

Central NSW Visitor Profile

Year ended March 2021

Source: National and International Visitor Surveys, Tourism Research Australia.



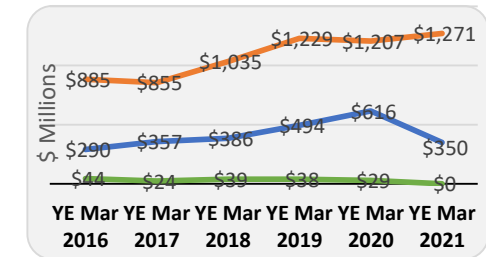
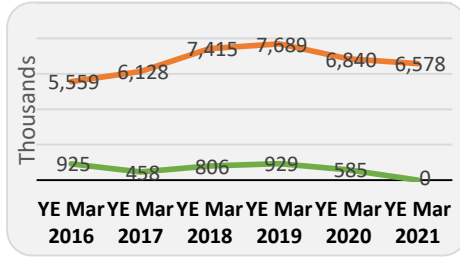
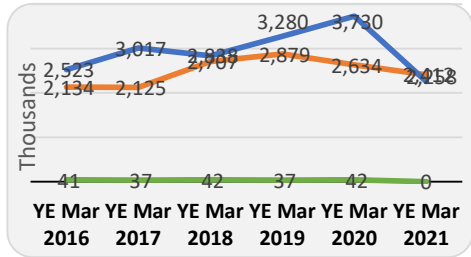
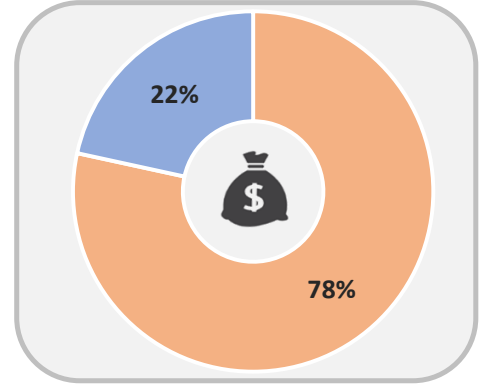
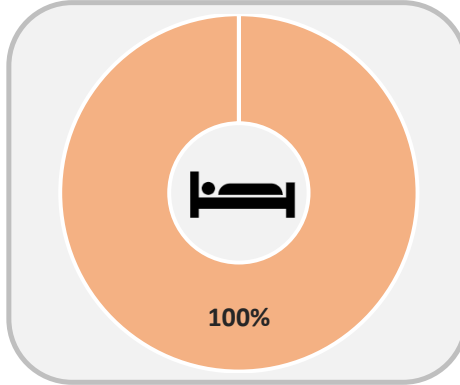
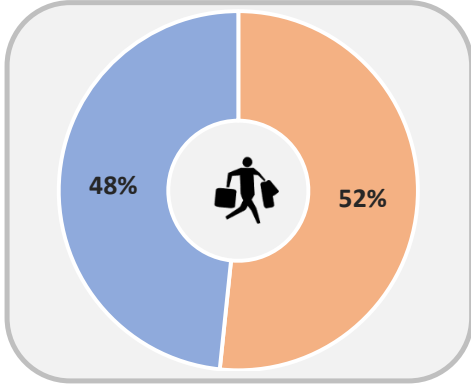
Icons sourced from www.easil.ly

Note: International data for YE March 2021 is not available for this tourism region.

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 2.4m (-8.4% YoY)
Nights: 6.6m (-3.8% YoY)
Expenditure: \$1.3bn (+5.3% YoY)

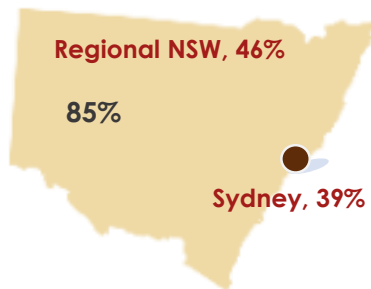
Average spend
\$193 per night
\$527 per visitor

Average length of stay:
2.7 nights

#4 for visitors
#4 for nights
#4 for expenditure
In Regional NSW

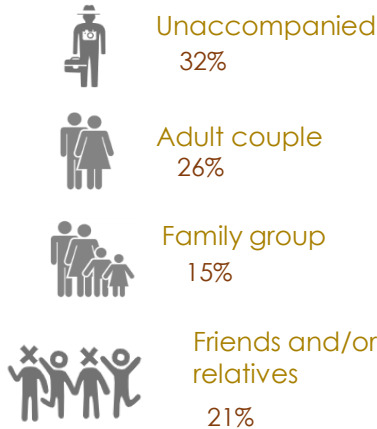
Origin

85% of the visitors came from within New South Wales



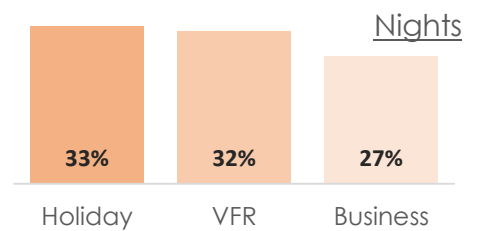
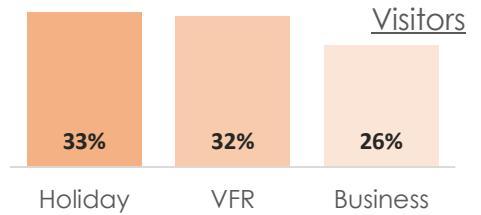
Travel party

