

Nature Based Tourism in NSW

Year ended December 2019

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



Icons sourced from www.easil.ly

Nature tourism is a market segment based around outdoor and nature experiences. It includes activities such as visiting national and/or state parks, whale or dolphin watching, going to the beach, visiting botanical gardens, visiting farms, bushwalking and/or rainforest walks, visiting wildlife parks, zoos and/or aquariums, birdwatching (from 2019 only) and visit the outback (international visitors only).

The Nature 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
37.0m
+17.9% YoY*



Nights
140.9m
+4.3% YoY



Expenditure
\$24.0bn
+9.6% YoY

* YoY = change on previous year

Domestic Overnight travel

Visitors: 15.5m (+14.6% YoY)
Nights: 55.6m (+12.1% YoY)
Expenditure: \$11.9bn (+11.2% YoY)
Spend per night: \$213
ALOS: 3.6 nights

Domestic Daytrip travel

Visitors: 18.0m (+25.4% YoY)
Expenditure: \$1.9bn (+27.7% YoY)
Spend per person: \$104

International travel**

Visitors: 3.5m (-0.1% YoY)
Nights: 85.3m (-0.2% YoY)
Expenditure: \$10.3bn (+5.2% YoY)
Spend per night: \$120
ALOS: 24.1 nights

ALOS = average length of stay

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

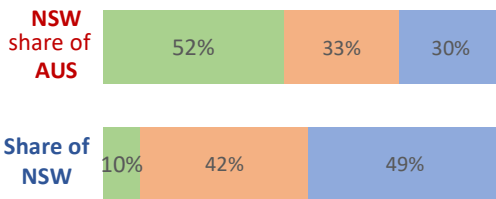
Market share

International Domestic Overnight Domestic Daytrip

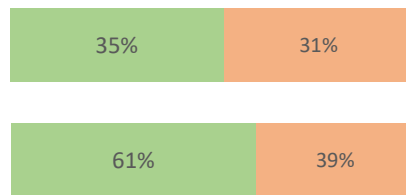
YE = year ended



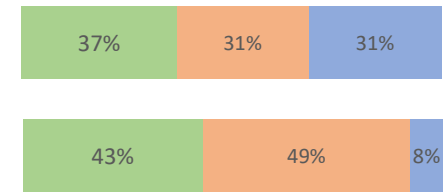
Visitors (YE Dec 2019)



Nights (YE Dec 2019)



Expenditure (YE Dec 2019)

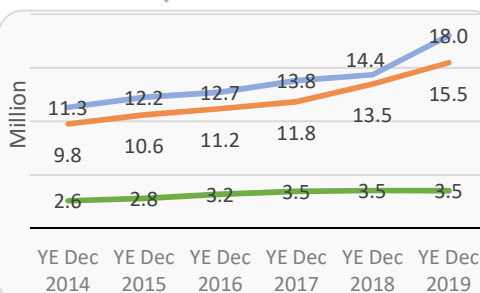


Time series

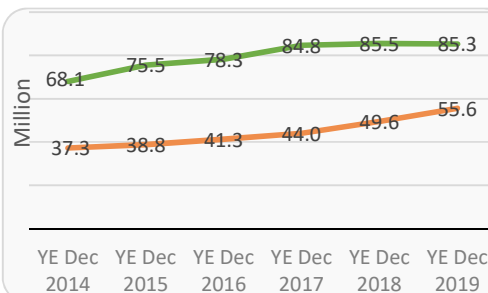
International Domestic Overnight Domestic Daytrip



