

Central NSW Visitor Profile

Year ended June 2023

Source: National Visitor Survey, Tourism Research Australia.



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

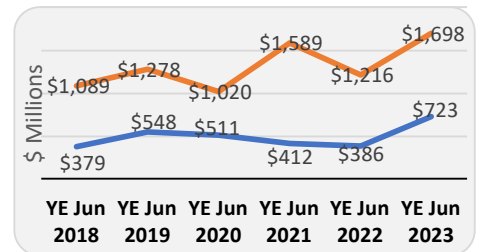
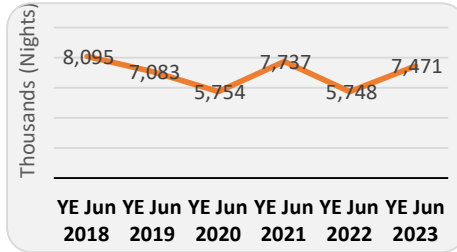
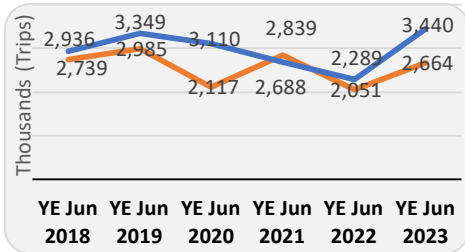
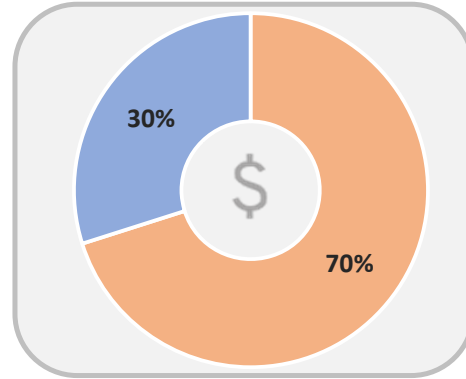
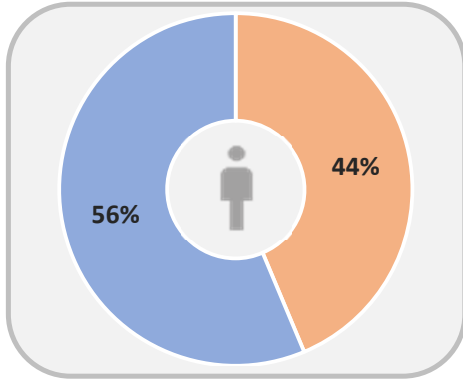
TOTAL DOMESTIC

Visitors
6.1m
+40.7% YoY

Nights
7.5m
+30.0% YoY

Expenditure
\$2.4bn
+51.1% YoY

Domestic Overnight (Orange) Domestic Daytrip (Blue)



Domestic overnight travel

Visitors: 2.7m (+29.9% YoY)
Nights: 7.5m (+30.0% YoY)
Expenditure: \$1.7bn (+39.7% YoY)

