

Travel to Central NSW Tourism Region

Year ended March 2021



Source: National Visitor Survey, TRA.

OVERVIEW

Domestic - overnight & daytrip	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	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors ('000)	4,191	4,432	4,501	4,807	4,657	5,141	5,545	6,159	6,364	4,670	-26.6%
Nights ('000)	5,101	5,719	4,666	4,919	5,559	6,128	7,415	7,689	6,840	6,578	-3.8%
Expenditure (\$ million)*	\$1,020	\$1,082	\$1,136	\$1,130	\$1,175	\$1,212	\$1,421	\$1,723	\$1,823	\$1,621	-11.1%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)	1,818	1,849	1,792	1,954	2,134	2,125	2,707	2,879	2,634	2,412	-8.4%
Nights (000)	5,101	5,719	4,666	4,919	5,559	6,128	7,415	7,689	6,840	6,578	-3.8%
Average Length of Stay	2.8	3.1	2.6	2.5	2.6	2.9	2.7	2.7	2.6	2.7	5.0%
Expenditure (\$ million)*	\$756	\$712	\$679	\$753	\$885	\$855	\$1,035	\$1,229	\$1,207	\$1,271	5.3%
Spend per visitor per night (\$)	\$148	\$124	\$146	\$153	\$159	\$140	\$140	\$160	\$177	\$193	9.4%
Intrastate visitors (000)	1,390	1,416	1,445	1,463	1,590	1,635	2,157	2,232	2,024	2,052	1.4%
Interstate visitors (000)	428	433	346	490	543	490	550	647	610	360	-41.0%
Intrastate nights (000)	3,669	3,722	3,602	3,562	4,144	4,264	5,868	5,554	4,929	5,634	14.3%
Interstate nights (000)	1,432	1,997	1,064	1,357	1,415	1,863	1,547	2,135	1,911	945	-50.6%
Intrastate expenditure (\$million)	\$579	\$483	\$525	\$571	\$638	\$628	\$801	\$921	\$918	\$1,026	11.8%
Interstate expenditure (\$ million)	\$177	\$229	\$154	\$181	\$247	\$227	\$234	\$308	\$289	\$245	-15.3%

Purpose of Visit

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Holiday	630	684	644	743	723	744	941	1,091	929	797	-14.2%
Visiting Friends & Relatives	651	751	615	667	750	756	957	1,012	873	775	-11.3%
Business	390	303	387	341	474	387	548	520	605	628	3.7%
Other	160	125	159	229	216	271	296	280	252	234	-7.1%
Total	1,818	1,849	1,792	1,954	2,134	2,125	2,707	2,879	2,634	2,412	-8.4%

	Nights (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Holiday	1,543	2,102	1,810	1,896	1,846	2,144	2,669	2,594	2,339	2,170	-7.2%
Visiting Friends & Relatives	2,025	2,014	1,787	1,876	2,194	2,578	2,696	2,640	2,299	2,105	-8.5%
Business	1,206	1,345	768	671	922	926	1,463	1,573	1,574	1,751	11.2%
Other	326	258	301	475	597	480	587	882	628	553	-12.0%
Total	5,101	5,719	4,666	4,919	5,559	6,128	7,415	7,689	6,840	6,578	-3.8%

Origin

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Regional NSW	835	818	823	884	960	987	1,370	1,319	1,229	1,108	-9.8%
Sydney	555	598	622	579	630	648	787	913	796	944	18.7%
Total Intrastate	1,390	1,416	1,445	1,463	1,590	1,635	2,157	2,232	2,024	2,052	1.4%
Victoria	194	149	123	167	202	182	196	215	218	135	-37.9%
Queensland	127	167	142	179	213	206	224	249	254	136	-46.6%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	59	90	71	67	-5.8%
Other Interstate	54	63	53	79	63	58	71	92	66	n/p	-
Total Interstate	428	433	346	490	543	490	550	647	610	360	-41.0%
Grand Total	1,818	1,849	1,792	1,954	2,134	2,125	2,707	2,879	2,634	2,412	-8.4%

Age

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
15-29	333	366	337	383	369	472	638	554	564	428	-24.1%
30-39	283	220	281	213	342	250	391	471	359	345	-3.8%
40-49	345	330	314	343	424	367	477	429	442	460	4.2%
50-59	355	364	362	411	372	406	453	531	517	467	-9.7%
60-69	329	401	311	411	419	395	436	509	455	459	0.8%
70+	172	167	186	193	207	235	312	385	297	252	-14.9%
Total	1,818	1,849	1,792	1,954	2,134	2,125	2,707	2,879	2,634	2,412	-8.4%

Travel Party

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Travelling alone	412	428	381	536	624	616	871	802	868	784	-9.7%
Adult couple	482	587	553	546	606	666	675	744	669	616	-7.9%
Family group - parents and children	437	397	389	388	368	341	432	459	421	370	-12.2%
Friends or relatives travelling together with(out) children	313	344	276	390	393	411	556	700	480	517	7.7%
Business associates travelling together with(out) spouse	133	n/p	145	69	118	n/p	147	131	156	122	-21.8%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,818	1,849	1,792	1,954	2,134	2,125	2,707	2,879	2,634	2,412	-8.4%

Travel to Central NSW Tourism Region

Year ended March 2021



Source: National Visitor Survey, TRA.

