

Travel to Capital Country Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



OVERVIEW

| DOMESTIC (overnight & daytrip) | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| Visitors ('000) | 3,178 | 3,617 | 3,671 | 4,070 | 4,534 | 5,395 | 3,964 | 3,711 | 4,078 | 4,605 | 12.9% |
| Nights ('000) | 2,443 | 2,656 | 2,919 | 2,876 | 3,264 | 3,649 | 3,139 | 3,277 | 3,685 | 3,602 | -2.3% |
| Expenditure (\$ million) | \$475 | \$546 | \$594 | \$641 | \$815 | \$972 | \$668 | \$824 | \$1,149 | \$1,066 | -7.3% |

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

| | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| Visitors (000) | 1,066 | 1,074 | 1,276 | 1,238 | 1,509 | 1,676 | 1,248 | 1,336 | 1,582 | 1,623 | 2.5% |
| Nights (000) | 2,443 | 2,656 | 2,919 | 2,876 | 3,264 | 3,649 | 3,139 | 3,277 | 3,685 | 3,602 | -2.3% |
| Average Length of Stay | 2.3 | 2.5 | 2.3 | 2.3 | 2.2 | 2.2 | 2.5 | 2.5 | 2.3 | 2.2 | -4.7% |
| Expenditure (\$ million) | \$315 | \$344 | \$369 | \$375 | \$482 | \$628 | \$384 | \$545 | \$818 | \$694 | -15.1% |
| Spend per visitor per night (\$) | \$129 | \$130 | \$126 | \$130 | \$148 | \$172 | \$122 | \$166 | \$222 | \$193 | -13.1% |
| Intrastate visitors (000) | 823 | 779 | 943 | 923 | 1,195 | 1,246 | 962 | 1,013 | 1,213 | 1,230 | 1.4% |
| Interstate visitors (000) | 243 | 294 | 333 | 315 | 314 | 431 | 286 | 323 | 370 | 393 | 6.3% |
| Intrastate nights (000) | 1,844 | 1,827 | 2,070 | 1,982 | 2,480 | 2,581 | 2,268 | 2,538 | 2,832 | 2,670 | -5.7% |
| Interstate nights (000) | 599 | 829 | 849 | 894 | 784 | 1,068 | 871 | 739 | 853 | 932 | 9.2% |
| Intrastate expenditure (\$ million) | \$237 | \$242 | \$279 | \$284 | \$362 | \$460 | \$309 | \$449 | \$617 | \$548 | -11.2% |
| Interstate expenditure (\$ million) | \$78 | \$103 | \$90 | \$91 | \$120 | \$168 | \$75 | \$96 | \$201 | \$146 | -27.1% |

Main Purpose of Visit

| Visitors (000) | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| Holiday | 401 | 401 | 479 | 408 | 603 | 636 | 388 | 545 | 614 | 568 | -7.6% |
| Visiting Friends & Relatives | 451 | 419 | 519 | 520 | 608 | 672 | 475 | 517 | 591 | 645 | 9.1% |
| Business | 156 | 160 | 183 | 190 | 208 | 283 | 282 | 164 | 248 | 254 | 2.1% |
| Other | 60 | 94 | 96 | 121 | 94 | 94 | 110 | 114 | 128 | 163 | 27.1% |
| Total | 1,066 | 1,074 | 1,276 | 1,238 | 1,509 | 1,676 | 1,248 | 1,336 | 1,582 | 1,623 | 2.5% |

| Nights (000) | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| Holiday | 967 | 968 | 1,011 | 1,009 | 1,245 | 1,327 | 753 | 1,257 | 1,330 | 1,265 | -4.9% |
| Visiting Friends & Relatives | 999 | 1,086 | 1,297 | 1,219 | 1,405 | 1,357 | 1,113 | 1,245 | 1,483 | 1,430 | -3.6% |
| Business | 364 | 427 | 421 | 371 | 440 | 831 | 1,029 | 497 | 665 | 637 | -4.3% |
| Other | 112 | 175 | 191 | 277 | 174 | 133 | 244 | 278 | 207 | 270 | 30.4% |
| Total | 2,443 | 2,656 | 2,919 | 2,876 | 3,264 | 3,649 | 3,139 | 3,277 | 3,685 | 3,602 | -2.3% |

