

Travel to Central NSW 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)	4,418	4,876	4,944	5,471	5,841	6,428	4,760	4,731	5,658	5,880	3.9%
Nights ('000)	4,570	5,209	5,866	6,897	7,820	7,351	5,698	6,447	6,879	7,605	10.6%
Expenditure (\$ million)	\$1,037	\$1,205	\$1,152	\$1,368	\$1,520	\$1,933	\$1,402	\$1,734	\$1,957	\$2,553	30.5%

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)	1,829	1,965	2,105	2,490	2,811	2,939	2,099	2,300	2,522	2,733	8.4%
Nights (000)	4,570	5,209	5,866	6,897	7,820	7,351	5,698	6,447	6,879	7,605	10.6%
Average Length of Stay	2.5	2.7	2.8	2.8	2.8	2.5	2.7	2.8	2.7	2.8	2.0%
Expenditure (\$ million)	\$654	\$824	\$836	\$960	\$1,113	\$1,333	\$1,030	\$1,322	\$1,439	\$1,828	27.0%
Spend per visitor per night (\$)	\$143	\$158	\$143	\$139	\$142	\$181	\$181	\$205	\$209	\$240	14.9%
Intrastate visitors (000)	1,454	1,445	1,560	1,939	2,225	2,322	1,651	1,915	2,100	2,244	6.9%
Interstate visitors (000)	376	520	545	551	586	616	448	384	421	489	16.0%
Intrastate nights (000)	3,447	3,733	4,273	5,092	5,808	5,458	4,410	5,296	5,627	6,243	10.9%
Interstate nights (000)	1,123	1,476	1,593	1,805	2,012	1,893	1,288	1,151	1,253	1,362	8.8%
Intrastate expenditure (\$ million)	\$513	\$604	\$595	\$725	\$833	\$1,051	\$772	\$1,046	\$1,215	\$1,510	24.3%
Interstate expenditure (\$ million)	\$141	\$220	\$241	\$235	\$280	\$282	\$258	\$276	\$224	\$318	41.9%

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	624	718	747	789	1,135	1,032	645	880	1,013	973	-3.9%
Visiting Friends & Relatives	621	706	697	902	958	1,065	663	742	777	925	19.1%
Business	382	380	438	504	491	587	621	471	550	611	11.1%
Other	220	195	243	331	255	281	194	235	202	258	27.6%
Total	1,829	1,965	2,105	2,490	2,811	2,939	2,099	2,300	2,522	2,733	8.4%

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	1,709	1,828	2,106	2,358	2,696	2,555	1,766	2,376	2,446	2,934	20.0%
Visiting Friends & Relatives	1,595	2,191	2,169	2,776	2,524	2,831	1,803	2,118	2,259	2,279	0.9%
Business	834	736	1,015	1,105	1,804	1,293	1,685	1,320	1,755	1,753	-0.1%
Other	433	454	575	659	797	671	444	634	419	639	52.4%
Total	4,570	5,209	5,866	6,897	7,820	7,351	5,698	6,447	6,879	7,605	10.6%

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	588	591	612	727	872	912	694	933	949	1,017	7.2%
Regional NSW	865	854	948	1,212	1,353	1,410	957	982	1,151	1,227	6.5%
Total Intrastate	1,454	1,445	1,560	1,939	2,225	2,322	1,651	1,915	2,100	2,244	6.9%
Victoria	128	204	184	203	165	235	154	176	164	193	17.1%
Queensland	133	194	237	207	266	249	184	112	123	155	25.9%
ACT	n/p	n/p	n/p	57	72	72	63	63	69	n/p	-
Other Interstate	63	69	56	84	83	61	n/p	n/p	n/p	n/p	-
Total Interstate	376	520	545	551	586	616	448	384	421	489	16.0%
Grand Total	1,829	1,965	2,105	2,490	2,811	2,939	2,099	2,300	2,522	2,733	8.4%

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

Travel to Central NSW 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	341	392	413	597	609	560	413	388	512	553	7.9%
30-39	228	262	304	298	485	426	260	411	352	460	30.7%
40-49	297	377	373	465	415	460	413	385	377	456	20.8%
50-59	381	394	373	414	496	593	458	397	475	404	-14.8%
60-69	374	377	411	435	474	523	352	452	484	454	-6.3%
70+	209	163	230	279	332	375	204	266	321	406	26.5%
Total	1,829	1,965	2,105	2,490	2,811	2,939	2,099	2,300	2,522	2,733	8.4%

