

Travel to Capital Country Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	3,454	3,779	3,292	3,203	3,640	3,698	4,106	4,568	5,427	3,982	-26.6%
Nights ('000)	2,508	2,869	3,099	3,152	3,244	3,313	3,452	3,756	4,134	3,386	-18.1%
Expenditure (\$ million)*	\$478	\$602	\$639	\$504	\$575	\$609	\$675	\$838	\$997	\$687	-31.0%

Overnight - Int'l & domestic

Visitors ('000)	998	1,111	1,113	1,091	1,097	1,303	1,273	1,544	1,709	1,266	-25.9%
Nights ('000)	2,508	2,869	3,099	3,152	3,244	3,313	3,452	3,756	4,134	3,386	-18.1%
Expenditure (\$ million)*	\$268	\$374	\$407	\$343	\$372	\$383	\$410	\$505	\$652	\$403	-38.2%

Domestic - overnight & daytrip

Visitors ('000)	3,430	3,756	3,270	3,178	3,617	3,671	4,070	4,534	5,395	3,964	-26.5%
Nights ('000)	2,247	2,487	2,734	2,443	2,656	2,919	2,876	3,264	3,649	3,139	-14.0%
Expenditure (\$ million)*	\$463	\$581	\$619	\$475	\$546	\$594	\$641	\$815	\$972	\$668	-31.2%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	974	1,087	1,091	1,066	1,074	1,276	1,238	1,509	1,676	1,248	-25.6%
Nights (000)	2,247	2,487	2,734	2,443	2,656	2,919	2,876	3,264	3,649	3,139	-14.0%
Average Length of Stay	2.3	2.3	2.5	2.3	2.5	2.3	2.3	2.2	2.2	2.5	15.5%
Expenditure (\$ million)*	\$253	\$352	\$387	\$315	\$344	\$369	\$375	\$482	\$627	\$384	-38.8%
Spend per visitor per night (\$)	\$113	\$142	\$142	\$129	\$130	\$126	\$130	\$148	\$172	\$122	-28.8%
Intrastate visitors (000)	730	801	819	823	779	943	923	1,195	1,246	962	-22.8%
Interstate visitors (000)	244	286	272	243	294	333	315	314	431	286	-33.5%
Intrastate nights (000)	1,651	1,833	1,834	1,844	1,827	2,070	1,982	2,480	2,581	2,268	-12.1%
Interstate nights (000)	595	654	901	599	829	849	894	784	1,068	871	-18.5%
Intrastate expenditure (\$million)	\$187	\$252	\$294	\$237	\$242	\$279	\$284	\$362	\$459	\$309	-32.8%
Interstate expenditure (\$ million)	\$66	\$101	\$94	\$78	\$102	\$89	\$92	\$120	\$168	\$75	-55.1%

Purpose of Visit

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	456	455	413	401	401	479	408	603	636	388	-39.0%
Visiting Friends & Relatives	368	420	445	451	419	519	520	608	672	475	-29.3%
Business	109	164	155	156	160	183	190	208	283	282	-0.2%
Other	n/p	n/p	83	60	94	96	121	94	94	110	16.7%
Total	974	1,087	1,091	1,066	1,074	1,276	1,238	1,509	1,676	1,248	-25.6%

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	949	998	1,155	967	968	1,011	1,009	1,245	1,327	753	-43.2%
Visiting Friends & Relatives	1,006	1,014	1,043	999	1,086	1,297	1,219	1,405	1,357	1,113	-18.0%
Business	181	336	380	364	427	421	371	440	831	1,029	23.7%
Other	n/p	n/p	156	112	175	191	277	174	133	244	83.1%
Total	2,247	2,487	2,734	2,443	2,656	2,919	2,876	3,264	3,649	3,139	-14.0%

Origin

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Regional NSW	291	409	400	423	396	429	436	492	524	403	-23.2%
Sydney	439	393	419	400	384	514	487	703	722	559	-22.5%
Total Intrastate	730	801	819	823	779	943	923	1,195	1,246	962	-22.8%
Victoria	96	140	112	98	124	110	112	110	119	115	-3.9%
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	79	105	n/p	-
ACT	n/p	n/p	n/p	n/p	93	95	87	99	159	107	-32.7%
Other Interstate	26	n/p	35	20	46	n/p	36	n/p	48	n/p	-
Total Interstate	244	286	272	243	294	333	315	314	431	286	-33.5%
Grand Total	974	1,087	1,091	1,066	1,074	1,276	1,238	1,509	1,676	1,248	-25.6%

Travel to Capital Country Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
15-29	197	197	228	201	189	250	302	301	302	261	-13.6%
30-39	148	127	147	167	174	177	166	207	207	223	7.7%
40-49	129	215	161	198	178	197	182	205	285	155	-45.5%
50-59	205	220	215	207	182	274	222	278	337	233	-30.7%
60-69	181	217	229	179	212	266	231	311	284	206	-27.4%
70+	113	113	112	114	138	112	134	206	262	169	-35.4%
Total	974	1,087	1,091	1,066	1,074	1,276	1,238	1,509	1,676	1,248	-25.6%

