Regional NSW visitor profile
Year ending September 2019

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

FACT SHEET

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 63% of domestic daytrip visitors to NSW.

DOMESTIC OVERNIGHT VISITATION

- There were 26.9 million domestic overnight visitors (up 12.1% on the previous year) who stayed 85.6 million nights (up 10.8%) in Regional NSW and spent $13.9 billion (up 15.0%).
- The average length of stay in the region was 3.2 nights and average spend per night was $162.
- Regional NSW accounted for 70% of visitors, 72% of nights and 60% of expenditure in NSW.
- The majority of visitors to the region came for the purpose of Holiday (44%), followed by Visiting Friends and Relatives (37%) and Business (15%).
- Around 23% of the domestic overnight visitors were aged 15-29 years, followed by 30-39 years old, 50-59 years old and 60-69 years old (17% each).
- ‘Unaccompanied traveller’ (28%) was the most common travel party amongst visitors to Regional NSW, followed by ‘adult couple’ (27%) and ‘friends or relatives travelling together’ (23%).
- Sydney was the largest source market for visitors to the region (38%), followed by Regional NSW (36%) and Queensland (11%). Visitors from interstate accounted for 26% of visitors to Regional NSW.

Trend
- From YE September 2014 to YE September 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 45.6%, up 35.7% and up 53.6%, respectively.

DOMESTIC DAY TRIP VISITATION

- There were 45.3 million domestic day trip visitors to regional NSW (up 13.9% on the previous year) who spent $5.1 billion (up 13.8%). The average spend per visitor was $112.
- The region accounted for 63% of visitors and expenditure in NSW.
- The majority of day trip visitors to Sydney came for the purpose of Holiday (49%), followed by Visiting Friends and Relatives (27%) and Business (12%).
- Around 21% of the domestic daytrip visitors were aged 15-29 years followed by 60-69 years (19%) and 30-39 years old (17%).

Trend
- From YE September 2014 to YE September 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 38.9% and up 50.6%, respectively.
INTERNATIONAL VISITATION

- There were 868,100 international visitors (down 0.5% on the previous year) who stayed 14.7 million nights (up 1.3%) in Regional NSW and spent $1.1 billion (up 4.3%).
- The average length of stay in Regional NSW was 17.0 nights and average spend per night was $72.
- The region accounted for 20% of visitors, 15% of visitor nights and 9% of expenditure in NSW for YE September 2019.
- Holiday was the largest purpose of visit to the region (66%), 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/or relatives travelling together’ (11%) and ‘family groups with children’ (11%).
- United Kingdom was the region’s largest source market for visitors (15%), followed by New Zealand (12%) and United States of America (10%).

Trend

- From YE September 2014 to YE September 2019, international visitors, nights and expenditure in the region recorded the following changes: up 39.5%, up 20.0% and up 52.8%, respectively.

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