

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

Aboriginal tourism visitor is defined as a visitor who undertook an Aboriginal related activity in New South Wales.

New South Wales is Australia's most popular state for Aboriginal tourism, receiving the highest number of total international and domestic overnight visitors, visitor nights and expenditure. The State's visitation is mostly driven by the international market.

TOTAL DOMESTIC & INTERNATIONAL



Visitors
514,100
+3.5% YoY*



Nights
13.1m
+5.5% YoY



Expenditure
\$1.6bn
+5.9% YoY

* YoY = change on previous year

International travel

Visitors: 332,800 (-4.7% YoY)
Nights: 12.5m (+10.5% YoY)
Expenditure: \$1.5bn (+4.6% YoY)
Spend per night: \$119
ALOS: 37.6 nights

RANKING in AUSTRALIA

Total International and Domestic Overnight travel



#1 for visitors
#1 for nights
#1 for expenditure

Domestic Overnight travel

Visitors: 181,300 (+23.1% YoY)
Nights: 633,600 (-44.0% YoY)
Expenditure: \$159.0m (+19.1% YoY)
Spend per night: \$251
ALOS: 3.5 nights

ALOS = average length of stay

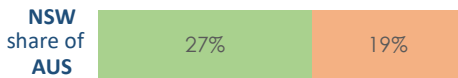
Market share

■ International ■ Domestic Overnight

YE = year ended



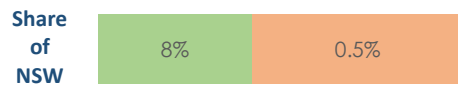
Visitors (YE Dec 2019)



Nights (YE Dec 2019)



Expenditure (YE Dec 2019)

