

Travel to Central NSW 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)	4,069	4,462	4,454	4,459	4,901	4,988	5,508	5,880	6,467	4,726	-26.9%
Nights ('000)	5,306	6,164	6,306	5,434	6,009	6,534	7,542	8,582	8,261	5,938	-28.1%
Expenditure (\$ million)*	\$994	\$1,136	\$1,202	\$1,076	\$1,238	\$1,181	\$1,404	\$1,557	\$1,967	\$1,415	-28.1%

Overnight - Int'l & domestic

Visitors ('000)	1,755	1,921	1,922	1,870	2,001	2,148	2,529	2,850	2,977	2,117	-28.9%
Nights ('000)	5,306	6,164	6,306	5,434	6,009	6,534	7,542	8,582	8,261	5,938	-28.1%
Expenditure (\$ million)*	\$683	\$834	\$788	\$693	\$861	\$865	\$997	\$1,150	\$1,367	\$1,044	-23.6%

Domestic - overnight & daytrip

Visitors ('000)	4,030	4,421	4,416	4,422	4,865	4,944	5,468	5,839	6,426	4,704	-26.8%
Nights ('000)	4,706	5,286	5,593	4,572	5,205	5,866	6,897	7,811	7,347	5,694	-22.5%
Expenditure (\$ million)*	\$965	\$1,096	\$1,162	\$1,040	\$1,202	\$1,152	\$1,368	\$1,520	\$1,933	\$1,401	-27.5%

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)	1,717	1,880	1,884	1,833	1,965	2,105	2,490	2,809	2,937	2,096	-28.6%
Nights (000)	4,706	5,286	5,593	4,572	5,205	5,866	6,897	7,811	7,347	5,694	-22.5%
Average Length of Stay	2.7	2.8	3.0	2.5	2.6	2.8	2.8	2.8	2.5	2.7	8.6%
Expenditure (\$ million)*	\$654	\$793	\$749	\$657	\$825	\$836	\$960	\$1,113	\$1,333	\$1,030	-22.7%
Spend per visitor per night (\$)	\$139	\$150	\$134	\$144	\$158	\$143	\$139	\$142	\$181	\$181	-0.3%
Intrastate visitors (000)	1,371	1,439	1,500	1,449	1,445	1,560	1,939	2,223	2,320	1,648	-29.0%
Interstate visitors (000)	346	441	384	384	520	545	551	586	616	448	-27.3%
Intrastate nights (000)	3,732	3,729	3,871	3,440	3,733	4,273	5,092	5,799	5,454	4,406	-19.2%
Interstate nights (000)	974	1,557	1,722	1,131	1,472	1,593	1,805	2,012	1,893	1,288	-31.9%
Intrastate expenditure (\$million)	\$535	\$617	\$504	\$512	\$604	\$595	\$725	\$832	\$1,051	\$772	-26.5%
Interstate expenditure (\$ million)	\$119	\$176	\$245	\$146	\$220	\$241	\$236	\$280	\$282	\$258	-8.6%

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	665	665	718	632	718	747	789	1,135	1,030	645	-37.4%
Visiting Friends & Relatives	640	688	737	617	706	697	902	955	1,065	663	-37.8%
Business	278	393	312	382	380	438	504	493	587	618	5.3%
Other	154	144	129	220	195	243	331	255	281	194	-31.0%
Total	1,717	1,880	1,884	1,833	1,965	2,105	2,490	2,809	2,937	2,096	-28.6%

	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	1,858	1,887	1,995	1,716	1,828	2,106	2,358	2,696	2,552	1,766	-30.8%
Visiting Friends & Relatives	1,832	2,027	2,056	1,588	2,187	2,169	2,776	2,513	2,831	1,803	-36.3%
Business	736	1,053	1,314	834	736	1,015	1,105	1,805	1,293	1,682	30.0%
Other	280	319	227	433	454	575	659	797	671	444	-33.9%
Total	4,706	5,286	5,593	4,572	5,205	5,866	6,897	7,811	7,347	5,694	-22.5%