Travel Party

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Travelling alone	206	216	238	260	261	361	327	452	614	435	-29.1%
Adult couple	316	371	338	288	340	373	359	492	443	352	-20.4%
Family group - parents and children	249	262	230	210	208	218	247	207	218	155	-28.9%
Friends or relatives travelling together with(out) children	154	166	212	238	211	242	239	290	319	212	-33.5%
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	91	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	974	1,087	1,091	1,066	1,074	1,276	1,238	1,509	1,676	1,248	-25.6%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Eat out / dine at a restaurant and/or cafe	415	474	504	507	527	688	686	739	900	548	-39.1%
Visit friends & relatives	491	499	525	531	485	641	617	668	712	507	-28.9%
Sightseeing/looking around	258	223	247	206	242	254	214	328	339	249	-26.4%
Pubs, clubs, discos etc	108	174	212	165	186	253	235	250	324	234	-27.8%
Go shopping for pleasure	181	211	231	201	191	205	175	227	222	158	-28.7%

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

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Friends or relatives property	1,162	1,140	1,288	1,065	1,256	1,361	1,439	1,495	1,322	1,315	-0.5%
Standard hotel/motor inn (below 4 star)	373	603	461	538	410	486	450	497	736	648	-11.9%
Rented house/apartment/flat or unit	n/p	n/p	n/p	n/p	n/p	n/p	n/p	216	233	353	51.5%

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

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Private vehicle or company car	870	948	972	942	937	1,150	1,081	1,370	1,537	1,151	-25.1%
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

											% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Visitors (000)	24	23	22	25	23	27	36	35	32	18	-45.7%
Nights (000)	262	382	365	709	588	394	576	492	485	248	-49.0%
Average Length of Stay	10.7	16.4	16.5	28.5	25.1	14.8	16.2	14.2	14.9	14.0	-6.0%
Expenditure (\$ million)*	\$15	\$21	\$20	\$29	\$28	\$15	n/p	\$23	\$25	n/p	-
Spend per visitor per night (\$)	\$57	\$55	\$55	\$40	\$48	\$38	-	\$47	\$52	-	-

Purpose of Visit

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	12	12	12	13	9	12	16	12	14	8	-44.6%
Visiting Friends & Relatives	9	8	8	9	10	11	15	15	15	9	-38.3%
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	23	22	25	23	27	36	35	32	18	-45.7%

Travel to Capital Country Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	2,456	2,668	2,179	2,112	2,543	2,395	2,833	3,024	3,718	2,716	-26.9%
Expenditure (\$ million)*	\$210	\$229	\$231	\$161	\$202	\$226	\$266	\$333	\$344	\$284	-17.4%
Spend per visitor (\$)	\$85	\$86	\$106	\$76	\$79	\$94	\$94	\$110	\$93	\$105	13.1%

Main Purpose of Trip

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	1,302	1,198	991	1,014	1,296	1,204	1,383	1,624	1,883	1,177	-37.5%
Visiting Friends & Relatives	794	959	807	711	761	756	890	913	1,062	822	-22.5%
Business	n/p	n/p	n/p	n/p	191	n/p	n/p	n/p	536	392	-26.9%
Other	n/p	253	n/p	n/p	296	n/p	n/p	295	n/p	325	-
Total	2,456	2,668	2,179	2,112	2,543	2,395	2,833	3,024	3,718	2,716	-26.9%

Origin

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Sydney	1,023	1,101	742	831	956	980	1,158	1,080	1,394	942	-32.5%
Regional NSW	757	882	731	847	1,008	811	1,147	1,083	1,370	1,133	-17.3%
Total Intrastate	1,780	1,982	1,474	1,678	1,965	1,791	2,305	2,162	2,764	2,074	-25.0%
Total Interstate	676	686	705	434	579	604	528	862	954	642	-32.7%
Total	2,456	2,668	2,179	2,112	2,543	2,395	2,833	3,024	3,718	2,716	-26.9%

Age

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
15-29	n/p	n/p	n/p	516	484	479	482	485	699	501	-28.3%
30-39	363	523	n/p	n/p	n/p	n/p	n/p	561	504	418	-17.1%
40-49	481	404	457	273	348	455	464	492	662	374	-43.5%
50-59	510	401	347	505	395	403	603	545	609	510	-16.3%
60-69	484	547	395	433	640	471	518	491	635	576	-9.3%
70+	n/p	300	293	225	400	343	417	451	609	338	-44.6%
Total	2,456	2,668	2,179	2,112	2,543	2,395	2,833	3,024	3,718	2,716	-26.9%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Eat out / dine at a restaurant and/or cafe	1,170	1,170	998	961	1,303	1,349	1,325	1,556	2,086	1,203	-42.3%
Visit friends & relatives	956	1,084	842	882	814	829	1,070	1,149	1,168	855	-26.8%
Sightseeing/looking around	545	549	480	285	500	465	637	610	774	491	-36.6%
Go shopping for pleasure	468	402	473	520	556	445	491	600	723	379	-47.6%
Pubs, clubs, discos etc	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	348	n/p	-

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

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Private vehicle or company car	2,401	2,566	2,113	1,982	2,455	2,279	2,671	2,950	3,500	2,664	-23.9%
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.