Domestic travel to NSW Visitor Profile
Year ended June 2020

Source: National Visitor Survey, Tourism Research Australia.

TOTAL DOMESTIC VISITATION

- **Visitors:** 92.3m (-13.2% YoY)
- **Nights:** 98.8m (-14.8% YoY)
- **Expenditure:** $25.1bn (-17.0% YoY)

**Market share to Australia**

- **Visitors:** 29% 20% 24% 27%
- **Nights:** 29% 21% 24% 26%
- **Expenditure:** 29% 21% 24% 26%

**Domestic overnight travel**

- **Visitors:** 30.3m (-18.6% YoY)
- **Nights:** 98.8m (-14.8% YoY)
- **Expenditure:** $18.1bn (-20.0% YoY)

Average spend:
- $183 per night
- $597 per visitor

Average length of stay:
- 3.3 nights

**Purpose of visit**

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

- **Visitors**
  - Holiday: 38%
  - VFR: 33%
  - Business: 21%

- **Nights**
  - Holiday: 38%
  - VFR: 33%
  - Business: 21%

- **Expenditure**
  - Holiday: 42%
  - VFR: 19%
  - Business: 23%

**Destination**

- Sydney was the top destination in NSW
  - 1. Sydney, 32%
  - 2. North Coast NSW, 17%
  - 3. South Coast, 12%
  - 4. Hunter, 11%

**Origin**

- Regional NSW was the largest source market of visitors to NSW
  - 1. Regional NSW, 39%
  - 2. Sydney, 29%
  - 3. Victoria, 12%

**Travel party**

- **Unaccompanied** 35%
- **Adult couple** 25%
- **Friends and/or relatives** 18%
- **Family group** 15%

**Age**

- 15-29: 23%
- 30-39: 18%
- 40-49: 16%
- 50-59: 18%
- 60-69: 16%
- 70+: 9%

**Gender**

- Male: 46%
- Female: 54%

**Transport**

- Private vehicle or company car, 77%
- Aircraft, 16%

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.
Domestic daytrip travel

Visitors: 62.0m (-10.4% YoY)  Expenditure: $7.0bn (-8.1% YoY)

Sydney was the top destination in NSW

- Sydney, 38%
- North Coast NSW, 12%
- South Coast, 11%
- Hunter, 10%

Regional NSW was the largest source market of visitors to NSW

- Regional NSW, 47%
- Sydney, 45%
- Hunter, 10%

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

- 22% 17% 15% 16% 18% 13%
- 15-29 30-39 40-49 50-59 60-69 70+

Aviation

In YE Jun 2020, NSW accounted for 48% of the domestic aviation seat capacity in Australia's top 65 competitive routes or 24.9 million seats (-26.3% on YE Jun 2019).

Source: Bureau of Infrastructure, Transport and Regional Economics (BITRE), seats both directions.