

# Culture and Heritage Based Tourism in NSW

Year ended December 2019

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



Icons sourced from www.easil.ly

Culture and Heritage tourism is a market segment based around arts, historical and cultural experiences. It includes activities such as attend theatre, concerts or other performing arts; visit museum or art galleries; visit art, craft workshops or studios; attend festivals, fairs, or cultural events; experience Aboriginal art, craft and cultural display; visit an Aboriginal site or community; visit historical heritage buildings, sites or monuments; attend Aboriginal performance (International visitors only).

The Culture and Heritage Based Tourism factsheet provides a snapshot for the year ended (YE) December 2019, as well as visitation trend. It will serve as benchmark for assessing impact of Australia's bushfire 2019-20 and COVID-19 pandemic on this segment.

## TOTAL DOMESTIC & INTERNATIONAL



Visitors  
14.1m  
+3.1% YoY\*



Nights  
83.1m  
-4.5% YoY



Expenditure  
\$14.3bn  
+2.4% YoY

\* YoY = change on previous year

### Domestic Overnight travel

Visitors: 5.7m (+6.1% YoY)  
Nights: 20.0m (+2.0% YoY)  
Expenditure: \$5.6bn (+5.4% YoY)  
Spend per night: \$280  
ALOS: 3.5 nights

### Domestic Daytrip travel

Visitors: 5.7m (+3.8% YoY)  
Expenditure: \$0.8bn (+0.7% YoY)  
Spend per person: \$135

### International travel\*\*

Visitors: 2.6m (-4.3% YoY)  
Nights: 63.1m (-6.4% YoY)  
Expenditure: \$8.0bn (+0.5% YoY)  
Spend per night: \$126  
ALOS: 24.0 nights

ALOS = average length of stay

\*\* International visitors engaged in nature based activities in Australia, not necessarily in NSW.

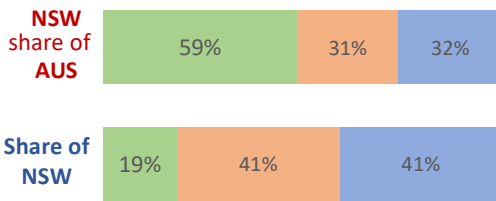
## Market share

International Domestic Overnight Domestic Daytrip

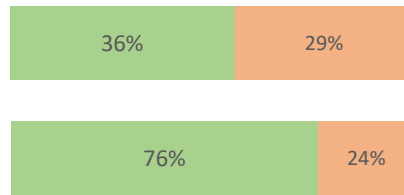
YE = year ended



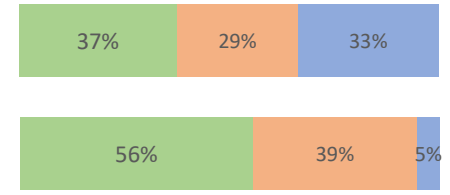
Visitors (YE Dec 2019)



Nights (YE Dec 2019)



Expenditure (YE Dec 2019)

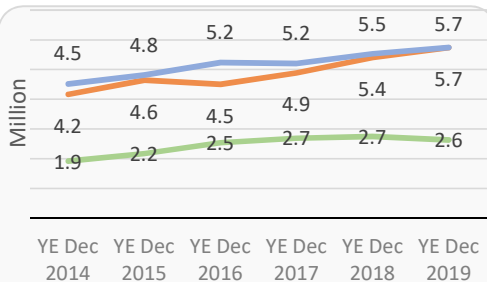


## Time series

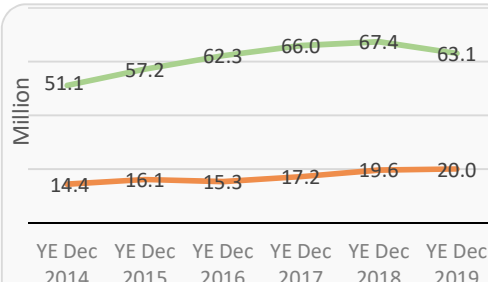
International Domestic Overnight Domestic Daytrip



