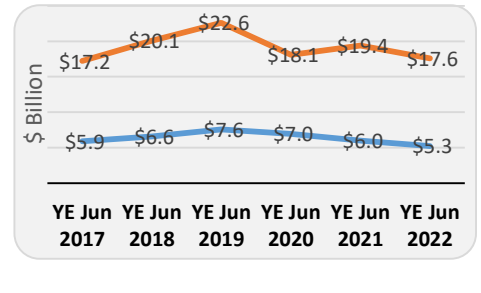**Expenditure**
$22.9bn
-10.0% YoY

Market share to Australia

Visitors

Domestic overnight	29%	23%	25%	25%
Domestic day	26%	26%	23%	24%

Nights

Legend:
- New South Wales
- Victoria
- Queensland
- Other

Domestic overnight	26%	19%	27%	28%

Expenditure

Domestic overnight	25%	18%	28%	28%
Domestic day	26%	26%	24%	24%

Visitors (Million)

Domestic day: YE Jun 2017: 56.8; 2018: 61.4; 2019: 69.2; 2020: 62.0; 2021: 54.6; 2022: 41.7
Domestic overnight: YE Jun 2017: 30.2; 2018: 33.7; 2019: 37.2; 2020: 30.3; 2021: 30.2; 2022: 24.9

Nights (Million)

YE Jun 2017: 96.9; 2018: 104.8; 2019: 116.1; 2020: 98.8; 2021: 103.5; 2022: 85.4

Expenditure ($ Billion)

Domestic overnight: YE Jun 2017: $17.2; 2018: $20.1; 2019: $22.6; 2020: $18.1; 2021: $19.4; 2022: $17.6
Domestic day: YE Jun 2017: $5.9; 2018: $6.6; 2019: $7.6; 2020: $7.0; 2021: $6.0; 2022: $5.3

— Domestic overnight — Domestic day
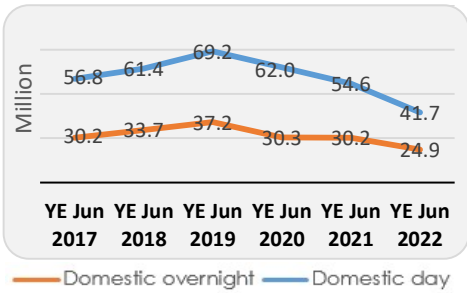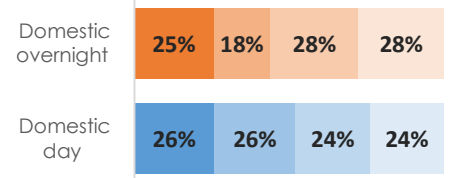
Domestic overnight travel

Visitors: 24.9m (-17.5% YoY)
Nights: 85.4m (-17.5% YoY)
Expenditure: $17.6bn (-9.3% YoY)

Average spend:
$206 per night
$707 per visitor

Average length of stay: 3.4 nights

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

Destination

Sydney was the top destination in NSW

1. Sydney, 26%
2. North Coast NSW, 16%
3. South Coast, 14%
4. Hunter, 12%

Travel party

Unaccompanied 32%
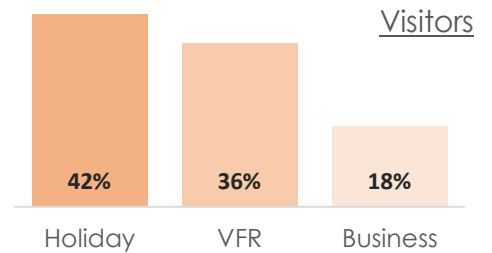
Adult couple 26%

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.
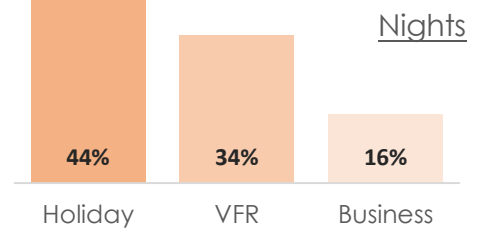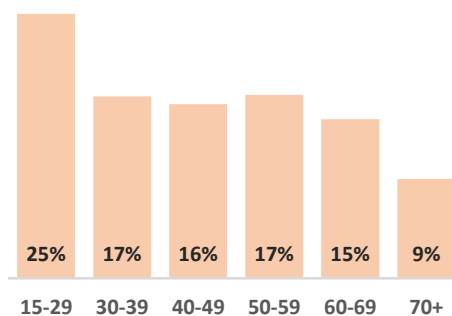
Visitors

