

Central NSW Visitor Profile

Year ending June 2024

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



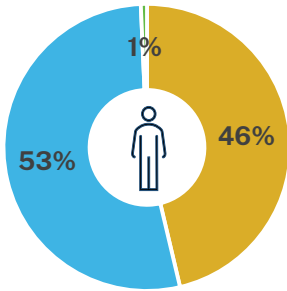
Total Visitation to Central NSW (Domestic & International)

VISITORS



5.8m

Share by visitor type

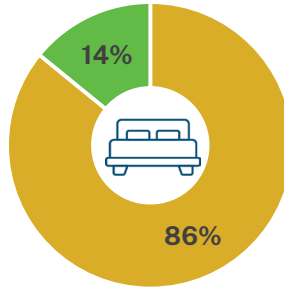


NIGHTS



8m

Share by visitor type

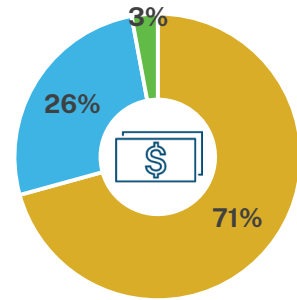


EXPENDITURE



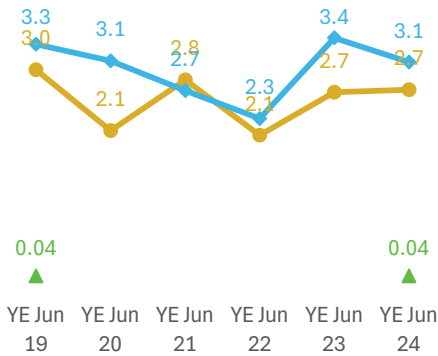
\$2.6b

Share by visitor type

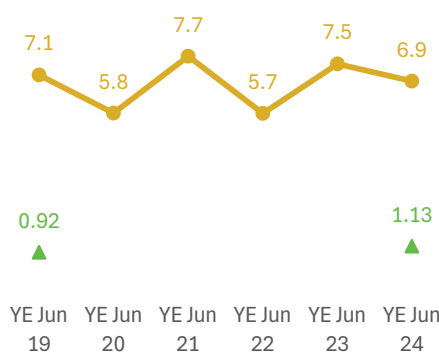


● Domestic overnight
 ◆ Domestic day
 ▲ International

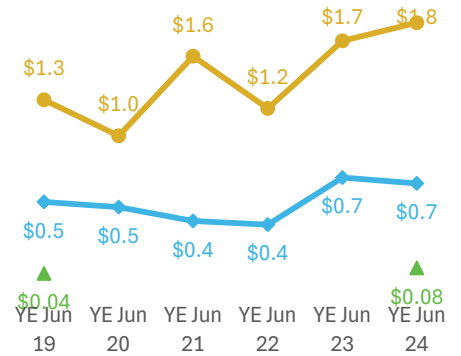
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



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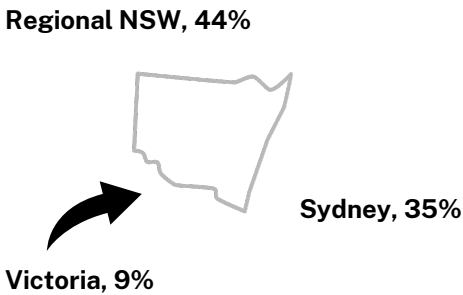
Domestic Overnight Travel

Visitors: 2.7m (+1.4% YOY)	Average spend	Average length of stay	Ranking in Regional NSW
Nights: 6.9m (-8.0% YOY)	\$266 per night	2.5 nights	4th for visitors
Expenditure: \$1.8b (+7.7% YOY)	\$677 per visitor		4th for nights
			4th for expenditure

Purpose of visit - % share of total

Visitors	Nights	Expenditure
Holiday 39%	Holiday 38%	Holiday 43%
VFR 29%	VFR 32%	VFR 18%
Business 24%	Business 21%	Business 29%

