

Travel to Central NSW 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)	4,855	4,698	5,178	5,594	6,194	n/p	n/p	n/p	n/p	5,712	-
Nights ('000)	5,668	6,488	6,586	8,231	8,616	n/p	n/p	n/p	n/p	7,967	-
Expenditure (\$ million)	\$1,156	\$1,219	\$1,236	\$1,460	\$1,760	n/p	n/p	n/p	n/p	\$2,534	-
OVERNIGHT (international & domestic)											
Visitors ('000)	1,991	2,175	2,161	2,753	2,914	n/p	n/p	n/p	n/p	2,858	-
Nights ('000)	5,668	6,488	6,586	8,231	8,616	n/p	n/p	n/p	n/p	7,967	-
Expenditure (\$ million)	\$775	\$928	\$879	\$1,074	\$1,266	n/p	n/p	n/p	n/p	\$1,927	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	4,815	4,657	5,141	5,552	6,157	6,370	4,725	4,396	6,118	5,671	-7.3%
Nights ('000)	4,918	5,562	6,128	7,426	7,687	6,847	6,584	5,645	7,568	7,037	-7.0%
Expenditure (\$ million)	\$1,131	\$1,175	\$1,212	\$1,422	\$1,722	\$1,824	\$1,623	\$1,589	\$2,370	\$2,465	4.0%

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)	1,950	2,134	2,125	2,710	2,877	2,639	2,414	1,961	2,677	2,817	5.2%
Nights (000)	4,918	5,562	6,128	7,426	7,687	6,847	6,584	5,645	7,568	7,037	-7.0%
Average Length of Stay	2.5	2.6	2.9	2.7	2.7	2.6	2.7	2.9	2.8	2.5	-11.6%
Expenditure (\$ million)	\$749	\$884	\$855	\$1,035	\$1,227	\$1,208	\$1,272	\$1,177	\$1,679	\$1,859	10.7%
Spend per visitor per night (\$)	\$152	\$159	\$140	\$139	\$160	\$176	\$193	\$208	\$222	\$264	19.1%
Intrastate visitors (000)	1,468	1,590	1,635	2,161	2,231	2,029	2,054	1,631	2,193	2,233	1.8%
Interstate visitors (000)	483	543	490	550	647	610	360	330	484	584	20.7%
Intrastate nights (000)	3,568	4,144	4,264	5,879	5,552	4,936	5,639	4,513	6,167	5,604	-9.1%
Interstate nights (000)	1,349	1,418	1,863	1,547	2,135	1,911	945	1,133	1,401	1,433	2.3%
Intrastate expenditure (\$ million)	\$572	\$638	\$628	\$801	\$920	\$918	\$1,027	\$948	\$1,384	\$1,460	5.5%
Interstate expenditure (\$ million)	\$177	\$247	\$227	\$234	\$307	\$290	\$245	\$229	\$295	\$398	35.1%

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	735	723	744	941	1,091	931	799	725	1,053	930	-11.7%
Visiting Friends & Relatives	672	750	756	960	1,012	873	775	622	823	970	17.8%
Business	341	474	387	548	519	609	628	457	582	712	22.4%
Other	229	216	271	296	280	252	234	177	242	250	3.3%
Total	1,950	2,134	2,125	2,710	2,877	2,639	2,414	1,961	2,677	2,817	5.2%
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	1,888	1,846	2,144	2,669	2,594	2,342	2,176	1,820	2,901	2,391	-17.6%
Visiting Friends & Relatives	1,883	2,197	2,578	2,706	2,640	2,299	2,105	1,797	2,322	2,547	9.7%
Business	671	922	926	1,463	1,571	1,578	1,751	1,556	1,763	1,568	-11.1%
Other	475	597	480	587	882	628	553	472	582	531	-8.8%
Total	4,918	5,562	6,128	7,426	7,687	6,847	6,584	5,645	7,568	7,037	-7.0%

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

Travel to Central NSW 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	579	630	648	791	913	797	946	737	1,006	984	-2.3%
Regional NSW	889	960	987	1,370	1,318	1,232	1,108	894	1,186	1,249	5.3%
Total Intrastate	1,468	1,590	1,635	2,161	2,231	2,029	2,054	1,631	2,193	2,233	1.8%
Victoria	167	202	182	196	215	218	135	152	164	267	63.0%
Queensland	171	213	206	224	249	254	136	n/p	159	n/p	-
ACT	n/p	n/p	n/p	n/p	90	71	67	n/p	n/p	n/p	-
Other Interstate	79	63	58	71	92	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	483	543	490	550	647	610	360	330	484	584	20.7%
Grand Total	1,950	2,134	2,125	2,710	2,877	2,639	2,414	1,961	2,677	2,817	5.2%

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	483	563	612	792	827	727	597	533	779	855	9.7%
35-54	705	749	667	965	918	904	889	658	869	875	0.7%
55+	763	821	846	953	1,133	1,008	929	770	1,028	1,087	5.7%
Total	1,950	2,134	2,125	2,710	2,877	2,639	2,414	1,961	2,677	2,817	5.2%

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	538	624	616	871	800	872	784	621	715	815	14.1%
Adult couple	546	606	666	679	744	669	618	548	752	694	-7.7%
Family group - parents and children	382	368	341	432	459	421	370	334	416	469	12.7%
Friends/relatives travelling together	390	393	411	556	700	481	517	356	590	612	3.8%
Other travel party	94	143	n/p	174	175	196	125	103	204	227	11.0%
Total	1,950	2,134	2,125	2,710	2,877	2,639	2,414	1,961	2,677	2,817	5.2%

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

Travel to Central NSW 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)	41	41	37	42	37	n/p	n/p	n/p	n/p	41	-
Nights (000)	750	925	458	806	929	n/p	n/p	n/p	n/p	930	-
Average Length of Stay	18.5	22.6	12.5	19.0	25.0	n/p	n/p	n/p	n/p	22.7	-
Expenditure (\$ million)	\$26	\$44	\$24	\$39	\$38	n/p	n/p	n/p	n/p	\$68	-
Spend per visitor per night (\$)	\$34	\$47	\$52	\$48	\$41	n/p	n/p	n/p	n/p	\$74	-

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
New Zealand	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	9	-
United Kingdom	8	6	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
United States of America	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	13	18	12	16	12	n/p	n/p	n/p	n/p	10	-
35-54	13	10	13	n/p	12	n/p	n/p	n/p	n/p	14	-
55+	14	13	12	16	13	n/p	n/p	n/p	n/p	17	-
Total	41	41	37	42	37	n/p	n/p	n/p	n/p	41	-

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	26	23	19	27	21	n/p	n/p	n/p	n/p	25	-
Adult couple	7	11	9	8	n/p	n/p	n/p	n/p	n/p	9	-
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	41	41	37	42	37	n/p	n/p	n/p	n/p	41	-

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

Travel to Central NSW 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)	2,864	2,523	3,017	2,841	3,280	3,730	2,311	2,435	3,442	2,854	-17.1%
Expenditure (\$ million)	\$382	\$290	\$357	\$386	\$494	\$616	\$351	\$412	\$691	\$607	-12.2%
Spend per visitor (\$)	\$133	\$115	\$118	\$136	\$151	\$165	\$152	\$169	\$201	\$213	5.9%

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	1,201	900	1,273	1,101	1,359	1,332	902	991	1,325	1,108	-16.4%
Visiting Friends & Relatives	672	580	634	739	670	808	491	435	781	753	-3.5%
Business	n/p	n/p	437	n/p	568	550	385	528	685	n/p	-
Other	677	753	672	743	682	1,041	532	481	651	n/p	-
Total	2,864	2,523	3,017	2,841	3,280	3,730	2,311	2,435	3,442	2,854	-17.1%

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	434	n/p	432	n/p	n/p	503	328	n/p	n/p	n/p	-
Regional NSW	2,351	2,227	2,503	2,394	2,717	3,185	1,932	2,131	3,045	2,457	-19.3%
Total Intrastate	2,785	2,429	2,935	2,786	3,169	3,688	2,259	2,425	3,394	2,765	-18.5%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,864	2,523	3,017	2,841	3,280	3,730	2,311	2,435	3,442	2,854	-17.1%

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	601	748	815	860	949	830	531	643	1,230	832	-32.3%
35-54	995	699	1,004	786	1,236	1,289	768	712	946	960	1.4%
55+	1,268	1,075	1,198	1,195	1,096	1,611	1,012	1,081	1,266	1,062	-16.1%
Total	2,864	2,523	3,017	2,841	3,280	3,730	2,311	2,435	3,442	2,854	-17.1%

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

Central NSW Tourism Region LGAs: Bathurst Regional, Bland, Blayney, Cabonne, Coonamble, Cowra, Dubbo Regional, Forbes, Gilgandra, Lachlan, Mid-Western Regional, Narromine, Oberon (Partial), Orange, Parkes, Warren (Partial), Warrumbungle and Weddin