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	507	571	590	737	870	871	748	677	697	771	10.6%
Adult couple	484	559	644	691	702	771	509	648	739	701	-5.1%
Family group - parents and children	355	369	339	420	451	456	310	384	390	429	10.0%
Friends/relatives travelling together	332	376	401	493	631	634	387	500	519	649	25.2%
Other travel party	151	91	130	148	157	207	145	91	177	182	3.3%
Total	1,829	1,965	2,105	2,490	2,811	2,939	2,099	2,300	2,522	2,733	8.4%

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	1,541	1,697	1,743	1,993	2,296	2,453	1,604	1,856	1,954	2,294	17.4%
Outdoor / nature	248	328	378	396	530	583	390	571	547	619	13.2%
Local attractions / tourist activities	281	384	384	417	512	498	357	545	501	589	17.4%
Active outdoor / sports	255	265	368	330	510	441	274	330	378	488	29.1%
Arts / heritage	245	275	334	319	387	419	263	364	306	364	18.9%

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	2,163	2,600	2,912	3,348	3,730	3,221	2,705	3,107	2,992	2,637	-11.9%
Commercial Accommodation	1,347	1,462	1,526	1,843	2,437	2,176	1,543	1,655	2,382	2,595	8.9%
Caravan & Camping	910	901	1,238	1,299	1,164	1,495	1,030	1,074	1,076	1,695	57.6%

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	1,647	1,832	1,929	2,250	2,588	2,713	1,984	2,197	2,410	2,515	4.4%
Aircraft	n/p	n/p	101	144	105	125	76	n/p	n/p	130	-
Other Land Transport (Bus, Train, etc.)	90	n/p	57	72	94	75	n/p	n/p	n/p	n/p	-

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

Travel to Central NSW 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)	2,589	2,911	2,840	2,982	3,030	3,490	2,661	2,432	3,136	3,147	0.3%
Expenditure (\$ million)	\$383	\$381	\$316	\$408	\$407	\$600	\$372	\$413	\$518	\$725	40.1%
Spend per visitor (\$)	\$148	\$131	\$111	\$137	\$134	\$172	\$140	\$170	\$165	\$230	39.6%

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	1,015	1,133	1,069	1,248	1,183	1,370	927	1,006	1,381	1,104	-20.0%
Visiting Friends & Relatives	539	711	640	657	721	667	718	407	587	792	34.9%
Business	411	270	380	305	479	556	364	430	745	432	-42.0%
Other	624	797	751	771	647	897	652	589	423	819	93.4%
Total	2,589	2,911	2,840	2,982	3,030	3,490	2,661	2,432	3,136	3,147	0.3%

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	389	n/p	350	480	380	458	382	318	n/p	n/p	-
Regional NSW	2,188	2,524	2,400	2,451	2,593	2,918	2,241	2,077	2,772	2,759	-0.5%
Total Intrastate	2,577	2,784	2,750	2,932	2,974	3,375	2,623	2,395	3,101	3,112	0.4%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,589	2,911	2,840	2,982	3,030	3,490	2,661	2,432	3,136	3,147	0.3%

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	503	613	545	666	497	669	433	409	735	679	-7.5%
30-39	415	n/p	440	n/p	488	614	364	400	n/p	507	-
40-49	580	474	439	331	629	682	398	319	470	425	-9.6%
50-59	396	519	474	570	530	584	544	434	512	478	-6.7%
60-69	390	668	587	607	529	535	550	463	410	577	40.7%
70+	305	396	354	444	356	406	372	406	597	481	-19.4%
Total	2,589	2,911	2,840	2,982	3,030	3,490	2,661	2,432	3,136	3,147	0.3%

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	1,859	2,187	2,180	2,233	2,370	2,534	1,932	1,675	2,051	2,271	10.7%
Active outdoor / sports	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Outdoor / nature	n/p	349	n/p	n/p	n/p	314	n/p	323	n/p	n/p	-
Local attractions / tourist activities	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Arts / heritage	n/p	n/p	n/p	294	n/p	n/p	n/p	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	2,467	2,779	2,807	2,923	2,973	3,317	2,634	2,373	3,067	3,078	0.4%
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

Central NSW includes: Bathurst, Coonabarabran, Cowra, Dubbo, Mudgee, Narromine, Orange & Parkes