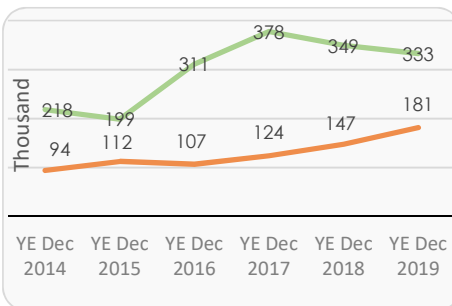


Time series

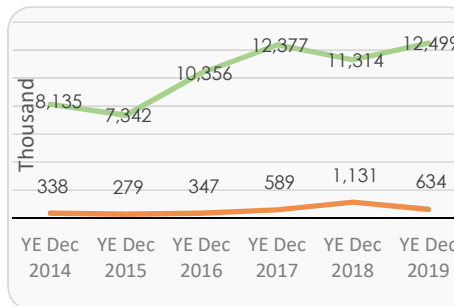
■ International ■ Domestic Overnight



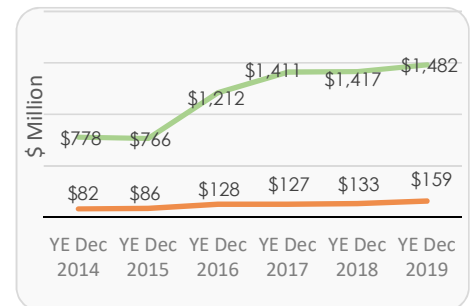
Visitors



Nights

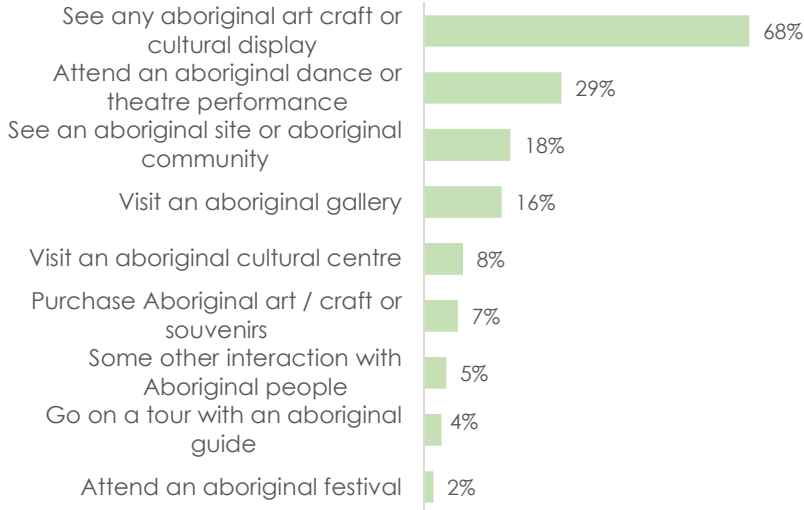


Expenditure

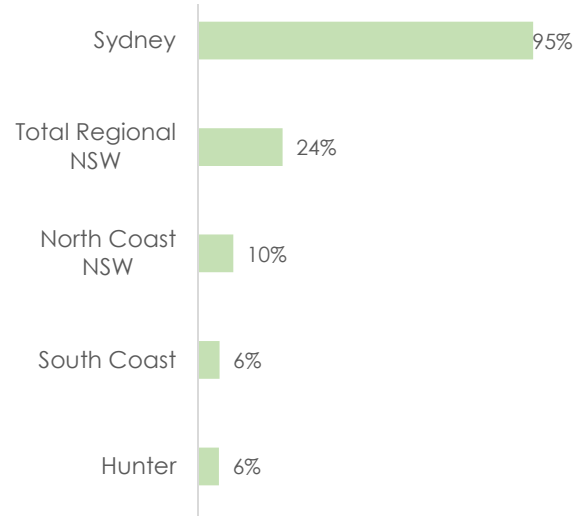


From this point onward, the report will focus on the international Aboriginal tourism to NSW only. The profile of domestic overnight visitors who had undertaken Aboriginal related activities in NSW is not statistically reliable due to the small number of survey respondents for each of the profile categories.

Aboriginal activities (visitors)

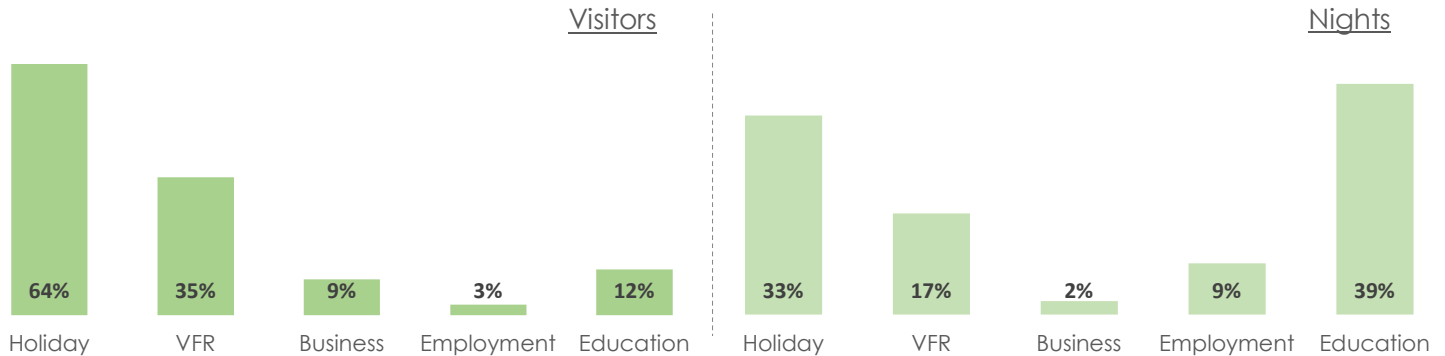


Top regions visited (visitors)

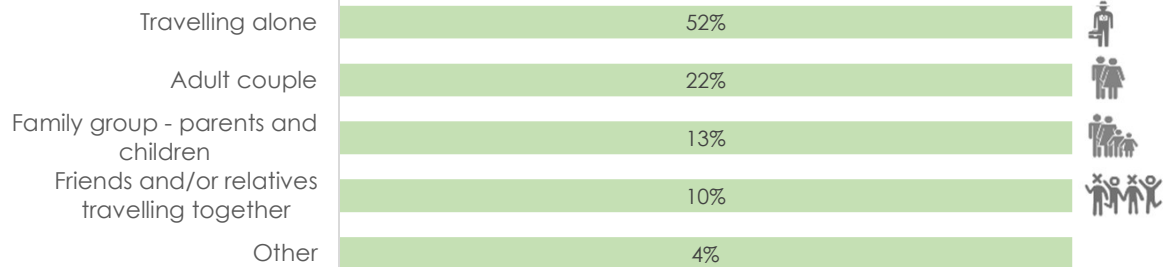


Purpose of visit

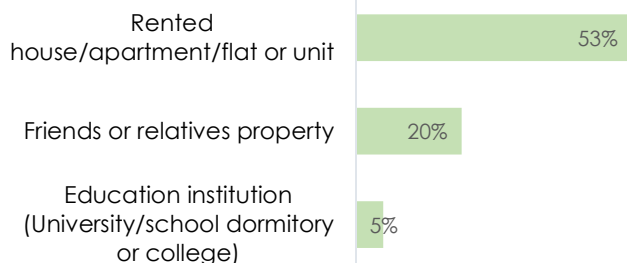
Note: Visitors may visit for more than one purpose; VFR indicates Visiting Friends and/or Relatives.



