

Capital Country Visitor Profile

Year ended September 2023



Source: National Visitor Survey, Tourism Research Australia.

Note: This report does not include international visitation statistics as YE September 2023 International Visitor Survey data are not available.

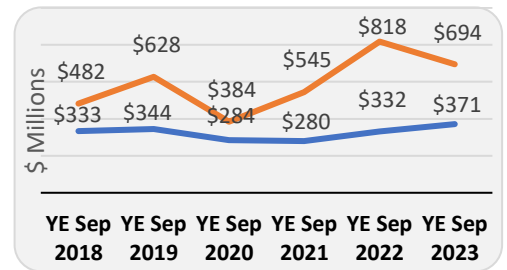
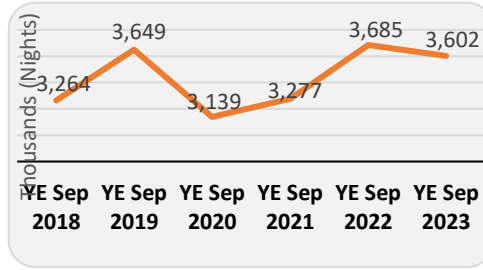
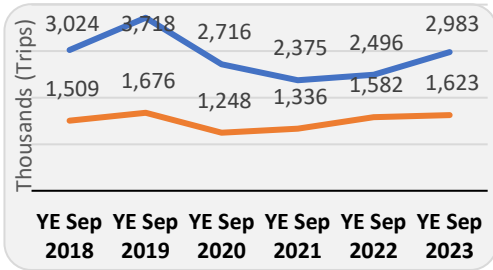
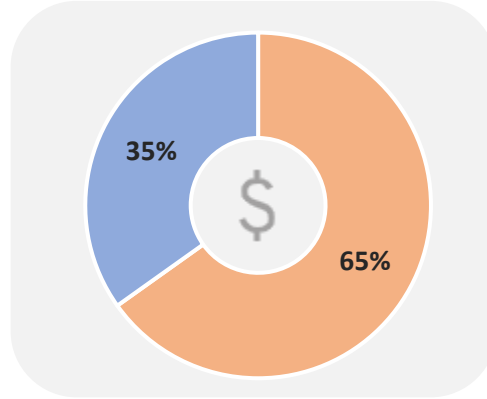
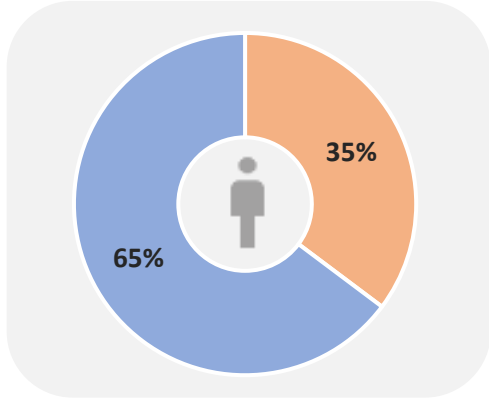
TOTAL DOMESTIC

Visitors
4.6m
+12.9% YoY

Nights
3.6m
-2.3% YoY

Expenditure
\$1.1bn
-7.3% YoY

Domestic Overnight (Orange) Domestic Daytrip (Blue)



Domestic overnight travel

Visitors: 1.6m (+2.5% YoY)
Nights: 3.6m (-2.3% YoY)
Expenditure: \$694.3m (-15.1% YoY)

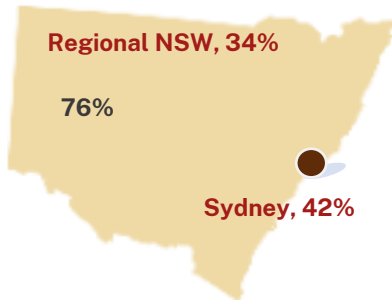
Average spend
\$193 per night
\$428 per visitor

