

Capital Country Visitor Profile

Year ended September 2021

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



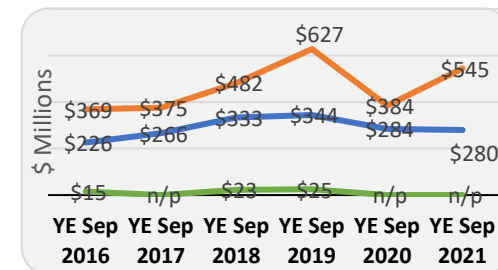
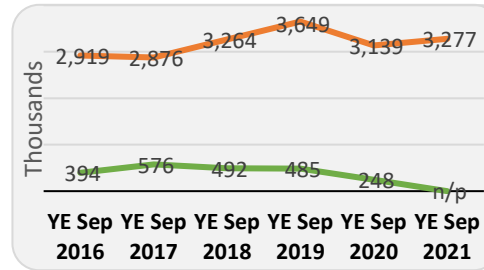
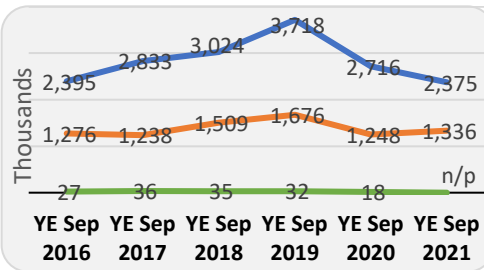
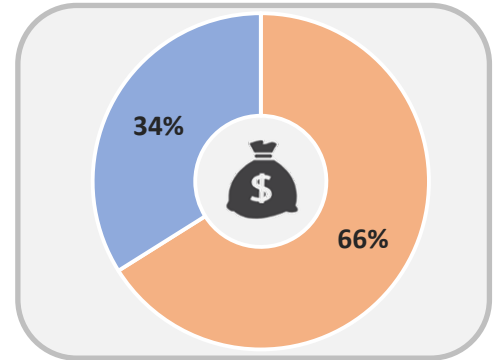
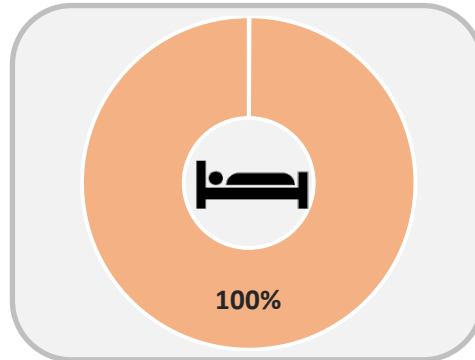
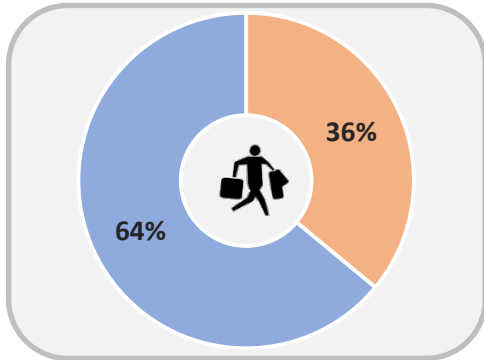
Icons sourced from www.easilly

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

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 1.3m (+7.0% YoY)
Nights: 3.3m (+4.4% YoY)
Expenditure: \$544.6m (+41.7% YoY)

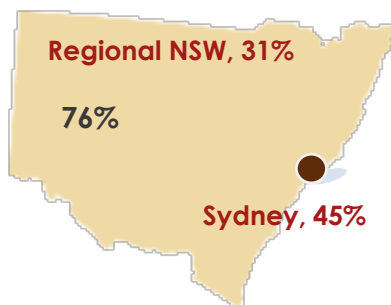
Average spend
\$166 per night
\$408 per visitor