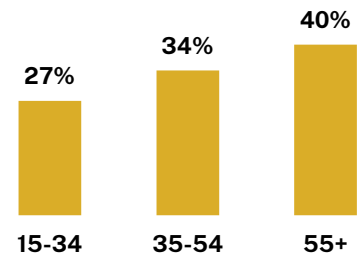
Visitor Origin



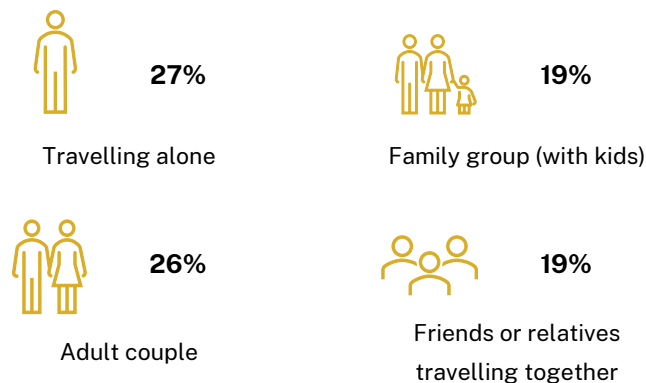
Gender



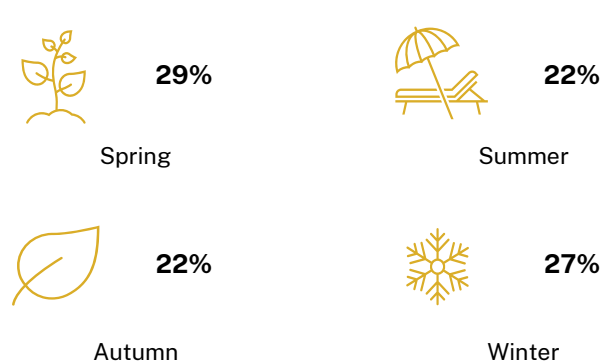
Age



Travel Party



Travel Season



Central NSW Visitor Profile

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Domestic Daytrip Travel

Visitors: **3.1m (-10.1% YOY)**

Expenditure: **\$681.3m (-5.8% YOY)**



Average spend

\$220 per visitor



Ranking in Regional NSW

5th for visitors

4th for expenditure

Purpose of visit - % share of total

Visitors

Holiday **38%**

VFR **25%**

Business **n/p**

Expenditure

Holiday **39%**

VFR **13%**

Business **n/p**

Visitor Origin

Regional NSW, **87%**



Sydney, **n/p**

Gender

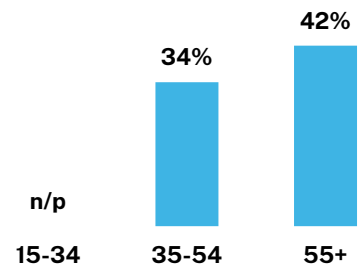


42%



58%

Age



Travel Party

Not asked for Domestic Daytrip

Travel Season



30%

Spring



26%

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: 40,500 (n/p YOY)

Nights: 1.1m (n/p YOY)

Expenditure: \$75.9m (n/p YOY)

Average spend



\$67 per night

\$1872 per visitor

Average length of stay



27.8 nights

Ranking in Regional NSW



6th for visitors

6th for nights

4th for expenditure

Purpose of visit - % share of total

Visitors

Holiday **39%**

VFR **43%**

Business n/p

Education n/p

Nights

Holiday **41%**

VFR **28%**

Business n/p

Education n/p

Expenditure

Holiday **43%**

VFR **20%**

Business n/p

Education n/p

Visitor Origin (Top 5)

1st New Zealand - 21%

2nd United Kingdom - n/p

3rd USA - n/p

4th Canada - n/p

5th Germany - n/p

Gender

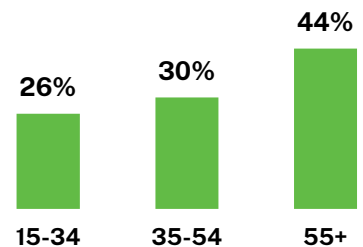


59%



41%

Age



First Visit to Australia

Return visit:
67%



First visit:
33%

Free & Independent Visitor

76% of International visitors to Central NSW were Free & Independent (FIT) Travellers

Travel Party



62%

Travelling alone



n/p

Family group (with kids)



n/p

Adult couple



n/p

Friends or relatives travelling together

Travel Season



31%

Spring



35%

Summer



20%

Autumn



n/p

Winter