Holiday	VFR	Business
42%	36%	18%

Origin

Regional NSW was the largest source market of visitors to NSW

1. Regional NSW, 40%
2. Sydney, 33%
3. Victoria, 11%

Age

15-29	30-39	40-49	50-59	60-69	70+
25%	17%	16%	17%	15%	9%

Nights

Holiday	VFR	Business
44%	34%	16%

Expenditure

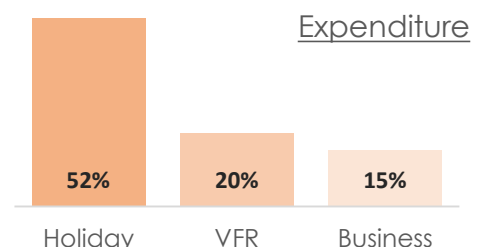| Holiday	VFR	Business
52%	20%	15%

Gender

49% 51%

Transport

Private vehicle or company car, 83%
Aircraft, 12%

Domestic travel to NSW Visitor Profile

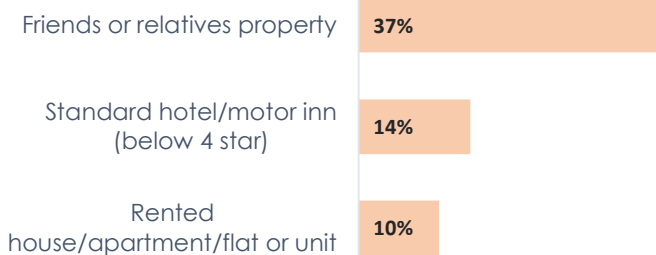## Year ended June 2022

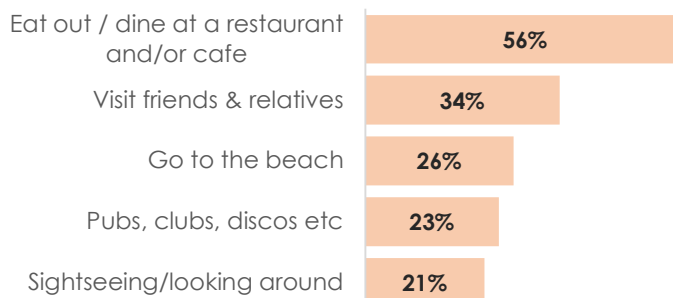*Source: National Visitor Survey, Tourism Research Australia.*

NSW GOVERNMENT

Destination NSW

Icons sourced from www.easil.ly

Top 3 accommodation types (nights)

Friends or relatives property	37%
Standard hotel/motor inn (below 4 star)	14%
Rented house/apartment/flat or unit	10%

Top 5 activities

Eat out / dine at a restaurant and/or cafe	56%
Visit friends & relatives	34%
Go to the beach	26%
Pubs, clubs, discos etc	23%
Sightseeing/looking around	21%

Domestic daytrip travel

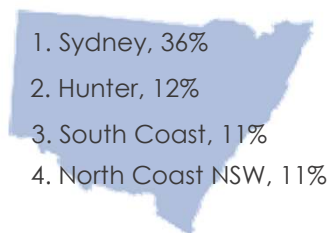Visitors: 41.7m (-23.7% YoY)
Expenditure: $5.3bn (-12.4% YoY)

Average spend: $126 per visitor

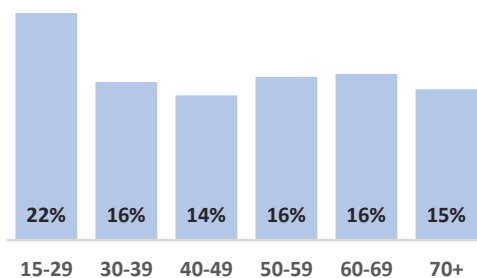#2 for visitors
#2 for expenditure
In Australia