Average length of stay:
2.2 nights

#7 for visitors
#7 for nights
#9 for expenditure
In Regional NSW

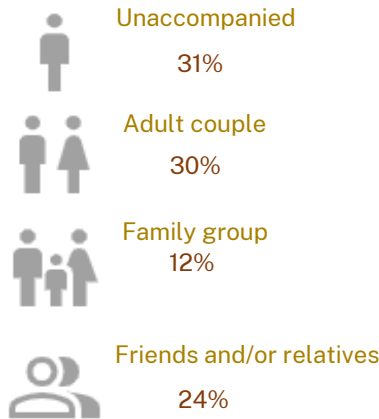
Origin

76% of the visitors came from within New South Wales

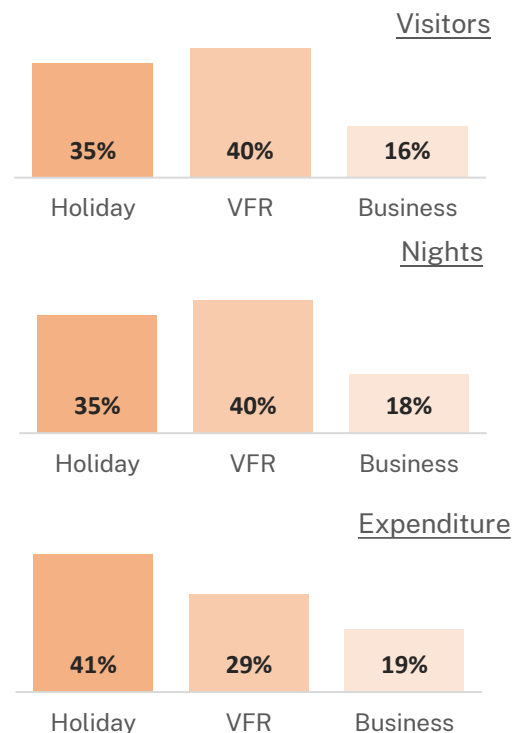


Travel party

31% of the visitors were travelling alone



Purpose of visit



Transport

Self-drive Land Vehicle, 95%
Other Land Transport (Bus, Train, etc.), n/p
Aircraft, n/p
Other or Mixed Transport, n/p

Gender

48% (Male) 52% (Female)

*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

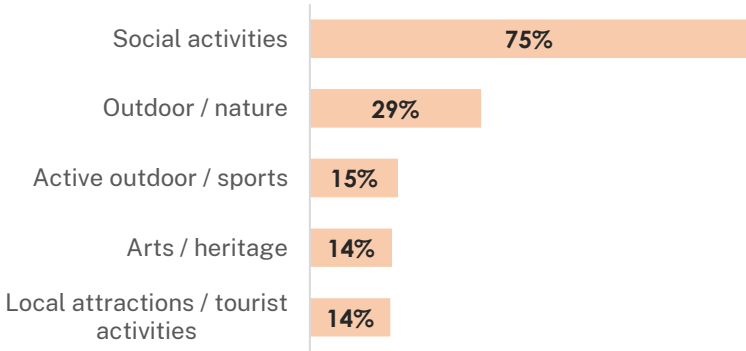
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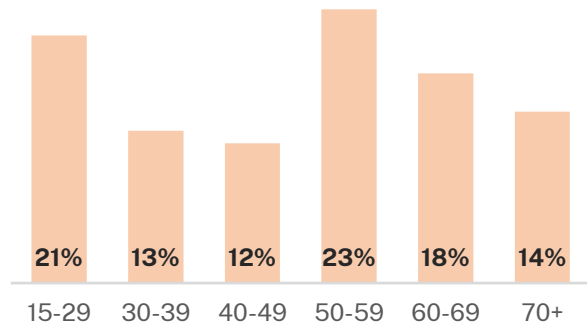


