

FACT SHEET

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



SPEND
\$971 m
up 16.7% YoY



VISITORS
5.4 m
up 17.0% YoY



NIGHTS
4.3 m
up 14.4% YoY

Capital Country received 3.9% of international visitors, 6.4% of domestic overnight visitors and 7.8% of domestic daytrip visitors to Regional NSW.

DOMESTIC OVERNIGHT VISITATION

- Capital Country is Regional NSW's number 7 region for domestic overnight visitors and nights, and number 8 for expenditure.
- There were 1.7 million domestic overnight visitors (up 14.6% on the previous year) who stayed 3.8 million nights (up 17.1%) in Capital Country and spent \$634 million (up 27.3%).
- The average length of stay in the region was 2.2 nights and average spend per night was \$167.
- The region accounted for 6.4% of visitors, 4.3% of nights and 4.4% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Visiting Friends and Relatives (39%), followed by Holiday (36%) and Business (20%).
- 21% of the domestic overnight visitors were aged 50-59 years, followed by 15-29 years old (18%) and 70+ years old (17%).
- 'Unaccompanied traveller' (36%) was the most common travel party among visitors to the region, followed by 'adult couple' (26%) and 'friends and relatives travelling together' (20%).
- Sydney was the largest source market for visitors to the region (44%), followed by Regional NSW (30%) and ACT (10%). Visitors from interstate accounted for 26% of the region's visitors.

TREND

- From YE December 2014 to YE December 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 67.9%, up 49.4% and up 97.9%, respectively.

DOMESTIC DAY TRIP VISITATION

- Capital Country is Regional NSW's number 6 region for domestic day trip visitors and number 7 for expenditure.
- There were 3.7 million domestic day trip visitors to the Capital Country (up 18.5% on the previous year) who spent \$314 million (up 2.1%). The average spend per visitor was \$86.
- The region accounted for 7.8% of visitors and 6.1% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (48%), followed by Visiting Friends and Relatives (30%) and Business (16%).
- Visitors aged 15-29 years and 60-69 years old accounted for 18% each of all day trippers to the region, followed by the 50-59 years old (17%) and 40-49 years old (16%).

TREND

- From YE December 2014 to YE December 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 59.4% and up 63.1%, respectively.

FACT SHEET – Cont'd

INTERNATIONAL VISITATION

- Capital Country is Regional NSW's number 8 region for international visitors, and number 9 for nights and expenditure.
- There were 33,200 international visitors (down 8.5% on the previous year) who stayed 480,600 nights (down 3.3%) in Capital Country and spent \$22.2 million (down 15.0%).
- The average length of stay in the region was 14.5 nights and average spend per night was \$46.
- The region accounted for 3.9% of visitors, 3.3% of visitor nights and 2.2% of expenditure in Regional NSW for YE December 2019.
- Holiday was the largest purpose of visit to the region (46%), followed by Visiting Friends and Relatives (45%) and Employment*.
- 27% of the visitors were aged 15-29 years, followed by 60-69 years old* and 50-59 years old*.
- 'Unaccompanied traveller' (43%) was the most common travel party among visitors to the region, followed by 'adult couple*' and 'family groups with children*'.
*Data are not publishable
- United Kingdom* was the region's largest source market for visitors, followed by New Zealand* and United States of America*.

TREND

- From YE December 2014 to YE December 2019, international visitors, nights and expenditure in the region recorded the following changes: up 57.0%, down 25.3% and down 8.8%, respectively.

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

