

Regional NSW Visitor Profile

Year ended March 2022

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



Icons sourced from www.easilly

TOTAL DOMESTIC & INTERNATIONAL



Visitors
46.6m
-7.7% YoY

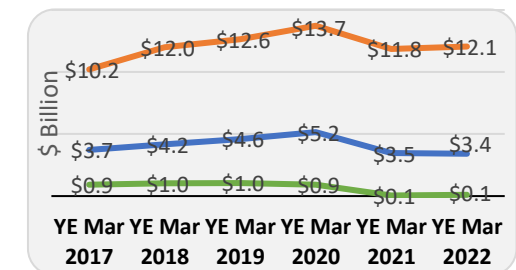
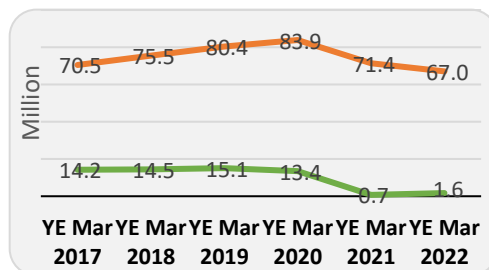
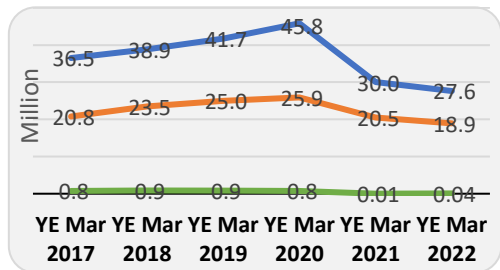
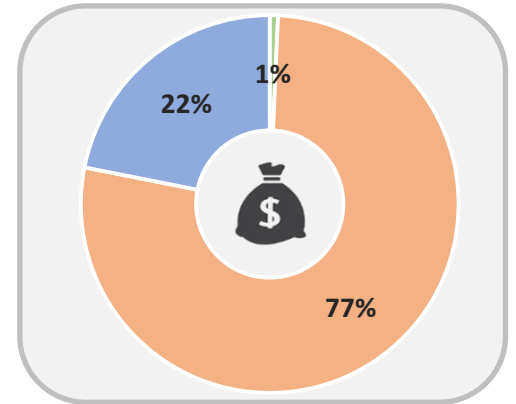
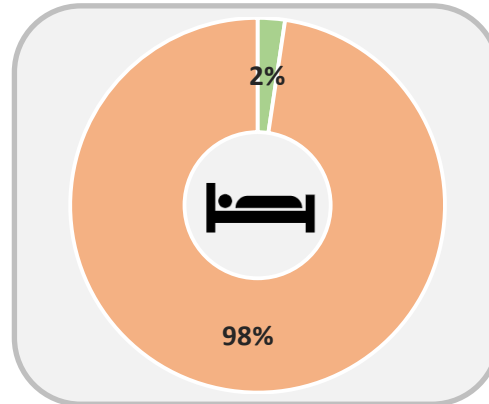
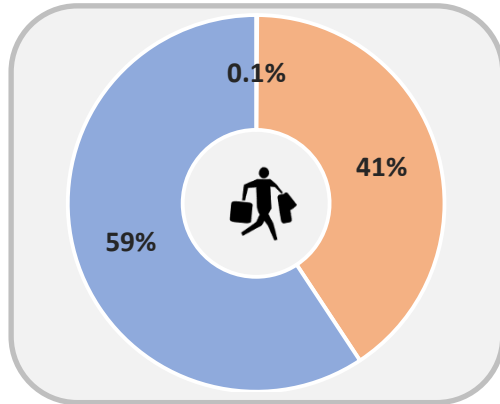


Nights
68.7 mil
-4.8% YoY



Expenditure
\$15.6bn
+1.4% YoY

■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 18.9m (-7.5% YoY)
Nights: 67.0m (-6.1% YoY)
Expenditure: \$12.1bn (+1.8% YoY)



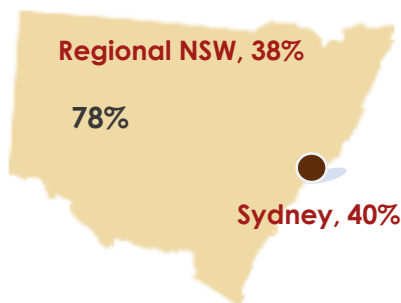
Average spend
\$180 per night
\$637 per visitor



Average length of stay:
3.5 nights

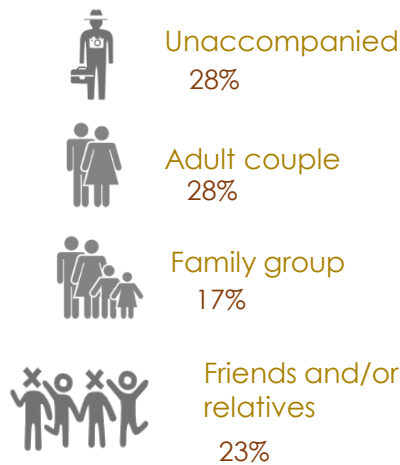
Origin

78% of the visitors came from within New South Wales



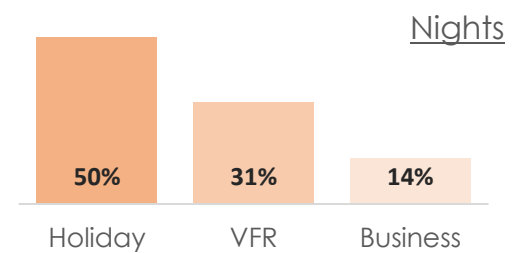
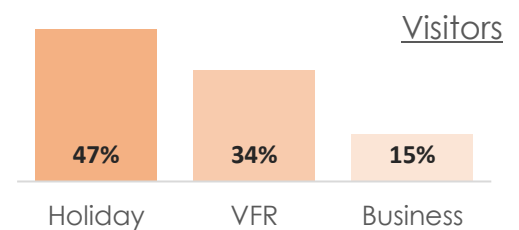
Travel party

28% of the visitors were travelling alone



Purpose of visit

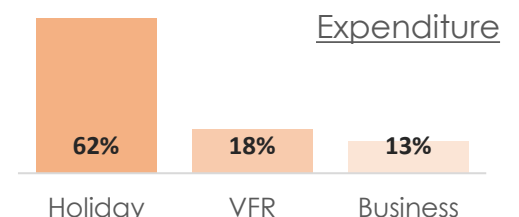
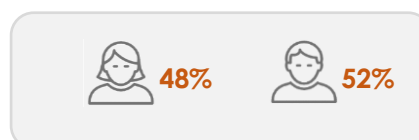
Note: Visitors may visit for more than one Purpose; VFR



Transport

Private vehicle or company car, 91%
Aircraft, 5%

Gender



Regional NSW Visitor Profile

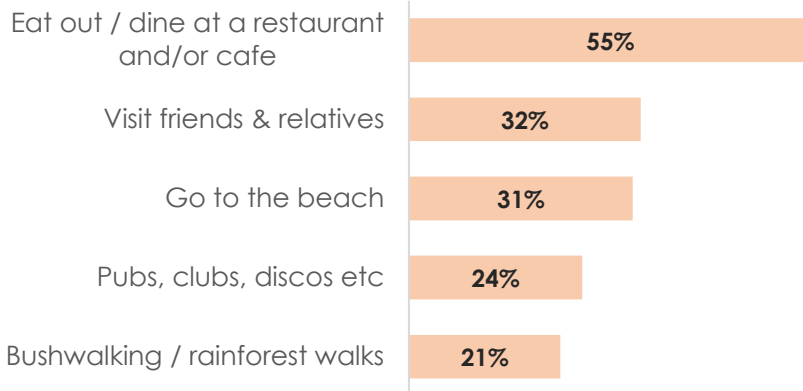
Year ended March 2022

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



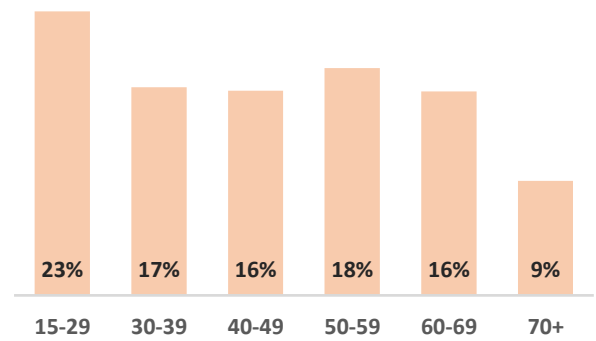
Icons sourced from www.easilly

Top 5 activities

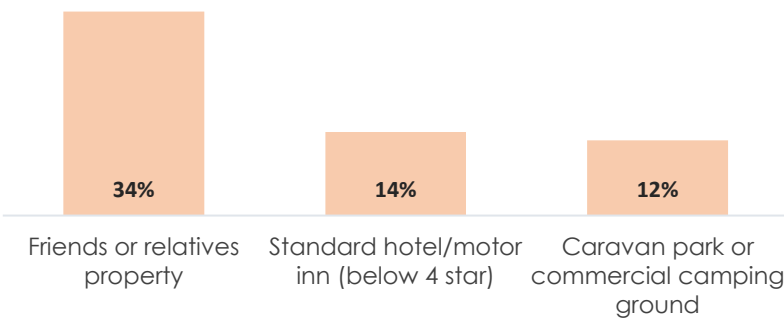


Age

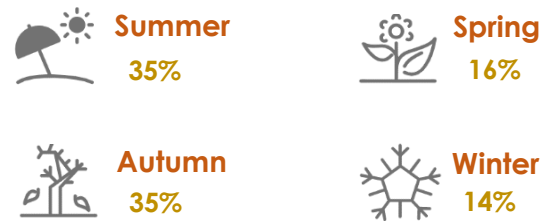
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

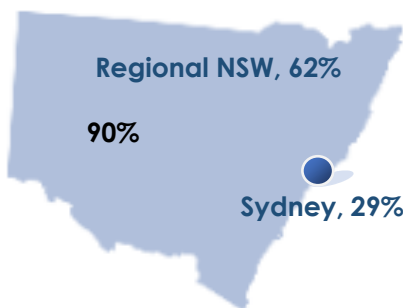
Visitors: 27.6m (-7.9% YoY)
Expenditure: \$3.4bn (-1.5% YoY)



Average spend \$123 per visitor

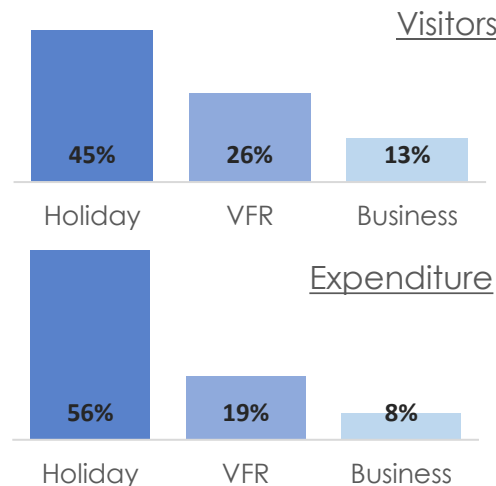
Origin

90% of the visitors to the region came from NSW



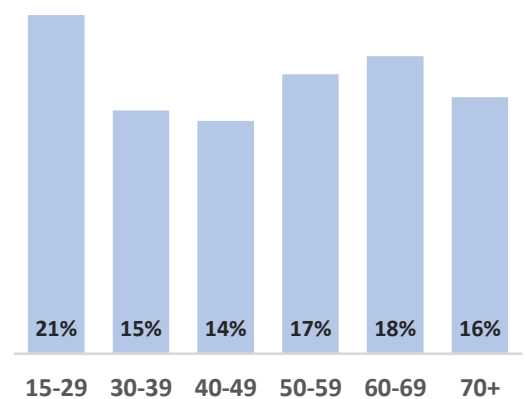
Purpose of visit

Note: Visitors may visit for more than one Purpose;

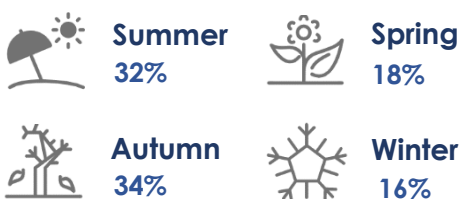


Age

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



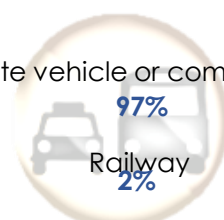
Travel season*



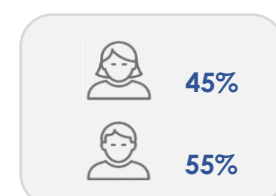
*by month returned from the trip

Transport

Private vehicle or company car



Gender



International travel

Visitors: 43,600 (+527.6% YoY)

Nights: 1.6m (+124.7% YoY)

Expenditure: \$110.2m (+120.0% YoY)



Average spend
\$68 per night
\$2,526 per visitor



Average length of
stay:
37.1 nights

Further break down of International data is not possible due to small sample size for the year ended March 2022.