Average length of stay:
2.5 nights

#6 for visitors
#7 for nights
#7 for expenditure
In Regional NSW

Origin

76% of the visitors came from within New South Wales



Travel party

30% of the visitors were adult couple

Unaccompanied
30%

Adult couple
30%

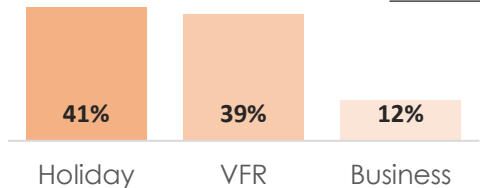
Family group
16%

Friends and/or relatives
21%

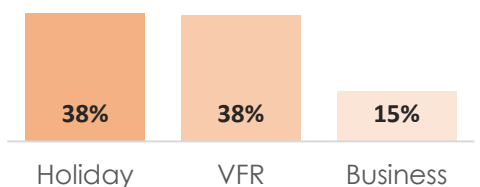
Purpose of visit

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

Visitors



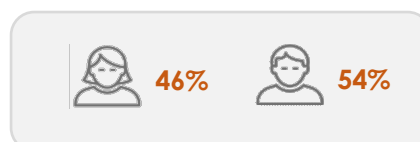
Nights



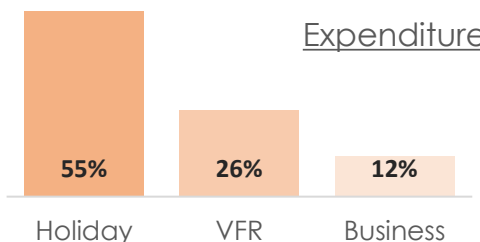
Transport

Private vehicle or company car, 93%
Rental car, 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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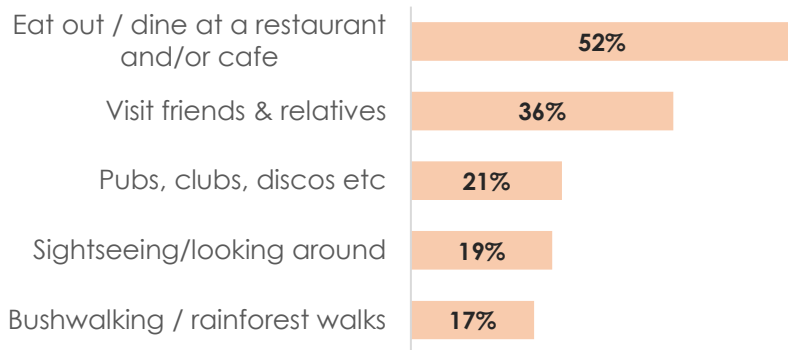
Year ended September 2021

