

Central NSW Visitor Profile

Year ending September 2024

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



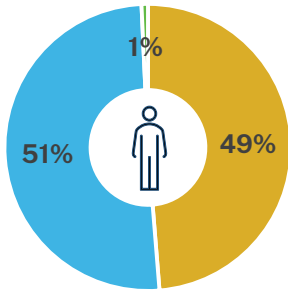
Total Visitation to Central NSW (Domestic & International)

VISITORS



5.7m

Share by visitor type

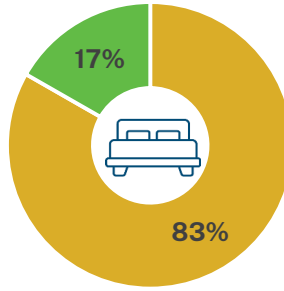


NIGHTS



8.4m

Share by visitor type

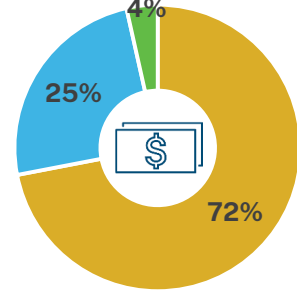


EXPENDITURE



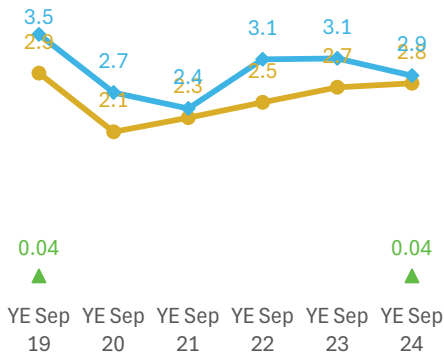
\$2.7b

Share by visitor type

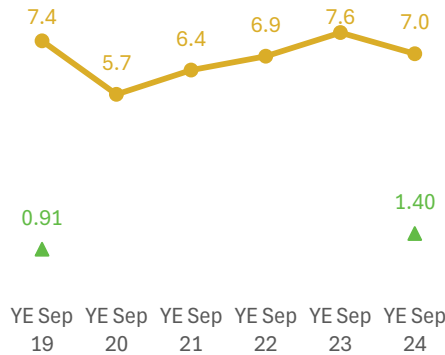


● Domestic overnight
 ◆ Domestic day
 ▲ International

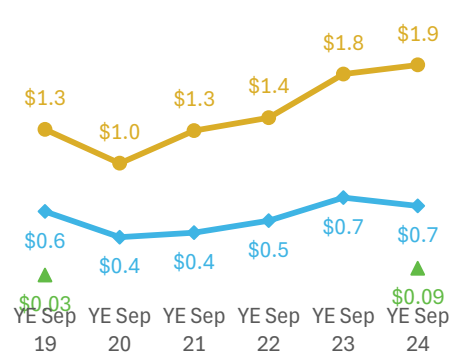
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



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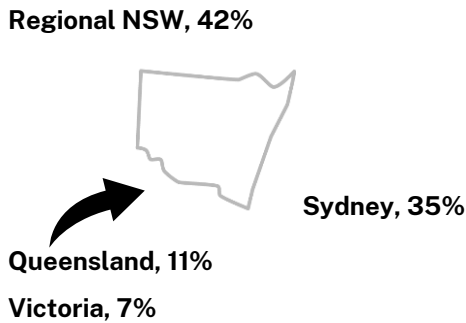
Domestic Overnight Travel

Visitors: 2.8m (+2.2% YOY)	Average spend	Average length of stay	Ranking in Regional NSW
Nights: 7.0m (-8.5% YOY)	\$274 per night	2.5 nights	4th for visitors
Expenditure: \$1.9b (+4.4% YOY)	\$683 per visitor		4th for nights
			4th for expenditure

Purpose of visit - % share of total

Visitors		Nights		Expenditure	
Holiday	38%	Holiday	38%	Holiday	43%
VFR	31%	VFR	33%	VFR	19%
Business	24%	Business	20%	Business	27%

