

Travel to Capital Country Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	3,341	3,653	3,504	3,063	3,562	3,615	3,821	4,485	4,774	5,189	8.7%
Nights ('000)	2,591	2,792	3,215	2,742	3,278	3,433	3,343	3,677	3,547	4,442	25.2%
Expenditure (\$ million)*	\$521	\$601	\$567	\$554	\$568	\$570	\$620	\$838	\$852	\$925	8.6%

Overnight - Int'l & domestic

Visitors ('000)	993	1,055	1,160	1,078	1,069	1,217	1,236	1,489	1,487	1,705	14.7%
Nights ('000)	2,591	2,792	3,215	2,742	3,278	3,433	3,343	3,677	3,547	4,442	25.2%
Expenditure (\$ million)*	\$320	\$343	\$374	\$368	\$360	\$375	\$394	\$488	\$522	\$616	18.2%

Domestic - overnight & daytrip

Visitors ('000)	3,318	3,629	3,482	3,041	3,536	3,589	3,789	4,451	4,740	5,159	8.8%
Nights ('000)	2,278	2,394	2,872	2,324	2,520	2,898	2,823	3,221	3,039	3,967	30.5%
Expenditure (\$ million)*	\$504	\$578	\$553	\$527	\$537	\$549	\$601	\$803	\$827	\$898	8.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	970	1,031	1,139	1,057	1,043	1,191	1,203	1,455	1,453	1,675	15.3%
Nights (000)	2,278	2,394	2,872	2,324	2,520	2,898	2,823	3,221	3,039	3,967	30.5%
Average Length of Stay	2.3	2.3	2.5	2.2	2.4	2.4	2.3	2.2	2.1	2.4	13.2%
Expenditure (\$ million)*	\$304	\$320	\$360	\$341	\$329	\$353	\$376	\$452	\$496	\$589	18.7%
Spend per visitor per night (\$)	\$133	\$134	\$125	\$147	\$131	\$122	\$133	\$140	\$163	\$149	-9.1%
Intrastate visitors (000)	742	771	824	798	793	895	897	1,129	1,094	1,232	12.7%
Interstate visitors (000)	228	260	314	258	251	296	306	326	359	443	23.4%
Intrastate nights (000)	1,721	1,747	1,887	1,697	1,835	2,053	2,067	2,272	2,270	2,651	16.8%
Interstate nights (000)	557	646	985	627	685	845	756	950	769	1,316	71.1%
Intrastate expenditure (\$million)	\$229	\$232	\$248	\$265	\$248	\$253	\$294	\$342	\$369	\$434	17.6%
Interstate expenditure (\$ million)	\$75	\$87	\$112	\$75	\$81	\$101	\$81	\$110	\$128	\$155	21.7%

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	496	405	473	387	402	440	462	492	595	566	-4.9%
Visiting Friends & Relatives	326	409	451	459	398	497	476	612	600	637	6.3%
Business	n/p	163	n/p	155	151	159	164	246	176	364	107.0%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	89	n/p	-
Total	970	1,031	1,139	1,057	1,043	1,191	1,203	1,455	1,453	1,675	15.3%
	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	1,059	876	1,308	878	1,009	978	1,103	1,049	1,214	1,150	-5.3%
Visiting Friends & Relatives	895	1,069	1,040	1,007	995	1,342	1,065	1,516	1,194	1,402	17.4%
Business	n/p	338	n/p	359	358	370	420	462	465	1,237	166.1%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	166	n/p	-
Total	2,278	2,394	2,872	2,324	2,520	2,898	2,823	3,221	3,039	3,967	30.5%

Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Regional NSW	321	343	407	387	415	435	392	501	465	548	18.0%
Sydney	421	428	417	412	377	461	506	629	629	684	8.7%
Total Intrastate	742	771	824	798	793	895	897	1,129	1,094	1,232	12.7%
Victoria	n/p	n/p	124	114	n/p	110	n/p	104	130	138	5.9%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	176	-
Other Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Interstate	228	260	314	258	251	296	306	326	359	443	23.4%
Grand Total	970	1,031	1,139	1,057	1,043	1,191	1,203	1,455	1,453	1,675	15.3%

Travel to Capital Country Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
15-29	n/p	n/p	n/p	n/p	199	214	262	288	304	327	7.5%
30-39	163	147	n/p	n/p	153	191	n/p	243	n/p	232	-
40-49	133	159	188	184	174	200	170	207	225	258	14.6%
50-59	197	231	207	175	215	242	268	260	265	326	23.0%
60-69	170	195	224	235	157	236	263	290	281	265	-5.7%
70+	123	116	109	111	145	109	108	165	225	268	19.4%
Total	970	1,031	1,139	1,057	1,043	1,191	1,203	1,455	1,453	1,675	15.3%

Travel Party

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Travelling alone	197	215	249	245	250	290	324	400	515	611	18.6%
Adult couple	349	331	361	319	296	369	365	469	398	441	10.8%
Family group - parents and children	215	245	264	215	218	216	203	254	200	208	3.9%
Friends or relatives travelling together with(out) children	162	162	187	218	219	243	243	266	268	314	16.9%
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	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	970	1,031	1,139	1,057	1,043	1,191	1,203	1,455	1,453	1,675	15.3%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	441	430	521	497	506	632	618	778	782	809	3.5%
Visit friends & relatives	433	494	572	515	484	579	585	656	664	696	4.8%
Sightseeing/looking around	255	242	246	209	228	279	204	288	318	326	2.5%
Pubs, clubs, discos etc	113	134	213	169	174	214	257	253	263	318	20.7%
Bushwalking / rainforest walks	117	120	172	n/p	137	175	147	200	171	202	17.8%

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

	Nights (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Friends or relatives property	1,051	1,085	1,463	960	1,235	1,334	1,268	1,677	1,211	1,404	15.9%
Standard hotel/motor inn (below 4 star)	352	562	475	545	440	381	500	514	552	936	69.8%
Rented house/apartment/flat or unit	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 Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	861	902	999	943	907	1,074	1,064	1,313	1,321	1,525	15.5%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Aircraft	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 Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	24	24	22	22	26	26	33	34	34	30	-12.1%
Nights (000)	313	398	343	418	758	535	520	456	508	475	-6.3%
Average Length of Stay	13.3	16.6	15.8	19.1	29.7	20.4	15.8	13.5	14.8	15.7	6.6%
Expenditure (\$ million)*	\$16	\$24	\$14	\$28	\$31	\$21	\$19	n/p	\$25	\$27	8.3%
Spend per visitor per night (\$)	\$52	\$59	\$40	\$66	\$41	\$40	\$36	-	\$50	\$58	15.6%

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	11	12	11	11	11	12	14	13	14	13	-5.9%
Visiting Friends & Relatives	9	n/p	n/p	n/p	10	11	14	14	16	15	-7.2%
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	24	24	22	22	26	26	33	34	34	30	-12.1%

Travel to Capital Country Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	2,348	2,599	2,343	1,984	2,493	2,398	2,585	2,996	3,287	3,484	6.0%
Expenditure (\$ million)*	\$201	\$258	\$193	\$186	\$208	\$195	\$226	\$350	\$330	\$309	-6.6%
Spend per visitor (\$)	\$85	\$99	\$82	\$94	\$83	\$81	\$87	\$117	\$100	\$89	-11.8%

Main Purpose of Trip

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Holiday	1,288	1,273	1,019	881	1,326	1,131	1,333	1,482	1,725	1,650	-4.3%
Visiting Friends & Relatives	751	817	927	717	691	859	775	888	998	1,071	7.3%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	528	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,348	2,599	2,343	1,984	2,493	2,398	2,585	2,996	3,287	3,484	6.0%

Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Sydney	1,001	1,023	956	741	956	912	1,056	1,228	1,116	1,283	15.0%
Regional NSW	704	920	757	693	1,002	894	990	1,146	1,204	1,329	10.4%
Total Intrastate	1,705	1,944	1,712	1,434	1,959	1,807	2,046	2,373	2,320	2,612	12.6%
Total Interstate	643	655	631	551	535	591	539	622	967	872	-9.9%
Total	2,348	2,599	2,343	1,984	2,493	2,398	2,585	2,996	3,287	3,484	6.0%

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
15-29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	489	-
40-49	n/p	497	434	n/p	n/p	n/p	n/p	n/p	n/p	598	-
50-59	525	469	n/p	397	499	416	451	648	523	611	16.8%
60-69	428	581	425	381	583	485	561	458	544	683	25.6%
70+	n/p	n/p	299	256	n/p	388	411	413	462	576	24.7%
Total	2,348	2,599	2,343	1,984	2,493	2,398	2,585	2,996	3,287	3,484	6.0%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Eat out / dine at a restaurant and/or cafe	1,061	1,334	893	924	1,181	1,221	1,380	1,615	1,603	1,941	21.1%
Visit friends & relatives	906	983	989	767	851	880	957	1,030	1,258	1,096	-12.9%
Sightseeing/looking around	485	590	n/p	350	n/p	435	619	624	741	638	-13.9%
Go shopping for pleasure	441	459	n/p	392	744	409	439	622	646	575	-11.0%
Pubs, clubs, discos etc	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 Mar20 vs. YE Mar19
	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	
Private vehicle or company car	2,272	2,534	2,276	1,905	2,340	2,309	2,428	2,883	3,150	3,329	5.7%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable

Capital Country includes: Bowral, Goulburn, Yass and Young.

*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.