

Capital Country Visitor Profile

Year ended December 2023



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

International data is not available for the period YE December 2020 – YE December 2022.

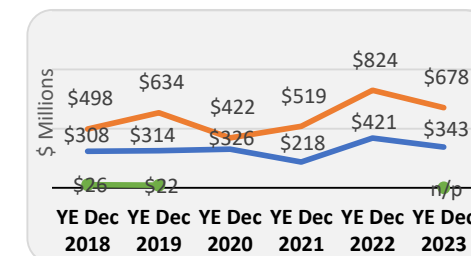
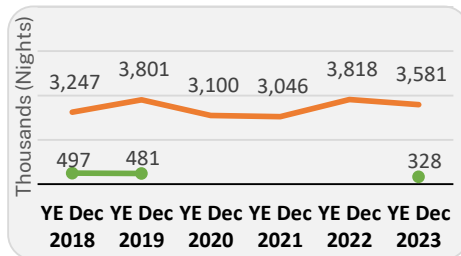
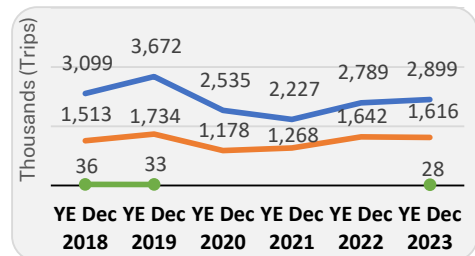
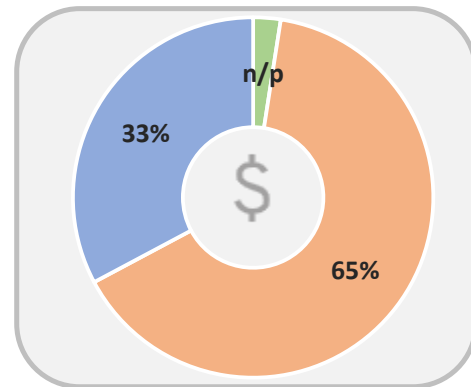
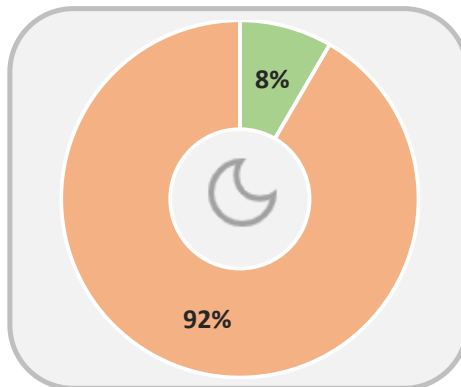
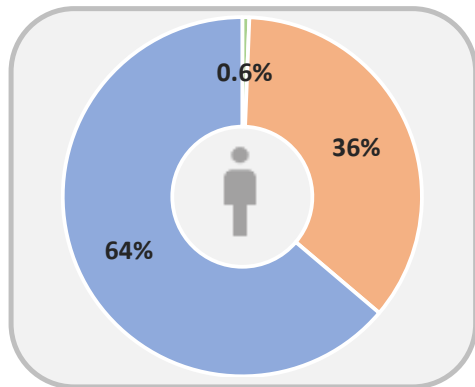
TOTAL DOMESTIC & INTERNATIONAL

Visitors
4.5m

Nights
3.9m

Expenditure
n/p

International Domestic Overnight Domestic Daytrip



Domestic overnight travel

Visitors: 1.6m (-1.5% YoY)
Nights: 3.6m (-6.2% YoY)
Expenditure: \$678.0m (-17.8% YoY)

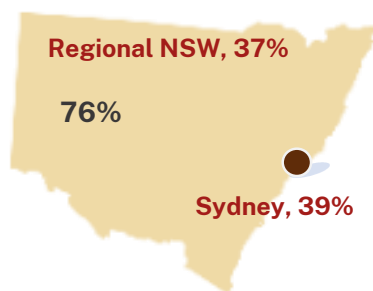
Average spend
\$189 per night
\$419 per visitor

Average length of stay:
2.2 nights

#7 for visitors
#8 for nights
#9 for expenditure
In Regional NSW

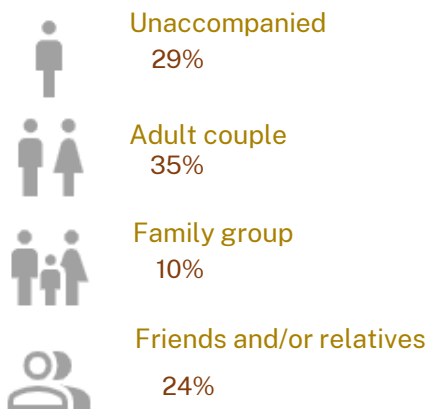
Origin

76% of the visitors came from within New South Wales



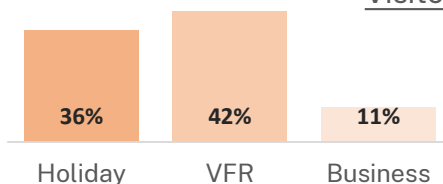
Travel party

35% of the visitors were adult couple

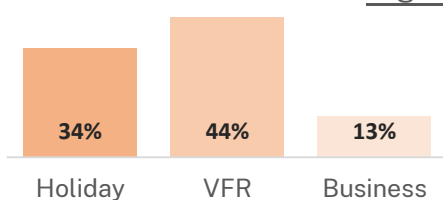


Purpose of visit

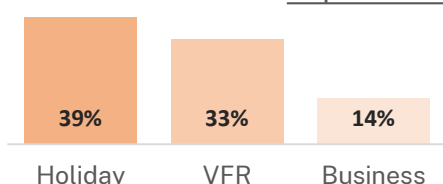
Visitors



Nights



Expenditure



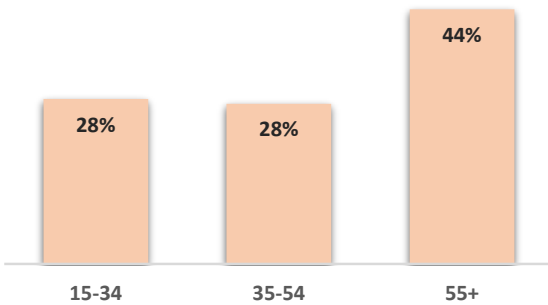
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Gender

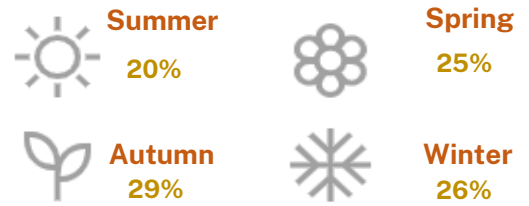


Age

55+ years' was the largest age group of the visitors to the region



Travel season*



*by month returned from the trip

Domestic daytrip travel

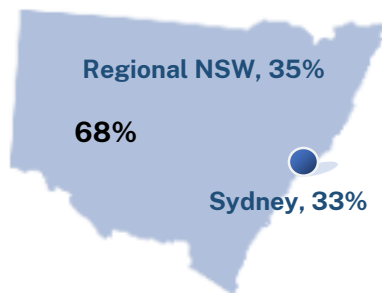
Visitors: 2.9m (+3.9% YoY)
Expenditure: \$343.3m (-18.4% YoY)

\$ Average spend \$118 per visitor

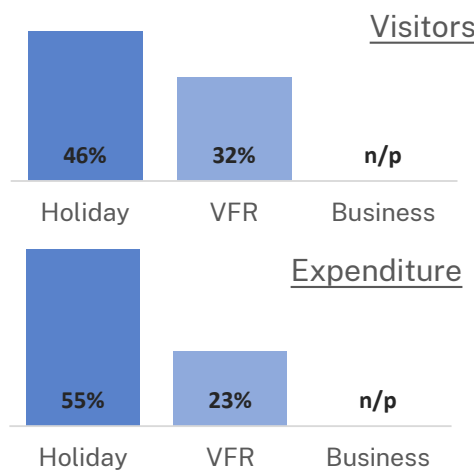
#7 for visitors
#9 for expenditure
In Regional NSW