Origin

| Visitors (000) | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|-------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| Sydney | 400 | 384 | 514 | 487 | 703 | 722 | 559 | 605 | 674 | 675 | 0.1% |
| Regional NSW | 423 | 396 | 429 | 436 | 492 | 524 | 403 | 408 | 538 | 555 | 3.1% |
| Total Intrastate | 823 | 779 | 943 | 923 | 1,195 | 1,246 | 962 | 1,013 | 1,213 | 1,230 | 1.4% |
| Victoria | 98 | 124 | 110 | 112 | 110 | 119 | 115 | 115 | 168 | 189 | 12.3% |
| Queensland | n/p | n/p | n/p | n/p | 79 | 105 | n/p | n/p | n/p | n/p | - |
| ACT | n/p | 93 | 95 | 87 | 99 | 159 | 107 | 155 | 105 | 133 | 27.0% |
| Other Interstate | 20 | 46 | n/p | 36 | n/p | 48 | n/p | n/p | n/p | n/p | - |
| Total Interstate | 243 | 294 | 333 | 315 | 314 | 431 | 286 | 323 | 370 | 393 | 6.3% |
| Grand Total | 1,066 | 1,074 | 1,276 | 1,238 | 1,509 | 1,676 | 1,248 | 1,336 | 1,582 | 1,623 | 2.5% |

n/p = not publishable (sample < 30); '-' = not calculable

Travel to Capital Country Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



DOMESTIC OVERNIGHT TRAVEL

Age

| Visitors (000) | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| 15-29 | 201 | 189 | 250 | 302 | 301 | 302 | 261 | 239 | 382 | 337 | -11.8% |
| 30-39 | 167 | 174 | 177 | 166 | 207 | 207 | 223 | 209 | 242 | 207 | -14.3% |
| 40-49 | 198 | 178 | 197 | 182 | 205 | 285 | 155 | 242 | 270 | 190 | -29.7% |
| 50-59 | 207 | 182 | 274 | 222 | 278 | 337 | 233 | 237 | 201 | 372 | 85.2% |
| 60-69 | 179 | 212 | 266 | 231 | 311 | 284 | 206 | 238 | 282 | 285 | 0.9% |
| 70+ | 114 | 138 | 112 | 134 | 206 | 262 | 169 | 172 | 206 | 233 | 13.0% |
| Total | 1,066 | 1,074 | 1,276 | 1,238 | 1,509 | 1,676 | 1,248 | 1,336 | 1,582 | 1,623 | 2.5% |

Travel Party

| Visitors (000) | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|---------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| Travelling alone | 260 | 261 | 361 | 327 | 452 | 614 | 435 | 396 | 423 | 497 | 17.5% |
| Adult couple | 288 | 340 | 373 | 359 | 492 | 443 | 352 | 397 | 517 | 490 | -5.2% |
| Family group - parents and children | 210 | 208 | 218 | 247 | 207 | 218 | 155 | 211 | 203 | 190 | -6.7% |
| Friends/relatives travelling together | 238 | 211 | 242 | 239 | 290 | 319 | 212 | 283 | 370 | 383 | 3.4% |
| Other travel party | 70 | n/p | n/p | n/p | n/p | 83 | 94 | n/p | n/p | n/p | - |
| Total | 1,066 | 1,074 | 1,276 | 1,238 | 1,509 | 1,676 | 1,248 | 1,336 | 1,582 | 1,623 | 2.5% |

Activities (sorted by the latest year)

| Visitors (000) | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| Social activities | 879 | 878 | 1,107 | 1,083 | 1,173 | 1,322 | 977 | 1,052 | 1,236 | 1,194 | -3.4% |
| Outdoor / nature | 293 | 280 | 350 | 328 | 390 | 462 | 267 | 399 | 452 | 467 | 3.5% |
| Active outdoor / sports | 178 | 150 | 189 | 237 | 206 | 323 | 180 | 262 | 204 | 240 | 17.9% |
| Arts / heritage | 137 | 208 | 210 | 188 | 240 | 258 | 108 | 163 | 220 | 224 | 1.8% |
| Local attractions / tourist activities | 117 | 119 | 175 | 149 | 163 | 216 | 133 | 209 | 242 | 219 | -9.4% |

Top 3 Accommodation types used (sorted by the latest year)

| Nights (000) | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|--------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| Private or Other Accommodation | 1,284 | 1,388 | 1,601 | 1,705 | 1,817 | 1,873 | 1,708 | 1,599 | 1,840 | 1,630 | -11.4% |
| Commercial Accommodation | 684 | 695 | 734 | 673 | 757 | 994 | 848 | 877 | 1,104 | 830 | -24.8% |
| Caravan & Camping | 356 | 368 | 409 | 388 | 457 | 547 | 220 | 578 | 455 | 785 | 72.6% |

