

Regional NSW Visitor Profile

Year ended December 2022

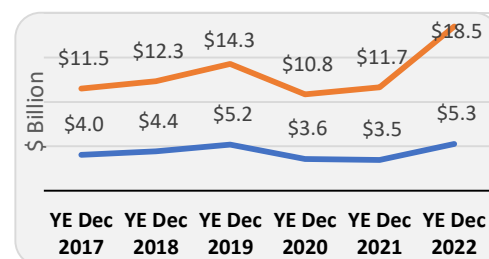
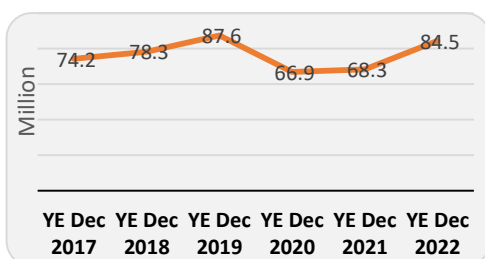
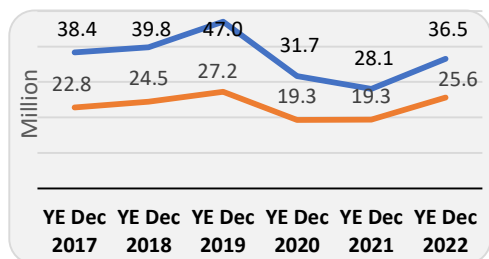
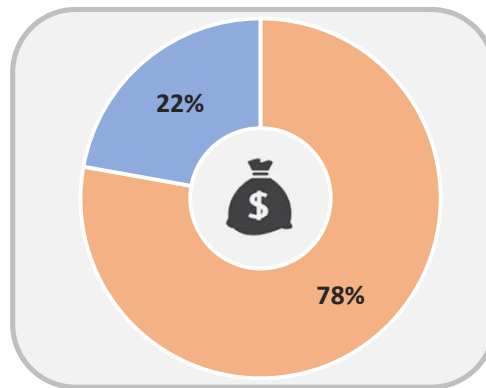
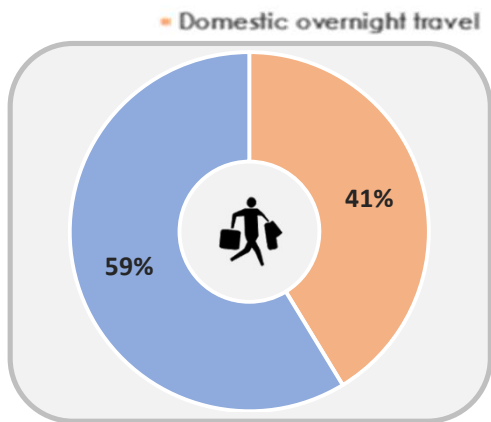
Source: National Visitor Survey, Tourism Research Australia.



Icons sourced from www.easil.ly

Note: This report does not include international visitation statistics as YE December 2022 International Visitor Survey data are not available.

TOTAL DOMESTIC



Domestic overnight travel

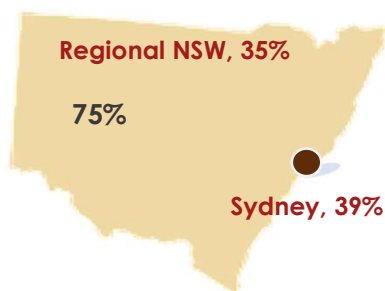
Visitors: 25.6m (+32.6% YoY)
Nights: 84.5m (+23.7% YoY)
Expenditure: \$18.5bn (+58.6% YoY)

Average spend
\$219 per night
\$721 per visitor

Average length of stay:
3.3 nights

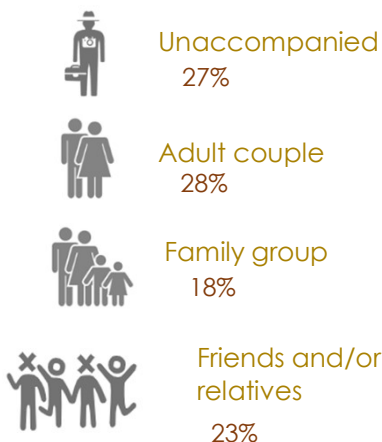
Origin

75% of the visitors came from within New South Wales



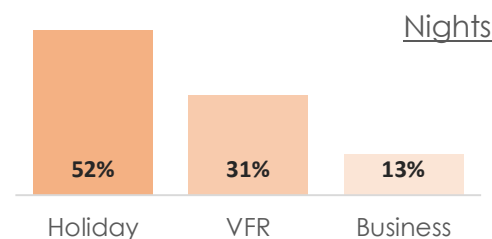
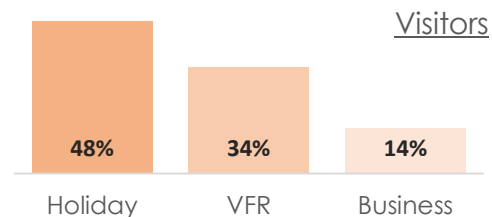
Travel party

28% of the visitors were adult couple



Purpose of visit

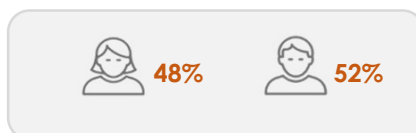
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



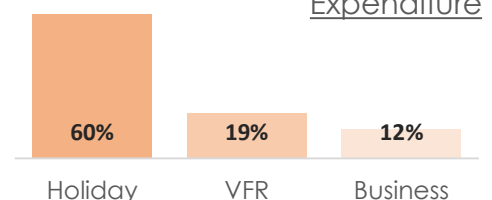
Transport

Private vehicle or company car, 89%
Aircraft, 6%

Gender



Expenditure



Regional NSW Visitor Profile

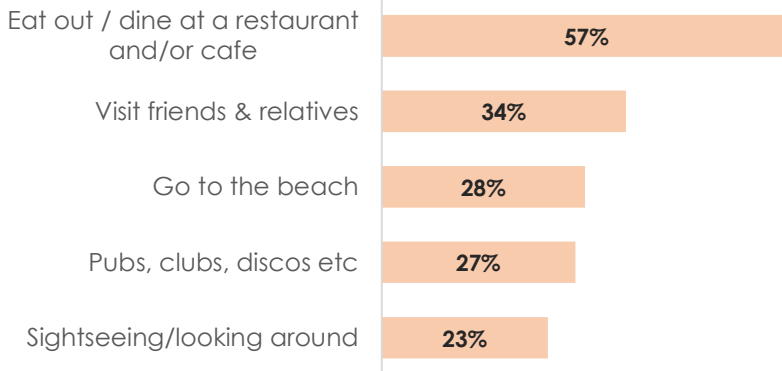
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Source: National Visitor Survey, Tourism Research Australia.



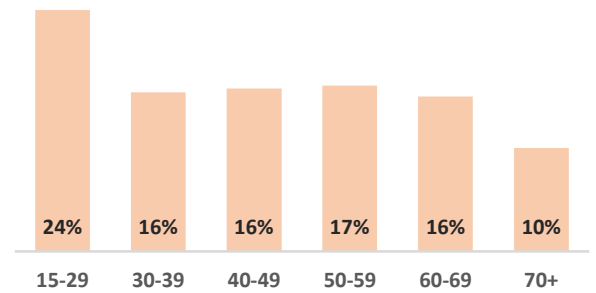
Icons sourced from www.easil.ly

Top 5 activities

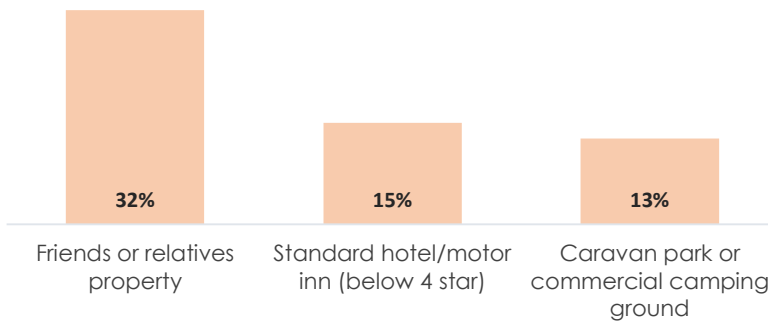


Age

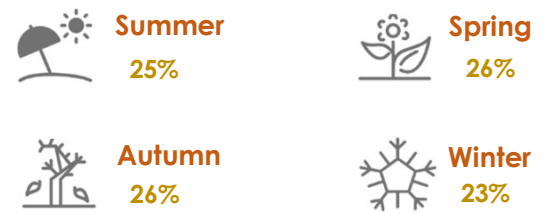
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

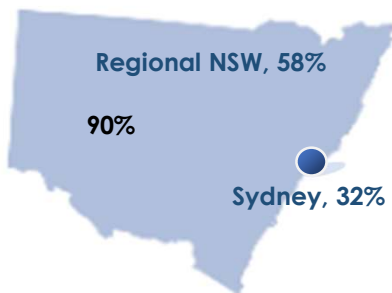
Visitors: 36.5m (+29.9% YoY)
Expenditure: \$5.3bn (+52.0% YoY)



Average spend \$145 per visitor

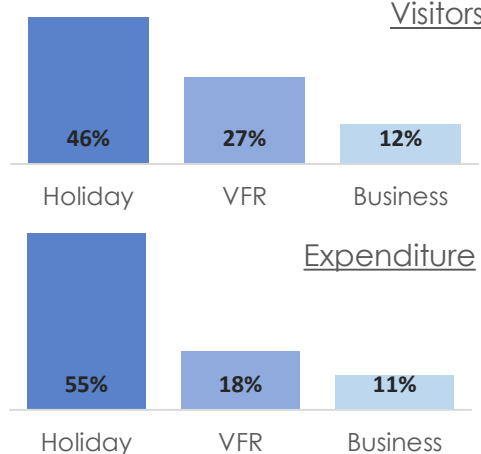
Origin

90% of the visitors to the region came from NSW



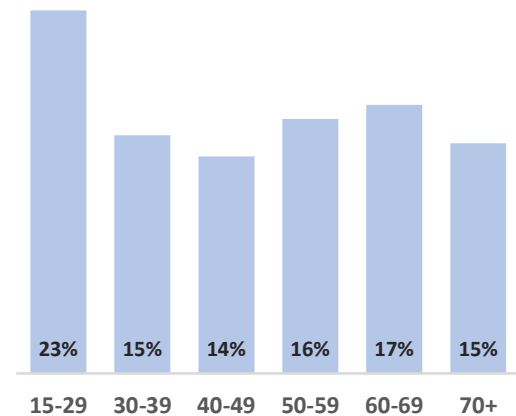
Purpose of visit

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

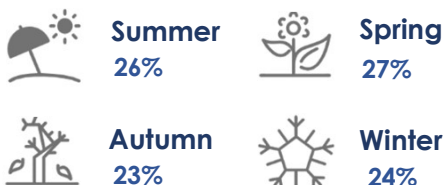


Age

'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