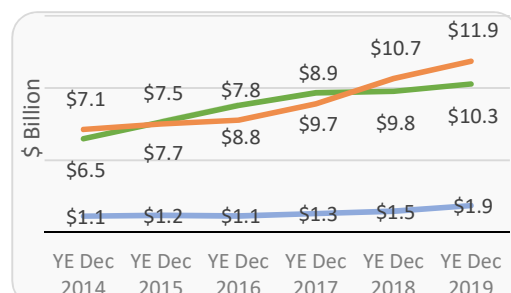
Visitors



Nights



Expenditure



Nature Based Tourism in NSW

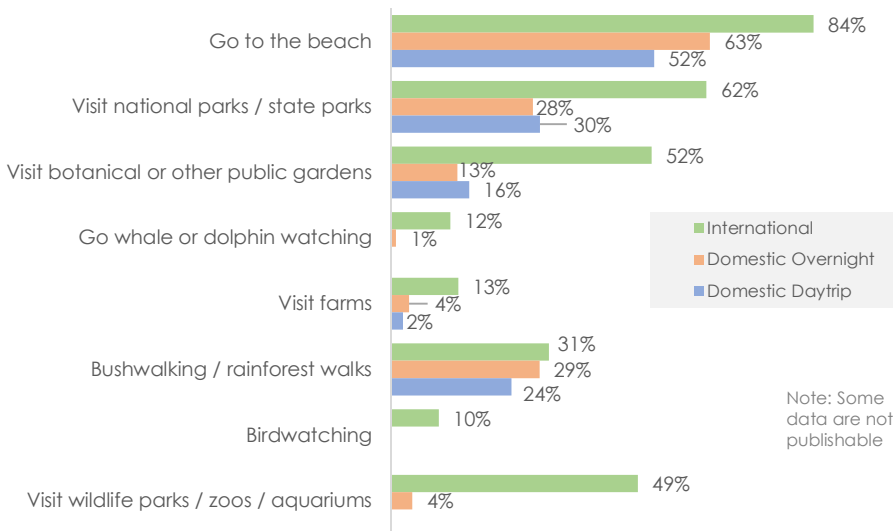
Year ended December 2019

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

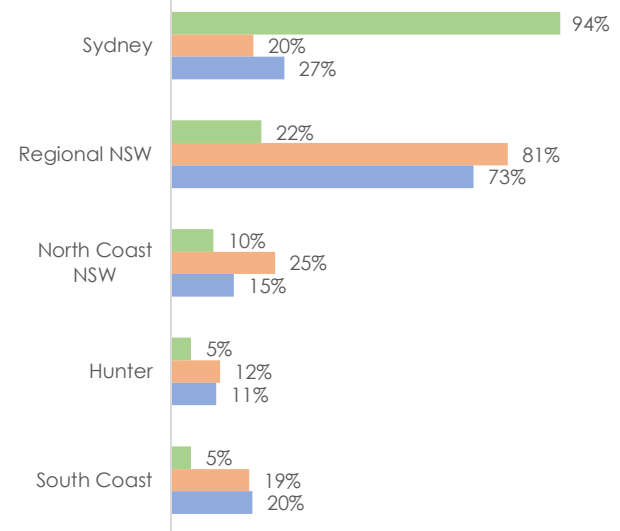


Icons sourced from www.easil.ly

Nature based activities (visitors)



Top regions visited (visitors)

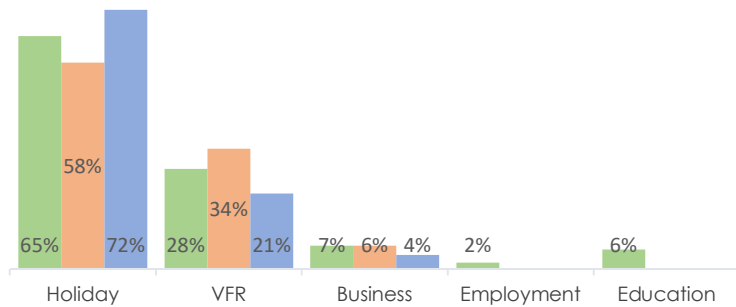


Note: Some data are not publishable

Purpose of visit

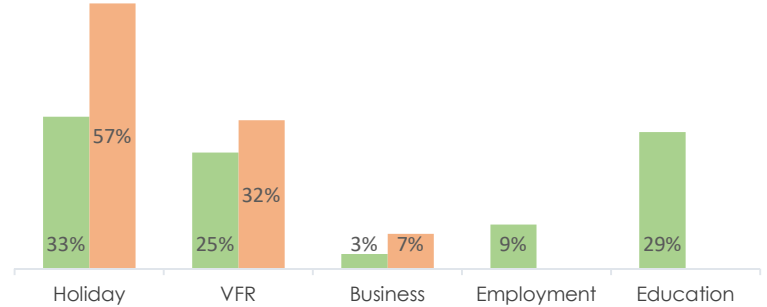
International (green), Domestic Overnight (orange), Domestic Daytrip (blue)

