

Wine Tourism to NSW

Year ended December 2019

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



Icons sourced from www.easil.ly

Wine tourism to NSW is defined as visitors who have been to at least one winery in NSW.

This report 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.

NSW is the second most popular wine destination in Australia. Wine tasting is the most popular activity at wineries followed by purchasing wine to take home and dining at the winery.

How big is the market ?

TOTAL DOMESTIC & INTERNATIONAL



Visitors
1.8m
+3.2% YoY *



Nights
15.8m
+2.5% YoY



Expenditure
\$2.3bn
+4.9% YoY

* YoY = change on previous year

International travel

Visitors: 0.3m (-4.4% YoY)
Nights: 9.8m (-6.5% YoY)
Expenditure: \$1.1bn (-2.4% YoY)
Spend per night: \$116
ALOS: 38.2 nights

Ranking in Australia

Total International and Domestic Overnight travel



#2 for visitors
#2 for nights
#2 for expenditure

Domestic Overnight travel

Visitors: 1.5m (+4.6% YoY)
Nights: 6.0m (+21.9% YoY)
Expenditure: \$1.2bn (+12.8% YoY)
Spend per night: \$204
ALOS: 3.9 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)

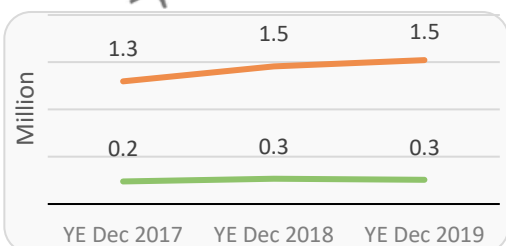


Time series

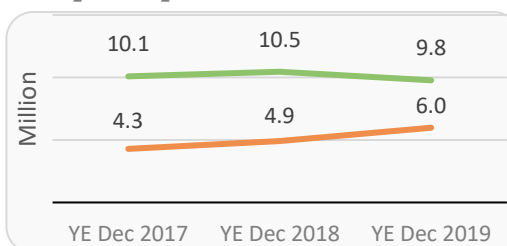
International Domestic Overnight



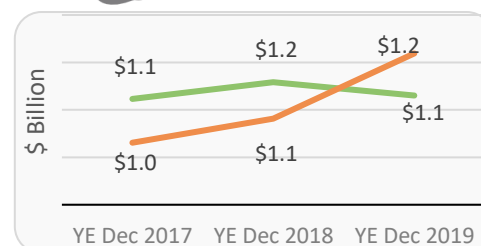
Visitors



Nights



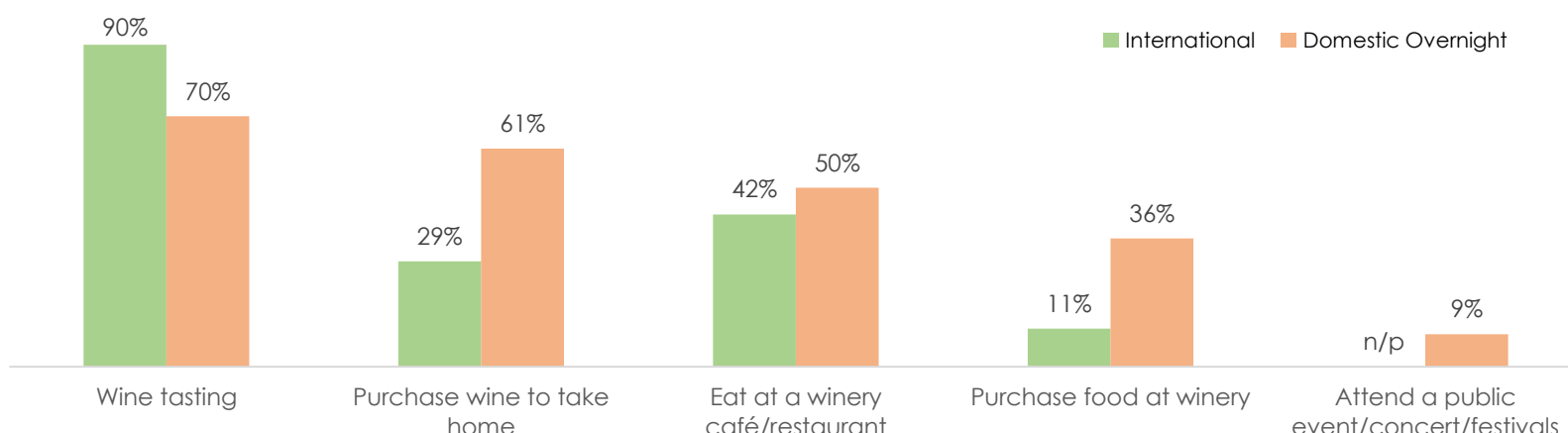
Expenditure



Wine experiences

Activities at wineries

International Domestic Overnight



Note: Data for wine experiences Attend a Private function, Cooking class, Wine making class and winery tour are not publishable.

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.

Wine Tourism to NSW

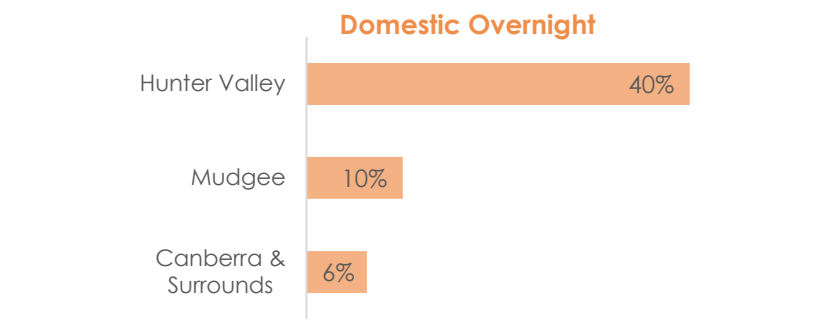
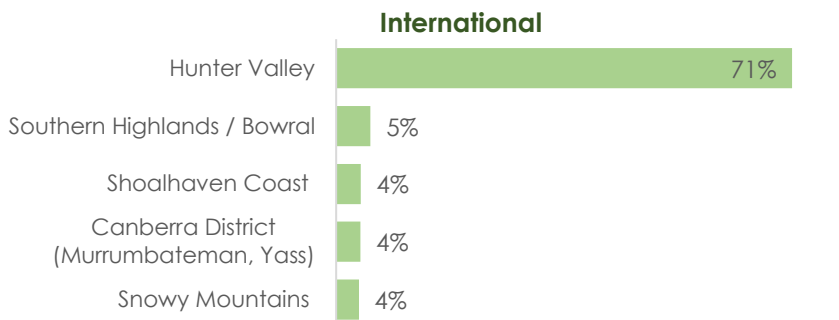
Year ended December 2019

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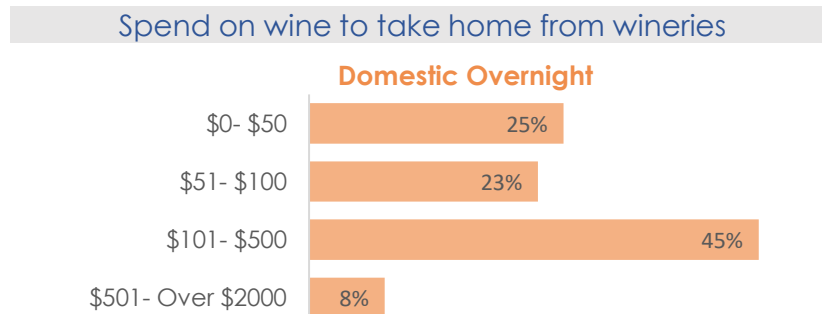
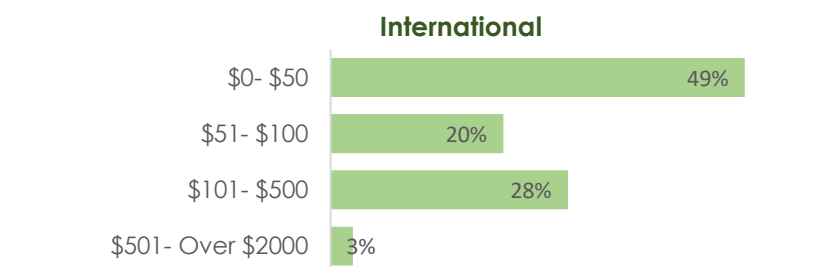