Average spend
\$227 per night
\$637 per visitor



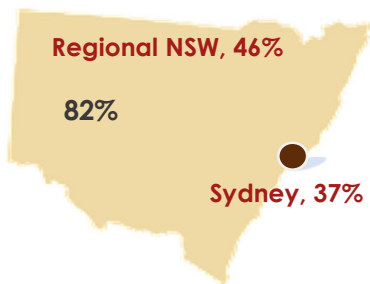
Average length of stay:
2.8 nights



#4 for visitors
#4 for nights
#4 for expenditure
In Regional NSW

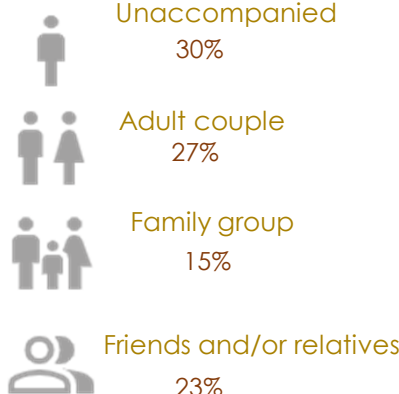
Origin

82% of the visitors came from within New South Wales

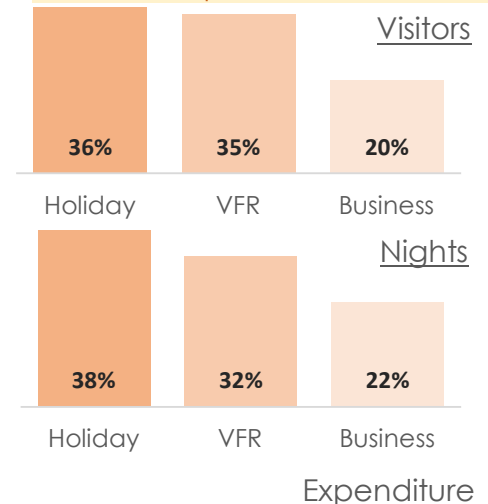


Travel party

30% of the visitors were travelling alone



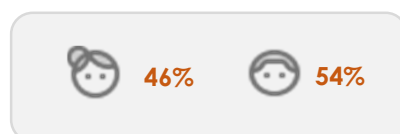
Purpose of visit



Transport

Private vehicle or company car, 91%
Aircraft, 4%

Gender



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

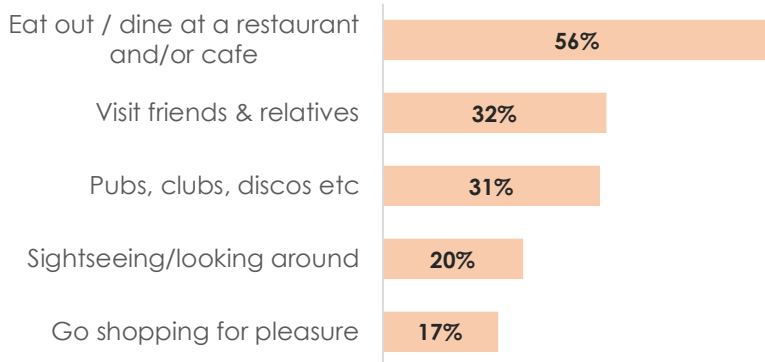
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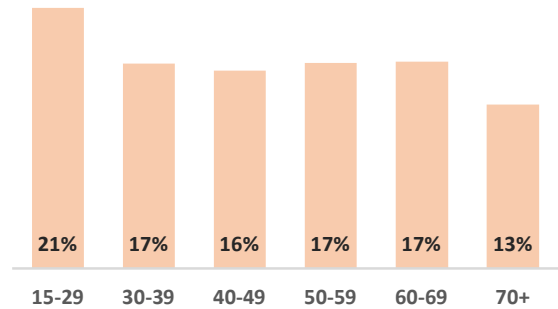


Top 5 activities

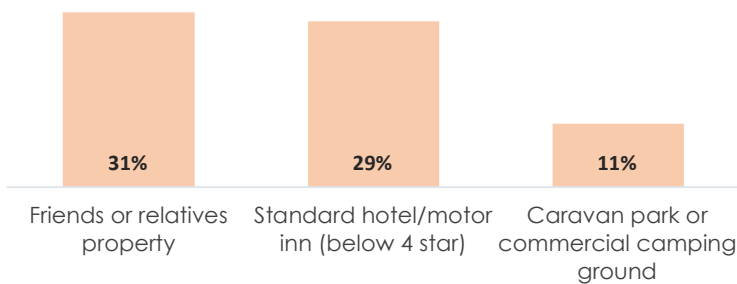


Age

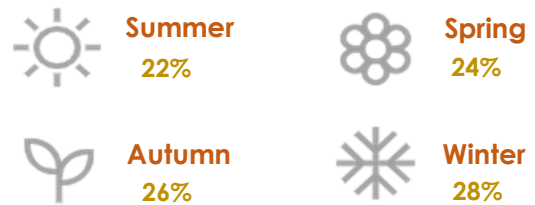
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

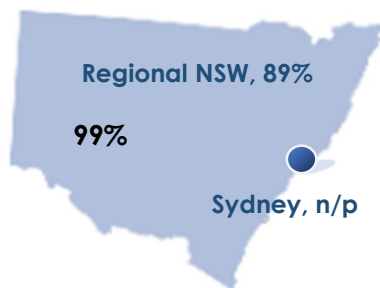
Visitors: 3.4m (+50.3% YoY)
Expenditure: \$722.9m (+87.1% YoY)

\$ Average spend \$210 per visitor

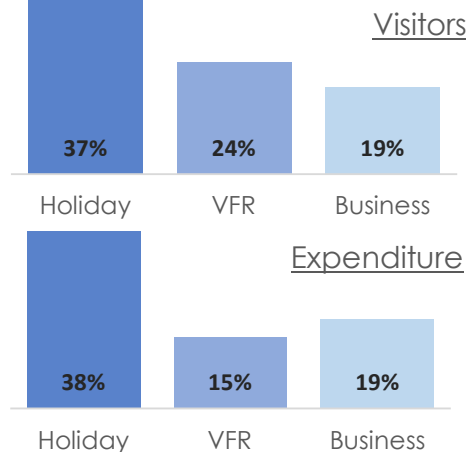
#5 for visitors
#4 for expenditure
In Regional NSW

Origin

99% of the visitors to the region came from New South Wales



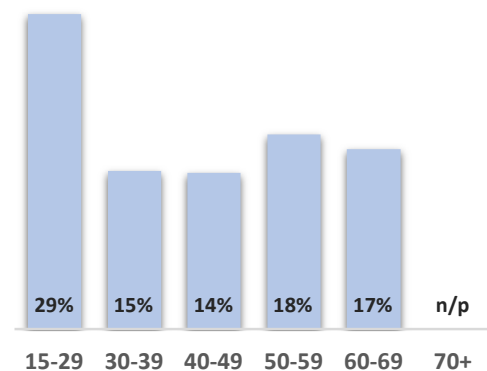
Purpose of visit



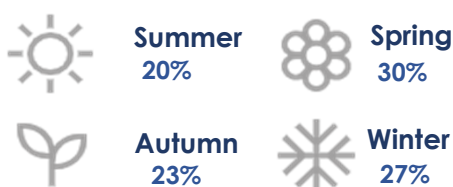
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Age

'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
98%
Bus/Coach
n/p

Gender