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	777	833	878	861	854	948	1,212	1,354	1,410	954	-32.4%
Sydney	594	606	622	588	591	612	727	869	910	694	-23.7%
Total Intrastate	1,371	1,439	1,500	1,449	1,445	1,560	1,939	2,223	2,320	1,648	-29.0%
Victoria	172	178	120	128	204	184	203	165	235	154	-34.2%
Queensland	n/p	161	160	141	194	237	207	266	249	184	-26.0%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	57	72	72	63	-11.9%
Other Interstate	62	51	62	63	69	56	84	83	61	n/p	-
Total Interstate	346	441	384	384	520	545	551	586	616	448	-27.3%
Grand Total	1,717	1,880	1,884	1,833	1,965	2,105	2,490	2,809	2,937	2,096	-28.6%

Travel to Central NSW 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	343	275	382	341	392	413	597	609	560	413	-26.3%
30-39	299	277	248	235	262	304	298	485	426	260	-39.0%
40-49	297	357	378	293	377	373	465	415	460	413	-10.2%
50-59	335	415	325	381	394	373	414	496	592	458	-22.6%
60-69	311	351	375	374	377	411	435	476	523	348	-33.4%
70+	132	205	177	209	163	230	279	329	375	204	-45.7%
Total	1,717	1,880	1,884	1,833	1,965	2,105	2,490	2,809	2,937	2,096	-28.6%

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	361	461	357	505	571	590	737	872	871	745	-14.5%
Adult couple	495	538	618	484	559	644	691	699	771	509	-34.0%
Family group - parents and children	434	398	430	361	369	339	420	451	456	310	-32.0%
Friends or relatives travelling together with(out) children	321	330	324	332	376	401	493	631	632	387	-38.8%
Business associates travelling together with(out) spouse	81	112	n/p	103	n/p	109	n/p	121	171	125	-27.1%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,717	1,880	1,884	1,833	1,965	2,105	2,490	2,809	2,937	2,096	-28.6%

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	804	935	956	898	1,029	1,147	1,373	1,569	1,724	1,017	-41.0%
Visit friends & relatives	796	816	839	785	883	861	1,063	1,099	1,236	744	-39.8%
Pubs, clubs, discos etc	344	440	345	417	461	494	593	734	749	538	-28.3%
Sightseeing/looking around	385	424	408	291	360	398	443	651	602	447	-25.8%
Go shopping for pleasure	326	322	325	264	335	341	362	445	445	292	-34.3%

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	2,152	2,112	2,171	1,905	2,417	2,355	2,966	2,655	2,855	1,868	-34.6%
Standard hotel/motor inn (below 4 star)	1,102	1,288	1,031	1,087	1,073	1,227	1,597	1,559	1,825	1,063	-41.7%
Caravan park or commercial camping ground	479	499	649	442	539	641	603	512	801	521	-35.0%

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	1,561	1,648	1,690	1,612	1,782	1,884	2,206	2,536	2,643	1,937	-26.7%
Aircraft	62	75	n/p	n/p	n/p	101	144	105	125	76	-39.3%
Rental car	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)	38	41	38	37	36	43	40	41	40	22	-46.2%
Nights (000)	601	878	713	862	804	668	645	771	914	244	-73.3%
Average Length of Stay	15.7	21.4	18.7	23.3	22.1	15.5	16.1	18.7	22.7	11.3	-50.4%
Expenditure (\$ million)*	\$29	\$40	\$40	\$36	n/p	\$29	\$37	\$37	\$34	\$14	-58.8%
Spend per visitor per night (\$)	\$49	\$46	\$55	\$42	-	\$43	\$57	\$48	\$38	\$58	54.2%

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	18	18	22	16	17	24	21	22	19	15	-21.5%
Visiting Friends & Relatives	13	14	9	14	13	15	14	11	15	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Employment	n/p	4	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 ^A	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	38	41	38	37	36	43	40	41	40	22	-46.2%

Travel to Central NSW Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

Purpose of Visit

	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	224	301	333	355	142	176	367	336	378	145	-61.6%
Visiting Friends & Relatives	137	215	132	243	256	262	183	201	358	n/p	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Employment	n/p	275	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	601	878	713	862	804	668	645	771	914	244	-73.3%

Top 3 Int'l source markets to Central NSW

	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	
United Kingdom	7	8	n/p	7	7	6	n/p	6	7	n/p	-
New Zealand	7	9	11	6	n/p	10	10	n/p	n/p	n/p	-
France	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

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	11	16	13	13	10	14	11	11	11	5	-51.1%
30-39	7	6	5	n/p	5	6	7	n/p	6	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
50-59	8	n/p	n/p	n/p	8	n/p	n/p	n/p	n/p	n/p	-
60-69	n/p	6	n/p	n/p	6	8	n/p	n/p	n/p	n/p	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	38	41	38	37	36	43	40	41	40	22	-46.2%

