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.
## Nature Based Tourism in NSW

**Year ended December 2019**

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

**Nature based activities (visitors)**

<table>
<thead>
<tr>
<th>Activity</th>
<th>International</th>
<th>Domestic Overnight</th>
<th>Domestic Daytrip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go to the beach</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visit national parks / state parks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visit botanical or other public gardens</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Go whale or dolphin watching</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visit farms</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bushwalking / rainforest walks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Birdwatching</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visit wildlife parks / zoos / aquariums</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Top regions visited (visitors)**

<table>
<thead>
<tr>
<th>Region</th>
<th>International</th>
<th>Domestic Overnight</th>
<th>Domestic Daytrip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sydney</td>
<td>94%</td>
<td>20%</td>
<td>27%</td>
</tr>
<tr>
<td>Regional NSW</td>
<td>81%</td>
<td>22%</td>
<td>15%</td>
</tr>
<tr>
<td>North Coast NSW</td>
<td>73%</td>
<td>15%</td>
<td>25%</td>
</tr>
<tr>
<td>Hunter</td>
<td>55%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>South Coast</td>
<td>20%</td>
<td>19%</td>
<td>20%</td>
</tr>
</tbody>
</table>

**Purpose of visit**

<table>
<thead>
<tr>
<th>Type</th>
<th>International</th>
<th>Domestic Overnight</th>
<th>Domestic Daytrip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>65%</td>
<td>28%</td>
<td>7%</td>
</tr>
<tr>
<td>VFR</td>
<td>58%</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>Business</td>
<td>34%</td>
<td>22%</td>
<td>4%</td>
</tr>
<tr>
<td>Employment</td>
<td>28%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Education</td>
<td>21%</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

**Top 3 accommodation types (nights)**

<table>
<thead>
<tr>
<th>Type</th>
<th>International</th>
<th>Domestic Overnight</th>
<th>Domestic Daytrip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rented house/apartment/flat or unit</td>
<td>46%</td>
<td>36%</td>
<td>13%</td>
</tr>
<tr>
<td>Friends or relatives property</td>
<td>28%</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Backpacker or hostel</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

Icons sourced from www.easil.ly
Nature Based Tourism in NSW
Year ended December 2019

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

Icons sourced from www.easil.ly

## Origin

**International**
- China: 19%
- United States of America: 12%
- United Kingdom: 9%

**Domestic Overnight**
- Sydney: 38%
- Regional NSW: 31%
- Queensland: 12%
- Victoria: 11%

**Domestic Daytrip**
- Sydney: 57%
- Regional NSW: 34%
- North Coast NSW: 8%
- Hunter: 8%

## Travel season

**Domestic Overnight**
- Summer: 30%
- Spring: 23%
- Autumn: 26%
- Winter: 21%

**Domestic Daytrip**
- Summer: 28%
- Spring: 24%
- Autumn: 25%
- Winter: 23%

## Age

**International**
- 15-29: 31%
- 30-39: 18%
- 40-49: 14%
- 50-59: 17%
- 60-69: 15%
- 70+: 5%

**Domestic Overnight**
- 15-29: 24%
- 30-39: 19%
- 40-49: 17%
- 50-59: 16%
- 60-69: 15%
- 70+: 9%

**Domestic Daytrip**
- 15-29: 30%
- 30-39: 24%
- 40-49: 16%
- 50-59: 13%
- 60-69: 12%
- 70+: 6%

## Top 3 types of transport

**Aircraft**
- International: 32%
- Domestic Overnight: 53%
- Domestic Daytrip: 47%

**Private vehicle or company car**
- International: 24%
- Domestic Overnight: 47%
- Domestic Daytrip: 54%

**Local public transport**
- International: 19%
- Domestic Overnight: 8%
- Domestic Daytrip: 4%

## Gender

**Female**
- International: 54%
- Domestic Overnight: 54%
- Domestic Daytrip: 46%

**Male**
- International: 46%
- Domestic Overnight: 46%
- Domestic Daytrip: 54%

## First vs return international visitor

- Return visit to Australia: 47%
- First visit to Australia: 53%

Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.