

Travel to Capital Country Tourism Region

Year ended March 2024



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

OVERVIEW

| | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | YE Mar 2023 | YE Mar 2024 | % change 2024 vs. 2023 |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| GRAND TOTAL (overnight & daytrip) | | | | | | | | | | | |
| Visitors ('000) | 3,562 | 3,615 | 3,821 | 4,485 | 4,774 | n/p | n/p | n/p | n/p | 4,609 | - |
| Nights ('000) | 3,277 | 3,433 | 3,343 | 3,677 | 3,547 | n/p | n/p | n/p | n/p | 4,232 | - |
| Expenditure (\$ million) | \$568 | \$570 | \$620 | n/p | \$852 | n/p | n/p | n/p | n/p | \$1,173 | - |
| OVERNIGHT (international & domestic) | | | | | | | | | | | |
| Visitors ('000) | 1,068 | 1,217 | 1,236 | 1,489 | 1,487 | n/p | n/p | n/p | n/p | 1,784 | - |
| Nights ('000) | 3,277 | 3,433 | 3,343 | 3,677 | 3,547 | n/p | n/p | n/p | n/p | 4,232 | - |
| Expenditure (\$ million) | \$360 | \$375 | \$394 | n/p | \$522 | n/p | n/p | n/p | n/p | \$815 | - |
| DOMESTIC (overnight & daytrip) | | | | | | | | | | | |
| Visitors ('000) | 3,536 | 3,589 | 3,789 | 4,451 | 4,740 | 5,159 | 3,900 | 3,449 | 4,399 | 4,579 | 4.1% |
| Nights ('000) | 2,520 | 2,898 | 2,823 | 3,221 | 3,039 | 3,967 | 3,099 | 2,871 | 3,784 | 3,898 | 3.0% |
| Expenditure (\$ million) | \$537 | \$549 | \$601 | \$803 | \$827 | \$898 | \$807 | \$761 | \$1,177 | \$1,143 | -2.8% |

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

| | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | YE Mar 2023 | YE Mar 2024 | % change 2024 vs. 2023 |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| Visitors (000) | 1,043 | 1,191 | 1,203 | 1,455 | 1,453 | 1,675 | 1,276 | 1,195 | 1,670 | 1,754 | 5.0% |
| Nights (000) | 2,520 | 2,898 | 2,823 | 3,221 | 3,039 | 3,967 | 3,099 | 2,871 | 3,784 | 3,898 | 3.0% |
| Average Length of Stay | 2.4 | 2.4 | 2.3 | 2.2 | 2.1 | 2.4 | 2.4 | 2.4 | 2.3 | 2.2 | -1.9% |
| Expenditure (\$ million) | \$329 | \$353 | \$376 | \$452 | \$496 | \$589 | \$493 | \$496 | \$787 | \$785 | -0.2% |
| Spend per visitor per night (\$) | \$131 | \$122 | \$133 | \$140 | \$163 | \$149 | \$159 | \$173 | \$208 | \$201 | -3.1% |
| Intrastate visitors (000) | 793 | 895 | 897 | 1,129 | 1,094 | 1,232 | 1,057 | 878 | 1,261 | 1,349 | 7.0% |
| Interstate visitors (000) | 251 | 296 | 306 | 326 | 359 | 443 | 220 | 317 | 409 | 406 | -0.9% |
| Intrastate nights (000) | 1,835 | 2,053 | 2,067 | 2,272 | 2,270 | 2,651 | 2,600 | 2,112 | 2,867 | 2,905 | 1.3% |
| Interstate nights (000) | 685 | 845 | 756 | 950 | 769 | 1,316 | 499 | 759 | 917 | 994 | 8.4% |
| Intrastate expenditure (\$ million) | \$248 | \$253 | \$294 | \$342 | \$369 | \$434 | \$421 | \$413 | \$561 | \$620 | 10.6% |
| Interstate expenditure (\$ million) | \$81 | \$101 | \$81 | \$110 | \$128 | \$155 | \$72 | \$84 | \$226 | \$165 | -26.9% |