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



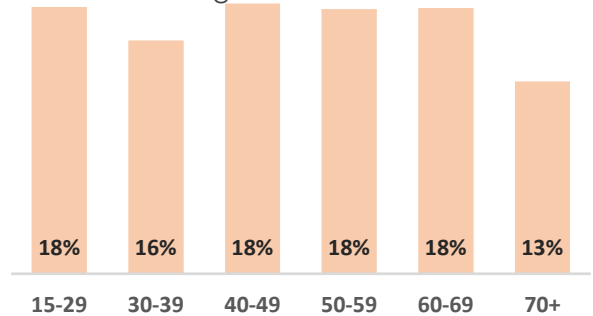
Icons sourced from www.easilly

Top 5 activities

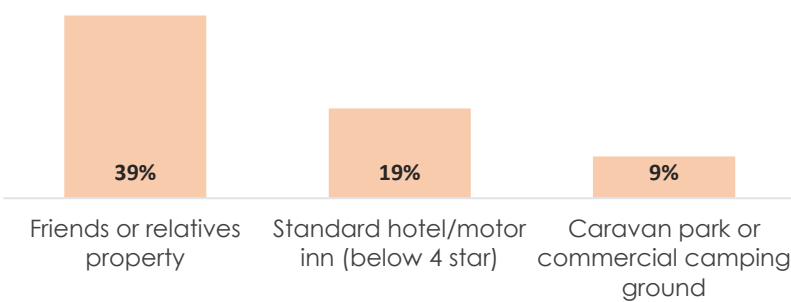


Age

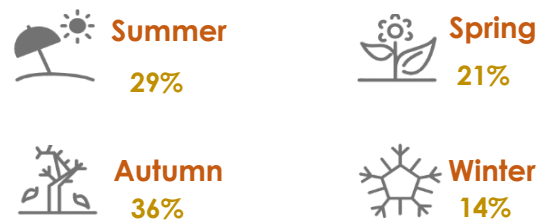
'40-49 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 2.4m (-12.6% YoY)
Expenditure: \$279.6m (-1.6% YoY)



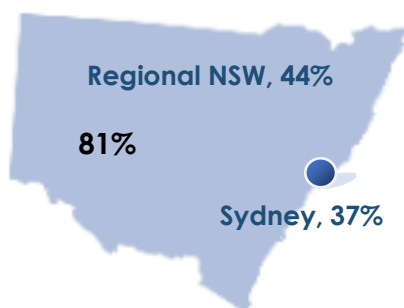
Average spend \$118 per visitor



#6 for visitors
#5 for expenditure
In Regional NSW

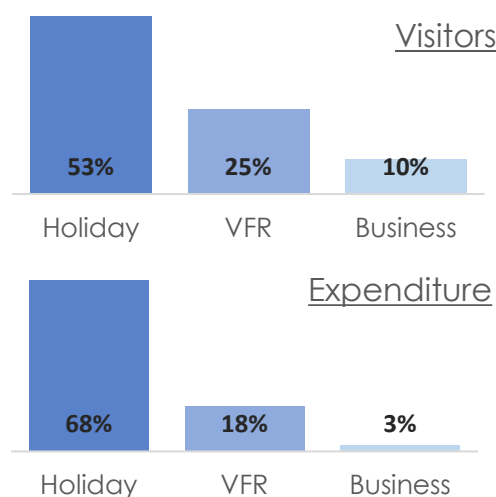
Origin

81% of the visitors to the region came from New South Wales



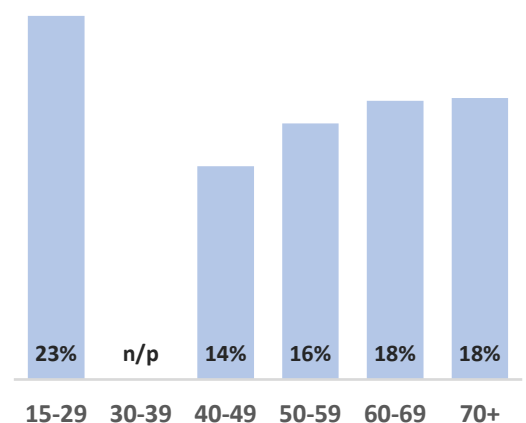
Purpose of visit

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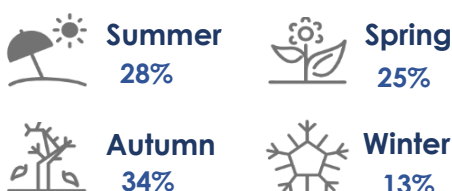


Age

'15-29 years' was the largest age group of the visitors to the region



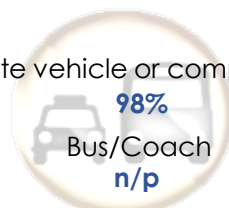
Travel season*



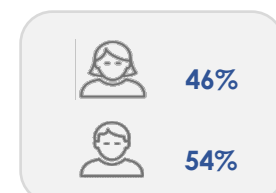
*by month returned from the trip

Transport

Private vehicle or company car



Gender



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.

INTERNATIONAL DATA IS NOT RELIABLE AND THEREFORE NOT PUBLISHABLE