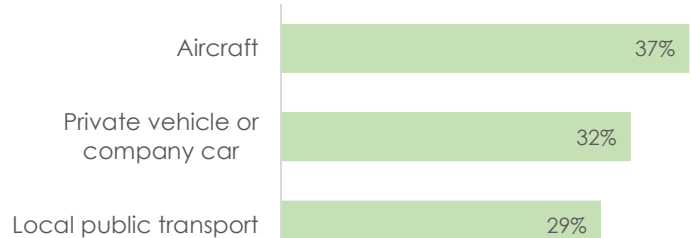
Travel party (visitors)



Top 3 accommodation types (nights)



Top 3 transport types (visitors)



Aboriginal Tourism in NSW

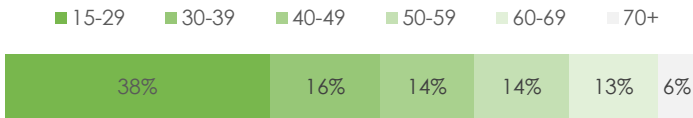
Year ended December 2019

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



Icons sourced from www.easil.ly

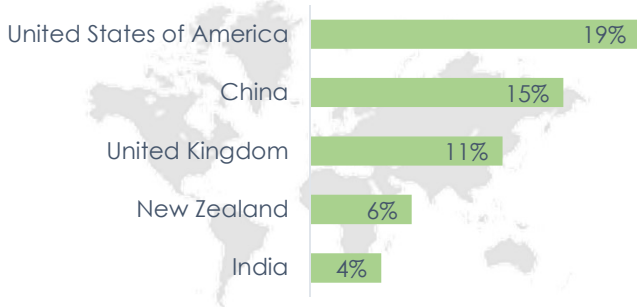
Age (visitors)



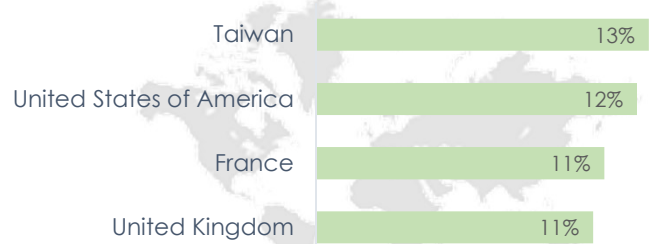
Gender (visitors)



Origin (visitors)



Aboriginal activity participation rate (visitors)



#Share of visitors who did Aboriginal activity in NSW to the total number of visitors to NSW from each country

Seasonality (visitors)



March Qtr
30%



June Qtr
23%

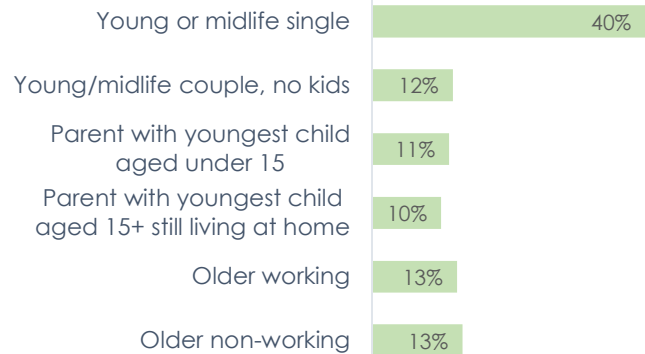


September Qtr
23%

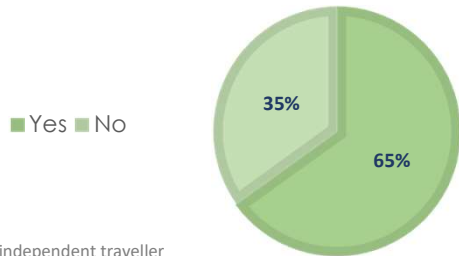


December Qtr
23%

Lifecycle groups (visitors)

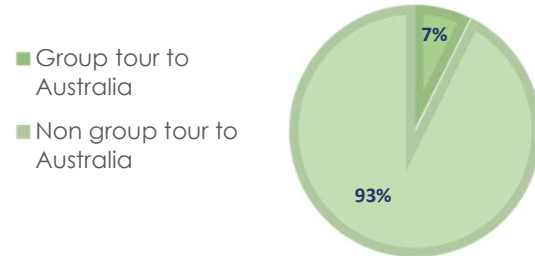


FIT# international visitor

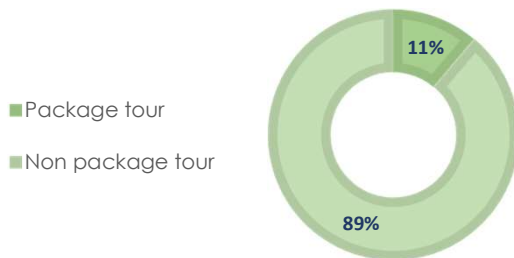


free and independent traveller

Group tours (visitors)



Travel package (visitors)



First vs return international visitor