Purpose of Visit

| Visitors (000) | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | YE Mar 2023 | YE Mar 2024 | % change 2024 vs. 2023 |
|------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------------------|
| Holiday | 402 | 440 | 462 | 492 | 595 | 566 | 483 | 451 | 617 | 630 | 2.1% |
| Visiting Friends & Relatives | 398 | 497 | 476 | 612 | 600 | 637 | 512 | 473 | 614 | 726 | 18.2% |
| Business | 151 | 159 | 164 | 246 | 176 | 364 | 172 | 183 | 301 | 206 | -31.6% |
| Other | 92 | 94 | 102 | 107 | 89 | 117 | 115 | n/p | n/p | 197 | - |
| Total | 1,043 | 1,191 | 1,203 | 1,455 | 1,453 | 1,675 | 1,276 | 1,195 | 1,670 | 1,754 | 5.0% |
| Nights (000) | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | YE Mar 2023 | YE Mar 2024 | % change 2024 vs. 2023 |
| Holiday | 1,009 | 978 | 1,103 | 1,049 | 1,214 | 1,150 | 1,017 | 1,057 | 1,328 | 1,402 | 5.6% |
| Visiting Friends & Relatives | 995 | 1,342 | 1,065 | 1,516 | 1,194 | 1,402 | 1,193 | 1,192 | 1,462 | 1,672 | 14.4% |
| Business | 358 | 370 | 420 | 462 | 465 | 1,237 | 550 | 465 | 789 | 514 | -34.8% |
| Other | 158 | 208 | 235 | 194 | 166 | 178 | 340 | n/p | n/p | 309 | - |
| Total | 2,520 | 2,898 | 2,823 | 3,221 | 3,039 | 3,967 | 3,099 | 2,871 | 3,784 | 3,898 | 3.0% |

n/p = not publishable (sample < 40); '-' = not calculable

Travel to Capital Country Tourism Region

Year ended March 2024



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

DOMESTIC OVERNIGHT TRAVEL

Origin

| Visitors (000) | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | YE Mar 2023 | YE Mar 2024 | % change 2024 vs. 2023 |
|-------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|
| Sydney | 377 | 461 | 506 | 629 | 629 | 684 | 666 | 496 | 673 | 777 | 15.4% |
| Regional NSW | 415 | 435 | 392 | 501 | 465 | 548 | 390 | 383 | 588 | 572 | -2.7% |
| Total Intrastate | 793 | 895 | 897 | 1,129 | 1,094 | 1,232 | 1,057 | 878 | 1,261 | 1,349 | 7.0% |
| Victoria | 105 | 110 | 106 | 104 | 130 | 138 | n/p | 128 | 181 | 176 | -2.7% |
| Queensland | n/p | n/p | n/p | n/p | 92 | n/p | n/p | n/p | n/p | n/p | - |
| ACT | n/p | n/p | 89 | n/p | 104 | 176 | 97 | 117 | 138 | 131 | -4.8% |
| Other Interstate | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - |
| Total Interstate | 251 | 296 | 306 | 326 | 359 | 443 | 220 | 317 | 409 | 406 | -0.9% |
| Grand Total | 1,043 | 1,191 | 1,203 | 1,455 | 1,453 | 1,675 | 1,276 | 1,195 | 1,670 | 1,754 | 5.0% |

Age

| Visitors (000) | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | YE Mar 2023 | YE Mar 2024 | % change 2024 vs. 2023 |
|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|
| 15-34 | 266 | 326 | 335 | 413 | 394 | 464 | 338 | 383 | 499 | 468 | -6.1% |
| 35-54 | 379 | 360 | 371 | 455 | 472 | 499 | 401 | 357 | 543 | 476 | -12.4% |
| 55+ | 399 | 505 | 497 | 588 | 587 | 711 | 537 | 455 | 628 | 811 | 29.0% |
| Total | 1,043 | 1,191 | 1,203 | 1,455 | 1,453 | 1,675 | 1,276 | 1,195 | 1,670 | 1,754 | 5.0% |

