

# Travel to Central NSW 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
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	3,995	4,232	4,471	4,535	4,848	4,698	5,178	5,587	6,196	6,406	3.4%
Nights ('000)	4,989	5,925	6,414	5,474	5,669	6,484	6,586	8,221	8,617	7,425	-13.8%
Expenditure (\$ million)*	\$973	\$1,061	\$1,120	\$1,175	\$1,156	\$1,219	\$1,236	\$1,459	\$1,761	\$1,853	5.2%

### Overnight - Int'l & domestic

Visitors ('000)	1,730	1,859	1,888	1,826	1,994	2,175	2,161	2,749	2,916	2,676	-8.2%
Nights ('000)	4,989	5,925	6,414	5,474	5,669	6,484	6,586	8,221	8,617	7,425	-13.8%
Expenditure (\$ million)*	\$676	\$797	\$750	\$718	\$778	\$929	\$879	\$1,073	\$1,267	\$1,237	-2.3%

### Domestic - overnight & daytrip

Visitors ('000)	3,955	4,191	4,432	4,501	4,807	4,657	5,141	5,545	6,159	6,364	3.3%
Nights ('000)	4,486	5,101	5,719	4,666	4,919	5,559	6,128	7,415	7,689	6,840	-11.0%
Expenditure (\$ million)*	\$951	\$1,020	\$1,082	\$1,136	\$1,130	\$1,175	\$1,212	\$1,421	\$1,723	\$1,823	5.8%

## 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)	1,690	1,818	1,849	1,792	1,954	2,134	2,125	2,707	2,879	2,634	-8.5%
Nights (000)	4,486	5,101	5,719	4,666	4,919	5,559	6,128	7,415	7,689	6,840	-11.0%
Average Length of Stay	2.7	2.8	3.1	2.6	2.5	2.6	2.9	2.7	2.7	2.6	-2.8%
Expenditure (\$ million)*	\$654	\$756	\$712	\$679	\$752	\$885	\$855	\$1,035	\$1,229	\$1,208	-1.7%
Spend per visitor per night (\$)	\$146	\$148	\$124	\$146	\$153	\$159	\$140	\$140	\$160	\$177	10.5%
Intrastate visitors (000)	1,343	1,390	1,416	1,445	1,463	1,590	1,635	2,157	2,232	2,024	-9.3%
Interstate visitors (000)	346	428	433	346	490	543	490	550	647	610	-5.7%
Intrastate nights (000)	3,577	3,669	3,722	3,602	3,562	4,144	4,264	5,868	5,554	4,929	-11.3%
Interstate nights (000)	909	1,432	1,997	1,064	1,357	1,415	1,863	1,547	2,135	1,911	-10.5%
Intrastate expenditure (\$million)	\$541	\$579	\$483	\$525	\$571	\$638	\$628	\$801	\$921	\$918	-0.3%
Interstate expenditure (\$ million)	\$113	\$177	\$229	\$154	\$181	\$247	\$227	\$234	\$308	\$290	-5.9%

### 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	677	630	684	644	743	723	744	941	1,091	929	-14.8%
Visiting Friends & Relatives	614	651	751	615	667	750	756	957	1,012	873	-13.7%
Business	268	390	303	387	341	474	387	548	520	605	16.4%
Other	150	160	125	159	229	216	271	296	280	252	-10.1%
<b>Total</b>	<b>1,690</b>	<b>1,818</b>	<b>1,849</b>	<b>1,792</b>	<b>1,954</b>	<b>2,134</b>	<b>2,125</b>	<b>2,707</b>	<b>2,879</b>	<b>2,634</b>	<b>-8.5%</b>
	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	1,945	1,543	2,102	1,810	1,896	1,846	2,144	2,669	2,594	2,339	-9.8%
Visiting Friends & Relatives	1,660	2,025	2,014	1,787	1,876	2,194	2,578	2,696	2,640	2,299	-12.9%
Business	588	1,206	1,345	768	671	922	926	1,463	1,573	1,574	0.1%
Other	293	326	258	301	475	597	480	587	882	628	-28.8%
<b>Total</b>	<b>4,486</b>	<b>5,101</b>	<b>5,719</b>	<b>4,666</b>	<b>4,919</b>	<b>5,559</b>	<b>6,128</b>	<b>7,415</b>	<b>7,689</b>	<b>6,840</b>	<b>-11.0%</b>

### 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	749	835	818	823	884	960	987	1,370	1,319	1,229	-6.9%
Sydney	594	555	598	622	579	630	648	787	913	796	-12.8%
<b>Total Intrastate</b>	<b>1,343</b>	<b>1,390</b>	<b>1,416</b>	<b>1,445</b>	<b>1,463</b>	<b>1,590</b>	<b>1,635</b>	<b>2,157</b>	<b>2,232</b>	<b>2,024</b>	<b>-9.3%</b>
Victoria	158	194	149	123	167	202	182	196	215	218	1.3%
Queensland	n/p	n/p	167	n/p	179	213	206	224	249	254	2.1%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	51	54	63	53	n/p	n/p	n/p	71	92	n/p	-
<b>Total Interstate</b>	<b>346</b>	<b>428</b>	<b>433</b>	<b>346</b>	<b>490</b>	<b>543</b>	<b>490</b>	<b>550</b>	<b>647</b>	<b>610</b>	<b>-5.7%</b>
<b>Grand Total</b>	<b>1,690</b>	<b>1,818</b>	<b>1,849</b>	<b>1,792</b>	<b>1,954</b>	<b>2,134</b>	<b>2,125</b>	<b>2,707</b>	<b>2,879</b>	<b>2,634</b>	<b>-8.5%</b>

# Travel to Central NSW 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	272	333	366	337	383	369	472	638	554	564	564	1.9%
30-39	350	283	220	281	213	342	250	391	471	359	359	-23.8%
40-49	298	345	330	314	343	424	367	477	429	442	442	2.8%
50-59	336	355	364	362	411	372	406	453	531	517	517	-2.6%
60-69	279	329	401	311	411	419	395	436	509	455	455	-10.5%
70+	155	172	167	186	193	207	235	312	385	297	297	-22.9%
Total	1,690	1,818	1,849	1,792	1,954	2,134	2,125	2,707	2,879	2,634	2,634	-8.5%

## 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	389	412	428	381	536	624	616	871	802	868	868	8.3%
Adult couple	481	482	587	553	546	606	666	675	744	669	669	-10.0%
Family group - parents and children	404	437	397	389	388	368	341	432	459	421	421	-8.1%
Friends or relatives travelling together with(out) children	307	313	344	276	390	393	411	556	700	480	480	-31.5%
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	156	156	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,690	1,818	1,849	1,792	1,954	2,134	2,125	2,707	2,879	2,634	2,634	-8.5%

## 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	812	854	894	947	971	1,127	1,176	1,518	1,647	1,532	1,532	-7.0%
Visit friends & relatives	727	808	846	737	867	921	891	1,097	1,191	1,012	1,012	-15.1%
Pubs, clubs, discos etc	309	416	406	351	421	496	558	652	717	749	749	4.5%
Sightseeing/looking around	378	421	391	362	331	422	397	485	686	524	524	-23.6%
Go shopping for pleasure	263	337	290	333	300	376	297	383	525	334	334	-36.3%

## 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	1,855	2,092	2,232	1,971	2,101	2,460	2,684	2,922	2,656	2,464	2,464	-7.2%
Standard hotel/motor inn (below 4 star)	1,256	1,267	1,005	1,122	1,167	1,086	1,397	1,625	1,652	1,499	1,499	-9.3%
Caravan park or commercial camping ground	525	439	611	514	534	604	548	537	713	722	722	1.2%

## 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	1,530	1,589	1,625	1,636	1,722	1,935	1,878	2,417	2,640	2,334	2,334	-11.6%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	143	n/p	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	n/p	-

## INTERNATIONAL OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	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		
Visitors (000)	40	41	39	34	41	41	37	42	37	42	42	12.4%
Nights (000)	503	824	695	808	750	925	458	806	929	585	585	-37.0%
Average Length of Stay	12.5	20.3	17.7	23.5	18.5	22.6	12.5	19.0	25.0	14.0	14.0	-43.9%
Expenditure (\$ million)*	\$22	\$41	\$38	\$39	\$26	\$44	\$24	\$39	\$38	\$29	\$29	-23.3%
Spend per visitor per night (\$)	\$44	\$50	\$55	\$49	\$34	\$48	\$52	\$48	\$41	\$50	\$50	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	22	18	20	17	19	21	20	24	18	23	23	30.6%
Visiting Friends & Relatives	11	15	11	11	15	14	13	11	14	12	12	-17.5%
Business	n/p	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	n/p	-
Education	n/p	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	n/p	-
Total	40	41	39	34	41	41	37	42	37	42	42	12.4%



# Travel to Central NSW 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)	2,266	2,373	2,583	2,709	2,854	2,523	3,017	2,838	3,280	3,730	13.7%
Expenditure (\$ million)*	\$297	\$264	\$370	\$457	\$378	\$290	\$357	\$386	\$494	\$616	24.6%
Spend per visitor (\$)	\$131	\$111	\$143	\$169	\$132	\$115	\$118	\$136	\$151	\$165	9.5%

### 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	1,114	985	1,269	1,074	1,195	900	1,273	1,098	1,359	1,332	-2.0%
Visiting Friends & Relatives	518	538	584	572	667	580	634	739	670	808	20.5%
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	550	-
Other	370	488	383	611	677	753	672	743	682	1,041	52.6%
Total	2,266	2,373	2,583	2,709	2,854	2,523	3,017	2,838	3,280	3,730	13.7%

### 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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Regional NSW	1,950	1,888	2,281	2,292	2,340	2,227	2,503	2,391	2,717	3,185	17.2%
<b>Total Intrastate</b>	2,245	2,343	2,580	2,688	2,774	2,429	2,935	2,783	3,169	3,688	16.4%
<b>Total Interstate</b>	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,266	2,373	2,583	2,709	2,854	2,523	3,017	2,838	3,280	3,730	13.7%

### 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	585	-
30-39	468	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	647	-
40-49	n/p	n/p	n/p	493	570	n/p	n/p	n/p	777	585	-24.7%
50-59	312	n/p	440	457	440	486	617	475	481	723	50.2%
60-69	355	406	387	378	710	527	528	525	536	695	29.5%
70+	n/p	274	341	333	358	285	445	415	373	495	32.6%
Total	2,266	2,373	2,583	2,709	2,854	2,523	3,017	2,838	3,280	3,730	13.7%

### 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	988	819	1,135	1,102	1,192	1,101	1,249	1,376	1,598	1,571	-1.7%
Visit friends & relatives	584	715	741	808	899	814	761	846	841	919	9.3%
Go shopping for pleasure	658	598	919	826	781	553	795	638	760	874	15.1%
Sightseeing/looking around	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
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	2,196	2,318	2,506	2,616	2,701	2,432	2,975	2,780	3,129	3,608	15.3%
Bus/Coach	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	-

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.