

# Domestic Culture and Heritage Based Tourism in NSW

Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.



Icons sourced from www.easilly

Culture and Heritage tourism is a market segment based around arts, historical and cultural experiences. It includes activities such as attending theatre, concerts or other performing arts; visiting museums or art galleries; visiting art, craft workshops or studios; attending festivals, fairs, or cultural events; experiencing Aboriginal art, craft and cultural displays; visiting an Aboriginal site or community; visiting historical heritage buildings, sites or monuments; attending Aboriginal performances; go on a tour with an Aboriginal guide; participate in traditional activities; having an Aboriginal food experience; having a camping experience on Aboriginal land.

The Culture and Heritage Based Tourism factsheet provides a snapshot for the year ended (YE) December 2022, as well as visitation trends. It will serve as a benchmark to assess post COVID-19 pandemic trends in this segment.

## TOTAL DOMESTIC



Visitors  
**9.1m**  
+86.2% YoY\*



Nights  
**17.2m**  
+64.1% YoY



Expenditure  
**\$7.3bn**  
+107.6% YoY

\* YoY = change on previous year

### Domestic Overnight travel

Visitors: 5.2m (+90.0% YoY)  
Nights: 17.2m (+64.1% YoY)  
Expenditure: \$6.6bn (+106.9% YoY)  
Spend per night: \$382  
ALOS: 3.3 nights

### Domestic Daytrip travel

Visitors: 4.0m (+81.5% YoY)  
Expenditure: \$0.7bn (+114.0% YoY)  
Spend per person: \$182

ALOS = average length of stay

## Market share

Domestic Overnight Domestic Daytrip

YE = year ended



Visitors (YE Dec 2022)

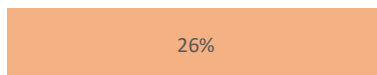
NSW share of AUS culture and heritage visitors



Share of NSW culture and heritage visitors



Nights (YE Dec 2022)



Expenditure (YE Dec 2022)

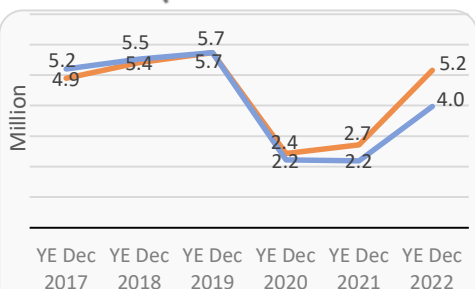


## Time series

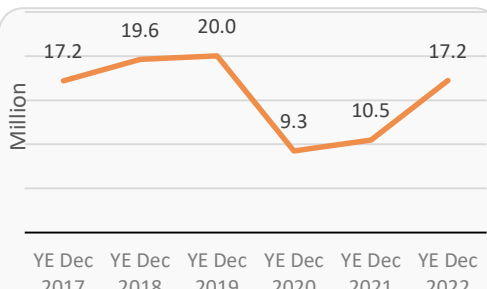
Domestic Overnight Domestic Daytrip



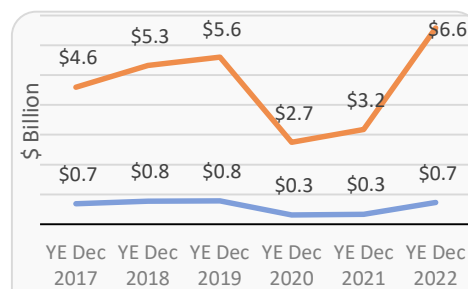
Visitors



Nights



Expenditure



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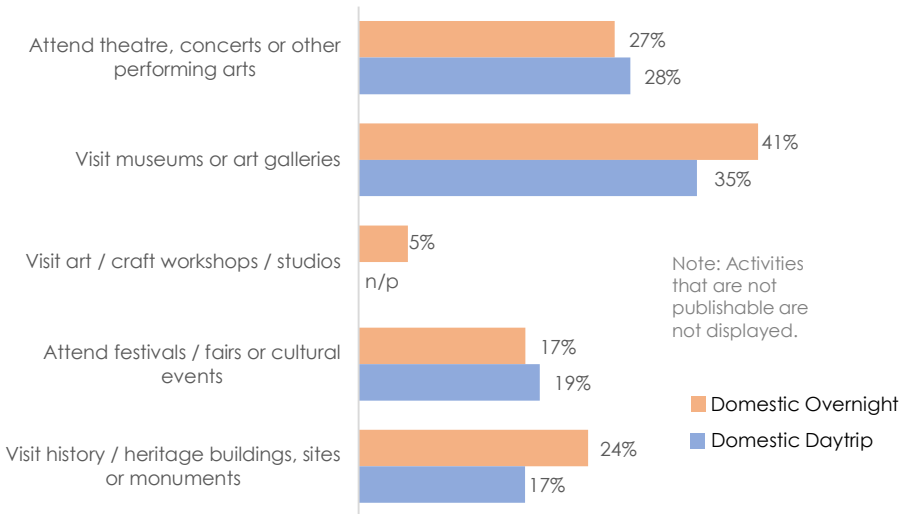
Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.

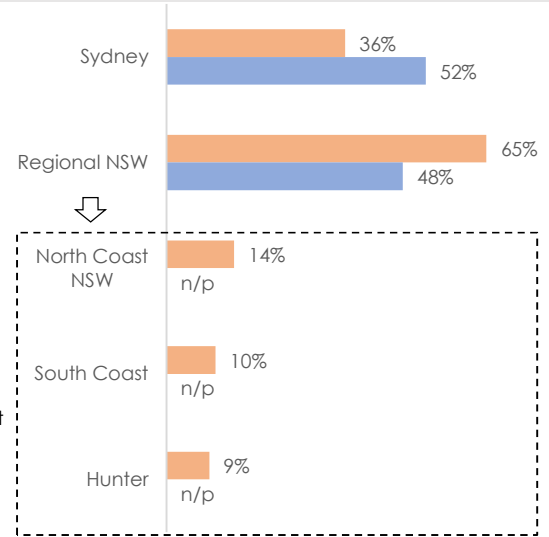


Icons sourced from www.easil.ly

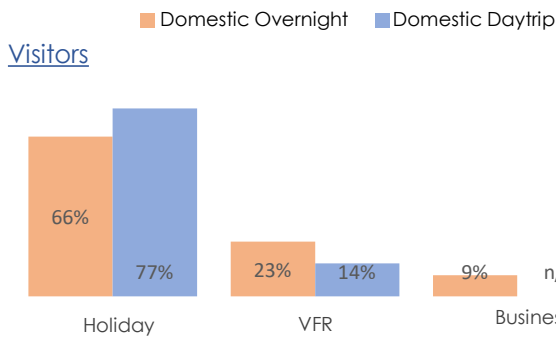
## Culture and Heritage based activities (visitors)



## Top regions visited (visitors)



## Purpose of visit



Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives; some data is not publishable due to sample size.

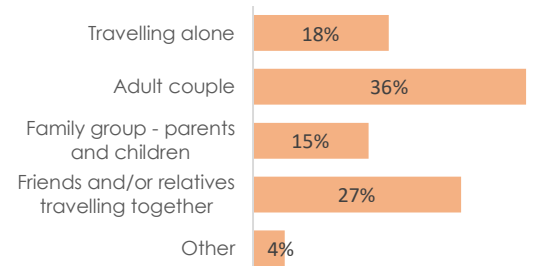
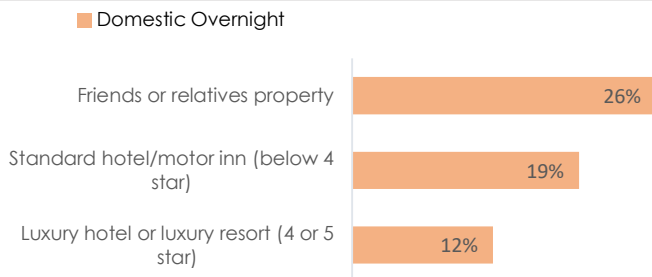
### Visitors

### Nights

Note: Employment and education data are not publishable.

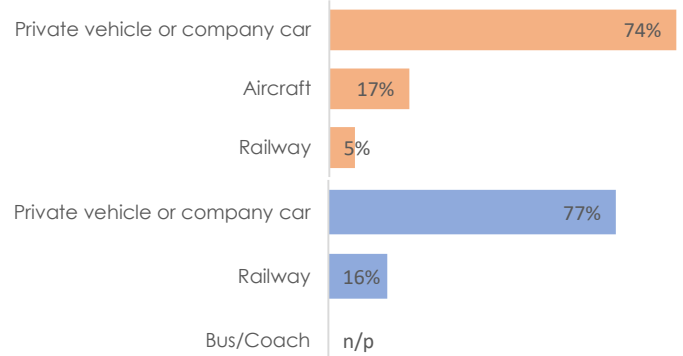
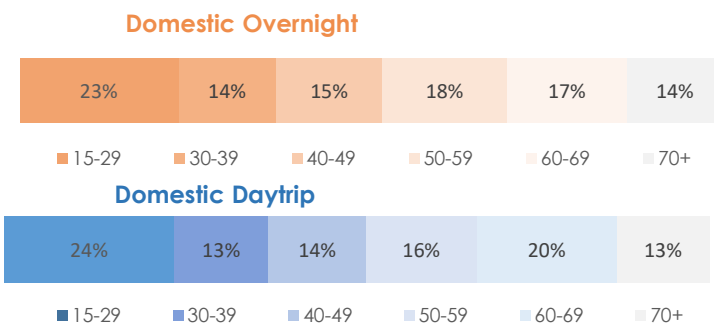
## Top 3 accommodation types (nights)

## Travel Party



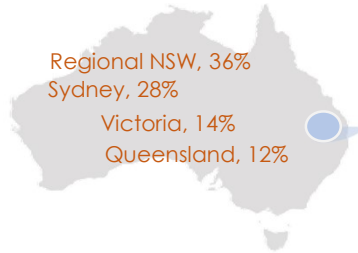
## Age (visitors)

## Top 3 transport types (visitors)

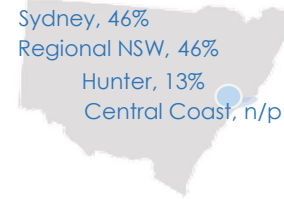


### Origin (visitors)

#### Domestic Overnight

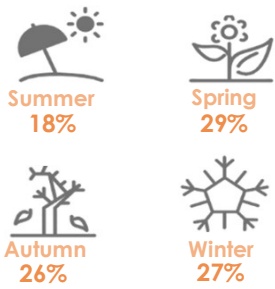


#### Domestic Daytrip

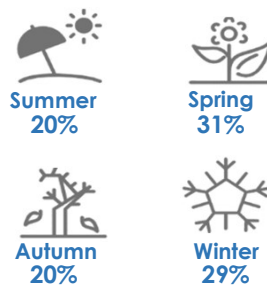


### Travel season^ (visitors)

#### Domestic Overnight



#### Domestic Daytrip



^month returned from the trip

### Gender (visitors)