Travel Party

| Visitors (000) | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | YE Mar 2023 | YE Mar 2024 | % change 2024 vs. 2023 |
|---------------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------------|
| Travelling alone | 250 | 290 | 324 | 400 | 515 | 611 | 404 | 359 | 458 | 489 | 6.8% |
| Adult couple | 296 | 369 | 365 | 469 | 398 | 441 | 379 | 352 | 536 | 621 | 15.9% |
| Family group - parents and children | 218 | 216 | 203 | 254 | 200 | 208 | 191 | 136 | 255 | 180 | -29.4% |
| Friends/relatives travelling together | 219 | 243 | 243 | 266 | 268 | 314 | 244 | 300 | 337 | 400 | 18.6% |
| Other travel party | n/p | n/p | n/p | n/p | n/p | 102 | n/p | n/p | n/p | n/p | - |
| Total | 1,043 | 1,191 | 1,203 | 1,455 | 1,453 | 1,675 | 1,276 | 1,195 | 1,670 | 1,754 | 5.0% |

n/p = not publishable (sample < 40); '-' = not calculable

Travel to Capital Country Tourism Region

Year ended March 2024



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

INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

| | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | YE Mar 2023 | YE Mar 2024 | % change 2024 vs. 2023 |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| Visitors (000) | 25 | 26 | 33 | 34 | 34 | n/p | n/p | n/p | n/p | 30 | - |
| Nights (000) | 758 | 535 | 520 | 456 | 508 | n/p | n/p | n/p | n/p | 334 | - |
| Average Length of Stay | 29.9 | 20.4 | 15.8 | 13.5 | 14.8 | n/p | n/p | n/p | n/p | 11.2 | - |
| Expenditure (\$ million) | \$31 | \$21 | \$19 | n/p | \$25 | n/p | n/p | n/p | n/p | \$30 | - |
| Spend per visitor per night (\$) | \$41 | \$40 | \$36 | n/p | \$50 | n/p | n/p | n/p | n/p | \$89 | - |

NB: International data isn't available for the period between YE MARCH 2020 - YE SEPTEMBER 2023

Origin

| Visitors (000) | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | YE Mar 2023 | YE Mar 2024 | % change 2024 vs. 2023 |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| United Kingdom | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - |
| New Zealand | n/p | n/p | n/p | 8 | n/p | n/p | n/p | n/p | n/p | n/p | - |
| China | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - |

Age

| Visitors (000) | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | YE Mar 2023 | YE Mar 2024 | % change 2024 vs. 2023 |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| 15-34 | 10 | 10 | 11 | 11 | 12 | n/p | n/p | n/p | n/p | 7 | - |
| 35-54 | n/p | n/p | n/p | 13 | n/p | n/p | n/p | n/p | n/p | n/p | - |
| 55+ | 8 | n/p | 13 | n/p | 12 | n/p | n/p | n/p | n/p | 15 | - |
| Total | 25 | 26 | 33 | 34 | 34 | n/p | n/p | n/p | n/p | 30 | - |

Travel Party

| Visitors (000) | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | YE Mar 2023 | YE Mar 2024 | % change 2024 vs. 2023 |
|---------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| Travelling alone | 16 | 17 | 16 | 20 | 21 | n/p | n/p | n/p | n/p | 15 | - |
| Adult couple | n/p | n/p | 10 | 7 | n/p | n/p | n/p | n/p | n/p | 8 | - |
| Family group - parents and children | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - |
| Friends/relatives travelling together | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - |
| Other travel party | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | n/p | - |
| Total | 25 | 26 | 33 | 34 | 34 | n/p | n/p | n/p | n/p | 30 | - |