32% of the visitors were travelling alone



Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



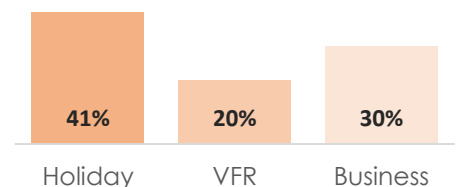
Transport

Private vehicle or company car, 95%
Aircraft, n/p

Gender



Expenditure



Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

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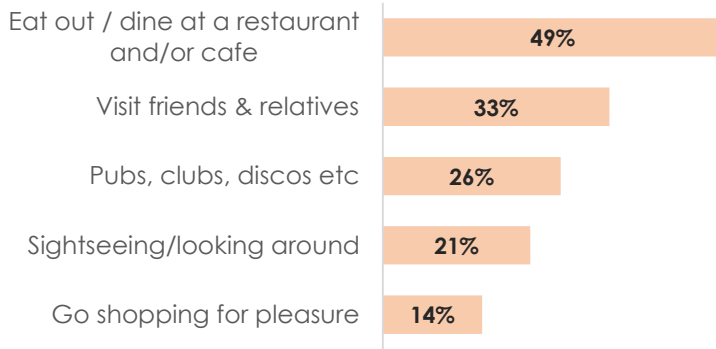
Year ended March 2021

Source: National and International Visitor Surveys, Tourism Research Australia.



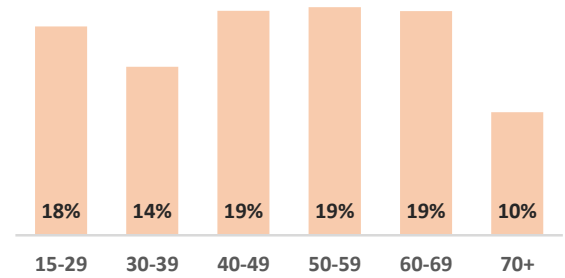
Icons sourced from www.easil.ly

Top 5 activities

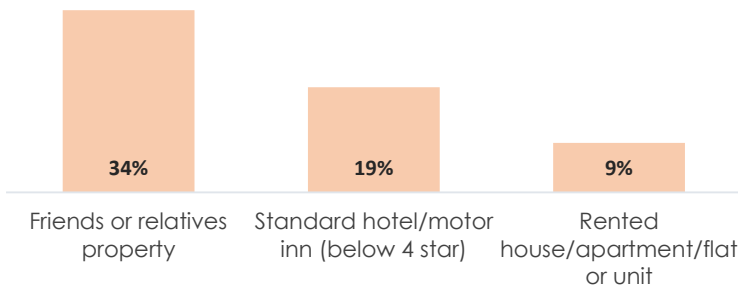


Age

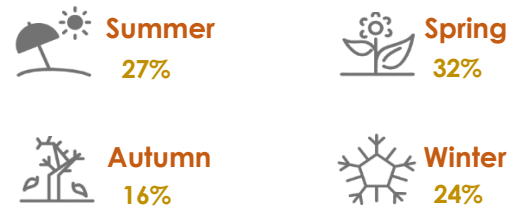
'50-59 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 2.3m (-39.5% YoY)
Expenditure: \$349.9m (-43.2% YoY)



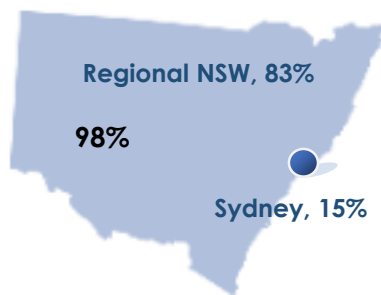
Average spend \$155 per visitor



#6 for visitors
#4 for expenditure
In Regional NSW

Origin

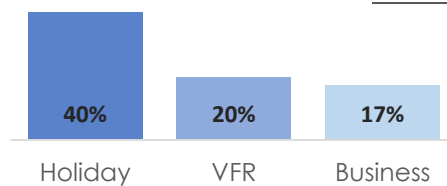
98% of the visitors to the region came from New South Wales



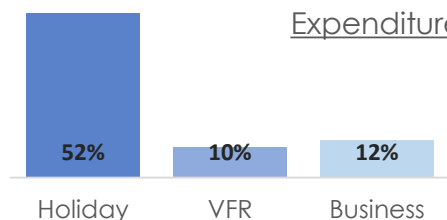
Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Visitors

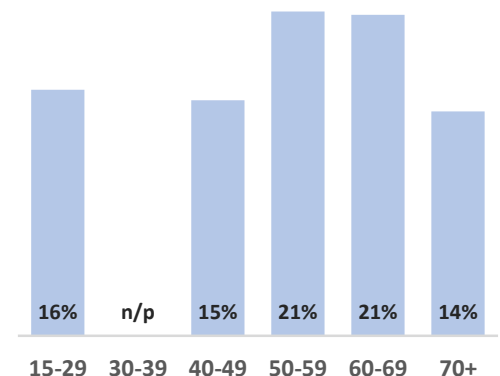


Expenditure

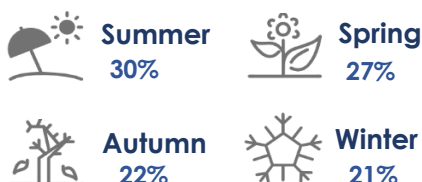


Age

'50-59 years' was the largest age group of the visitors to the region

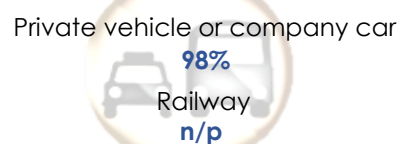


Travel season*

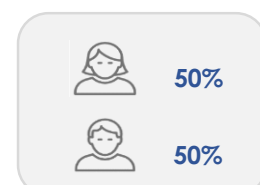


*by month returned from the trip

Transport



Gender



INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE