

Capital Country Visitor Profile

Year ending March 2024

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



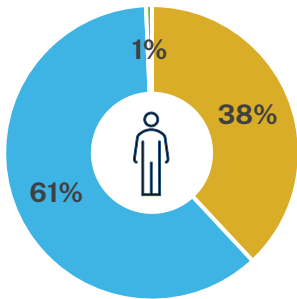
Total Visitation to Capital Country (Domestic & International)

VISITORS



4.6m

Share by visitor type

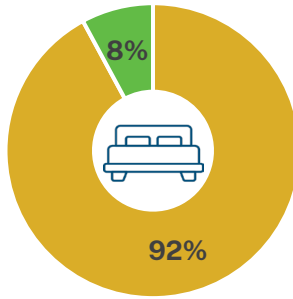


NIGHTS



4.2m

Share by visitor type

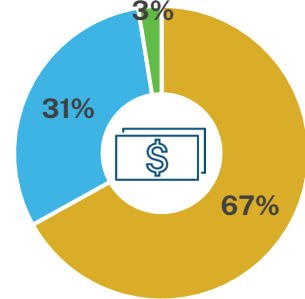


EXPENDITURE



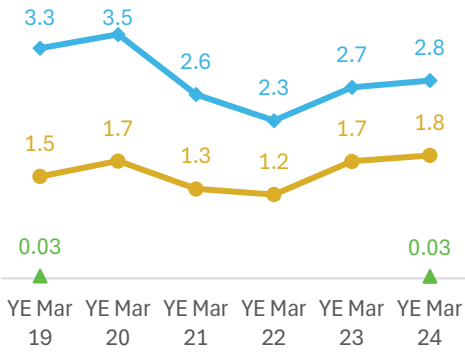
\$1.2b

Share by visitor type

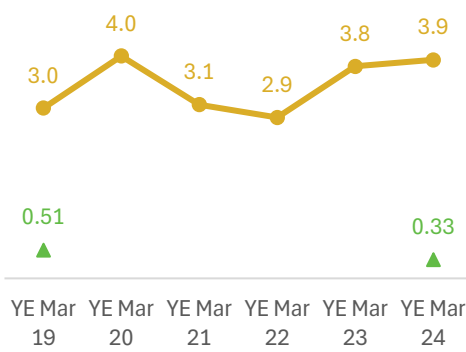


Domestic overnight Domestic day International

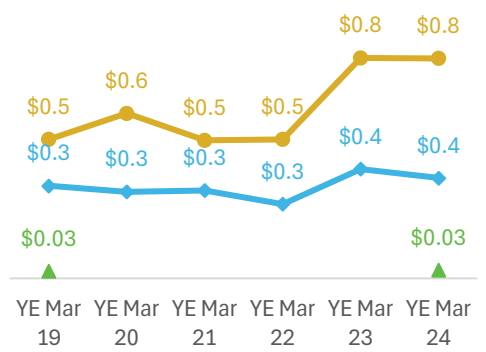
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



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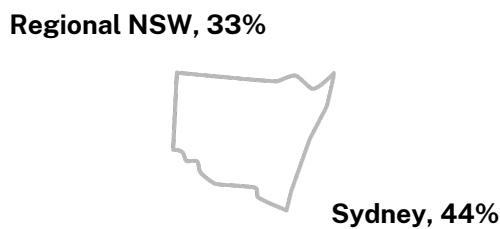
Domestic Overnight Travel

Visitors: 1.8m (+5.0% YOY)	Average spend	Average length of stay	Ranking in Regional NSW
Nights: 3.9m (+3.0% YOY)	\$201 per night	2.2 nights	7th for visitors
Expenditure: \$785.0m (-0.2% YOY)	\$448 per visitor		7th for nights
			8th for expenditure

Purpose of visit - % share of total

<u>Visitors</u>	<u>Nights</u>	<u>Expenditure</u>
Holiday 36%	Holiday 36%	Holiday 39%
VFR 41%	VFR 43%	VFR 33%
Business 12%	Business 13%	Business 14%

