

Aboriginal Tourism in NSW

Year Ended December 2024

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



The Aboriginal Tourism in NSW infographic provides visitation trends for the year ended (YE) December 2024 and comparison with YE December 2023. Overall, New South Wales is Australia's most popular state for Aboriginal tourism, receiving the highest number of visitors, visitor nights and expenditure.

NB: An Aboriginal Tourism visitor is defined as a visitor who undertook an Aboriginal related activity in New South Wales. The following report focuses on the international market as the domestic overnight market recorded insufficient sample size, hence only top line results are provided.

International visitors to NSW

INTERNATIONAL VISITORS



Visitors
497,100
+9.9% YoY *



Nights
19.8m
+35.0% YoY



Expenditure
\$2.6bn
+14.0% YoY

* YoY = change on previous year



Average spend:
\$133 per night (-15.6% YoY)
\$5,277 per visitor (+3.7% YoY)



Average length of stay:
39.8 nights (+7.4 nights YoY)



#1 for visitors
#1 for nights
#1 for expenditure
In AUSTRALIA

NSW SHARE OF AUSTRALIA



Visitors
38%

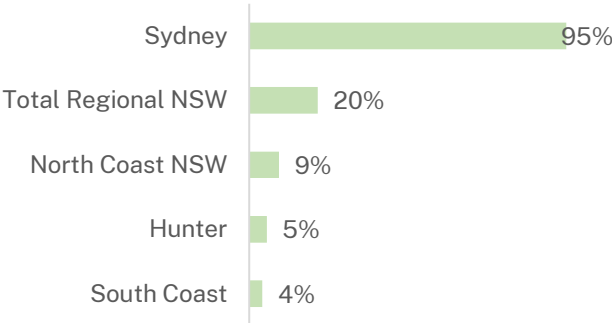


Nights
29%

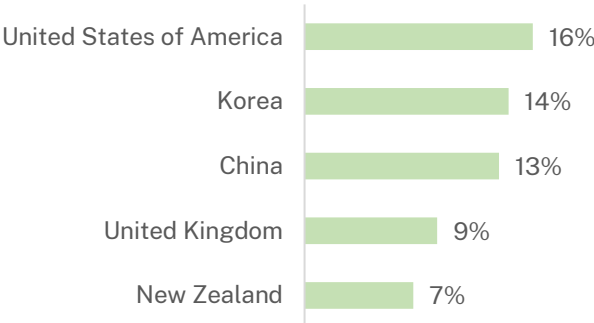


Expenditure
30%

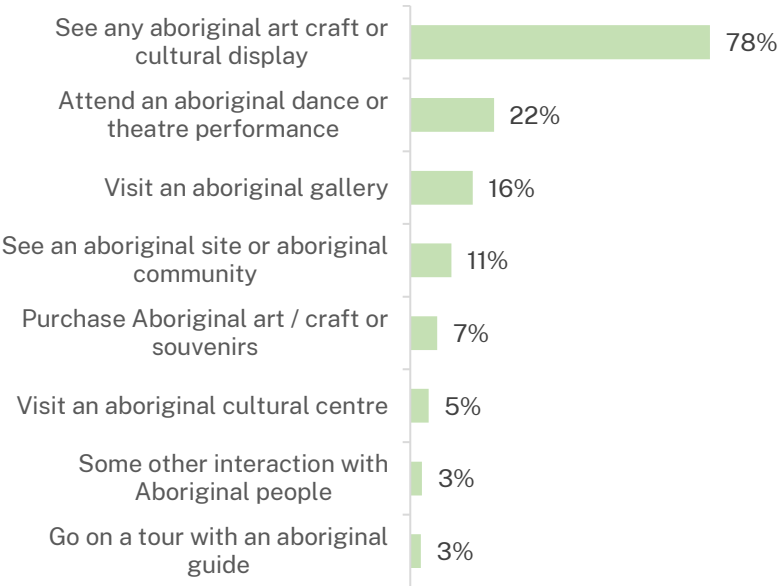
Top regions visited in NSW



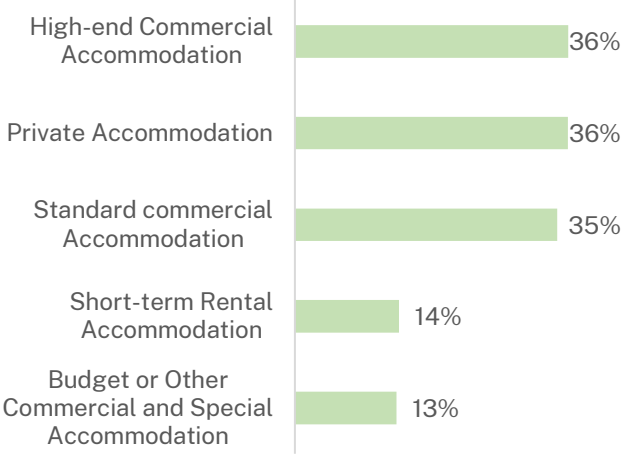
Top source markets



Aboriginal activities



Accommodation types (visitors)



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Domestic Overnight visitors to NSW

DOMESTIC OVERNIGHT VISITORS



Visitors
299,500
-0.1% YoY



Nights
0.9 m
-19.4% YoY



Expenditure
\$260.0m
-7.2% YoY



Average spend:
\$275 per night (+15.1% YoY)
\$868 per visitor (-7.1% YoY)



Average length of stay:
3.2 nights (down -0.8 nights YoY)



#1 for visitors
#3 for nights
#3 for expenditure
In AUSTRALIA

NSW SHARE OF AUSTRALIA



Visitors
24%



Nights
13%



Expenditure
11%