Icons sourced from www.easil.ly

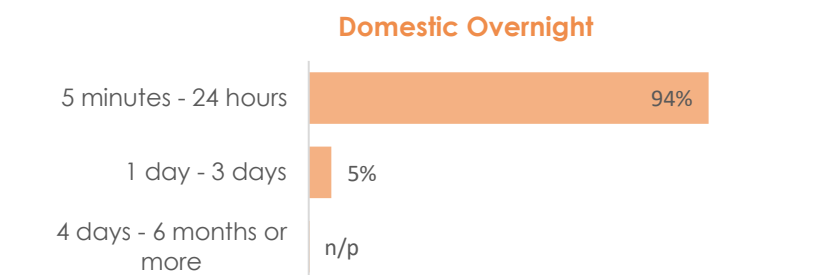
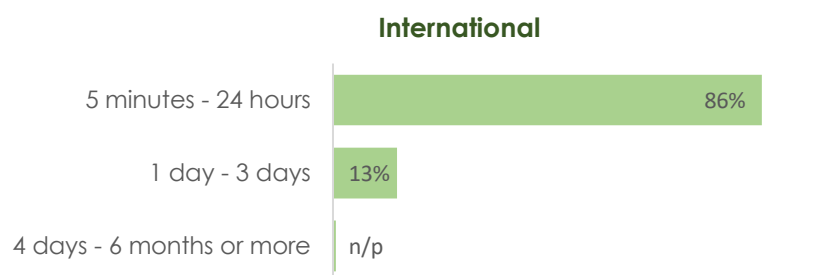
Wine regions visited in NSW (visitors)



Spend on wine consumed in Australia

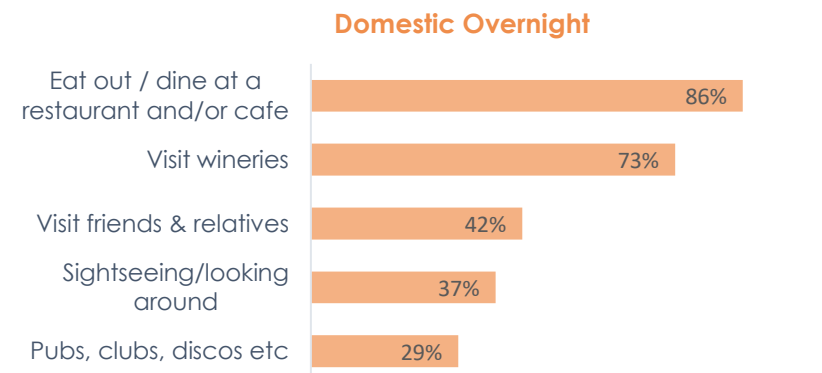
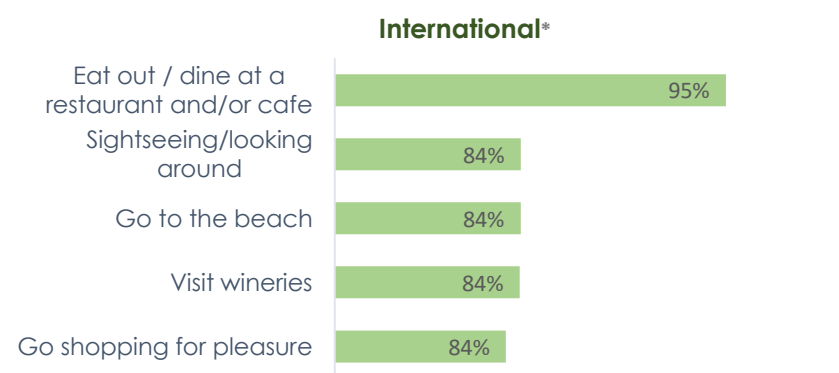


Time spent at wineries in NSW



Note: Excludes visitors who did not respond to these questions.

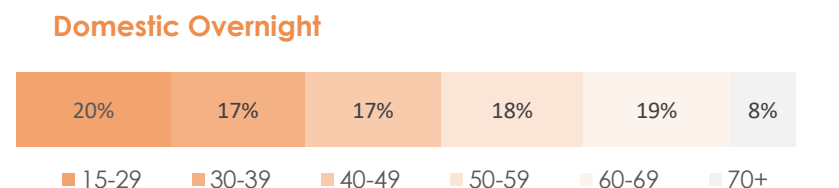
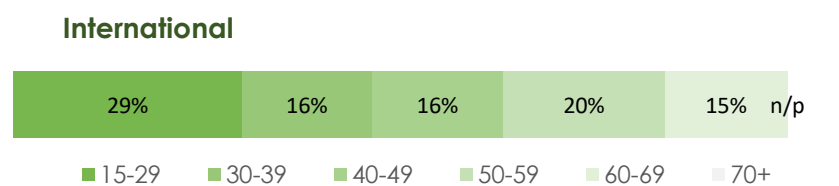
Top activities



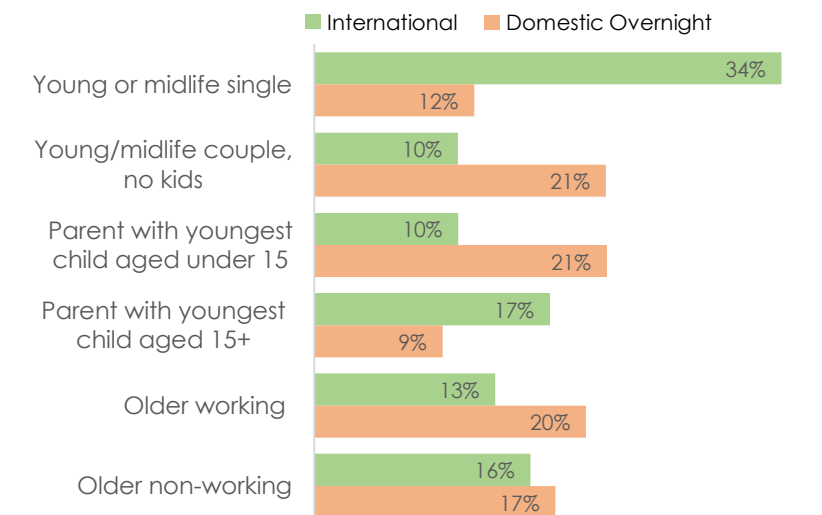
*Activities engaged by International visitors to Australia, not necessarily NSW

About wine visitors to NSW

Age



Lifecycle group



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.

Wine Tourism to NSW

Year ended December 2019

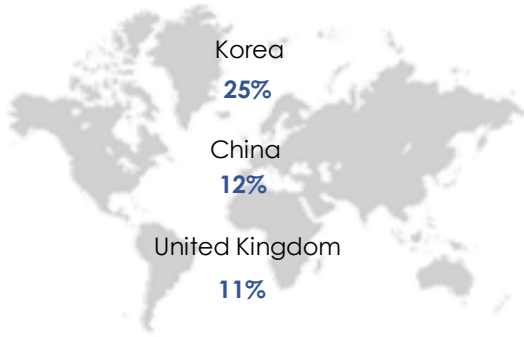
Source: National and International Visitor Surveys, Tourism Research Australia.



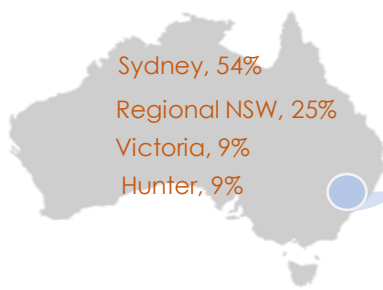
Icons sourced from www.easil.ly

Origin

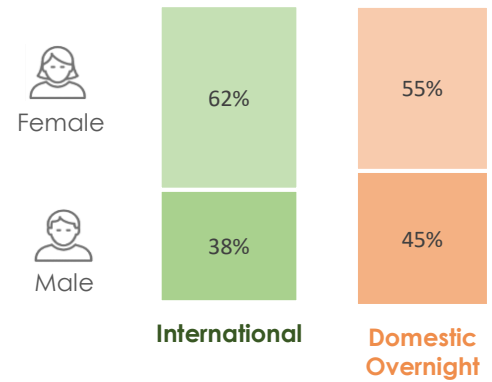
International



Domestic Overnight



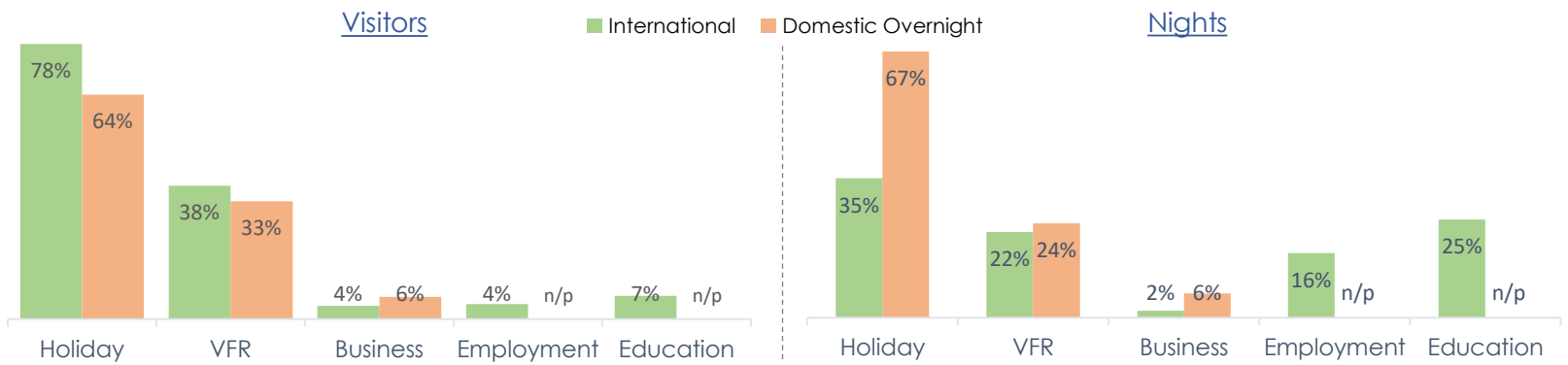
Gender



About their trip to NSW

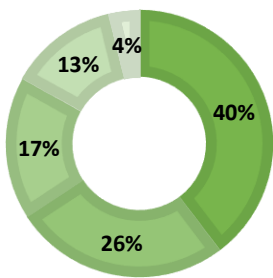
Purpose of visit

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



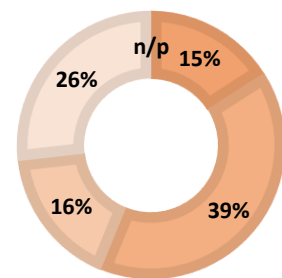
Travel party (visitors)

International



- Travelling alone
- Adult couple
- Family group - parents and children
- Friends and/or relatives travelling together
- Business associates travelling together with or without spouses

Domestic Overnight

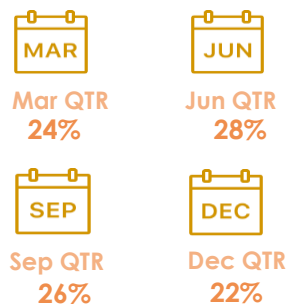


Travel season[^]

International

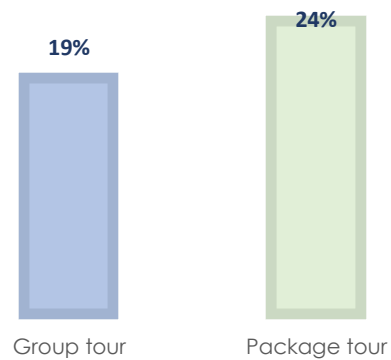


Domestic Overnight



[^]Quarter of departure

Package and Group tours (International visitors)



Note: Package and group tours to Australia

FIT# international visitor



free and independent traveller

First vs return international visitor

