

Central NSW Visitor Profile

Year ended June 2021

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



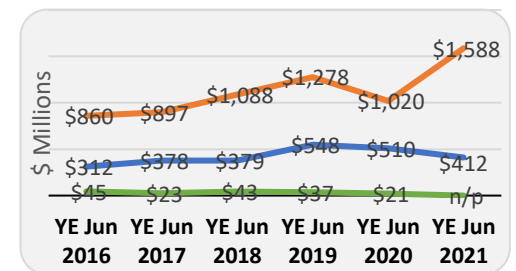
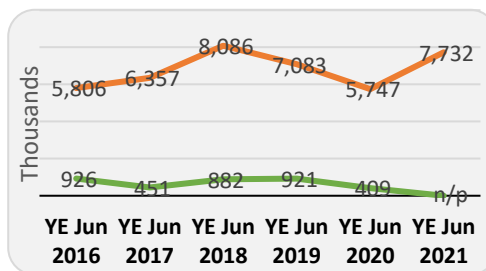
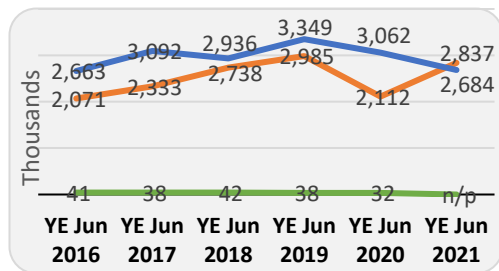
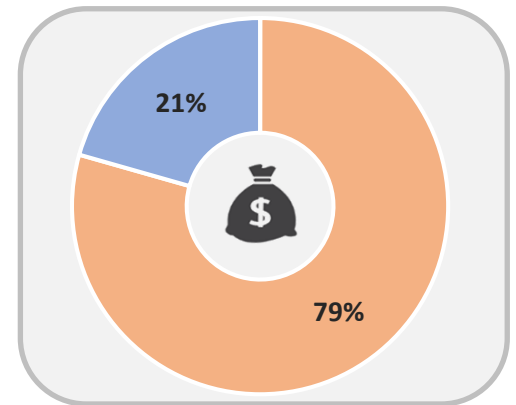
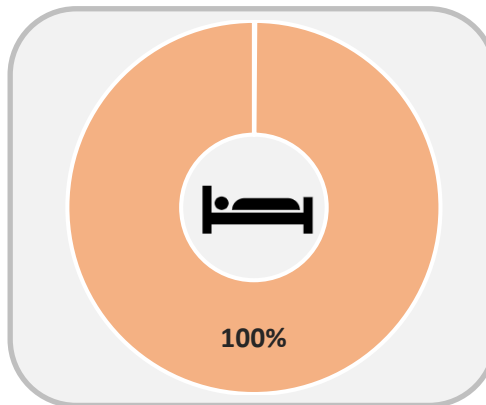
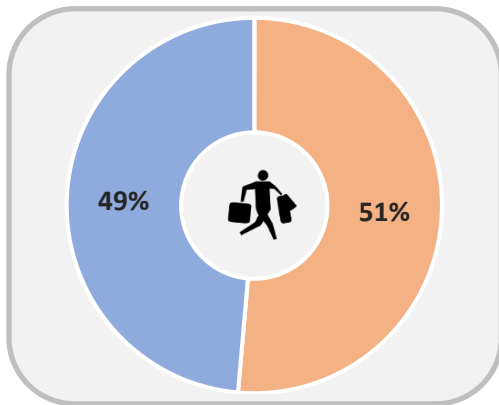
Icons sourced from www.easil.ly

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

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 2.8m (+34.3% YoY)
Nights: 7.7m (+34.5% YoY)
Expenditure: \$1.6bn (+55.7% YoY)