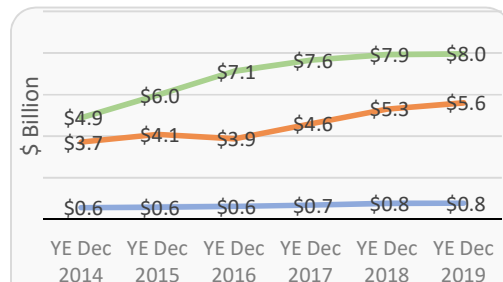
Visitors



Nights



Expenditure



# Culture and Heritage Based Tourism in NSW

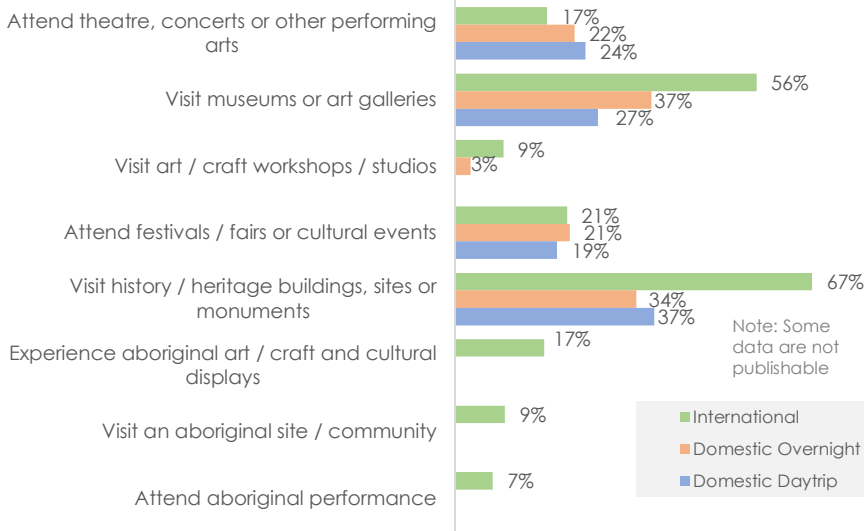
Year ended December 2019

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

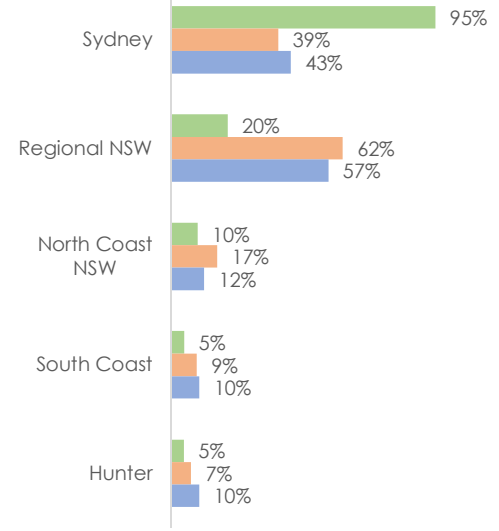


Icons sourced from www.easil.ly

## Culture and Heritage based activities (visitors)



## Top regions visited (visitors)

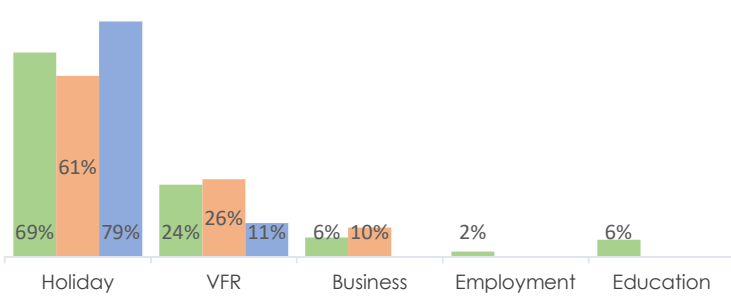


## Purpose of visit

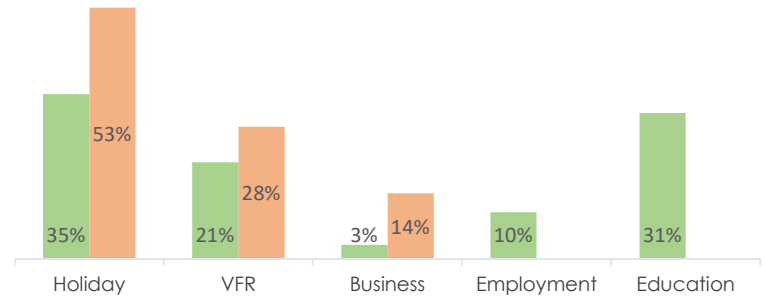
International Domestic Overnight Domestic Daytrip

