

Capital Country Visitor Profile

Year ending June 2024

Source: National Visitor Survey & International Visitor Survey, Tourism Research Australia



Total Visitation to Capital Country (Domestic & International)

VISITORS



4.6m

NIGHTS



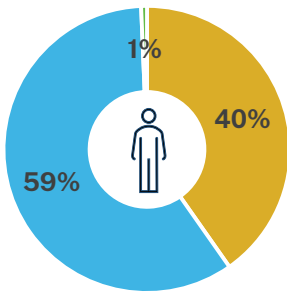
4.7m

EXPENDITURE

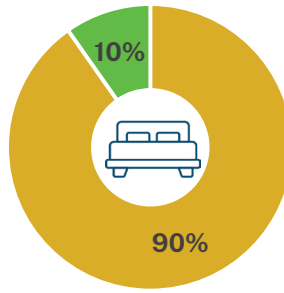


\$1.2b

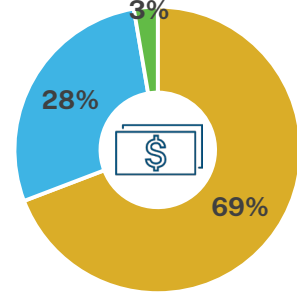
Share by visitor type



Share by visitor type

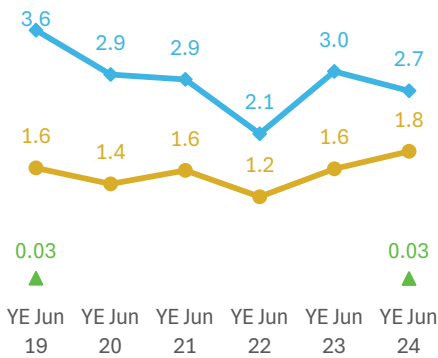


Share by visitor type

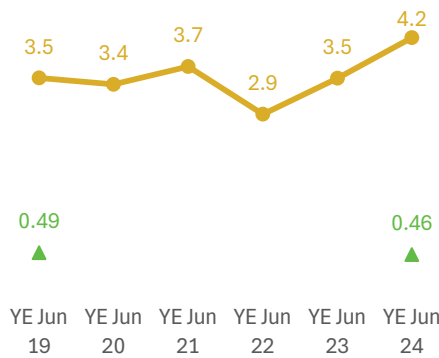


● Domestic overnight
 ◆ Domestic day
 ▲ International

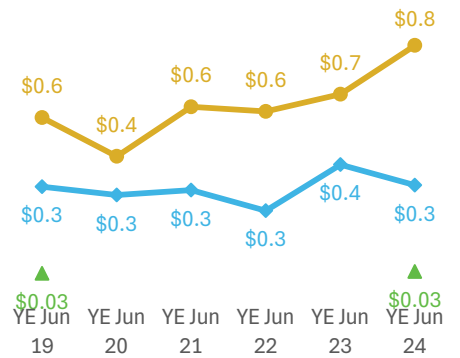
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



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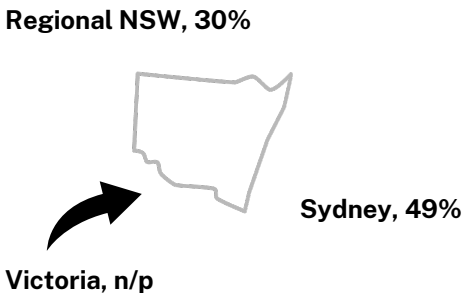
Domestic Overnight Travel

Visitors: 1.8m (+15.5% YOY)	Average spend	Average length of stay	Ranking in Regional NSW
Nights: 4.2m (+20.0% YOY)	\$199 per night	2.3 nights	6th for visitors
Expenditure: \$840.1m (+26.0% YOY)	\$455 per visitor		7th for nights
			6th for expenditure

Purpose of visit - % share of total

Visitors		Nights		Expenditure	
Holiday	39%	Holiday	39%	Holiday	44%
VFR	42%	VFR	43%	VFR	32%
Business	n/p	Business	n/p	Business	n/p