Origin

68% of the visitors to the region came from New South Wales



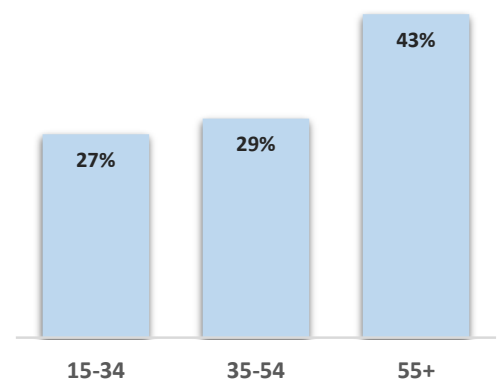
Purpose of visit



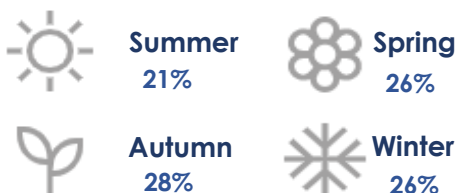
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Age

55+ years' was the largest age group of the visitors to the region

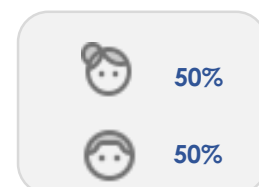


Travel season*



*by month returned from the trip

Gender

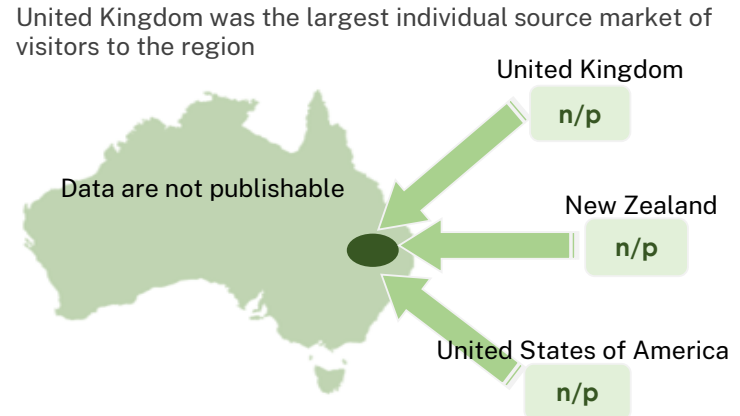


International travel

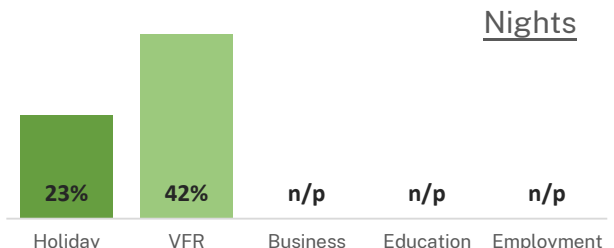
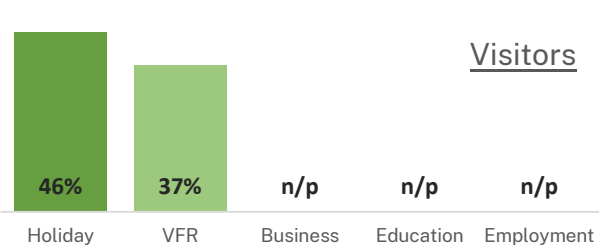
Visitors: 28,500	% of recovery on YE Dec 19 86%	\$	Average spend per night n/p per visitor n/p	📅	Average length of stay: 11.5 nights	🏆	#8 for visitors
Nights: 328,100	68%						
Expenditure: n/p	n/p						

In Regional NSW

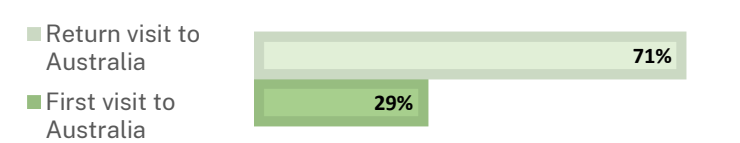
Top 3 origin markets



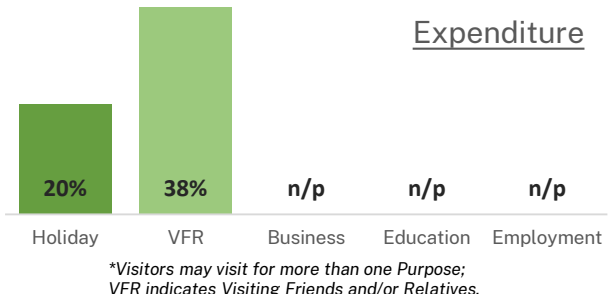
Purpose of visit



First vs return visitor



Travel party



Travel quarter



Age