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives; some data are not publishable.

### Visitors



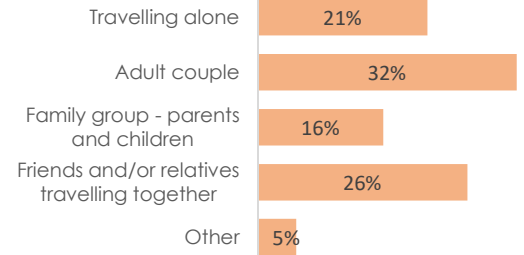
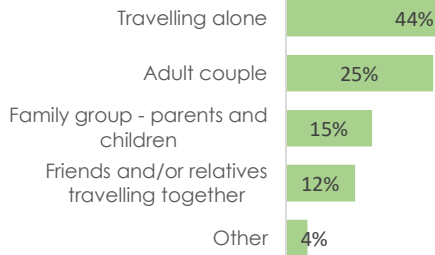
### Nights



## Travel party



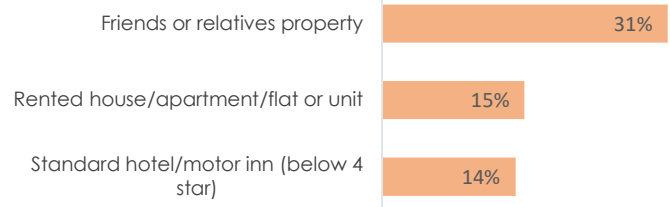
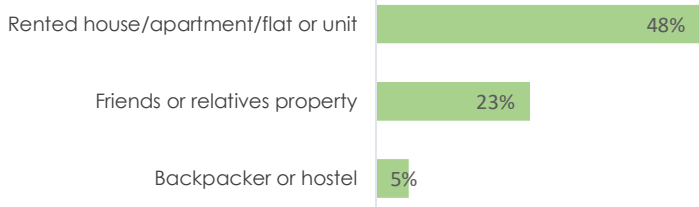
International Domestic Overnight



## Top 3 accommodation types (nights)

International

Domestic Overnight



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Year ended December 2019

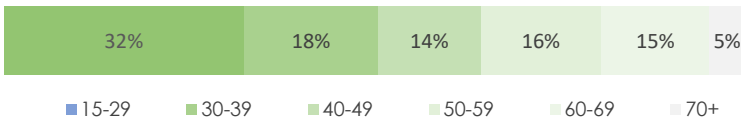
Source: National and International Visitor Surveys, Tourism Research Australia.