Average spend
\$205 per night
\$560 per visitor



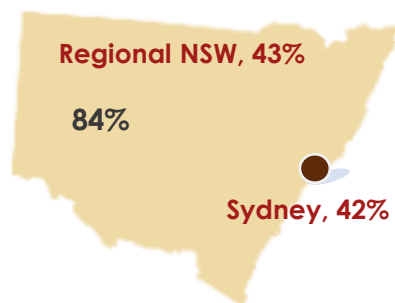
Average length of stay:
2.7 nights



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

Origin

84% of the visitors came from within New South Wales



Travel party

30% of the visitors were travelling alone



Unaccompanied
30%



Adult couple
27%



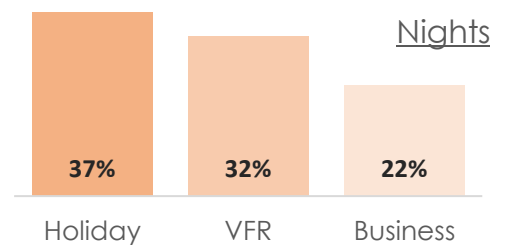
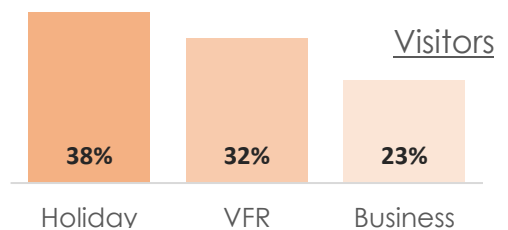
Family group
16%



