Capital Country visitor profile
Year ending June 2019
Source: National and International Visitor Survey, Tourism Research Australia.

FACT SHEET

Total Domestic and International visitation to Capital Country (spend, visitors and nights)

| ▶️ SPEND | $945 m | up 14.9% YoY |
| ▶️ VISITORS | 5.2 m | up 18.0% YoY |
| ▶️ NIGHTS | 4.0 m | up 8.8% YoY |

Capital Country received 4% of international visitors, 6% of domestic overnight visitors and 8% of domestic daytrip visitors to Regional NSW.

DOMESTIC OVERNIGHT VISITATION

- Capital Country is Regional NSW's number 7 region for domestic overnight visitors, number 7 for nights and number 8 for expenditure.
- There were 1.6 million domestic overnight visitors (up 9.8% on the previous year) who stayed 3.5 million nights (up 8.2%) in Capital Country and spent $583 million (up 22.8%).
- The average length of stay in the region was 2.2 nights and average spend per night was $166.
- The region accounted for 6% of visitors, 4% of nights and 4% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Visiting Friends and Relatives (41%), followed by Holiday (39%) and Business (15%).
- Around 19% of the domestic overnight visitors were aged 15-29 years, followed by 40-49 years old (18%) and 50-59 years old (18%).
- 'Unaccompanied traveller' (37%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (25%) and 'friends and relatives travelling together' (19%).
- Sydney was the largest source market for visitors to the region (43%), followed by Regional NSW (33%) and South Coast (11%). Visitors from interstate accounted for 25% of the region’s visitors.

TREND

- From YE June 2014 to YE June 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 47.8%, up 40.3% and up 82.6%, respectively.

DOMESTIC DAY TRIP VISITATION

- Capital Country is Regional NSW's number 5 region for domestic day trip visitors and number 6 for expenditure.
- There were 3.6 million domestic day trip visitors to the Capital Country (up 22.3% on the previous year) who spent $336 million (up 4.3%). The average spend per visitor was $94
- The region accounted for 8% of visitors and 7% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (50%), followed by Visiting Friends and Relatives (30%).
- Visitors aged 15-29 years accounted for 20% of all day trippers to the region, followed by the 40-49 years old (17%) and 70+ years old (16%).

TREND

- From YE June 2014 to YE June 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 81.3% and up 111.1%, respectively.
INTERNATIONAL VISITATION

- Capital Country is Regional NSW’s number 8 region for international visitors, number 9 for nights, and number 8 for expenditure.
- There were 33,700 international visitors (up 1.2% on the previous year) who stayed 488,500 nights (up 13.4%) in Capital Country and spent $26.1 million (up 1.9%).
- The average length of stay in the region was 14.5 nights and average spend per night was $53.
- The region accounted for 4% of visitors, 3% of visitor nights and 2% of expenditure in regional NSW for YE June 2019.
- Visiting Friends and Relatives was the largest purpose of visit to the region (44%), followed by Holiday (41%).
- 26% of the visitors were aged 15-29 years.
- ‘Unaccompanied traveller’ (54%) was the most common travel party amongst visitors to the region.

TREND

- From YE June 2014 to YE June 2019, international visitors, nights and expenditure in the region recorded the following changes: up 39.2%, down 15.1% and down 8.1%, respectively.

The chart below relate to Visitors, Nights and Expenditure of International and Domestic visitors to the Capital Country for YE June 2019.