

Travel to Central NSW Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	4,015	4,151	4,582	4,491	4,554	4,757	5,015	5,734	5,965	6,643	11.4%
Nights ('000)	4,992	5,716	6,297	5,788	5,902	6,201	6,227	8,019	8,923	7,837	-12.2%
Expenditure (\$ million)*	\$938	\$1,013	\$1,134	\$1,257	\$1,094	\$1,197	\$1,164	\$1,434	\$1,713	\$1,958	14.3%

Overnight - Int'l & domestic

Visitors ('000)	1,689	1,831	1,952	1,849	1,961	2,025	2,141	2,632	2,947	2,872	-2.5%
Nights ('000)	4,992	5,716	6,297	5,788	5,902	6,201	6,227	8,019	8,923	7,837	-12.2%
Expenditure (\$ million)*	\$661	\$716	\$801	\$795	\$747	\$862	\$854	\$1,016	\$1,263	\$1,322	4.7%

Domestic - overnight & daytrip

Visitors ('000)	3,979	4,110	4,543	4,455	4,514	4,719	4,975	5,695	5,923	6,602	11.5%
Nights ('000)	4,488	5,106	5,373	5,122	5,009	5,302	5,729	7,282	8,008	7,155	-10.6%
Expenditure (\$ million)*	\$916	\$984	\$1,081	\$1,226	\$1,062	\$1,151	\$1,139	\$1,401	\$1,673	\$1,925	15.1%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	1,653	1,790	1,912	1,812	1,921	1,986	2,101	2,594	2,905	2,831	-2.5%
Nights (000)	4,488	5,106	5,373	5,122	5,009	5,302	5,729	7,282	8,008	7,155	-10.6%
Average Length of Stay	2.7	2.9	2.8	2.8	2.6	2.7	2.7	2.8	2.8	2.5	-8.3%
Expenditure (\$ million)*	\$639	\$688	\$749	\$764	\$715	\$816	\$829	\$984	\$1,223	\$1,290	5.5%
Spend per visitor per night (\$)	\$142	\$135	\$139	\$149	\$143	\$154	\$145	\$135	\$153	\$180	18.0%
Intrastate visitors (000)	1,261	1,382	1,483	1,453	1,457	1,488	1,576	2,053	2,257	2,223	-1.5%
Interstate visitors (000)	392	408	430	360	464	499	525	540	647	608	-6.1%
Intrastate nights (000)	3,363	3,712	3,984	3,484	3,699	3,864	4,190	5,451	5,839	5,330	-8.7%
Interstate nights (000)	1,125	1,394	1,389	1,639	1,310	1,438	1,539	1,831	2,169	1,825	-15.8%
Intrastate expenditure (\$million)	\$513	\$530	\$587	\$523	\$545	\$604	\$599	\$746	\$907	\$995	9.7%
Interstate expenditure (\$ million)	\$126	\$158	\$162	\$241	\$170	\$212	\$230	\$238	\$316	\$295	-6.7%

Purpose of Visit

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	694	641	696	666	682	716	760	835	1,140	989	-13.3%
Visiting Friends & Relatives	570	635	750	665	664	691	720	974	957	1,004	4.9%
Business	276	358	345	356	365	412	404	511	550	598	8.9%
Other	142	172	132	139	234	199	249	305	285	267	-6.4%
Total	1,653	1,790	1,912	1,812	1,921	1,986	2,101	2,594	2,905	2,831	-2.5%

	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	1,851	1,789	2,100	1,740	1,855	1,824	2,192	2,416	2,768	2,427	-12.3%
Visiting Friends & Relatives	1,774	1,931	2,087	1,859	1,911	2,103	2,090	3,065	2,560	2,514	-1.8%
Business	588	1,064	895	1,278	786	816	957	1,181	1,808	1,557	-13.9%
Other	275	322	292	245	457	559	490	619	871	657	-24.6%
Total	4,488	5,106	5,373	5,122	5,009	5,302	5,729	7,282	8,008	7,155	-10.6%

Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Regional NSW	739	769	875	819	891	880	955	1,284	1,368	1,350	-1.3%
Sydney	521	613	607	634	566	608	621	770	889	873	-1.9%
Total Intrastate	1,261	1,382	1,483	1,453	1,457	1,488	1,576	2,053	2,257	2,223	-1.5%
Victoria	157	202	146	125	157	196	190	190	209	225	7.4%
Queensland	n/p	n/p	177	n/p	182	174	211	223	278	239	-14.4%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	53	52	62	60	n/p	66	n/p	70	90	n/p	-
Total Interstate	392	408	430	360	464	499	525	540	647	608	-6.1%
Grand Total	1,653	1,790	1,912	1,812	1,921	1,986	2,101	2,594	2,905	2,831	-2.5%

Travel to Central NSW Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
15-29	272	359	310	353	401	364	443	597	590	570	-3.2%
30-39	323	300	250	275	223	261	279	349	510	379	-25.6%
40-49	301	307	378	326	314	401	336	498	442	475	7.6%
50-59	319	366	382	345	392	381	390	426	531	548	3.2%
60-69	271	338	384	328	404	386	423	412	487	506	3.7%
70+	167	121	208	185	186	193	230	311	346	352	2.0%
Total	1,653	1,790	1,912	1,812	1,921	1,986	2,101	2,594	2,905	2,831	-2.5%

Travel Party

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Travelling alone	364	400	459	349	567	576	582	799	895	857	-4.3%
Adult couple	450	495	567	605	525	533	669	663	742	721	-2.9%
Family group - parents and children	427	409	420	387	362	379	357	402	443	479	8.1%
Friends or relatives travelling together with(out) children	299	330	335	296	367	375	398	549	670	562	-16.2%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	164	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,653	1,790	1,912	1,812	1,921	1,986	2,101	2,594	2,905	2,831	-2.5%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Eat out / dine at a restaurant and/or cafe	794	827	929	977	919	1,034	1,151	1,467	1,658	1,641	-1.0%
Visit friends & relatives	666	783	902	755	873	865	835	1,100	1,146	1,141	-0.4%
Pubs, clubs, discos etc	333	372	458	316	425	476	493	638	747	783	4.9%
Sightseeing/looking around	372	401	425	384	313	383	387	469	699	547	-21.8%
Go shopping for pleasure	247	325	299	338	288	359	308	377	528	339	-35.8%

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Friends or relatives property	1,903	2,124	2,308	1,941	2,283	2,380	2,107	3,304	2,654	2,554	-3.8%
Standard hotel/motor inn (below 4 star)	1,226	1,228	1,119	1,131	1,064	1,065	1,361	1,564	1,659	1,707	2.9%
Caravan park or commercial camping ground	483	460	590	521	522	579	592	572	619	787	27.3%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Private vehicle or company car	1,492	1,591	1,667	1,643	1,687	1,802	1,879	2,279	2,672	2,516	-5.9%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	154	n/p	n/p	-
Self-drive motorhome or campervan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	37	41	39	36	40	38	40	39	43	42	-2.0%
Nights (000)	503	610	924	666	893	899	498	737	915	682	-25.5%
Average Length of Stay	13.8	15.0	23.5	18.4	22.3	23.4	12.4	19.0	21.5	16.3	-24.0%
Expenditure (\$ million)*	\$22	\$29	\$52	\$31	\$32	\$46	\$25	\$32	\$40	\$32	-18.5%
Spend per visitor per night (\$)	\$43	\$47	\$57	\$47	\$35	\$51	\$50	\$44	\$43	\$47	9.4%

Purpose of Visit

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	20	19	18	18	19	19	23	23	20	23	13.6%
Visiting Friends & Relatives	10	14	12	12	14	12	15	10	16	12	-24.5%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Employment	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	37	41	39	36	40	38	40	39	43	42	-2.0%

Travel to Central NSW Tourism Region

Year ended December 2019



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	% change YE Dec19 vs. YE Dec18
Visitors (000)	2,326	2,320	2,630	2,642	2,593	2,733	2,874	3,102	3,018	3,771	24.9%
Expenditure (\$ million)*	\$277	\$297	\$332	\$462	\$347	\$335	\$310	\$417	\$450	\$635	41.3%
Spend per visitor (\$)	\$119	\$128	\$126	\$175	\$134	\$123	\$108	\$134	\$149	\$169	13.1%

Main Purpose of Trip

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Holiday	1,153	981	1,235	1,160	1,066	1,084	1,085	1,200	1,241	1,447	16.6%
Visiting Friends & Relatives	471	516	651	489	606	638	678	712	679	798	17.5%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	553	-
Other	364	526	n/p	553	639	686	769	815	609	974	59.7%
Total	2,326	2,320	2,630	2,642	2,593	2,733	2,874	3,102	3,018	3,771	24.9%

Origin

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,937	1,898	2,318	2,240	2,158	2,374	2,409	2,596	2,492	3,196	28.2%
Total Intrastate	2,295	2,290	2,627	2,626	2,540	2,619	2,803	3,042	2,905	3,716	27.9%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,326	2,320	2,630	2,642	2,593	2,733	2,874	3,102	3,018	3,771	24.9%

Age

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
15-29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	582	-
30-39	462	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	667	-
40-49	n/p	n/p	n/p	n/p	543	n/p	n/p	n/p	n/p	740	-
50-59	396	n/p	409	454	428	488	548	534	497	683	37.5%
60-69	272	437	339	474	490	571	566	595	518	638	23.3%
70+	n/p	n/p	345	304	n/p	338	378	456	356	460	29.4%
Total	2,326	2,320	2,630	2,642	2,593	2,733	2,874	3,102	3,018	3,771	24.9%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Eat out / dine at a restaurant and/or cafe	900	975	1,034	1,117	1,069	1,140	1,274	1,460	1,453	1,563	7.5%
Visit friends & relatives	599	622	832	708	826	838	867	819	844	934	10.7%
Go shopping for pleasure	594	742	805	923	627	681	711	760	719	838	16.5%
Pubs, clubs, discos etc	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Sightseeing/looking around	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% change YE Dec19 vs. YE Dec18
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	
Private vehicle or company car	2,242	2,264	2,554	2,552	2,492	2,597	2,833	3,024	2,908	3,634	25.0%
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other transport	-	-	-	-	-	n/p	-	-	-	n/p	-

n/p = not publishable

Central NSW includes: Bathurst, Cowra, Dubbo, Orange and Parkes.

*The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions.

^Includes: Medical reasons, to renew visa & to explore possibility of immigration.