

Travel to Central NSW Tourism Region

Year ended September 2024



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

OVERVIEW

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
GRAND TOTAL (overnight & daytrip)											
Visitors ('000)	4,912	4,988	5,511	5,882	6,468	n/p	n/p	n/p	n/p	5,735	-
Nights ('000)	6,012	6,534	7,542	8,591	8,265	n/p	n/p	n/p	n/p	8,352	-
Expenditure (\$ million)	n/p	\$1,181	\$1,405	\$1,557	\$1,968	n/p	n/p	n/p	n/p	\$2,652	-
OVERNIGHT (international & domestic)											
Visitors ('000)	2,001	2,148	2,529	2,852	2,979	n/p	n/p	n/p	n/p	2,835	-
Nights ('000)	6,012	6,534	7,542	8,591	8,265	n/p	n/p	n/p	n/p	8,352	-
Expenditure (\$ million)	\$861	\$865	\$997	\$1,150	\$1,368	n/p	n/p	n/p	n/p	\$2,002	-
DOMESTIC (overnight & daytrip)											
Visitors ('000)	4,876	4,944	5,471	5,841	6,428	4,760	4,731	5,658	5,880	5,693	-3.2%
Nights ('000)	5,209	5,866	6,897	7,820	7,351	5,698	6,447	6,879	7,605	6,955	-8.5%
Expenditure (\$ million)	\$1,205	\$1,152	\$1,368	\$1,520	\$1,934	\$1,402	\$1,734	\$1,956	\$2,553	\$2,559	0.2%

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

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	1,965	2,105	2,490	2,811	2,939	2,099	2,300	2,522	2,733	2,794	2.2%
Nights (000)	5,209	5,866	6,897	7,820	7,351	5,698	6,447	6,879	7,605	6,955	-8.5%
Average Length of Stay	2.7	2.8	2.8	2.8	2.5	2.7	2.8	2.7	2.8	2.5	-10.5%
Expenditure (\$ million)	\$824	\$837	\$961	\$1,113	\$1,334	\$1,030	\$1,322	\$1,439	\$1,828	\$1,909	4.4%
Spend per visitor per night (\$)	\$158	\$143	\$139	\$142	\$181	\$181	\$205	\$209	\$240	\$274	14.2%
Intrastate visitors (000)	1,445	1,560	1,939	2,225	2,322	1,651	1,915	2,100	2,244	2,148	-4.3%
Interstate visitors (000)	520	545	551	586	616	448	384	421	489	646	32.2%
Intrastate nights (000)	3,733	4,273	5,092	5,808	5,458	4,410	5,296	5,627	6,243	5,386	-13.7%
Interstate nights (000)	1,476	1,593	1,805	2,012	1,893	1,288	1,151	1,253	1,362	1,569	15.2%
Intrastate expenditure (\$ million)	\$604	\$595	\$725	\$833	\$1,051	\$772	\$1,046	\$1,215	\$1,510	\$1,420	-6.0%
Interstate expenditure (\$ million)	\$220	\$242	\$236	\$280	\$282	\$258	\$276	\$224	\$318	\$489	53.7%

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	718	747	789	1,135	1,032	645	880	1,013	973	1,048	7.7%
Visiting Friends & Relatives	706	697	902	958	1,065	663	742	777	925	874	-5.5%
Business	380	438	504	491	587	621	471	550	611	665	8.9%
Other	195	243	331	255	281	194	235	202	258	242	-6.4%
Total	1,965	2,105	2,490	2,811	2,939	2,099	2,300	2,522	2,733	2,794	2.2%
Nights (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	1,828	2,106	2,358	2,696	2,555	1,766	2,376	2,446	2,934	2,662	-9.2%
Visiting Friends & Relatives	2,191	2,169	2,776	2,524	2,831	1,803	2,118	2,259	2,279	2,315	1.6%
Business	736	1,015	1,105	1,804	1,293	1,685	1,320	1,755	1,753	1,422	-18.9%
Other	454	575	659	797	671	444	634	419	639	555	-13.1%
Total	5,209	5,866	6,897	7,820	7,351	5,698	6,447	6,879	7,605	6,955	-8.5%

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

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DOMESTIC OVERNIGHT TRAVEL

Origin

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Sydney	591	612	727	872	912	694	933	949	1,017	981	-3.6%
Regional NSW	854	948	1,212	1,353	1,410	957	982	1,151	1,227	1,167	-4.9%
Total Intrastate	1,445	1,560	1,939	2,225	2,322	1,651	1,915	2,100	2,244	2,148	-4.3%
Victoria	204	184	203	165	235	154	176	164	193	208	8.2%
Queensland	194	237	207	266	249	184	112	n/p	155	297	91.8%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	63	n/p	n/p	n/p	-
Other Interstate	69	56	84	83	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	520	545	551	586	616	448	384	421	489	646	32.2%
Grand Total	1,965	2,105	2,490	2,811	2,939	2,099	2,300	2,522	2,733	2,794	2.2%

