Capital Country received nearly 1.2 million domestic overnight visitors – down by 1.5% on YE Jun 14. Visitors spent over 2.9 million nights in the region - up by 3.0% on YE Jun 14.

Note: The number of domestic overnight trips to regional New South Wales increased by 3.0 percent on last year and by 9.9 percent* compared to four years ago.

Market share
The region received 6.1% of visitors and 4.6% of nights in regional NSW. Compared to YE Jun 14, the share of visitors was down by 0.3% pts and the share of nights was unchanged.

Purpose of visit to the region

- ‘Visiting friends and relatives (VFR)’ (39.5%) was the largest purpose of visit for visitors to the region, followed by ‘holiday’ (33.3%) and ‘business’ (17.7%). Compared to YE Jun 14, visitors who travelled for ‘VFR’ grew by 1.6% while ‘holiday’ declined by 13.8% and ‘business’ increased by 3.3%.

- ‘VFR’ (38.0%) was the largest purpose in terms of nights in the region, followed by ‘holiday’ (32.9%) and ‘business’ (21.2%). Compared to YE Jun 14, nights spent for ‘VFR’ grew by 8.8% while ‘holiday’ declined by 12.2% and ‘business’ increased by 12.5%.

Accommodation

- ‘Friends or relatives property’ (46.5%) was the most popular accommodation used for nights in the region, followed by ‘standard hotel or motor inn, below 4 star’ (18.9%) and ‘caravan park or commercial camping ground’ (8.7%).

Regional NSW (40.2%) was the largest source of visitors to the region, followed by Sydney (36.6%) and Victoria (9.7%). Compared to YE Jun 14, the regional NSW source market declined by 1.0% and Sydney decreased by 6.4%. Over the same period, Victoria declined by 2.4% while the ACT grew by 29.6% and Queensland decreased by 22.4%.

Regional NSW (39.3%) was the largest source market in terms of nights in the region, followed by Sydney (33.3%) and Victoria (11.5%). Compared to YE Jun 14, nights spent by visitors from regional NSW declined by 5.7% while nights from Sydney grew marginally. Over the same period, nights by Victorians grew by 13.1% and Queensland nights increased by 55.4% while nights by visitors from the ACT grew by 18.9%.

Activities

- ‘Eat out, dine at a restaurant or cafe’ (48.5%) was the most popular activity undertaken by visitors to the region, followed by ‘visit friends and relatives’ (45.4%) and ‘sightseeing or looking around’ (20.1%).

Age

- ‘50 to 59 years’ (22.0%) was the largest age group of visitors to the region, followed by ‘60 to 69 years’ (18.9%) and ‘15 to 29 years’ (16.1%).

Travel party

- ‘Adult couple’ (30.7%) was the most common travel party amongst visitors to the region, followed by ‘alone’ (24.8%).

Expenditure (incl airfares and transport costs)
Domestic overnight visitors spent $370 million in the region - up by 2.9% on YE Jun 14. On average, they spent $125 per night – down by 0.1% on YE Jun 14.

(1) Source: National Visitor Survey (NVS), YE Jun 15, Tourism Research Australia (TRA)

Capital Country includes Bowral, Goulburn, Yass, Young.

* The percentage change is statistically significant.

np = Not published due to insufficient sample.
Capital Country received 22,700 international overnight visitors - down by 7.5% on YE Jun 14. Visitors spent 613,400 nights in the region - up by 3.8% on YE Jun 14.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 9.6 percent* on last year and by 9.9 percent* compared to four years ago.

Market share
The region received 3.4% of visitors and 4.9% of nights in regional NSW. Compared to YE Jun 14, the share of visitors was down by 0.6% pts and the share of nights was up by 0.2% pts.

Purpose of visit to the region
‘Holiday’ (44.8%) was the largest purpose of visit for visitors to the region, followed by ‘visiting friends and relatives (VFR)’ (35.7%). Compared to YE Jun 14, visitors who travelled for ‘holiday’ declined by 22.7% and ‘VFR’ decreased by 6.9%.

Origin – share of visitors to the region

<table>
<thead>
<tr>
<th>Rank</th>
<th>Individual market</th>
<th>Share of international visitors to Capital Country</th>
<th>Share of international nights to Capital Country</th>
<th>Share of expenditure to Capital Country</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>YE Jun 15 YE Jun 14</td>
<td>YE Jun 15 YE Jun 14</td>
<td>YE Jun 15 YE Jun 14</td>
</tr>
<tr>
<td>1</td>
<td>United Kingdom</td>
<td>20.4% 20.8%</td>
<td>Europe 38.2% 38.3%</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>New Zealand</td>
<td>16.2% 19.0%</td>
<td>North America 20.7% 17.9%</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Canada</td>
<td>np 9.2%</td>
<td>Asia 20.3% 20.9%</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>USA</td>
<td>16.7% 8.7%</td>
<td>New Zealand &amp; Oceania 18.4% 20.6%</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Germany</td>
<td>np 5.9%</td>
<td>Other Countries np np</td>
<td></td>
</tr>
</tbody>
</table>

The United Kingdom (20.8%) was the region’s largest individual source market of visitors, followed by New Zealand (19.0%) and Canada (9.2%).

Accommodation
‘Friends or relatives property’ (34.9%) was the most popular form of accommodation used by visitors in the region, followed by ‘standard hotel or motor inn, below 4 star’ (25.1%) and ‘rented house, apartment, flat or unit’ (9.9%).

Age
‘15 to 29 years’ (33.5%) was the largest age group of visitors to the region, followed by ‘60 to 69 years’ (21.0%) and ‘30 to 39 years’ (17.0%).

Expenditure (incl pre-paid package expenditure)
Expenditure by international overnight visitors in the region is statistically unreliable.

(4) Source: Modelled international overnight visitor expenditure in Australia’s regions, YE Jun 15, TRA.

Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Jun 15, TRA

np = Not published due to insufficient sample.

(5) Source: NVS, YE Jun 15, TRA

Notes and further information
Due to changes to the National Visitor Survey (NVS) methodology, care should be taken when comparing year ending June 2015 survey results with those from previous years. These changes represent a break in the time series.

For more information on the NVS methodology changes please see www.tara.gov.au/News&Media/Factsheets-2014_updates_to_the_IVS/NVS.

Please see www.destinationnsw.com.au for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.