

Southern Highlands Tourism Snapshot

Tourism in the year ending December 2025 Overview

1.8
Million
Total Visitors

1.6
Million
Total Nights

\$444
Million
Total Expenditure

Domestic Visitor Data

Domestic Overnight Visitors Expenditure

\$315 Million **\$436** Per Visit
Total
Expenditure **\$214** Per Night

Domestic Day Visitors Expenditure

\$12 Million **\$112** Per Visit
Total
Expenditure

Domestic Overnight Visitor Numbers

722k **2.0** nights
Visitors **Average length of stay**

Domestic Day Visitor Numbers

1.08 Million Visitors

International Overnight Visitor Data

International Overnight Visitor Numbers

7,400* **1.7** nights
Visitors **Average length of stay**

International Overnight Visitors Expenditure

\$8* Million **\$900**** Per Visit
Total **\$65**** Per Night
Expenditure

*Caution small sample size
**Average for 2024 + 2025

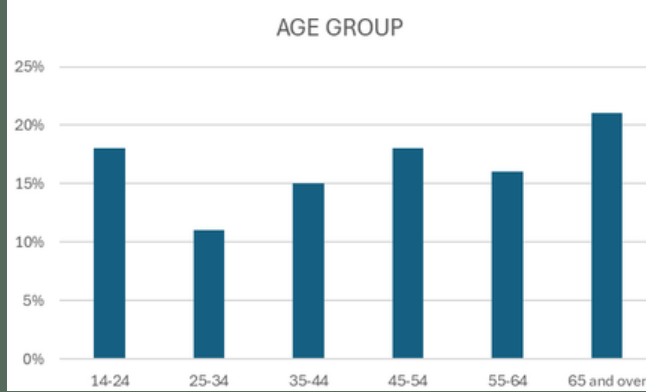
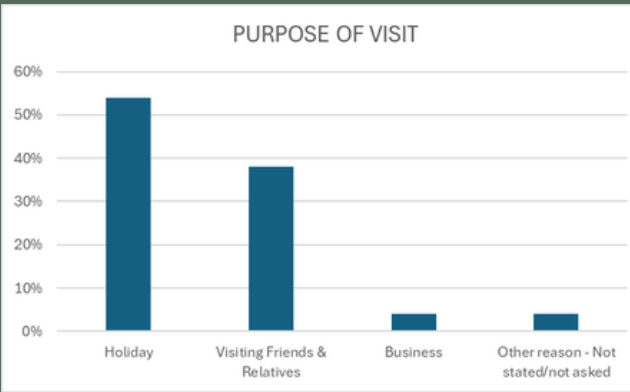
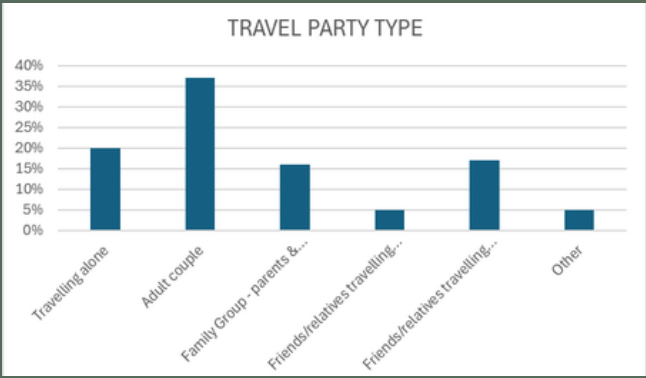
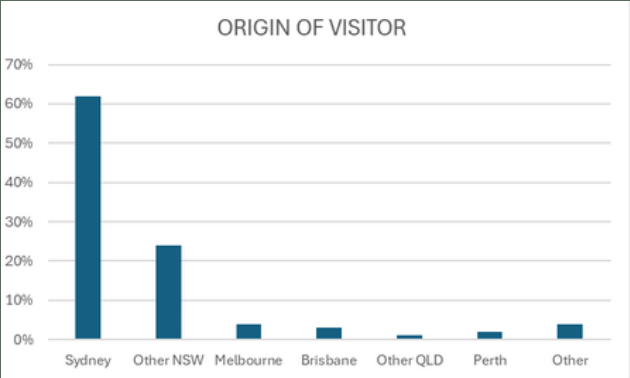
SOURCES & NOTES: Domestic and international visitor and visitor nights data is from Tourism Research Australia (TRA); Domestic Tourism Statistics (DoTs) 2025 & International Visitor Survey (IVS) 2024-2025 (for visitors/nights/spend) and 2023-2025 (for visitor profile). Sample size associated with international data is modest and should be seen as indicative. Spend data is modelled by TRA using their Regional Expenditure Allocation Model (REX). Data compiled by Peter Valerio (peter@tourism-solutions.com.au). Data copyright remains with Tourism Research Australia



Visitor Categories in the year ending December 2025

Domestic Overnight Visitor Profile

Gender	52% Female, 48% Male	Accommodation Type	36% - Friends or relatives property 22% - Hotel/resort/motel 14% - Rented house/apartment, etc 27% - Other
Top 10 Activities***	54% Eat out / dine at a restaurant/cafe 33% Visit friends or relatives 29% Sightseeing/looking around 23% Pubs, clubs, etc 19% Go shopping for pleasure 11% Bushwalking 10% Visit Wineries 7% Visit national parks/state parks 6% Exercise, gym or swimming 6% Go to markets	Household Income	81% - \$55k p.a. or more
***Adds to more than 100% as visitors do more than one activity		Employment Status	48% working full time, 18% working part time, 21% retired or on a pension



Domestic Day Visitor Profile

International Overnight Visitor Profile

Main Origins	64% Sydney; 30% Other NSW, 6% ACT	Main Origins	22% UK, 17% NZ, 10% USA, 9% Hong Kong, 6% Canada
Age Groups	43% 55+, 14% 45-54, 20% 35-44, 9% 25-34, 13% 14-24	Purpose of Visit	38% Holiday, 49% VFR, 5% Business
Top 10 Activities	44% Eat out/dine at a restaurant and/or cafe 21% Visit friends or relatives 20% Sightseeing/looking around 17% Go shopping for pleasure 14% Pubs, clubs, etc 10% Visit national parks/state parks 9% Bushwalking/rainforest walks 6% Visit botanical or other public gardens 5% Movies/videos not at a cinema 5% Play other sports	Travel Party Type	66% Unaccompanied traveller 19% Adult couple 8% Family group 6% Friends & relatives travelling together

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