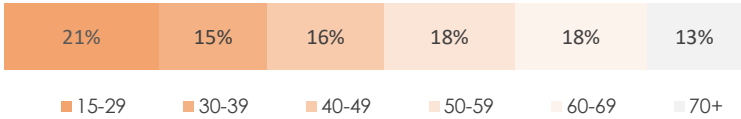
Icons sourced from www.easil.ly

## Age

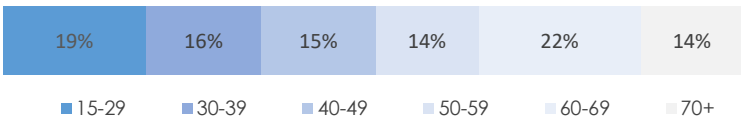
### International



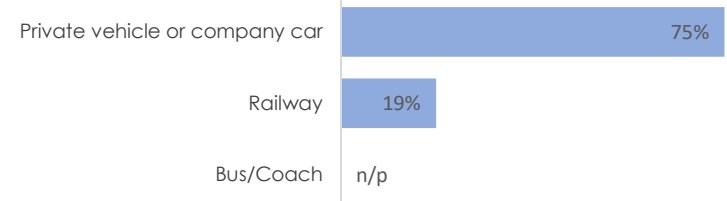
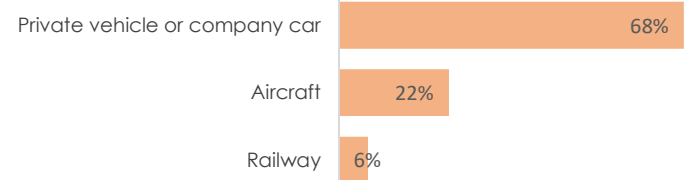
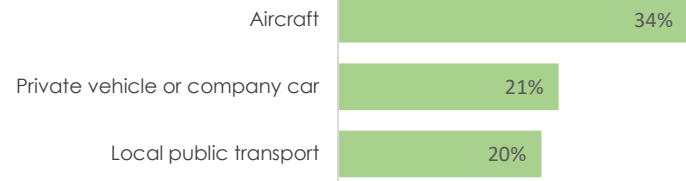
### Domestic Overnight



### Domestic Daytrip

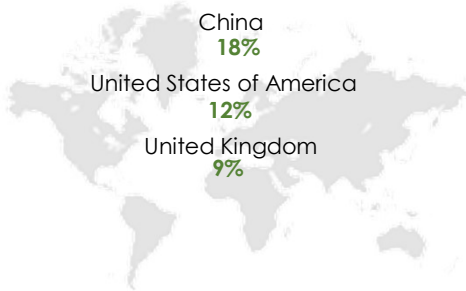


## Top 3 types of transport

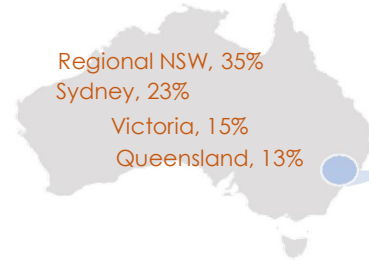


## Origin

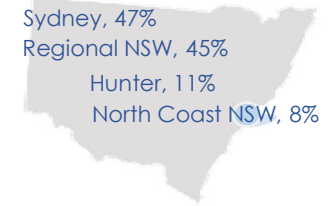
### International



### Domestic Overnight

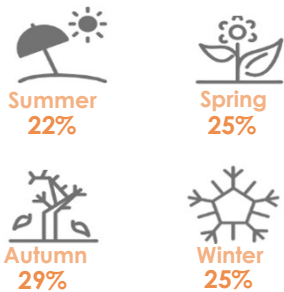


### Domestic Daytrip

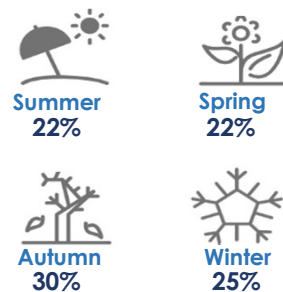


## Travel season<sup>^</sup>

### Domestic Overnight



### Domestic Daytrip



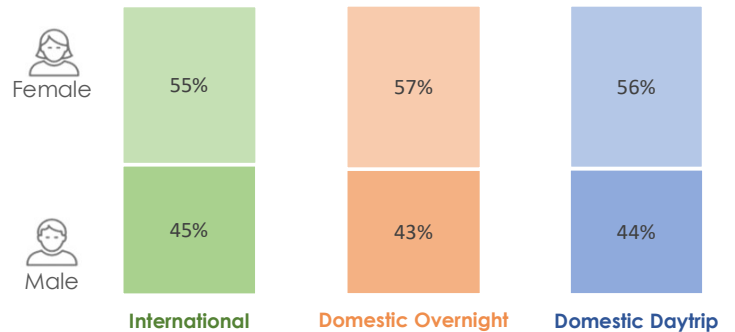
<sup>^</sup>Month returned from the trip

## FIT# international visitor



# free and independent traveller

## Gender



## First vs return international visitor

