FACT SHEET

Regional NSW visitor profile
Year ending June 2019

Source: National and International Visitor Survey, Tourism Research Australia.

Total Domestic and International visitation to Regional NSW (spend, visitors and nights).

Regional NSW received 20% of international visitors, 70% of domestic overnight visitors and 64% of domestic daytrip visitors to NSW.

DOMESTIC OVERNIGHT VISITATION

- There were 26.1 million domestic overnight visitors (up 9.3% on the previous year) who stayed 83.6 million nights (up 9.0%) in Regional NSW and spent $13.3 billion (up 9.1%).
- The average length of stay in the region was 3.2 nights and average spend per night was $159.
- Regional NSW accounted for 70% of visitors, 72% of nights and 59% of expenditure in NSW.
- The majority of visitors to the region came for the purpose of Holiday (45%), followed by Visiting Friends and Relatives (36%) and Business (15%).
- Around 23% of the domestic overnight visitors were aged 15-29 years, followed by 50-59 years old (17%) and 30-39 years old (17%).
- 'Unaccompanied traveller' (27%) was the most common travel party amongst visitors to Regional NSW, followed by 'adult couple' (27%) and 'friends and relatives travelling together' (24%).
- Sydney was the largest source market for visitors to the region (39%), followed by Regional NSW (36%) and Queensland (10%). Visitors from interstate accounted for 25% of visitors to Regional NSW.

Trend
- From YE June 2014 to YE June 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 41.3%, up 33.5% and up 46.6%, respectively.

DOMESTIC DAY TRIP VISITATION

- There were 43.9 million domestic day trip visitors to regional NSW (up 12.0% on the previous year) who spent $4.8 billion (up 13.3%). The average spend per visitor was $110.
- The region accounted for 64% of visitors and 64% of expenditure in NSW.
- The majority of day trip visitors to Sydney came for the purpose of Holiday (49%), followed by Visiting Friends and Relatives (26%) and Business (13%).
- Around 22% of the domestic daytrip visitors were aged 15-29 years followed by 60-69 years (18%) and 50-59 years old (16%).

Trend
- From YE June 2014 to YE June 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 34.9% and up 37.3%, respectively.
INTERNATIONAL VISITATION

- There were 866,400 international visitors (up 0.3% on the previous year) who stayed 15.1 million nights (up 6.3%) in Regional NSW and spent $1.1 billion (up 11.4%).
- The average length of stay in Regional NSW was 17.4 nights and average spend per night was $70.
- The region accounted for 20% of visitors, 15% of visitor nights and 9% of expenditure in NSW for YE June 2019.
- Holiday was the largest purpose of visit to the region (65%), followed by Visiting Friends and Relatives (29%) and Business (5%).
- 35% of the visitors were aged 15-29 years, followed by 50-59 years old (17%) and 30-39 years old (16%).
- ‘Unaccompanied traveller’ (53%) was the most common travel party amongst visitors to Sydney, followed by ‘adult couple’ (22%), ‘friends and relatives travelling together’ (11%) and ‘family groups with children’ (11%).
- United Kingdom was the region’s largest source market for visitors (16%), followed by New Zealand (12%) and United States of America (10%).

Trend

- From YE June 2014 to YE June 2019, international visitors, nights and expenditure in the region recorded the following changes: up 40.2%, up 20.8% and up 46.6%, respectively.

The chart below relate to Visitors, Nights and Expenditure of International and Domestic visitors to Regional NSW for YE June 2019.