Visitors



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

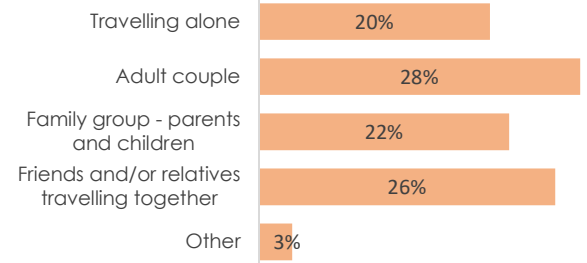
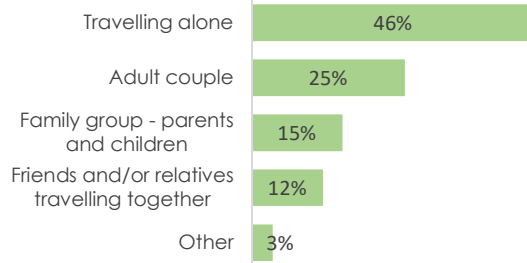
Nights



Travel party

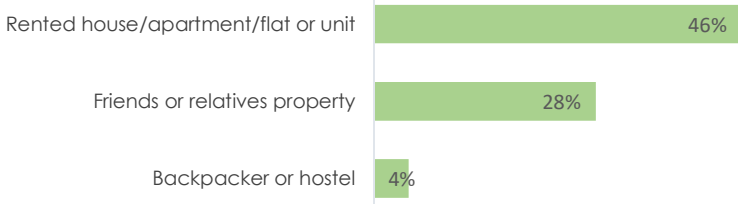


International (green), Domestic Overnight (orange)

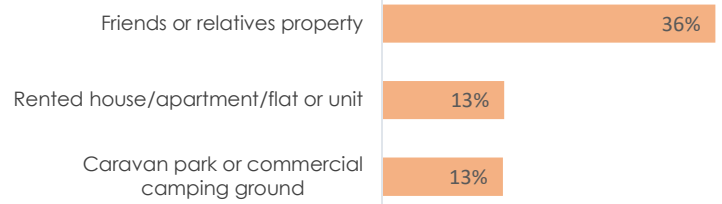


Top 3 accommodation types (nights)

International



Domestic Overnight



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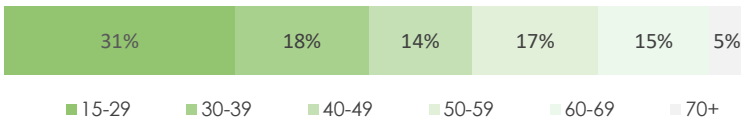
Source: National and International Visitor Surveys, Tourism Research Australia.