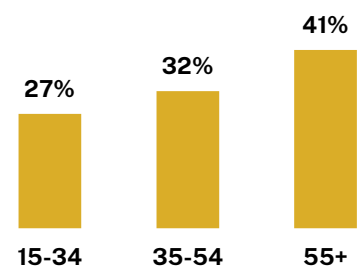
Visitor Origin



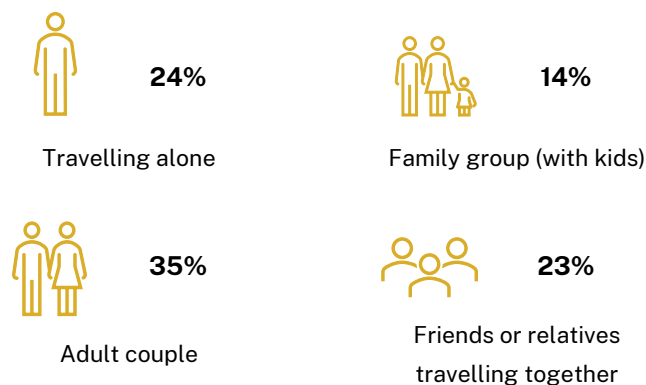
Gender



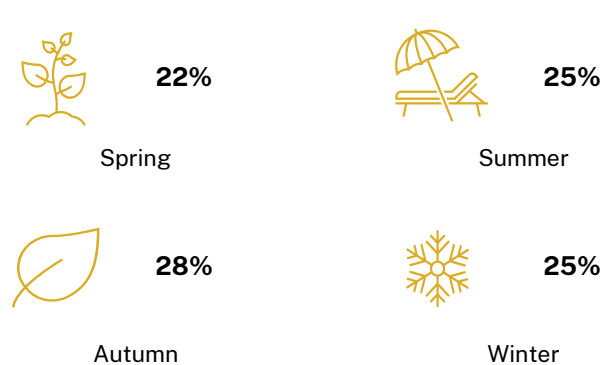
Age



Travel Party



Travel Season



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Domestic Daytrip Travel

Visitors: 2.7m (-9.2% YOY)

Expenditure: \$341.3m (-17.7% YOY)



Average spend

\$126 per visitor



Ranking in Regional NSW

7th for visitors

9th for expenditure

Purpose of visit - % share of total

Visitors

Holiday 46%

VFR 31%

Business n/p

Expenditure

Holiday 58%

VFR 21%

Business n/p

Visitor Origin

Regional NSW, 30%



Sydney, 33%

Gender

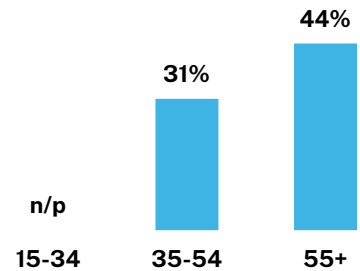


54%



46%

Age



Travel Party

Not asked for Domestic Daytrip

Travel Season



27%

Spring



22%

Summer



n/p

Autumn



n/p

Winter

Notes on the report:

- Percentages may not add up to 100% due to rounding
- 'n/p' = data not publishable / For line charts n/p is not shown
- Only selected categories shown for Purpose of visit, Visitor Origin and Travel Party
- 'Not asked' excluded from percentage calculations

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International Travel

Visitors: 30,200 (n/p YOY)

Nights: 456,400 (n/p YOY)

Expenditure: \$32.6m (n/p YOY)

Average spend



\$71 per night
\$1078 per visitor

Average length of stay



15.1 nights

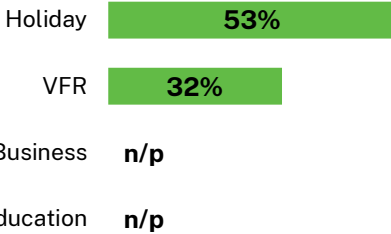
Ranking in Regional NSW



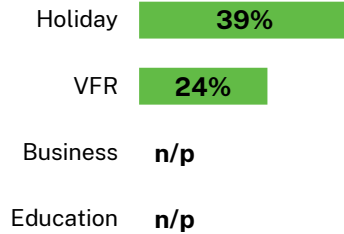
9th for visitors
10th for nights
10th for expenditure

Purpose of visit - % share of total

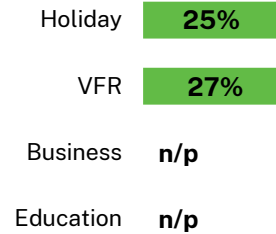
Visitors



Nights



Expenditure



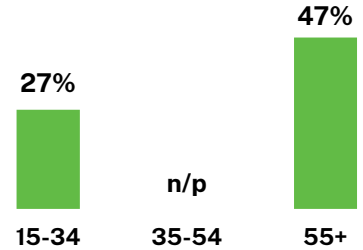
Visitor Origin (Top 5)

1st	United Kingdom - n/p
2nd	China - n/p
3rd	New Zealand - n/p
4th	USA - n/p
5th	Canada - n/p

Gender

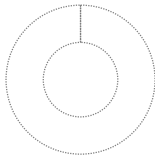


Age



First Visit to Australia

Return visit:
74%

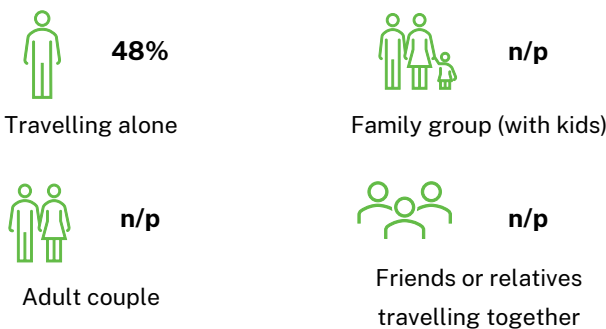


First visit:
n/p

Free & Independent Visitor

87% of International visitors to Capital Country were Free & Independent (FIT) Travellers

Travel Party



Travel Season

