

## FACT SHEET

Total Domestic and International visitation to Central NSW (spend, visitors and nights)

 **SPEND**  
\$2.0 b  
up 14.3% YoY

 **VISITORS**  
6.6 m  
up 11.4% YoY

 **NIGHTS**  
7.8 m  
down 12.2% YoY

Central NSW received 4.9% of international visitors, 10.4% of domestic overnight visitors and 8.0% of domestic daytrip visitors to Regional NSW.

### DOMESTIC OVERNIGHT VISITATION

- Central NSW is Regional NSW's number 4 region for domestic overnight visitors, nights and expenditure.
- There were 2.8 million domestic overnight visitors (down 2.5% on the previous year) who stayed 7.2 million nights (down 10.6%) in Central NSW and spent \$1.3 billion (up 5.5%).
- The average length of stay in the region was 2.5 nights and average spend per night was \$180.
- The region accounted for 10.4% of visitors, 8.2% of nights and 9.0% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Visiting Friends and Relatives and Holiday (35% each), followed by Business (21%).
- 20% of the domestic overnight visitors were aged 15-29 years, followed by 50-59 years old (19%), 60-69 years old (18%) and 40-49 years old (17%).
- 'Unaccompanied traveller' (30%) was the most common travel party among visitors to the region, followed by 'adult couple' (25%) and 'friends and relatives travelling together' (20%).
- Regional NSW was the largest source market for visitors to the region (48%), followed by Sydney (31%). Visitors from interstate accounted for 21% 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 47.4%, up 42.9% and up 80.4%, respectively.

### DOMESTIC DAY TRIP VISITATION

- Central NSW is Regional NSW's number 5 region for domestic day trip visitors and 4 for expenditure.
- There were 3.8 million domestic day trip visitors to the Central NSW (up 24.9% on the previous year) who spent \$635 million (up 41.3%). The average spend per visitor was \$169.
- The region accounted for 8.0% of visitors and 12.3% of expenditure in Regional NSW.
- The majority of visitors to NSW came for the purpose of Holiday (38%), followed by Visiting Friends and Relatives (21%) and Business (15%).
- Visitors aged 40-49 years accounted for 20% of all day trippers to the region, followed by the 50-59 years old and 30-39 years old (18% each), and 60-69 years old (17%).

#### TREND

- From YE December 2014 to YE December 2019, domestic day trip visitors and expenditure in the region recorded the following changes: up 45.4% and up 83.0%, respectively.

## FACT SHEET – Cont'd

### INTERNATIONAL VISITATION

- Central NSW is Regional NSW's number 6 region for international visitors and nights, and number 7 for expenditure.
- There were 41,800 international visitors (down 2.0% on the previous year) who stayed 681,600 nights (down 25.5%) in Central NSW and spent \$32.3 million (down 18.5%).
- The average length of stay in the region was 16.3 nights and average spend per night was \$47.
- The region accounted for 4.9% of visitors, 4.7% of visitor nights and 3.1% of expenditure in Regional NSW for YE December 2019.
- Holiday was the largest purpose of visit to the region (54%), followed by Visiting Friends and Relatives (29%) and Business\*.
- 26% of the visitors were aged 15-29 years, followed by 60-69 years old\* and 50-59 years old\*.
- 'Unaccompanied traveller' (52%) was the most common travel party among visitors to the region, followed by 'adult couple'\* and 'family groups with children'\*.
- New Zealand\* was the region's largest source market for visitors, followed by United Kingdom\* 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 4.1%, down 23.7% and up 2.2%, respectively.

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