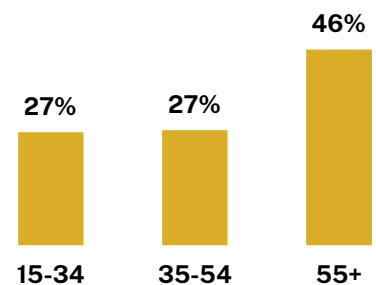
Visitor Origin



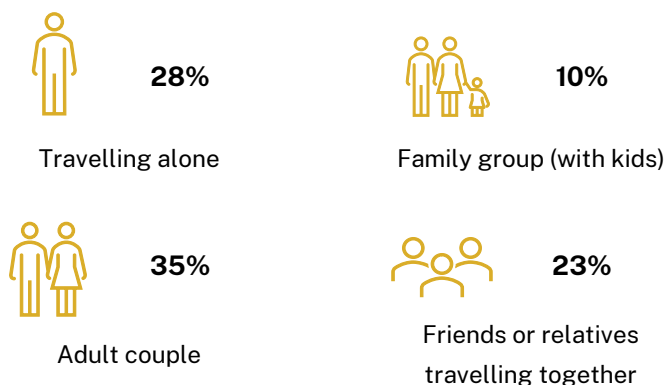
Gender



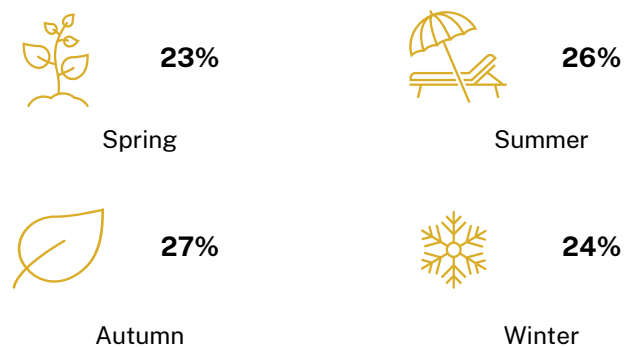
Age



Travel Party



Travel Season



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Domestic Daytrip Travel

Average spend

Visitors: **2.8m (+3.5% YOY)**
Expenditure: **\$358.0m (-8.1% YOY)**



\$127 per visitor

Ranking in Regional NSW

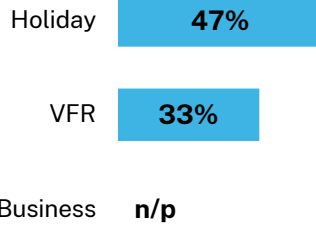


7th for visitors

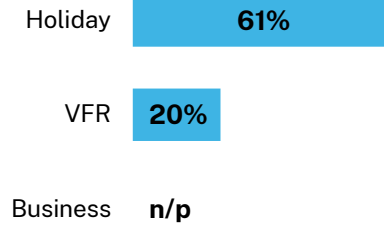
9th for expenditure

Purpose of visit - % share of total

Visitors



Expenditure



Visitor Origin

Regional NSW, 28%



Sydney, 39%

Gender

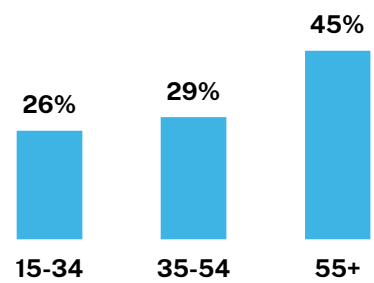


50%



50%

Age



Travel Season



26%

Spring



22%

Summer



26%

Autumn



27%

Winter

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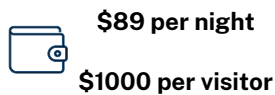
International Travel

Visitors: 29,800 (n/p YOY)

Nights: 333,800 (n/p YOY)

Expenditure: \$30.0m (n/p YOY)

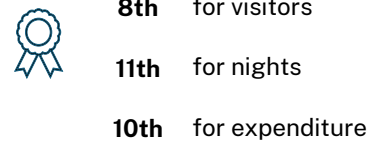
Average spend



Average length of stay

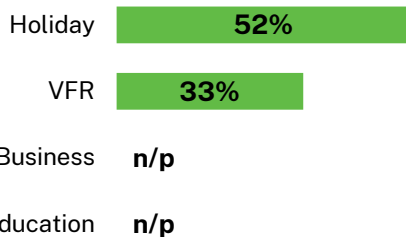


Ranking in Regional NSW

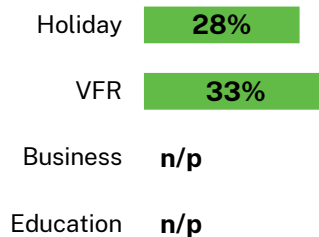


Purpose of visit - % share of total

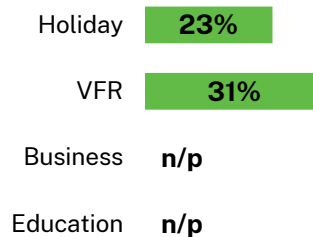
Visitors



Nights



Expenditure



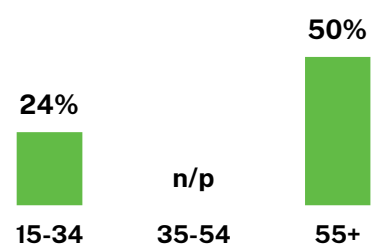
Visitor Origin (Top 5)



Gender

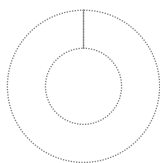


Age



First Visit to Australia

Return visit:
76%

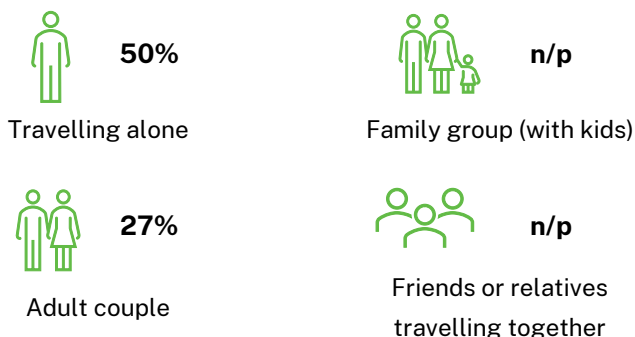


First visit:
n/p

Free & Independent Visitor

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

Travel Party



Travel Season