Destination
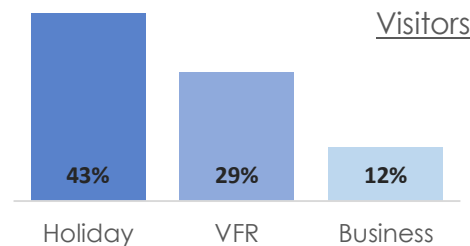
Sydney was the top destination in NSW

1. Sydney, 36%
2. Hunter, 12%
3. South Coast, 11%
4. North Coast NSW, 11%

Age

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

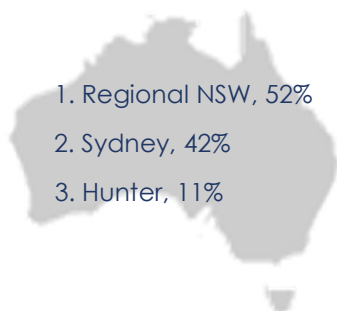| 15-29	30-39	40-49	50-59	60-69	70+
22%	16%	14%	16%	16%	15%

Purpose of visit

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

Visitors

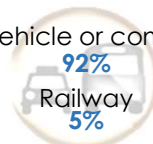| Holiday	VFR	Business
43%	29%	12%

Expenditure

Holiday	VFR	Business
55%	20%	9%

Origin

Regional NSW was the largest source market of visitors to NSW

1. Regional NSW, 52%
2. Sydney, 42%
3. Hunter, 11%

Transport

Private vehicle or company car
92%
Railway
5%
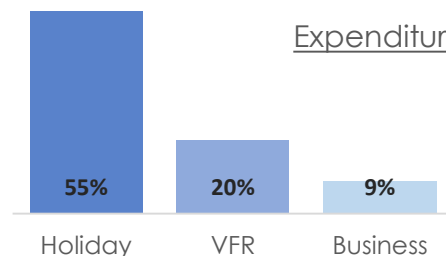
Aviation

In YE Jun 2022, NSW accounted for 40% of the domestic aviation seat capacity in Australia's top 66 competitive routes or 15.0 million seats (up 39.8% on YE Jun 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	21,472	$6,937	6,417	18.8	$5,139	2.9	$273	$801	15,054	$1,798	$119
Regional NSW	45,623	$15,918	19,024	66.5	$12,462	3.5	$187	$655	26,599	$3,457	$130
North Coast NSW	8,483	$3,703	3,911	16.5	$3,126	4.2	$190	$799	4,572	$578	$126
South Coast	8,051	$2,796	3,474	12.4	$2,258	3.6	$182	$650	4,577	$538	$118
Hunter	8,025	$2,383	3,057	8.8	$1,754	2.9	$199	$574	4,968	$629	$127
Central NSW	4,336	$1,602	2,048	5.7	$1,216	2.8	$212	$594	2,289	$386	$169
Central Coast	3,903	$1,017	1,422	4.4	$781	3.1	$179	$549	2,481	$235	$95
Capital Country	3,300	$855	1,200	2.9	$605	2.4	$209	$504	2,100	$250	$119
Blue Mountains	2,781	$619	979	2.7	$440	2.7	$164	$449	1,802	$179	$99
New England North West	2,292	$664	1,242	3.7	$517	3.0	$140	$416	1,050	$147	$140
The Murray	2,109	$678	1,008	2.6	$471	2.6	$179	$467	1,101	$207	$188
Riverina	1,930	$613	995	2.4	$395	2.4	$166	$397	935	$218	$233
Snowy Mountains	1,447	$714	863	2.9	$643	3.3	$223	$745	583	$71	$121
Outback NSW	576	$245	434	1.5	$226	3.4	$155	$521	n/p	n/p	-
NSW Total	66,540	$22,855	24,887	85.4	$17,601	3.4	$206	$707	41,653	$5,254	$126

ALOS - average length of stay

Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.