Friends and/or relatives
22%

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, 94%
Aircraft, 3%

Gender

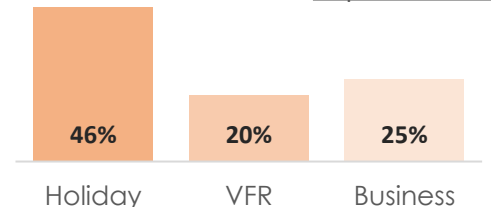


43%



57%

Expenditure



Central NSW Visitor Profile

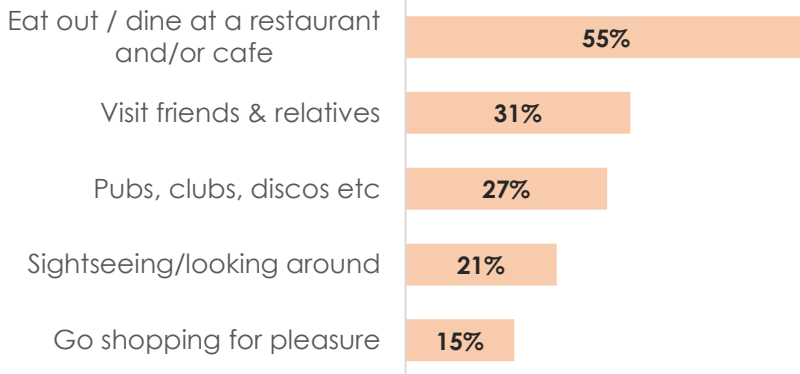
Year ended June 2021

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



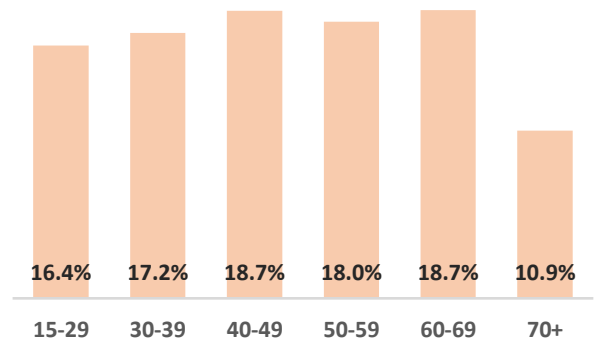
Icons sourced from www.easil.ly

Top 5 activities

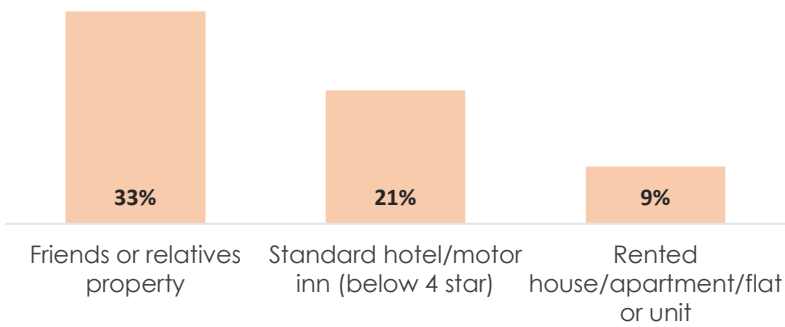


Age

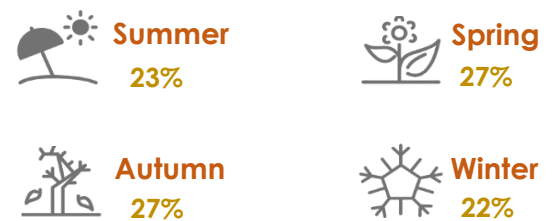
'40-49' and '60-69' years were the largest age groups of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 2.7m (-12.3% YoY)
Expenditure: \$411.9m (-19.2% YoY)



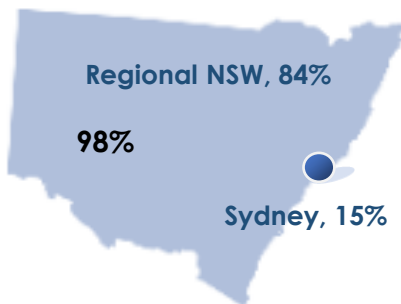
Average spend \$153 per visitor



#6 for visitors
#4 for expenditure
In Regional NSW

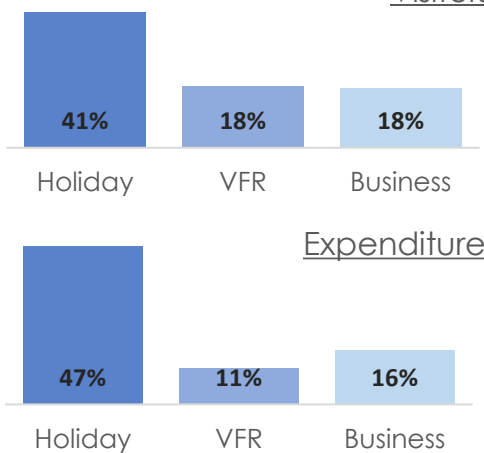
Origin

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



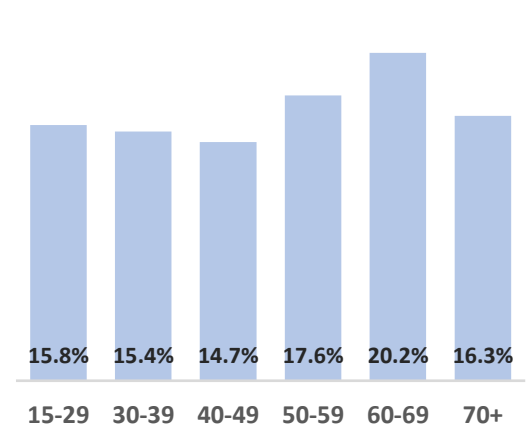
Purpose of visit

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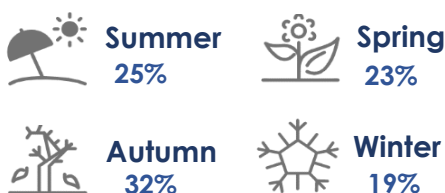


Age

'60-69' years was the largest age group of the visitors to the region

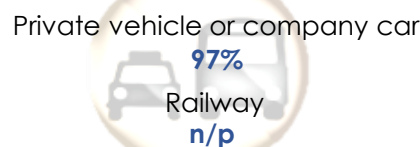


Travel season*

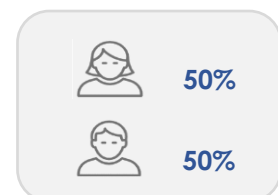


*by month returned from the trip

Transport



Gender



INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE