

Regional NSW Visitor Profile

Year ended September 2021

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



Icons sourced from www.easil.ly

TOTAL DOMESTIC & INTERNATIONAL



Visitors
50.3m
-7.5% YoY

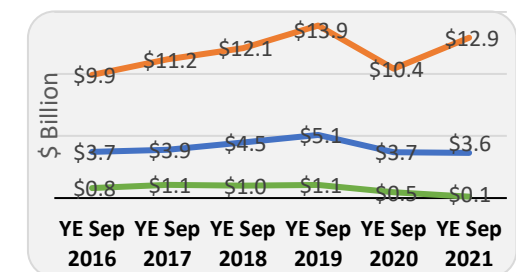
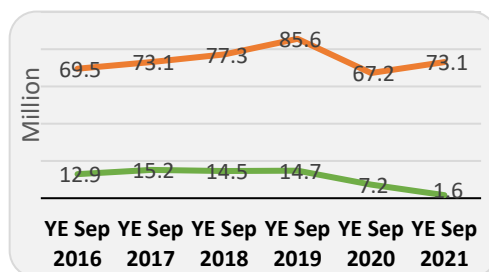
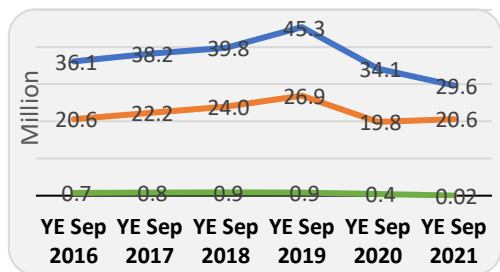
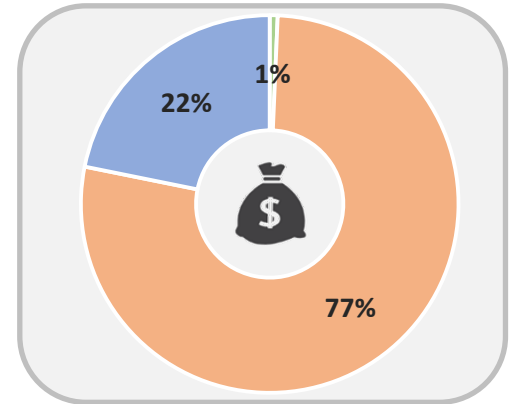
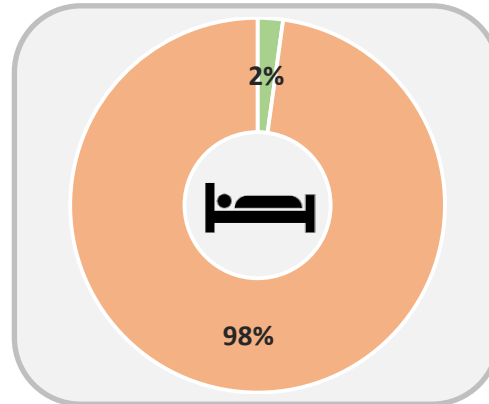
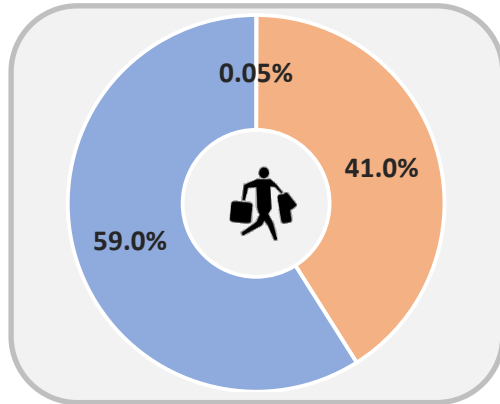


Nights
74.7 mil
+0.3% YoY



Expenditure
\$16.7bn
+14.4% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 20.6m (+3.9% YoY)
Nights: 73.1m (+8.7% YoY)
Expenditure: \$12.9bn (+24.1% YoY)



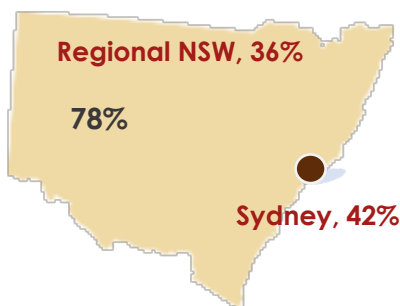
Average spend
\$177 per night
\$627 per visitor



Average length of stay:
3.5 nights

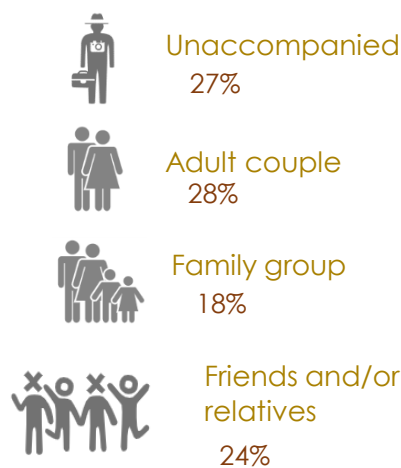
Origin

78% of the visitors came from within New South Wales



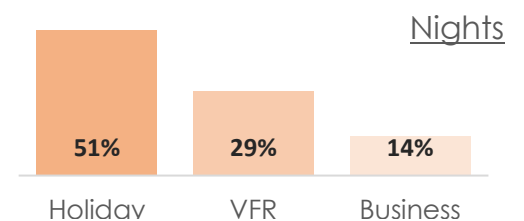
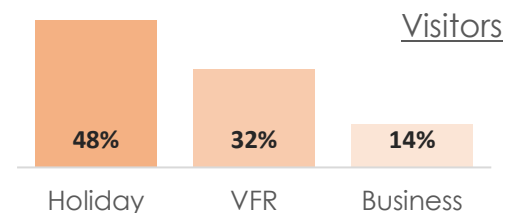
Travel party

28% of the visitors were adult couple



Purpose of visit

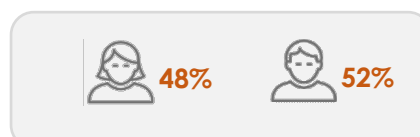
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



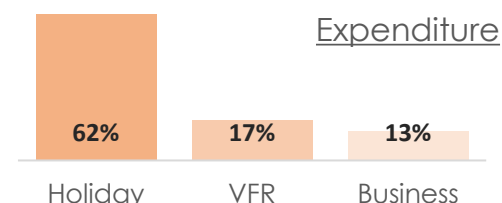
Transport

Private vehicle or company car, 92%
Aircraft, 4%

Gender



Expenditure



Regional NSW Visitor Profile

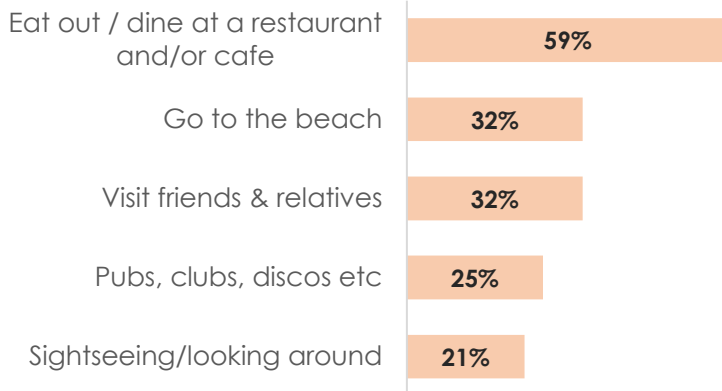
Year ended September 2021

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



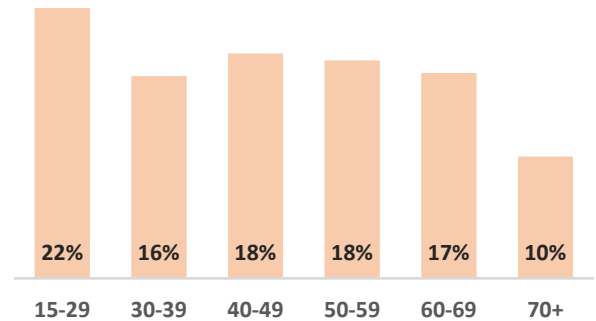
Icons sourced from www.easil.ly

Top 5 activities

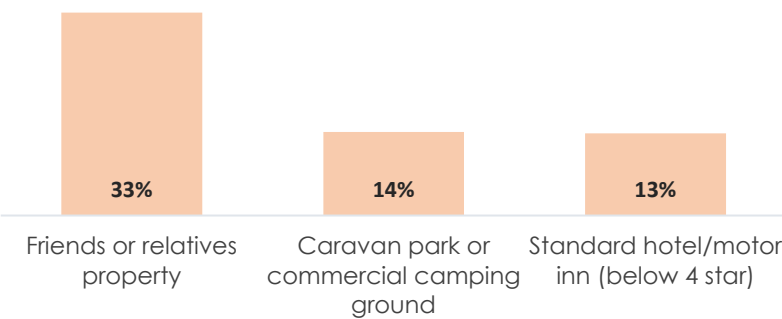


Age

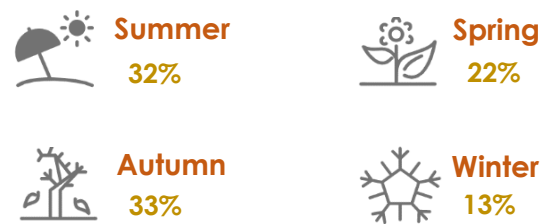
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

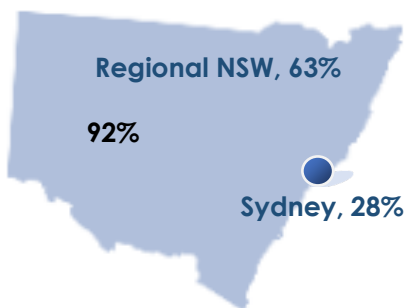
Visitors: 29.6m (-13.1% YoY)
Expenditure: \$3.6bn (-1.8% YoY)



Average spend \$123 per visitor

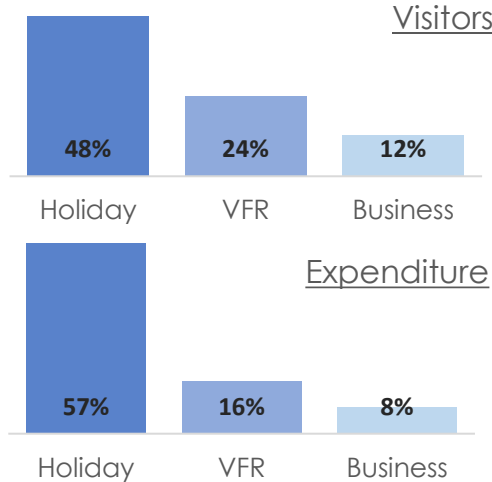
Origin

92% of the visitors to the region came from NSW



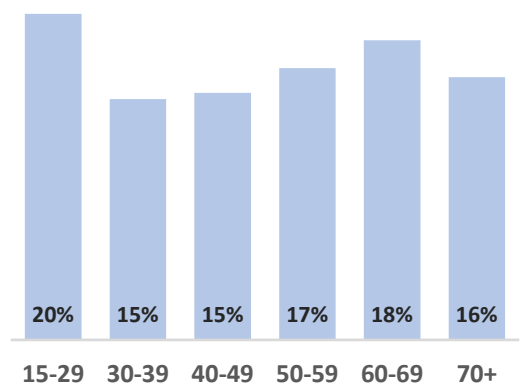
Purpose of visit

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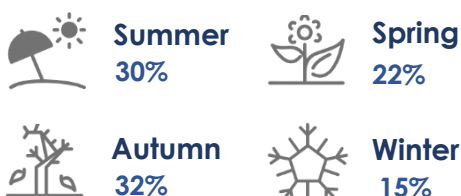


Age

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



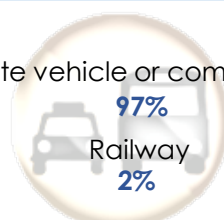
Travel season*



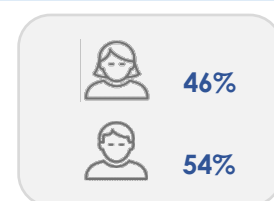
*by month returned from the trip

Transport

Private vehicle or company car



Gender



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.

INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE