

Travel to Central NSW Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	4,151	4,582	4,491	4,554	4,757	5,015	5,734	5,965	6,643	4,603	-30.7%
Nights ('000)	5,716	6,297	5,788	5,902	6,201	6,227	8,019	8,923	7,837	6,008	-23.3%
Expenditure (\$ million)*	\$1,013	\$1,134	\$1,257	\$1,094	\$1,197	\$1,164	\$1,434	\$1,713	\$1,958	\$1,521	-22.3%

Overnight - Int'l & domestic

Visitors ('000)	1,831	1,952	1,849	1,961	2,025	2,141	2,632	2,947	2,872	2,177	-24.2%
Nights ('000)	5,716	6,297	5,788	5,902	6,201	6,227	8,019	8,923	7,837	6,008	-23.3%
Expenditure (\$ million)*	\$716	\$801	\$795	\$747	\$862	\$854	\$1,016	\$1,263	\$1,322	\$1,167	-11.8%

Domestic - overnight & daytrip

Visitors ('000)	4,110	4,543	4,455	4,514	4,719	4,975	5,695	5,923	6,602	4,596	-30.4%
Nights ('000)	5,106	5,373	5,122	5,009	5,302	5,729	7,282	8,008	7,155	5,896	-17.6%
Expenditure (\$ million)*	\$984	\$1,081	\$1,226	\$1,062	\$1,151	\$1,139	\$1,401	\$1,673	\$1,925	\$1,515	-21.3%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	1,790	1,912	1,812	1,921	1,986	2,101	2,594	2,905	2,831	2,170	-23.3%
Nights (000)	5,106	5,373	5,122	5,009	5,302	5,729	7,282	8,008	7,155	5,896	-17.6%
Average Length of Stay	2.9	2.8	2.8	2.6	2.7	2.7	2.8	2.8	2.5	2.7	7.5%
Expenditure (\$ million)*	\$688	\$749	\$764	\$715	\$816	\$829	\$984	\$1,223	\$1,290	\$1,161	-10.0%
Spend per visitor per night (\$)	\$135	\$139	\$149	\$143	\$154	\$145	\$135	\$153	\$180	\$197	9.2%
Intrastate visitors (000)	1,382	1,483	1,453	1,457	1,488	1,576	2,053	2,257	2,223	1,822	-18.0%
Interstate visitors (000)	408	430	360	464	499	525	540	647	608	347	-42.8%
Intrastate nights (000)	3,712	3,984	3,484	3,699	3,864	4,190	5,451	5,839	5,330	4,870	-8.6%
Interstate nights (000)	1,394	1,389	1,639	1,310	1,438	1,539	1,831	2,169	1,825	1,026	-43.8%
Intrastate expenditure (\$million)	\$530	\$587	\$523	\$545	\$604	\$599	\$746	\$907	\$995	\$913	-8.2%
Interstate expenditure (\$ million)	\$158	\$162	\$241	\$170	\$212	\$230	\$238	\$316	\$295	\$247	-16.2%

Purpose of Visit

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	641	696	666	682	716	760	835	1,140	989	705	-28.7%
Visiting Friends & Relatives	635	750	665	664	691	720	974	957	1,004	662	-34.1%
Business	358	345	356	365	412	404	511	550	598	620	3.6%
Other	172	132	139	234	199	249	305	285	267	198	-25.9%
Total	1,790	1,912	1,812	1,921	1,986	2,101	2,594	2,905	2,831	2,170	-23.3%

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	1,789	2,100	1,740	1,855	1,824	2,192	2,416	2,768	2,427	1,977	-18.5%
Visiting Friends & Relatives	1,931	2,087	1,859	1,911	2,103	2,090	3,065	2,560	2,514	1,720	-31.6%
Business	1,064	895	1,278	786	816	957	1,181	1,808	1,557	1,734	11.4%
Other	322	292	245	457	559	490	619	871	657	465	-29.3%
Total	5,106	5,373	5,122	5,009	5,302	5,729	7,282	8,008	7,155	5,896	-17.6%

Origin

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Regional NSW	769	875	819	891	880	955	1,284	1,368	1,350	1,025	-24.1%
Sydney	613	607	634	566	608	621	770	889	873	797	-8.6%
Total Intrastate	1,382	1,483	1,453	1,457	1,488	1,576	2,053	2,257	2,223	1,822	-18.0%
Victoria	202	146	125	157	196	190	190	209	225	131	-41.9%
Queensland	n/p	177	141	182	174	211	223	278	239	131	-45.0%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	58	69	80	58	-27.2%
Other Interstate	52	62	60	69	66	63	70	90	n/p	n/p	-
Total Interstate	408	430	360	464	499	525	540	647	608	347	-42.8%
Grand Total	1,790	1,912	1,812	1,921	1,986	2,101	2,594	2,905	2,831	2,170	-23.3%

Travel to Central NSW Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
15-29	359	310	353	401	364	443	597	590	570	407	-28.7%
30-39	300	250	275	223	261	279	349	510	379	277	-26.9%
40-49	307	378	326	314	401	336	498	442	475	425	-10.6%
50-59	366	382	345	392	381	390	426	531	548	454	-17.1%
60-69	338	384	328	404	386	423	412	487	506	394	-22.0%
70+	121	208	185	186	193	230	311	346	352	213	-39.7%
Total	1,790	1,912	1,812	1,921	1,986	2,101	2,594	2,905	2,831	2,170	-23.3%

Travel Party

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Travelling alone	400	459	349	567	576	582	799	895	857	733	-14.4%
Adult couple	495	567	605	525	533	669	663	742	721	553	-23.3%
Family group - parents and children	409	420	387	362	379	357	402	443	479	318	-33.7%
Friends or relatives travelling together with(out) children	330	335	296	367	375	398	549	670	562	429	-23.6%
Business associates travelling together with(out) spouse	120	n/p	n/p	63	102	78	154	119	164	134	-18.3%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,790	1,912	1,812	1,921	1,986	2,101	2,594	2,905	2,831	2,170	-23.3%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	827	929	977	919	1,034	1,151	1,467	1,658	1,641	1,060	-35.4%
Visit friends & relatives	783	902	755	873	865	835	1,100	1,146	1,141	738	-35.3%
Pubs, clubs, discos etc	372	458	316	425	476	493	638	747	783	533	-31.9%
Sightseeing/looking around	401	425	384	313	383	387	469	699	547	479	-12.4%
Go shopping for pleasure	325	299	338	288	359	308	377	528	339	316	-6.9%

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

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Friends or relatives property	2,124	2,308	1,941	2,283	2,380	2,107	3,304	2,654	2,554	1,827	-28.5%
Standard hotel/motor inn (below 4 star)	1,228	1,119	1,131	1,064	1,065	1,361	1,564	1,659	1,707	1,117	-34.6%
Caravan or camping - non commercial	439	486	386	392	421	646	671	772	606	593	-2.1%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	1,591	1,667	1,643	1,687	1,802	1,879	2,279	2,672	2,516	2,051	-18.5%
Aircraft	80	69	n/p	n/p	n/p	105	154	89	134	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

											% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Visitors (000)	41	39	36	40	38	40	39	43	42	7	-82.2%
Nights (000)	610	924	666	893	899	498	737	915	682	112	-83.5%
Average Length of Stay	15.0	23.5	18.4	22.3	23.4	12.4	19.0	21.5	16.3	15.1	-7.4%
Expenditure (\$ million)*	\$29	\$52	\$31	\$32	\$46	\$25	\$32	\$40	\$32	n/p	-
Spend per visitor per night (\$)	\$47	\$57	\$47	\$35	\$51	\$50	\$44	\$43	\$47	-	-

Purpose of Visit

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	19	18	18	19	19	23	23	20	23	5	-79.3%
Visiting Friends & Relatives	14	12	12	14	12	15	10	16	12	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	-	-
Other ^A	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	41	39	36	40	38	40	39	43	42	7	-82.2%

Travel to Central NSW Tourism Region

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	2,320	2,630	2,642	2,593	2,733	2,874	3,102	3,018	3,771	2,426	-35.7%
Expenditure (\$ million)*	\$297	\$332	\$462	\$347	\$335	\$310	\$417	\$450	\$635	\$355	-44.2%
Spend per visitor (\$)	\$128	\$126	\$175	\$134	\$123	\$108	\$134	\$149	\$169	\$146	-13.3%

Main Purpose of Trip

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	981	1,235	1,160	1,066	1,084	1,085	1,200	1,241	1,447	891	-38.4%
Visiting Friends & Relatives	516	651	489	606	638	678	712	679	798	511	-36.0%
Business	297	398	441	282	324	342	375	489	553	390	-29.4%
Other	526	346	553	639	686	769	815	609	974	634	-34.9%
Total	2,320	2,630	2,642	2,593	2,733	2,874	3,102	3,018	3,771	2,426	-35.7%

Origin

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Sydney	392	310	386	382	n/p	394	446	413	520	306	-41.2%
Regional NSW	1,898	2,318	2,240	2,158	2,374	2,409	2,596	2,492	3,196	2,074	-35.1%
Total Intrastate	2,290	2,627	2,626	2,540	2,619	2,803	3,042	2,905	3,716	2,380	-36.0%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,320	2,630	2,642	2,593	2,733	2,874	3,102	3,018	3,771	2,426	-35.7%

Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
15-29	528	622	n/p	521	627	482	695	552	582	414	-28.9%
30-39	445	499	455	n/p	n/p	460	432	485	667	306	-54.2%
40-49	383	416	427	543	434	439	389	612	740	341	-53.9%
50-59	279	409	454	428	488	548	534	497	683	504	-26.3%
60-69	437	339	474	490	571	566	595	518	638	496	-22.3%
70+	248	345	304	349	338	378	456	356	460	365	-20.6%
Total	2,320	2,630	2,642	2,593	2,733	2,874	3,102	3,018	3,771	2,426	-35.7%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	975	1,034	1,117	1,069	1,140	1,274	1,460	1,453	1,563	1,040	-33.5%
Visit friends & relatives	622	832	708	826	838	867	819	844	934	551	-41.0%
Go shopping for pleasure	742	805	923	627	681	711	760	719	838	536	-36.0%
Sightseeing/looking around	191	n/p	321	n/p	n/p	n/p	352	412	384	282	-26.4%
Pubs, clubs, discos etc	n/p	n/p	n/p	n/p	n/p	n/p	n/p	310	384	n/p	-

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	2,264	2,554	2,552	2,492	2,597	2,833	3,024	2,908	3,634	2,354	-35.2%
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.