

# New England North West Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia.



Note: This report does not include international visitation statistics as March 2023 International Visitor Survey data are not available.

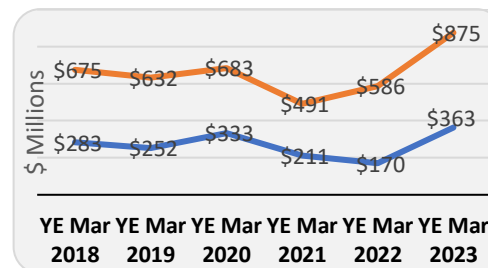
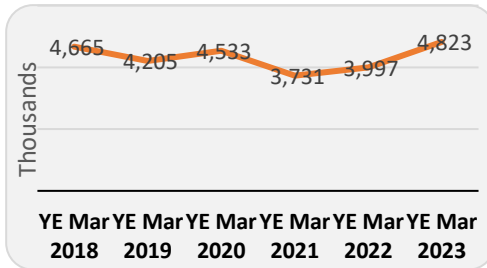
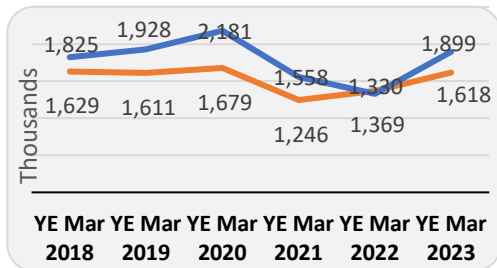
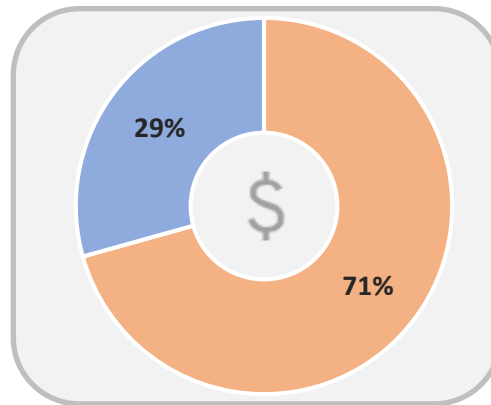
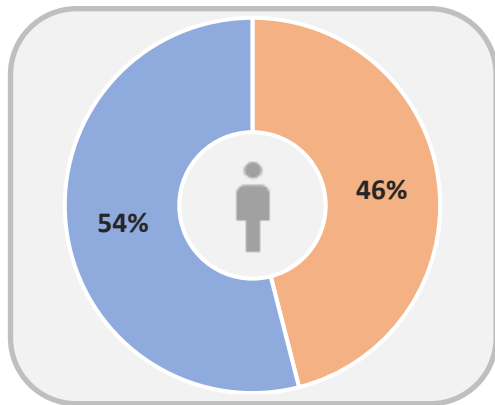
## TOTAL DOMESTIC

**Visitors**  
3.5m  
+30.3% YoY

**Nights**  
4.8m  
+20.7% YoY

**Expenditure**  
\$1.2b  
+63.6% YoY

Domestic Overnight (orange) Domestic Daytrip (blue)



## Domestic overnight travel

Visitors: 1.6m (+18.2% YoY)  
Nights: 4.8m (+20.7% YoY)  
Expenditure: \$875m (+49.2% YoY)

Average spend  
\$181 per night  
\$541 per visitor



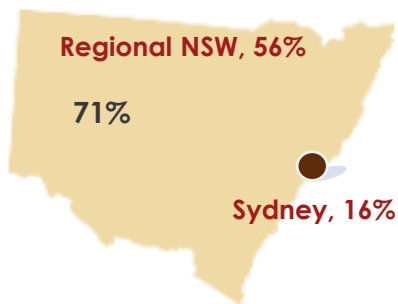
Average length of stay:  
3.0 nights



#7 for visitors  
#5 for nights  
#6 for expenditure  
**In Regional NSW**

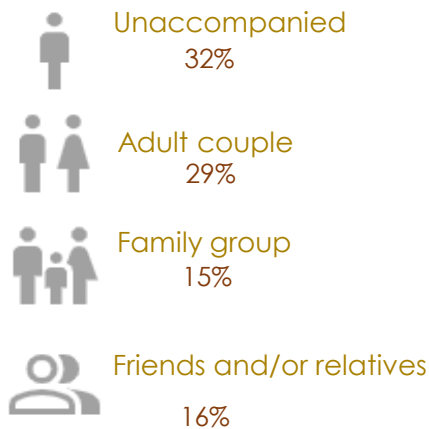
### Origin

71% of the visitors came from within New South Wales

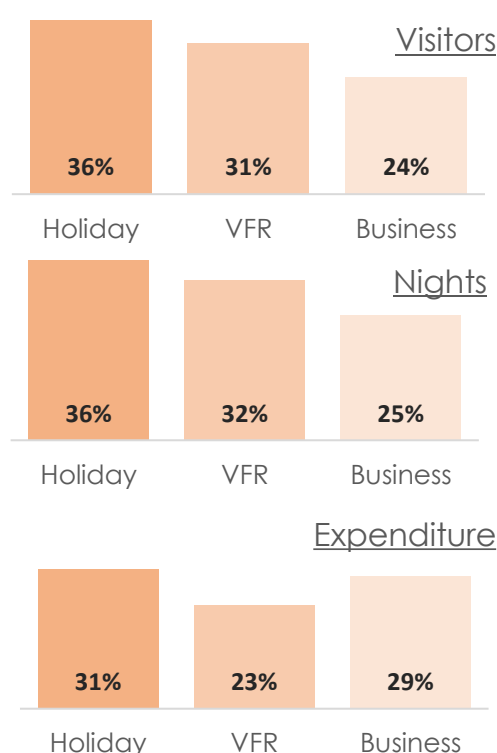


### Travel party

32% of the visitors were travelling alone



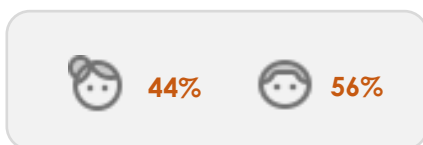
### Purpose of visit



### Transport

Private vehicle or company car, 85%  
Aircraft, 8%

### Gender



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

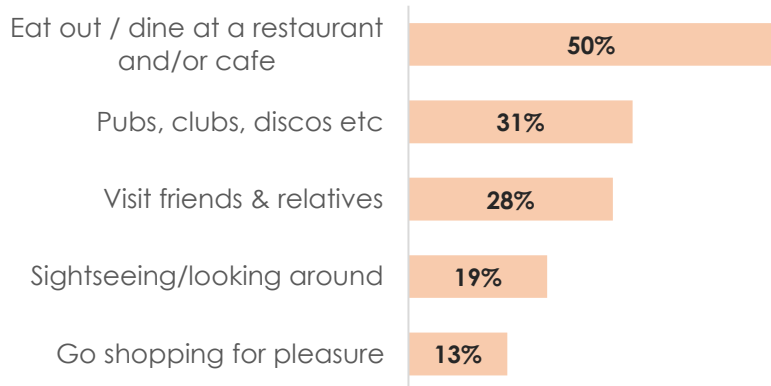
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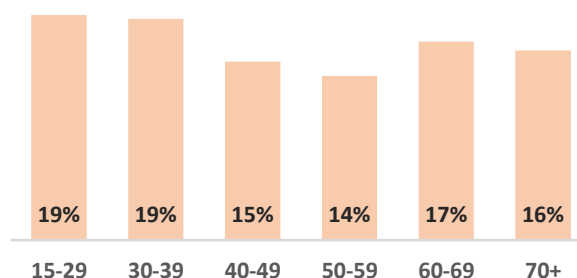


## Top 5 activities

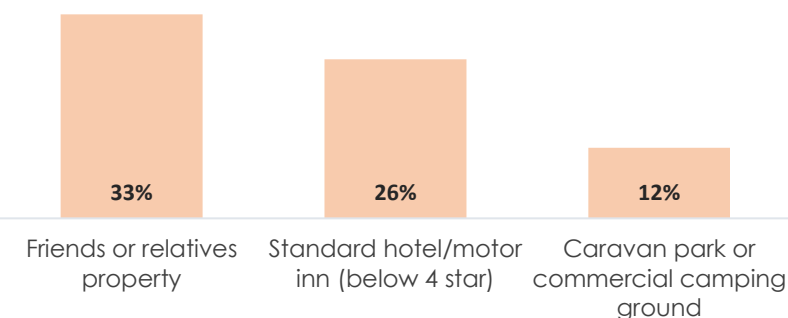


## Age

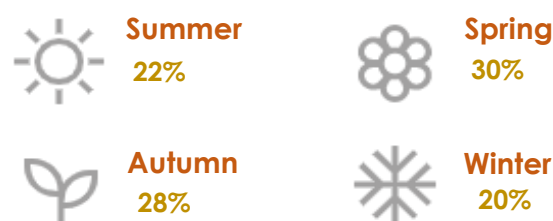
'15-29 years' was the largest age group of the visitors to the region



## Top 3 accommodation types (nights)



## Travel season\*



\*by month returned from the trip

## Domestic daytrip travel

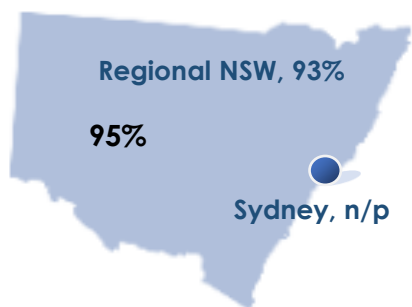
Visitors: 1.9m (+42.8% YoY)  
Expenditure: \$363m (+113.1% YoY)

\$ Average spend \$191 per visitor

#8 for visitors  
#8 for expenditure  
**In Regional NSW**

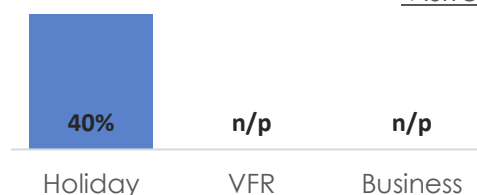
## Origin

95% of the visitors to the region came from New South Wales

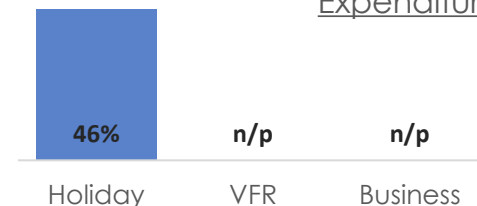


## Purpose of visit

Visitors

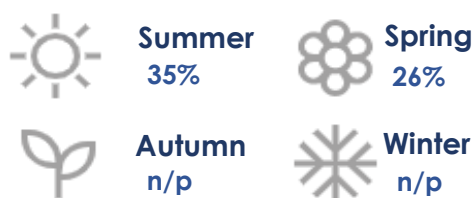


Expenditure



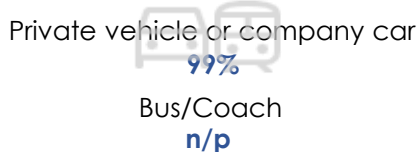
\*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

## Travel season\*



\*by month returned from the trip

## Transport



## Gender