Top 3 types of Transport used (sorted by the latest year)

| Visitors (000) | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| Self-drive Land Vehicle | 962 | 969 | 1,168 | 1,090 | 1,398 | 1,575 | 1,169 | 1,286 | 1,495 | 1,515 | 1.3% |
| Other Land Transport (Bus, Train, etc.) | 56 | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - |
| Aircraft | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - |

n/p = not publishable (sample < 30); '-' = not calculable

Travel to Capital Country Tourism Region

Year ended September 2023

Source: National Visitor Survey, Tourism Research Australia



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

| | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| Visitors (000) | 2,112 | 2,543 | 2,395 | 2,833 | 3,024 | 3,718 | 2,716 | 2,375 | 2,496 | 2,983 | 19.5% |
| Expenditure (\$ million) | \$161 | \$202 | \$226 | \$266 | \$333 | \$344 | \$284 | \$280 | \$332 | \$371 | 12.0% |
| Spend per visitor (\$) | \$76 | \$79 | \$94 | \$94 | \$110 | \$93 | \$105 | \$118 | \$133 | \$124 | -6.3% |

Main Purpose of Trip

| Visitors (000) | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| Holiday | 1,014 | 1,296 | 1,204 | 1,383 | 1,624 | 1,883 | 1,177 | 1,264 | 1,084 | 1,361 | 25.5% |
| Visiting Friends & Relatives | 711 | 761 | 756 | 890 | 913 | 1,062 | 822 | 601 | 730 | 1,050 | 43.8% |
| Business | n/p | 191 | n/p | n/p | n/p | 536 | 392 | 245 | n/p | n/p | - |
| Other | n/p | 296 | n/p | n/p | 295 | n/p | 325 | n/p | n/p | n/p | - |
| Total | 2,112 | 2,543 | 2,395 | 2,833 | 3,024 | 3,718 | 2,716 | 2,375 | 2,496 | 2,983 | 19.5% |

Origin

| Visitors (000) | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|-------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| Sydney | 831 | 956 | 980 | 1,158 | 1,080 | 1,394 | 942 | 881 | 867 | 944 | 8.9% |
| Regional NSW | 847 | 1,008 | 811 | 1,147 | 1,083 | 1,370 | 1,133 | 1,047 | 953 | 1,171 | 22.9% |
| Total Intrastate | 1,678 | 1,965 | 1,791 | 2,305 | 2,162 | 2,764 | 2,074 | 1,928 | 1,820 | 2,115 | 16.2% |
| Total Interstate | 434 | 579 | 604 | 528 | 862 | 954 | 642 | 447 | 676 | 868 | 28.4% |
| Total | 2,112 | 2,543 | 2,395 | 2,833 | 3,024 | 3,718 | 2,716 | 2,375 | 2,496 | 2,983 | 19.5% |

Age

| Visitors (000) | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| 15-29 | 516 | 484 | 479 | 482 | 485 | 699 | 501 | 552 | 517 | 588 | 13.7% |
| 30-39 | n/p | n/p | n/p | n/p | 561 | 504 | 418 | n/p | n/p | 646 | - |
| 40-49 | 273 | 348 | 455 | 464 | 492 | 662 | 374 | 323 | n/p | n/p | - |
| 50-59 | 505 | 395 | 403 | 603 | 545 | 609 | 510 | 389 | 491 | 386 | -21.5% |
| 60-69 | 433 | 640 | 471 | 518 | 491 | 635 | 576 | 423 | 591 | 627 | 6.0% |
| 70+ | 225 | 400 | 343 | 417 | 451 | 609 | 338 | 427 | 286 | 439 | 53.7% |
| Total | 2,112 | 2,543 | 2,395 | 2,833 | 3,024 | 3,718 | 2,716 | 2,375 | 2,496 | 2,983 | 19.5% |

Activities

| Visitors (000) | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| Social activities | 1,710 | 2,165 | 1,917 | 2,314 | 2,335 | 3,161 | 1,997 | 1,709 | 1,711 | 2,252 | 31.6% |
| Outdoor / nature | n/p | 271 | 379 | 626 | 520 | 682 | 358 | 644 | 448 | 775 | 73.2% |
| Arts / heritage | n/p | 397 | 268 | 292 | 419 | 399 | n/p | 252 | n/p | n/p | - |
| Local attractions / tourist activities | n/p | n/p | n/p | n/p | 318 | 382 | 226 | n/p | n/p | n/p | - |
| Active outdoor / sports | n/p | n/p | n/p | n/p | 287 | 500 | 231 | n/p | n/p | n/p | - |

Transport used

| Visitors (000) | YE Sep 2014 | YE Sep 2015 | YE Sep 2016 | YE Sep 2017 | YE Sep 2018 | YE Sep 2019 | YE Sep 2020 | YE Sep 2021 | YE Sep 2022 | YE Sep 2023 | % change 2023 vs. 2022 |
|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| Self-drive Land Vehicle | 1,982 | 2,455 | 2,290 | 2,681 | 2,960 | 3,508 | 2,667 | 2,328 | 2,461 | 2,825 | 14.8% |
| Other or Mixed Transport | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - |

n/p = not publishable (sample < 30); '-' = not calculable

Capital Country includes: Bowral, Goulburn, Yass & Young