Domestic Nature Based Tourism in NSW
Year ended December 2022
Source: National Visitor Survey, Tourism Research Australia.
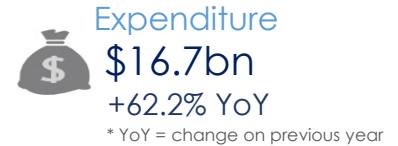
NSW GOVERNMENT

Destination NSW

Icons sourced from www.easil.ly

Nature tourism is a market segment based around outdoor and nature experiences. It includes activities such as visiting national and/or state parks, whale or dolphin watching, going to the beach, visiting botanical gardens, visiting farms, bushwalking and/or rainforest walks, visiting wildlife parks, zoos and/or aquariums and birdwatching.

The Nature 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 on this segment.

TOTAL DOMESTIC

Visitors	Nights	Expenditure
26.9m	52.5m	$16.7bn
+35.4% YoY *	+21.9% YoY	+62.2% YoY

* YoY = change on previous year

Domestic Overnight travel

Visitors: 14.2m (+35.6% YoY)
Nights: 52.5m (+21.9% YoY)
Expenditure: $15.0bn (+62.2% YoY)
Spend per night: $286
ALOS: 3.7 nights

Domestic Daytrip travel

Visitors: 12.7m (+35.2% YoY)
Expenditure: $1.6bn (+62.3% YoY)
Spend per person: $128

ALOS = average length of stay

Market share

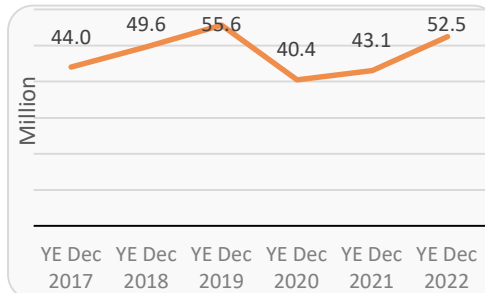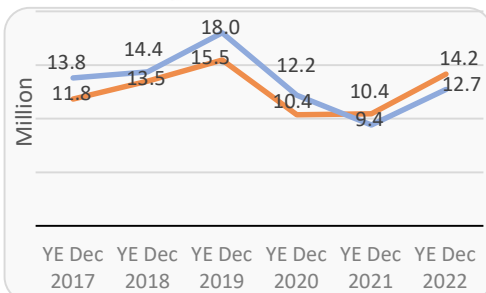■ Domestic Overnight ■ Domestic Daytrip

YE = year ended

Visitors (YE Dec 2022)

	Domestic Overnight	Domestic Daytrip
NSW share of AUS nature visitors	31%	27%
Share of NSW nature visitors	53%	47%

Expenditure (YE Dec 2022)

	Domestic Overnight	Domestic Daytrip
NSW share of AUS nature visitors	28%	27%
Share of NSW nature visitors	90%	10%

Time series

■ Domestic Overnight ■ Domestic Daytrip

Visitors

Million

	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022
Overnight	11.8	13.5	15.5	10.4	10.4	14.2
Daytrip	13.8	14.4	18.0	12.2	9.4	12.7

Nights

Million

	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022
	44.0	49.6	55.6	40.4	43.1	52.5

Expenditure

$ Billion

	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022
Overnight	$8.9	$10.7	$11.9	$8.2	$9.3	$15.0
Daytrip	$1.3	$1.5	$1.9	$1.1	$1.0	$1.6

Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

Domestic Nature Based Tourism in NSW
Year ended December 2022
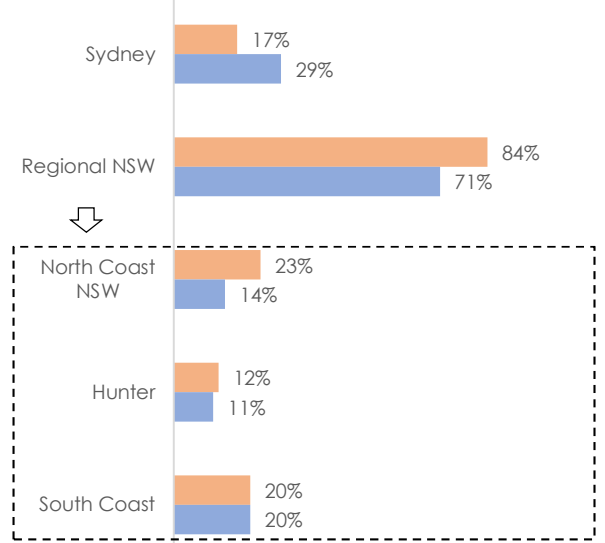*Source: National Visitor Survey, Tourism Research Australia.*

