Regional NSW Visitor Profile
Year ended March 2020
Source: National and International Visitor Surveys, Tourism Research Australia.

TOTAL DOMESTIC & INTERNATIONAL

Visitors
72.5m
+7.3% YoY

Nights
97.3 mil
+1.9% YoY

Expenditure
$19.8bn
+8.3% YoY

Domestic overnight travel

Visitors: 25.9m (+3.8% YoY)
Nights: 83.9m (+4.4% YoY)
Expenditure: $13.7bn (+8.7% YoY)

Average spend
$164 per night
$530 per visitor

Average length of stay:
3.2 nights

Origin
74% of the visitors came from within NSW

Regional NSW, 37%
74%
Sydney, 37%

Travel party
30% of the visitors were travelling alone

Unaccompanied
30%

Adult couple
27%

Family group
16%

Friends and/or relatives
22%

Purpose of visit
The largest number of visitors came for a holiday

Visitors

Nights

Expenditure

Private vehicle or company car - 86%
Aircraft - 7%

Gender

53% 21% 16%

Transport
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Top 5 activities

- Eat out / dine at a restaurant and/or cafe: 61%
- Visit friends & relatives: 43%
- Go to the beach: 28%
- Pubs, clubs, discos etc: 28%
- Sightseeing/looking around: 25%

Top 3 accommodation types (nights)

- Friends or relatives property: 35%
- Caravan park or commercial camping ground: 13%
- Standard hotel/motor inn (below 4 star): 13%

Age

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

Travel season*

- Summer: 25%
- Spring: 26%
- Autumn: 24%
- Winter: 25%

*by month returned from the trip

Domestic daytrip travel

Visitors: 45.8m (+9.9% YoY)
Expenditure: $5.2bn (+11.9% YoY)

Average spend $112 per visitor

Origin

- 89% of the visitors to the region came from NSW
- Regional NSW, 56%
- Sydney, 32%

Purpose of visit

- Holiday: 55%
- VFR: 18%
- Business: 12%

Age

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

Expenditure

- 15-29: 20%
- 30-39: 17%
- 40-49: 15%
- 50-59: 16%
- 60-69: 19%
- 70+: 13%

Transport

- Private vehicle or company car: 95%
- Railway: 3%

Gender

- 46%

Travel season*

- Summer: 27%
- Autumn: 23%
- Spring: 23%
- Winter: 27%

*by month returned from the trip
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International travel

Visitors: 758,400 (-12.7% YoY)
Nights: 13.4m (-11.0% YoY)
Expenditure: $0.9bn (-13.4% YoY)

Average spend
- $68 per night
- $1,197 per visitor
Average length of stay: 17.7 nights

Top 3 origin markets
United Kingdom was the largest individual source market of visitors to the region
- United Kingdom: 17%
- New Zealand: 11%
- United States of America: 10%

Top 5 activities
- Eat out / dine at a restaurant and/or cafe: 93%
- Sightseeing/looking around: 79%
- Go to the beach: 79%
- Go shopping for pleasure: 77%
- Visit national parks / state parks: 61%

Top 3 accommodation types (nights)
- Rented house/apartment/flat or unit: 32%
- Friends or relatives property: 30%
- Backpacker or hostel: 8%

Purpose of visit
- Visitors
- Nights
- Expenditure

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

First vs return visitor
- Return visit to Australia: 58%
- First visit to Australia: 42%

Transport
- Private vehicle or company car: 33%
- Rental car: 24%

FIT visitor*
- 75% free and independent traveller

N/P - data not publishable

* free and independent traveller