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	527	584	730	850	788	534	604	690	814	735	-9.7%
35-54	736	689	807	973	969	780	781	820	867	984	13.5%
55+	702	832	953	988	1,182	785	915	1,012	1,052	1,075	2.2%
Total	1,965	2,105	2,490	2,811	2,939	2,099	2,300	2,522	2,733	2,794	2.2%

Travel Party

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	571	590	737	870	871	748	677	697	771	837	8.6%
Adult couple	559	644	691	702	771	509	648	739	701	690	-1.7%
Family group - parents and children	369	339	420	451	456	310	384	390	429	574	33.7%
Friends/relatives travelling together	376	401	493	631	634	387	500	519	649	483	-25.6%
Other travel party	n/p	130	n/p	157	207	145	91	177	182	n/p	-
Total	1,965	2,105	2,490	2,811	2,939	2,099	2,300	2,522	2,733	2,794	2.2%

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

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INTERNATIONAL TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	36	43	40	41	40	n/p	n/p	n/p	n/p	42	-
Nights (000)	804	668	645	771	914	n/p	n/p	n/p	n/p	1,397	-
Average Length of Stay	22.1	15.5	16.1	18.7	22.7	-	-	-	-	33.7	-
Expenditure (\$ million)	n/p	\$28	\$37	\$37	\$34	n/p	n/p	n/p	n/p	\$93	-
Spend per visitor per night (\$)	-	\$42	\$57	\$48	\$38	-	-	-	-	\$67	-

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	17	24	21	22	19	n/p	n/p	n/p	n/p	17	-
Visiting Friends & Relatives	13	15	14	11	15	n/p	n/p	n/p	n/p	17	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Education	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	36	43	40	41	40	n/p	n/p	n/p	n/p	42	-

Origin (Top 3 based on latest time period)

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
New Zealand	n/p	10	10	n/p	n/p	n/p	n/p	n/p	n/p	8	-
United Kingdom	7	n/p	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 Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	13	17	14	14	15	n/p	n/p	n/p	n/p	13	-
35-54	10	12	14	10	12	n/p	n/p	n/p	n/p	12	-
55+	13	15	12	17	13	n/p	n/p	n/p	n/p	17	-
Total	36	43	40	41	40	n/p	n/p	n/p	n/p	42	-

Travel Party

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Travelling alone	23	23	22	26	24	n/p	n/p	n/p	n/p	28	-
Adult couple	7	12	n/p	9	n/p	n/p	n/p	n/p	n/p	n/p	-
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	36	43	40	41	40	n/p	n/p	n/p	n/p	42	-

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DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Visitors (000)	2,911	2,840	2,982	3,030	3,490	2,661	2,432	3,136	3,147	2,900	-7.9%
Expenditure (\$ million)	\$381	\$316	\$408	\$407	\$600	\$372	\$413	\$518	\$725	\$650	-10.3%
Spend per visitor (\$)	\$131	\$111	\$137	\$134	\$172	\$140	\$170	\$165	\$230	\$224	-2.7%

Purpose of Visit

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Holiday	1,133	1,069	1,248	1,183	1,370	927	1,006	1,381	1,104	1,049	-5.0%
Visiting Friends & Relatives	711	640	657	721	667	718	407	587	792	n/p	-
Business	n/p	n/p	n/p	479	556	364	430	745	n/p	n/p	-
Other	797	751	771	647	897	652	589	423	819	n/p	-
Total	2,911	2,840	2,982	3,030	3,490	2,661	2,432	3,136	3,147	2,900	-7.9%

Origin

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
Sydney	n/p	n/p	480	n/p	458	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	2,524	2,400	2,451	2,593	2,918	2,241	2,077	2,772	2,759	2,430	-11.9%
Total Intrastate	2,784	2,750	2,932	2,974	3,375	2,623	2,395	3,101	3,112	2,810	-9.7%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,911	2,840	2,982	3,030	3,490	2,661	2,432	3,136	3,147	2,900	-7.9%

Age

Visitors (000)	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	YE Sep 2022	YE Sep 2023	YE Sep 2024	% change 2024 vs. 2023
15-34	791	757	901	791	1,023	526	642	931	1,042	n/p	-
35-54	846	945	775	1,121	1,236	911	714	941	908	990	9.1%
55+	1,273	1,138	1,307	1,118	1,230	1,224	1,075	1,265	1,197	1,165	-2.7%
Total	2,911	2,840	2,982	3,030	3,490	2,661	2,432	3,136	3,147	2,900	-7.9%

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