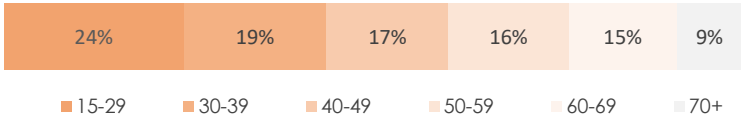
Icons sourced from www.easil.ly

Age

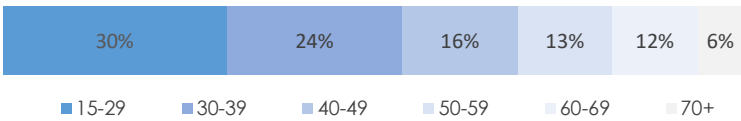
International



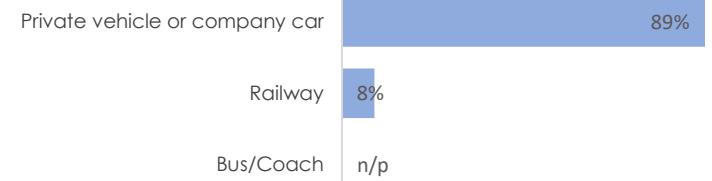
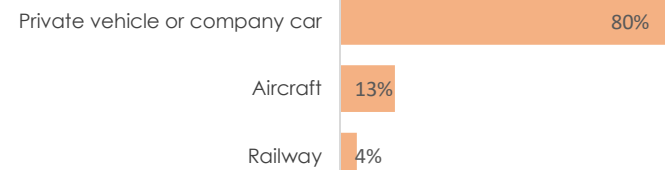
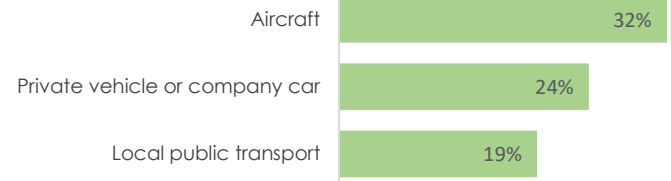
Domestic Overnight



Domestic Daytrip

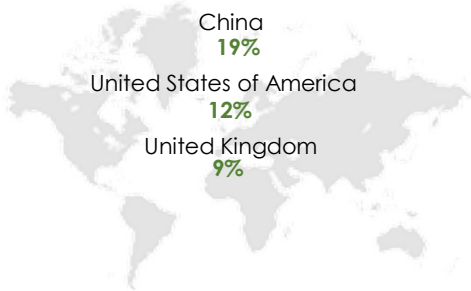


Top 3 types of transport

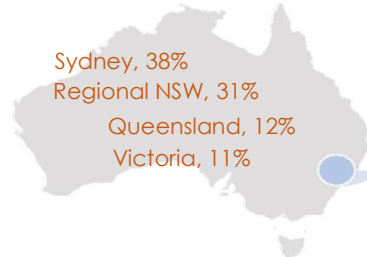


Origin

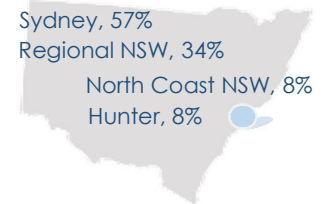
International



Domestic Overnight

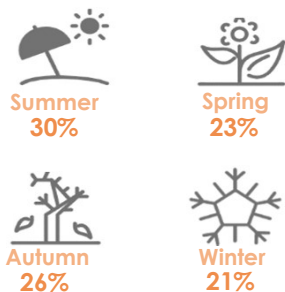


Domestic Daytrip

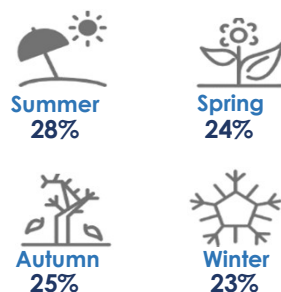


Travel season[^]

Domestic Overnight

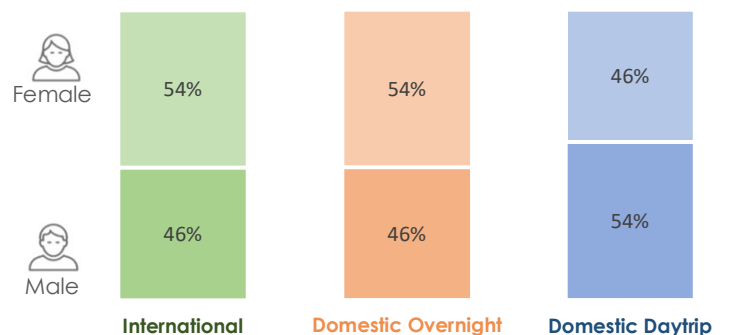


Domestic Daytrip



[^]Month returned from the trip

Gender



FIT# international visitor

65%



35%



free and independent traveller

First vs return international visitor