n/p = not publishable (sample < 40); '-' = not calculable

Travel to Capital Country Tourism Region

Year ended March 2024



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

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

| | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | YE Mar 2023 | YE Mar 2024 | % change 2024 vs. 2023 |
|--------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| Visitors (000) | 2,493 | 2,398 | 2,585 | 2,996 | 3,287 | 3,484 | 2,624 | 2,254 | 2,729 | 2,824 | 3.5% |
| Expenditure (\$ million) | \$208 | \$195 | \$226 | \$350 | \$330 | \$309 | \$314 | \$265 | \$390 | \$358 | -8.1% |
| Spend per visitor (\$) | \$83 | \$81 | \$87 | \$117 | \$100 | \$89 | \$120 | \$117 | \$143 | \$127 | -11.2% |

Purpose of Visit

| Visitors (000) | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | YE Mar 2023 | YE Mar 2024 | % change 2024 vs. 2023 |
|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| Holiday | 1,326 | 1,131 | 1,333 | 1,482 | 1,725 | 1,650 | 1,322 | 1,021 | 1,298 | 1,339 | 3.2% |
| Visiting Friends & Relatives | 691 | 859 | 775 | 888 | 998 | 1,071 | 668 | 681 | 745 | 922 | 23.9% |
| Business | n/p | n/p | n/p | n/p | n/p | 528 | n/p | n/p | n/p | n/p | - |
| Other | n/p | n/p | n/p | n/p | n/p | n/p | 342 | n/p | n/p | n/p | - |
| Total | 2,493 | 2,398 | 2,585 | 2,996 | 3,287 | 3,484 | 2,624 | 2,254 | 2,729 | 2,824 | 3.5% |

Origin

| Visitors (000) | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | YE Mar 2023 | YE Mar 2024 | % change 2024 vs. 2023 |
|-------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| Sydney | 956 | 912 | 1,056 | 1,228 | 1,116 | 1,283 | 970 | 737 | 821 | 1,091 | 33.0% |
| Regional NSW | 1,002 | 894 | 990 | 1,146 | 1,204 | 1,329 | 1,121 | 998 | 1,202 | 783 | -34.9% |
| Total Intrastate | 1,959 | 1,807 | 2,046 | 2,373 | 2,320 | 2,612 | 2,091 | 1,735 | 2,023 | 1,874 | -7.4% |
| Total Interstate | 535 | 591 | 539 | 622 | 967 | 872 | 533 | 518 | 706 | 950 | 34.6% |
| Total | 2,493 | 2,398 | 2,585 | 2,996 | 3,287 | 3,484 | 2,624 | 2,254 | 2,729 | 2,824 | 3.5% |

Age

| Visitors (000) | YE Mar 2015 | YE Mar 2016 | YE Mar 2017 | YE Mar 2018 | YE Mar 2019 | YE Mar 2020 | YE Mar 2021 | YE Mar 2022 | YE Mar 2023 | YE Mar 2024 | % change 2024 vs. 2023 |
|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------------------|
| 15-34 | 716 | 573 | 618 | 669 | 1,015 | 848 | 825 | 710 | 842 | 731 | -13.1% |
| 35-54 | 684 | 779 | 798 | 1,087 | 1,034 | 1,107 | 743 | 520 | 666 | 823 | 23.6% |
| 55+ | 1,093 | 1,046 | 1,170 | 1,240 | 1,239 | 1,529 | 1,057 | 1,024 | 1,221 | 1,270 | 4.0% |
| Total | 2,493 | 2,398 | 2,585 | 2,996 | 3,287 | 3,484 | 2,624 | 2,254 | 2,729 | 2,824 | 3.5% |

n/p = not publishable (sample < 40); '-' = not calculable

Capital Country Tourism Region LGAs: Goulburn Mulwaree, Hilltops, Queanbeyan-Peterang Regional, Snowy Monaro-Regional (Partial), Upper Lachlan Shire, Wingecarribee and Yass Valley