NSW GOVERNMENT · Destination NSW

Icons sourced from www.easil.ly

Nature based activities (visitors)

Activity	Domestic Overnight	Domestic Daytrip
Go to the beach	61%	53%
Visit national parks / state parks	29%	27%
Visit botanical or other public gardens	9%	12%
Visit farms	3%	4%
Bushwalking / rainforest walks	37%	28%
Visit wildlife parks / zoos / aquariums	6%	4%

Note: Activities with less than 3% of the total share are not displayed.

Top regions visited (visitors)

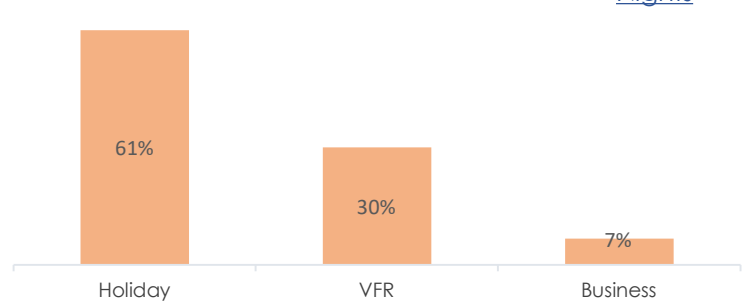| Region	Domestic Overnight	Domestic Daytrip
Sydney	17%	29%
Regional NSW	84%	71%
North Coast NSW	23%	14%
Hunter	12%	11%
South Coast	20%	20%

Purpose of visit

Domestic Overnight · Domestic Daytrip

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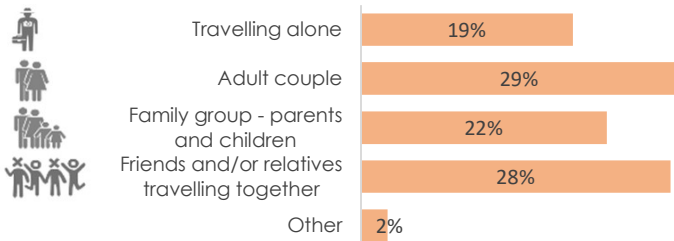
Visitors

Purpose	Domestic Overnight	Domestic Daytrip
Holiday	62%	74%
VFR	31%	20%
Business	6%	3%

Nights

Purpose	Domestic Overnight
Holiday	61%
VFR	30%
Business	7%
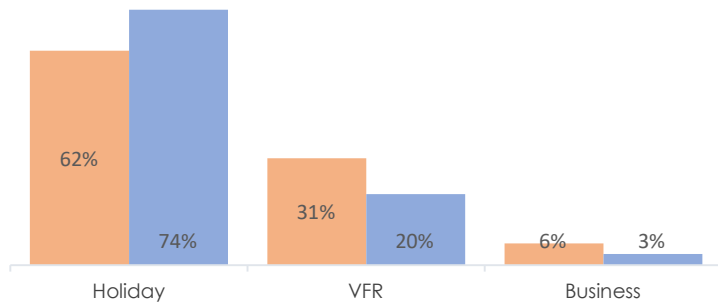
Note: Employment and education data are not publishable.

Travel party (visitors)
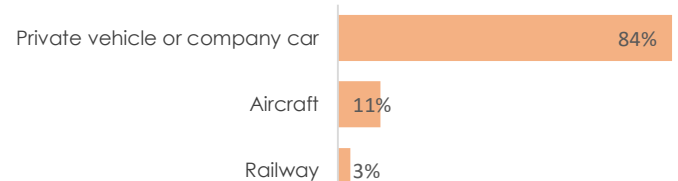
Domestic Overnight

Travel party	Domestic Overnight
Travelling alone	19%
Adult couple	29%
Family group - parents and children	22%
Friends and/or relatives travelling together	28%
Other	2%

Top 3 accommodation types (nights)

Domestic Overnight

Accommodation type	Domestic Overnight
Friends or relatives property	34%
Caravan park or commercial camping ground	13%
Rented house/apartment/flat or unit	13%

Age (visitors)

Domestic Overnight

15-29	30-39	40-49	50-59	60-69	70+
28%	18%	17%	15%	14%	8%

Domestic Daytrip

15-29	30-39	40-49	50-59	60-69	70+
32%	19%	16%	14%	12%	6%
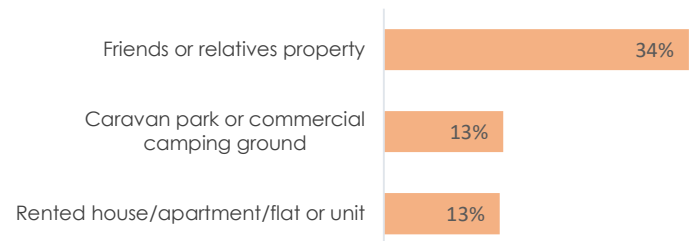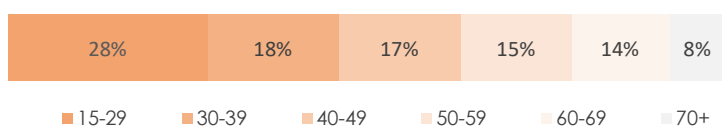
Top 3 types of transport (visitors)

Domestic Overnight

Transport	Domestic Overnight
Private vehicle or company car	84%
Aircraft	11%
Railway	3%

Domestic Daytrip
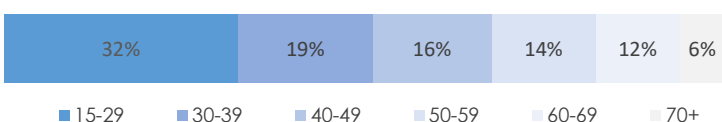
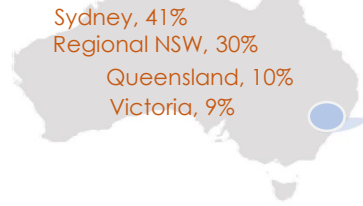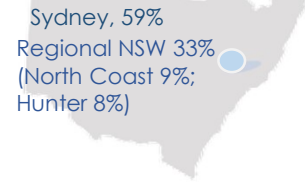| Transport	Domestic Daytrip
Private vehicle or company car	91%
Railway	6%
Bus/Coach	n/p

Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.
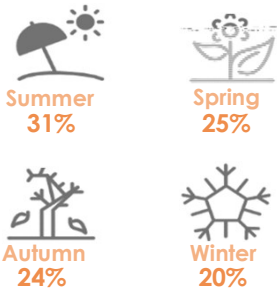
Origin (visitors)

Domestic Overnight

Sydney, 41%
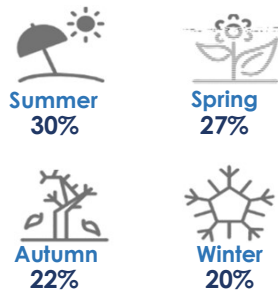Regional NSW, 30%
Queensland, 10%
Victoria, 9%

Domestic Daytrip

Sydney, 59%
Regional NSW 33%
(North Coast 9%;
Hunter 8%)

Travel season^ (visitors)

Domestic Overnight

Summer
31%

Spring
25%

Autumn
24%

Winter
20%

^month returned from the trip

Domestic Daytrip

Summer
30%

Spring
27%

Autumn
22%

Winter
20%

Gender (visitors)

Female

Male

	Domestic Overnight	Domestic Daytrip
Female	53%	47%
Male	47%	53%