Regional NSW visitor profile
Year ending December 2019

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

FACT SHEET

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

Regional NSW received 19.5% of international visitors, 69.8% of domestic overnight visitors and 62.6% of domestic daytrip visitors to NSW.

DOMESTIC OVERNIGHT VISITATION

- There were 27.2 million domestic overnight visitors (up 11.3% on the previous year) who stayed 87.6 million nights (up 11.9%) in Regional NSW and spent $14.3 billion (up 15.8%).
- The average length of stay in the region was 3.2 nights and average spend per night was $163.
- Regional NSW accounted for 69.8% of visitors, 71.5% of nights and 60.3% of expenditure in NSW.
- The majority of visitors to the region came for the purpose of Holiday (44%), followed by Visiting Friends and Relatives (36%) and Business (16%).
- 22% of the domestic overnight visitors were aged 15-29 years, followed by 50-59 years old and 60-69 years old (17% each).
- 'Unaccompanied traveller' (28%) was the most common travel party among visitors to Regional NSW, followed by 'adult couple' (27%) and 'friends and 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 December 2014 to YE December 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 43.9%, up 38.4% and up 56.6%, respectively.

DOMESTIC DAY TRIP VISITATION

- There were 47.0 million domestic day trip visitors to Regional NSW (up 18.1% on the previous year) who spent $5.2 billion (up 16.8%). The average spend per visitor was $110.
- The region accounted for 62.6% of visitors and 62.8% of expenditure in NSW.
- The majority of day trip visitors to Sydney came for the purpose of Holiday (48%), followed by Visiting Friends and Relatives (27%) and Business (13%).
- 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 December 2014 to YE December 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 39.7% and up 48.4%, respectively.

For more information and statistics about tourism in NSW, see the Destination NSW Corporate website at http://www.destinationnsw.com.au/
INTERNATIONAL VISITATION

- There were 856,300 international visitors (down 1.6% on the previous year) who stayed 14.5 million nights (down 3.0%) in Regional NSW and spent $1.0 billion (up 0.8%).
- The average length of stay in Regional NSW was 16.9 nights and average spend per night was $71.
- The region accounted for 19.5% of visitors, 15.0% of visitor nights and 9.0% of expenditure in NSW for YE December 2019.
- Holiday was the largest purpose of visit to the region (65%), followed by Visiting Friends and Relatives (29%) and Business (6%).
- 36% of the visitors were aged 15-29 years, followed by 50-59 years old and 30-39 years old (16% each).
- ‘Unaccompanied traveller’ (52%) was the most common travel party among visitors to Regional NSW, followed by ‘adult couple’ (23%), ‘family groups with children’ (12%) and ‘friends and relatives travelling together’ (10%).
- The 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 December 2014 to YE December 2019, international visitors, nights and expenditure in the region recorded the following changes: up 34.4%, up 19.1% and up 48.0%, respectively.

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