

Travel to Central NSW Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



OVERVIEW

	YE Mar 2014	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	% Change YE Mar23 vs YE Mar22
DOMESTIC (overnight & daytrip)											
Visitors ('000)	4,501	4,815	4,657	5,141	5,552	6,157	6,370	4,725	4,396	6,118	39.2%
Nights ('000)	4,666	4,918	5,562	6,128	7,426	7,687	6,847	6,584	5,645	7,568	34.1%
Expenditure (\$ million)	\$1,136	\$1,131	\$1,175	\$1,212	\$1,421	\$1,722	\$1,823	\$1,623	\$1,590	\$2,370	49.0%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2014	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	% Change YE Mar23 vs YE Mar22
Visitors (000)	1,792	1,950	2,134	2,125	2,710	2,877	2,639	2,414	1,961	2,677	36.5%
Nights (000)	4,666	4,918	5,562	6,128	7,426	7,687	6,847	6,584	5,645	7,568	34.1%
Average Length of Stay	2.6	2.5	2.6	2.9	2.7	2.7	2.6	2.7	2.9	2.8	-1.8%
Expenditure (\$ million)	\$680	\$749	\$885	\$855	\$1,035	\$1,228	\$1,207	\$1,272	\$1,178	\$1,679	42.6%
Spend per visitor per night (\$)	\$146	\$152	\$159	\$140	\$139	\$160	\$176	\$193	\$209	\$222	6.3%
Intrastate visitors (000)	1,445	1,468	1,590	1,635	2,161	2,231	2,029	2,054	1,631	2,193	34.5%
Interstate visitors (000)	346	483	543	490	550	647	610	360	330	484	46.6%
Intrastate nights (000)	3,602	3,568	4,144	4,264	5,879	5,552	4,936	5,639	4,513	6,167	36.7%
Interstate nights (000)	1,064	1,349	1,418	1,863	1,547	2,135	1,911	945	1,133	1,401	23.7%
Intrastate expenditure (\$ million)	\$525	\$572	\$638	\$628	\$801	\$920	\$918	\$1,027	\$948	\$1,384	45.9%
Interstate expenditure (\$ million)	\$154	\$177	\$247	\$227	\$234	\$308	\$289	\$245	\$229	\$295	28.7%

Purpose of Visit

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	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	
Holiday	644	735	723	744	941	1,091	931	799	725	1,053	45.3%
Visiting Friends & Relatives	615	672	750	756	960	1,012	873	775	622	823	32.3%
Business	387	341	474	387	548	519	609	628	457	582	27.4%
Other	159	229	216	271	296	280	252	234	177	242	36.3%
Total	1,792	1,950	2,134	2,125	2,710	2,877	2,639	2,414	1,961	2,677	36.5%

	Nights (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	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	
Holiday	1,810	1,888	1,846	2,144	2,669	2,594	2,342	2,176	1,820	2,901	59.4%
Visiting Friends & Relatives	1,787	1,883	2,197	2,578	2,706	2,640	2,299	2,105	1,797	2,322	29.2%
Business	768	671	922	926	1,463	1,571	1,578	1,751	1,556	1,763	13.3%
Other	301	475	597	480	587	882	628	553	472	582	23.3%
Total	4,666	4,918	5,562	6,128	7,426	7,687	6,847	6,584	5,645	7,568	34.1%

Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	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	
Regional NSW	823	889	960	987	1,370	1,318	1,232	1,108	894	1,186	32.8%
Sydney	622	579	630	648	791	913	797	946	737	1,006	36.5%
Total Intrastate	1,445	1,468	1,590	1,635	2,161	2,231	2,029	2,054	1,631	2,193	34.5%
Victoria	123	167	202	182	196	215	218	135	152	164	7.7%
Queensland	142	171	213	206	224	249	254	136	91	159	73.9%
ACT	n/p	n/p	n/p	n/p	59	90	71	67	n/p	77	-
Other Interstate	53	79	63	58	71	92	66	n/p	n/p	84	-
Total Interstate	346	483	543	490	550	647	610	360	330	484	46.6%
Grand Total	1,792	1,950	2,134	2,125	2,710	2,877	2,639	2,414	1,961	2,677	36.5%

Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	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	
15-29	337	383	369	472	638	554	564	428	332	563	69.8%
30-39	281	206	342	250	391	471	359	345	354	428	20.9%
40-49	314	347	424	367	477	429	442	460	293	415	41.5%
50-59	362	411	372	406	453	531	519	469	386	443	14.7%
60-69	311	411	419	395	436	508	459	459	388	468	20.4%
70+	186	193	207	235	315	385	297	252	207	359	73.6%
Total	1,792	1,950	2,134	2,125	2,710	2,877	2,639	2,414	1,961	2,677	36.5%

Travel to Central NSW Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	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	
Travelling alone	381	538	624	616	871	800	872	784	621	715	15.1%
Adult couple	553	546	606	666	679	744	669	618	548	752	37.3%
Family group - parents and children	389	382	368	341	432	459	421	370	334	416	24.6%
Friends or relatives travelling together with(out) children	276	390	393	411	556	700	481	517	356	590	65.9%
Business associates travelling together with(out) spouse	145	69	118	n/p	147	131	156	122	95	178	88.6%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,792	1,950	2,134	2,125	2,710	2,877	2,639	2,414	1,961	2,677	36.5%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	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	
Eat out / dine at a restaurant and/or cafe	947	976	1,128	1,176	1,518	1,645	1,535	1,183	1,041	1,458	40.1%
Visit friends & relatives	737	872	921	891	1,100	1,191	1,014	789	559	797	42.5%
Pubs, clubs, discos etc	351	421	496	558	652	717	749	621	459	766	66.9%
Sightseeing/looking around	362	331	422	397	485	686	524	516	355	534	50.7%
Go shopping for pleasure	333	300	376	297	387	525	334	348	295	433	46.5%

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

	Nights (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	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	
Friends or relatives property	1,971	2,108	2,463	2,684	2,933	2,656	2,464	2,209	1,699	2,217	30.5%
Standard hotel/motor inn (below 4 star)	1,122	1,167	1,086	1,397	1,625	1,652	1,499	1,277	1,151	2,189	90.2%
Caravan park or commercial camping ground	514	534	604	548	537	713	722	513	484	752	55.5%

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

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	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	
Private vehicle or company car	1,636	1,719	1,935	1,878	2,420	2,638	2,339	2,303	1,812	2,442	34.8%
Aircraft	n/p	n/p	n/p	122	143	97	114	n/p	n/p	n/p	-
Self-drive motorhome or campervan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2014	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	% Change YE Mar23 vs YE Mar22
Visitors (000)	2,709	2,864	2,523	3,017	2,841	3,280	3,730	2,311	2,435	3,442	41.3%
Expenditure (\$ million)*	\$457	\$382	\$290	\$357	\$386	\$494	\$616	\$351	\$412	\$691	67.5%
Spend per visitor (\$)	\$169	\$133	\$115	\$118	\$136	\$151	\$165	\$152	\$169	\$201	18.6%

Main Purpose of Trip

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	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	
Holiday	1,074	1,201	900	1,273	1,101	1,359	1,332	902	991	1,325	33.6%
Visiting Friends & Relatives	572	672	580	634	739	670	808	491	435	781	79.4%
Business	452	314	289	437	259	568	550	385	528	685	29.7%
Other	611	677	753	672	743	682	1,041	532	481	651	35.5%
Total	2,709	2,864	2,523	3,017	2,841	3,280	3,730	2,311	2,435	3,442	41.3%

Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	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	
Sydney	395	434	n/p	432	392	452	503	328	n/p	n/p	-
Regional NSW	2,292	2,351	2,227	2,503	2,394	2,717	3,185	1,932	2,131	3,045	42.9%
Total Intrastate	2,688	2,785	2,429	2,935	2,786	3,169	3,688	2,259	2,425	3,394	39.9%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,709	2,864	2,523	3,017	2,841	3,280	3,730	2,311	2,435	3,442	41.3%

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Year ended March 2023

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Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	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	
15-29	n/p	555	543	546	634	565	585	407	419	927	120.9%
30-39	531	n/p	n/p	451	434	547	647	n/p	377	n/p	-
40-49	493	575	399	430	354	777	585	343	353	488	38.3%
50-59	457	440	486	617	475	481	723	472	388	512	32.0%
60-69	378	710	527	528	528	536	695	467	451	507	12.6%
70+	333	358	285	445	415	373	495	330	448	542	21.0%
Total	2,709	2,864	2,523	3,017	2,841	3,280	3,730	2,311	2,435	3,442	41.3%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	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	
Eat out / dine at a restaurant and/or cafe	1,102	1,192	1,101	1,249	1,379	1,598	1,571	911	900	1,441	60.2%
Go shopping for pleasure	826	787	553	795	638	760	874	511	476	885	85.7%
Visit friends & relatives	808	904	814	761	846	841	919	459	416	767	84.6%
Sightseeing/looking around	307	298	n/p	n/p	336	437	413	257	n/p	n/p	-
Pubs, clubs, discos etc	n/p	n/p	n/p	n/p	n/p	363	329	n/p	n/p	n/p	-

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

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	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	
Private vehicle or company car	2,616	2,712	2,432	2,975	2,784	3,129	3,608	2,258	2,394	3,366	40.6%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	n/p	n/p	-
n/a	-	-	-	-	-	-	-	-	-	-	-

n/p = not publishable; '-' = not available

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