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Eat out / dine at a restaurant and/or cafe	854	894	947	971	1,127	1,176	1,518	1,647	1,532	1,183	-22.8%
Visit friends & relatives	808	846	737	867	921	891	1,097	1,191	1,012	789	-22.0%
Pubs, clubs, discos etc	416	406	351	421	496	558	652	717	749	619	-17.3%
Sightseeing/looking around	421	391	362	331	422	397	485	686	524	514	-2.0%
Go shopping for pleasure	337	290	333	300	376	297	383	525	334	346	3.5%

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

	Nights (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Friends or relatives property	2,092	2,232	1,971	2,101	2,460	2,684	2,922	2,656	2,464	2,209	-10.3%
Standard hotel/motor inn (below 4 star)	1,267	1,005	1,122	1,167	1,086	1,397	1,625	1,652	1,499	1,277	-14.8%
Rented house/apartment/flat or unit	n/p	n/p	n/p	n/p	n/p	n/p	462	328	463	601	29.8%

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

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Private vehicle or company car	1,589	1,625	1,636	1,722	1,935	1,878	2,417	2,640	2,334	2,301	-1.4%
Aircraft	89	69	n/p	n/p	n/p	122	143	97	114	n/p	-
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Mar 2021	% change YE Mar21 vs. YE Mar20
Visitors (000)	2,373	2,583	2,709	2,854	2,523	3,017	2,838	3,280	3,730	2,258	-39.5%
Expenditure (\$ million)*	\$264	\$370	\$457	\$378	\$290	\$357	\$386	\$494	\$616	\$350	-43.2%
Spend per visitor (\$)	\$111	\$143	\$169	\$132	\$115	\$118	\$136	\$151	\$165	\$155	-6.1%

Main Purpose of Trip

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Holiday	985	1,269	1,074	1,195	900	1,273	1,098	1,359	1,332	902	-32.2%
Visiting Friends & Relatives	538	584	572	667	580	634	739	670	808	442	-45.3%
Business	363	348	452	314	289	437	259	568	550	385	-29.9%
Other	488	383	611	677	753	672	743	682	1,041	528	-49.3%
Total	2,373	2,583	2,709	2,854	2,523	3,017	2,838	3,280	3,730	2,258	-39.5%

Origin

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Sydney	455	299	395	434	n/p	432	392	452	503	328	-34.8%
Regional NSW	1,888	2,281	2,292	2,340	2,227	2,503	2,391	2,717	3,185	1,879	-41.0%
Total Intrastate	2,343	2,580	2,688	2,774	2,429	2,935	2,783	3,169	3,688	2,207	-40.2%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,373	2,583	2,709	2,854	2,523	3,017	2,838	3,280	3,730	2,258	-39.5%

Age

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
15-29	607	n/p	n/p	555	543	546	634	565	585	358	-38.8%
30-39	439	414	531	n/p	n/p	451	434	547	647	n/p	-
40-49	342	425	493	570	399	430	354	777	585	343	-41.4%
50-59	305	440	457	440	486	617	475	481	723	472	-34.7%
60-69	406	387	378	710	527	528	525	536	695	467	-32.8%
70+	274	341	333	358	285	445	415	373	495	326	-34.0%
Total	2,373	2,583	2,709	2,854	2,523	3,017	2,838	3,280	3,730	2,258	-39.5%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Eat out / dine at a restaurant and/or cafe	819	1,135	1,102	1,192	1,101	1,249	1,376	1,598	1,571	911	-42.0%
Go shopping for pleasure	598	919	826	781	553	795	638	760	874	511	-41.6%
Visit friends & relatives	715	741	808	899	814	761	846	841	919	410	-55.4%
Sightseeing/looking around	n/p	n/p	307	298	n/p	n/p	333	437	413	257	-37.8%
Pubs, clubs, discos etc	n/p	n/p	n/p	n/p	n/p	n/p	n/p	363	329	n/p	-

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

	Visitors (000)										% change YE Mar21 vs. YE Mar20
	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	YE Mar 2021	
Private vehicle or company car	2,318	2,506	2,616	2,701	2,432	2,975	2,780	3,129	3,608	2,205	-38.9%
Railway	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.