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	23	25	23	24	23	23	22	26	24	8	-67.1%
Adult couple	9	8	7	7	7	12	8	9	8	n/p	-
Family group - parent(s) and children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Friends and/ or relatives travelling together	4	5	5	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
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	-	-
Total	38	41	38	37	36	43	40	41	40	22	-46.2%

Top 5 activities on the trip to Australia (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	30	35	33	31	32	40	36	39	38	20	-46.6%
Sightseeing/looking around	27	30	29	25	27	32	30	29	31	16	-47.4%
Visit national parks / state parks	18	19	18	19	19	25	23	23	23	13	-43.2%
Pubs, clubs, discos etc	22	26	22	21	19	25	25	25	24	12	-48.0%
Go to the beach	21	25	20	21	19	27	23	24	25	12	-51.4%

First or Return Visitor to Australia

	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	
First visit	15	15	14	15	12	14	14	12	9	6	-27.1%
Return visit	24	26	24	22	24	29	26	29	31	15	-51.5%
Total	38	41	38	37	36	43	40	41	40	22	-46.2%

Top 3 types of Accommodation (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	
Rented house/apartment/flat or unit	n/p	n/p	n/p	249	n/p	n/p	n/p	n/p	n/p	n/p	-
Friends or relatives property	180	309	237	268	276	313	229	268	366	n/p	-
Caravan park or commercial camping ground	26	37	33	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 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	16	15	16	15	14	19	13	19	18	7	-63.1%
Rental car	8	7	6	7	9	10	8	9	9	n/p	-
Aircraft	7	8	7	9	5	5	n/p	n/p	n/p	n/p	-

Travel to Central NSW 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)	2,313	2,541	2,532	2,589	2,900	2,840	2,979	3,030	3,490	2,608	-25.3%
Expenditure (\$ million)*	\$311	\$302	\$413	\$383	\$377	\$316	\$407	\$407	\$600	\$371	-38.2%
Spend per visitor (\$)	\$135	\$119	\$163	\$148	\$130	\$111	\$137	\$134	\$172	\$142	-17.3%

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	1,001	1,161	1,223	1,015	1,127	1,069	1,245	1,183	1,370	927	-32.4%
Visiting Friends & Relatives	516	644	491	539	706	640	657	721	667	670	0.4%
Business	286	381	356	411	270	380	305	479	556	364	-34.5%
Other	510	356	462	624	797	751	771	647	897	648	-27.8%
Total	2,313	2,541	2,532	2,589	2,900	2,840	2,979	3,030	3,490	2,608	-25.3%

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	410	283	386	389	n/p	350	480	380	458	382	-16.6%
Regional NSW	1,855	2,258	2,126	2,188	2,513	2,400	2,448	2,593	2,918	2,188	-25.0%
Total Intrastate	2,265	2,540	2,513	2,577	2,773	2,750	2,929	2,974	3,375	2,570	-23.9%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,313	2,541	2,532	2,589	2,900	2,840	2,979	3,030	3,490	2,608	-25.3%

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	478	655	n/p	503	613	545	666	497	669	384	-42.6%
30-39	504	414	404	415	n/p	440	n/p	488	614	364	-40.7%
40-49	365	374	420	580	468	439	331	629	682	398	-41.6%
50-59	280	418	421	396	519	474	570	530	584	544	-6.7%
60-69	422	353	469	390	668	587	604	529	535	550	2.9%
70+	264	327	301	305	396	354	444	356	406	368	-9.4%
Total	2,313	2,541	2,532	2,589	2,900	2,840	2,979	3,030	3,490	2,608	-25.3%

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	978	1,019	1,046	1,046	1,196	1,324	1,327	1,488	1,506	1,027	-31.8%
Visit friends & relatives	627	791	696	795	916	855	751	904	853	651	-23.7%
Go shopping for pleasure	720	694	921	698	727	691	779	727	699	647	-7.4%
Sightseeing/looking around	232	n/p	341	n/p	n/p	n/p	335	357	373	316	-15.4%
Pubs, clubs, discos etc	n/p	n/p	n/p	n/p	n/p	n/p	256	n/p	430	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	2,266	2,477	2,452	2,463	2,768	2,789	2,911	2,957	3,306	2,572	-22.2%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Rental car	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.