Top 5 activities

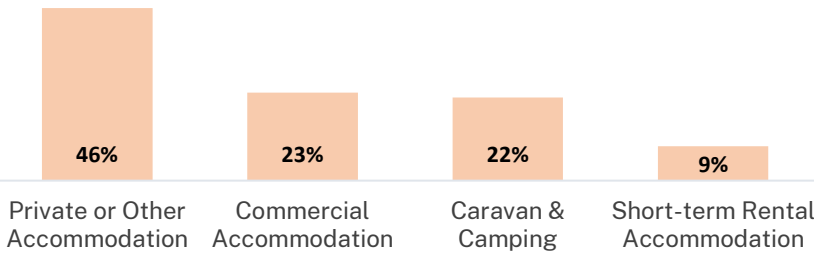


Age

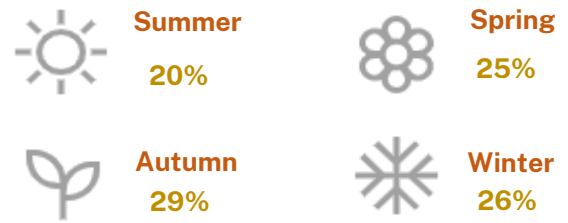
50-59 years' was the largest age group of the visitors to the region



Accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

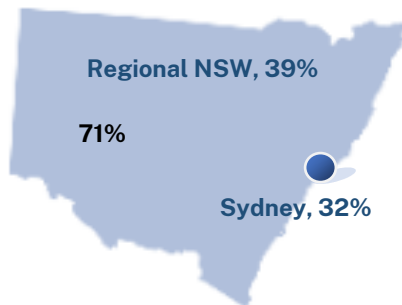
Visitors: 3.0m (+19.5% YoY)
Expenditure: \$371.3m (+12.0% YoY)

\$ Average spend \$124 per visitor

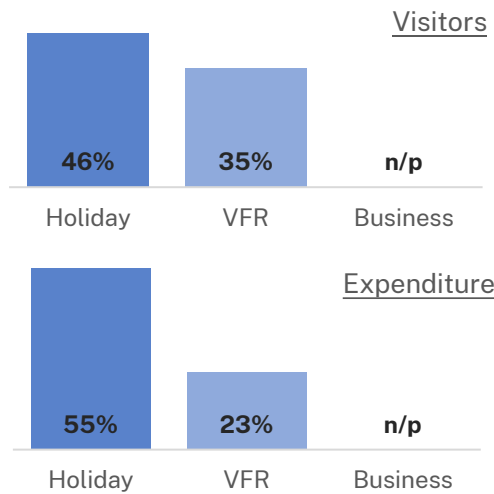
#7 for visitors
#9 for expenditure
In Regional NSW

Origin

71% of the visitors to the region came from New South Wales



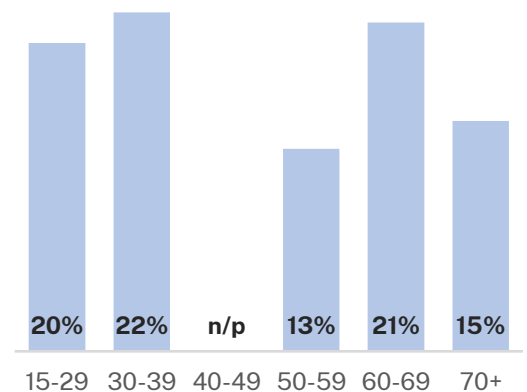
Purpose of visit



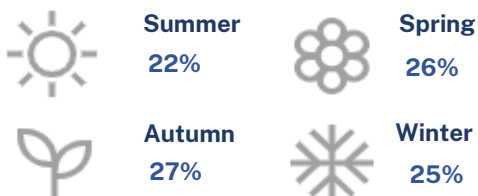
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Age

'30-39 years' was the largest age group of the visitors to the region



Travel season*



*by month returned from the trip

Transport



Gender

