

Central NSW Visitor Profile

Year ending March 2024

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



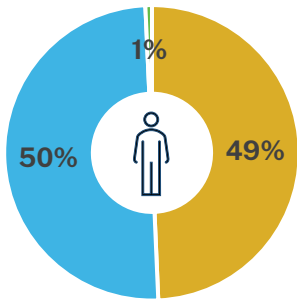
Total Visitation to Central NSW (Domestic & International)

VISITORS



5.7m

Share by visitor type

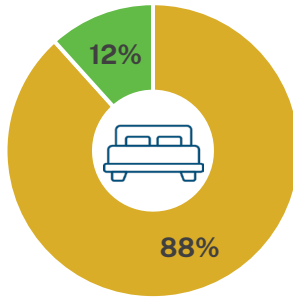


NIGHTS



8m

Share by visitor type

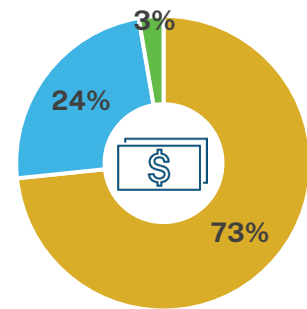


EXPENDITURE



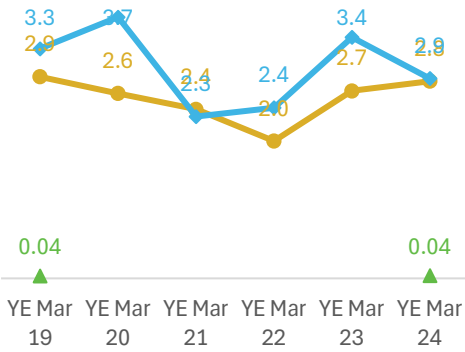
\$2.5b

Share by visitor type

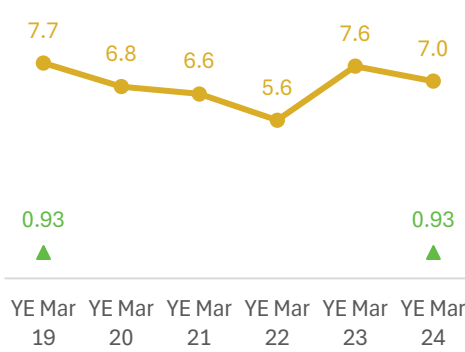


Domestic overnight Domestic day International

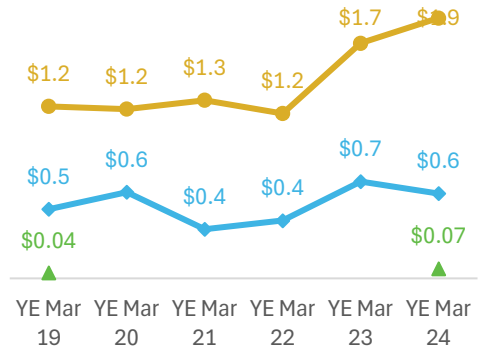
Visitors (Millions)



Nights (Millions)



Expenditure (\$ Billions)



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Domestic Overnight Travel

Visitors: 2.8m (+5.2% YOY)	Average spend	Average length of stay	Ranking in Regional NSW
Nights: 7.0m (-7.0% YOY)	\$264 per night	2.5 nights	4th for visitors
Expenditure: \$1.9b (+10.7% YOY)	\$660 per visitor		4th for nights
			4th for expenditure

Purpose of visit - % share of total

<u>Visitors</u>	<u>Nights</u>	<u>Expenditure</u>
Holiday 33%	Holiday 34%	Holiday 40%
VFR 34%	VFR 36%	VFR 19%
Business 25%	Business 22%	Business 29%

Visitor Origin

Regional NSW, 44%



Sydney, 35%

Gender



51%



49%

Age

30%

15-34

31%

35-54

39%

55+

Travel Party



29%

Travelling alone



17%

Family group (with kids)



25%

Adult couple



22%

Friends or relatives travelling together

Travel Season



27%

Spring



21%

Summer



22%

Autumn



29%

Winter

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Domestic Daytrip Travel

Average spend

Visitors: **2.9m (-17.1% YOY)**
Expenditure: **\$607.0m (-12.2% YOY)**



\$213 per visitor

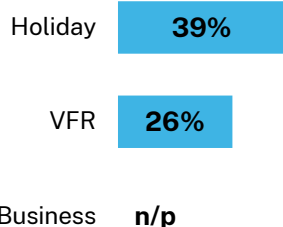
Ranking in Regional NSW



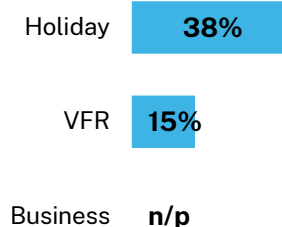
6th for visitors
4th for expenditure

Purpose of visit - % share of total

Visitors



Expenditure



Visitor Origin

Regional NSW, **86%**



Sydney, **n/p**

Gender



41%



59%

Age

29%

15-34

34%

35-54

37%

55+

Travel Season



32%

Spring



28%

Summer



21%

Autumn



n/p

Winter

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International Travel

Visitors: 40,900 (n/p YOY)

Nights: 929,900 (n/p YOY)

Expenditure: \$68.0m (n/p YOY)

Average spend

\$74 per night
\$1674 per visitor

Average length of stay

22.7 nights

Ranking in Regional NSW

6th for visitors
6th for nights
5th for expenditure

Purpose of visit - % share of total

Visitors

Holiday **40%**

VFR **40%**

Business n/p

Education n/p

Nights

Holiday **43%**

VFR **31%**

Business n/p

Education n/p

Expenditure

Holiday **46%**

VFR **22%**

Business n/p

Education n/p

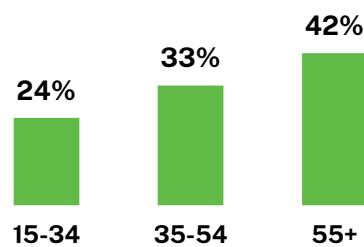
Visitor Origin (Top 5)

- 1st **New Zealand - 21%**
- 2nd **United Kingdom - n/p**
- 3rd **USA - n/p**
- 4th **Canada - n/p**
- 5th **France - n/p**

Gender

61%
 39%

Age



First Visit to Australia

Return visit:
65%



First visit:
35%

Free & Independent Visitor

72% of International visitors to Central NSW were Free & Independent (FIT) Travellers

Travel Party

62%
Travelling alone

n/p
Family group (with kids)

21%
Adult couple

n/p
Friends or relatives travelling together

Travel Season

31%
Spring

35%
Summer

n/p
Autumn

15%
Winter