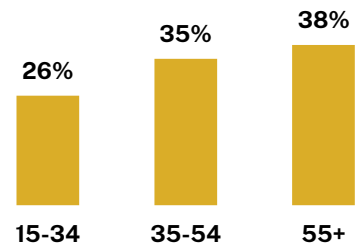
Visitor Origin



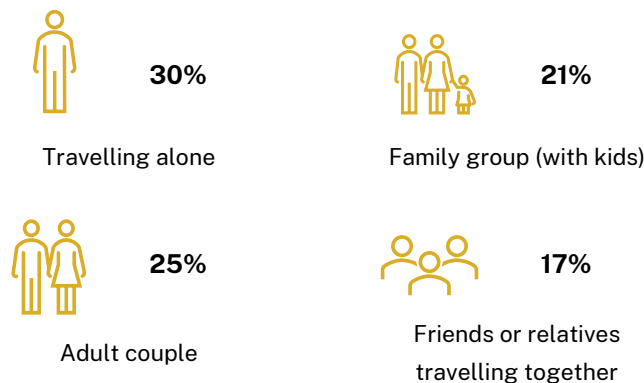
Gender



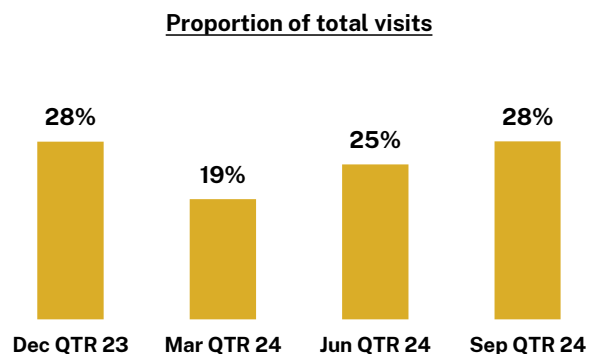
Age



Travel Party



Visitation by quarter



Central NSW Visitor Profile

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Domestic Daytrip Travel

Visitors: **2.9m (-7.9% YOY)**

Expenditure: **\$650.0m (-10.3% YOY)**



Average spend

\$224 per visitor



Ranking in Regional NSW

6th for visitors

4th for expenditure

Purpose of visit - % share of total

Visitors

Holiday **36%**

VFR **n/p**

Business **n/p**

Expenditure

Holiday **44%**

VFR **n/p**

Business **n/p**

Visitor Origin

Regional NSW, **84%**



Sydney, **n/p**

Gender

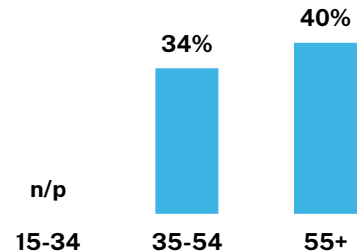


46%



54%

Age



Travel Party

Not asked for Domestic Daytrip

Visitation by quarter

Proportion of total visits



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: 41,500 (n/p YOY)

Nights: 1.4m (n/p YOY)

Expenditure: \$93.1m (n/p YOY)

Average spend



\$67 per night
\$2242 per visitor

Average length of stay



33.7 nights

Ranking in Regional NSW



6th for visitors
6th for nights
4th for expenditure

Purpose of visit - % share of total

Visitors

Holiday	41%
VFR	42%
Business	n/p
Education	n/p

Nights

Holiday	49%
VFR	22%
Business	n/p
Education	n/p

Expenditure

Holiday	53%
VFR	16%
Business	n/p
Education	n/p

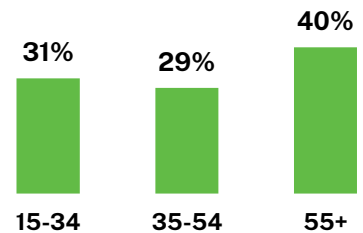
Visitor Origin (Top 5)

1st	New Zealand - 20%
2nd	United Kingdom - n/p
3rd	USA - n/p
4th	Germany - n/p
5th	France - n/p

Gender



Age



First Visit to Australia

Return visit:
64%

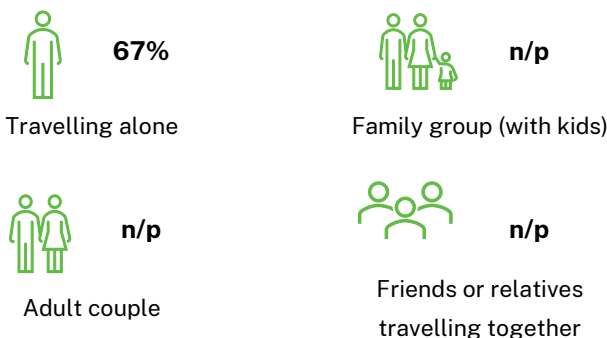


First visit:
36%

Free & Independent Visitor

77% of International visitors to Central NSW were Free & Independent (FIT) Travellers

Travel Party



Visitation by quarter

