

Central NSW Visitor Profile

Year ended September 2021

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



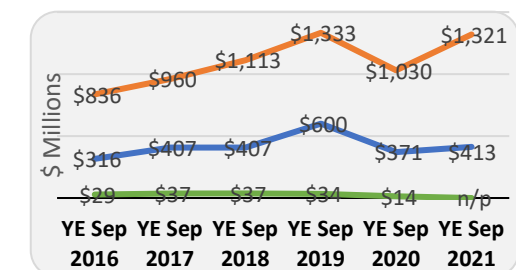
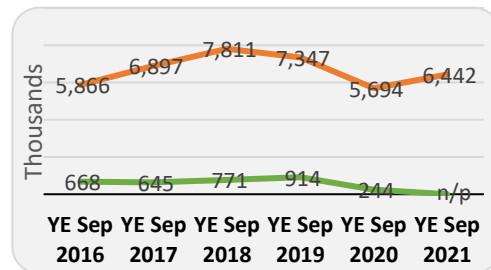
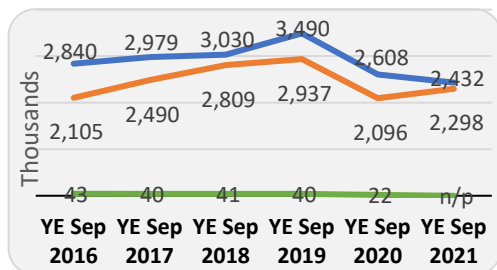
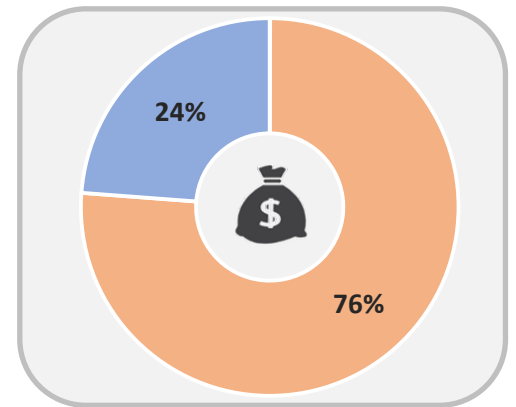
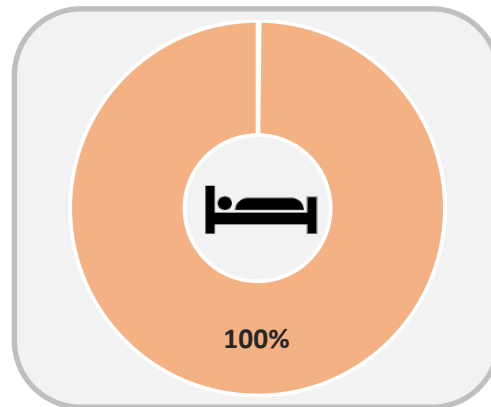
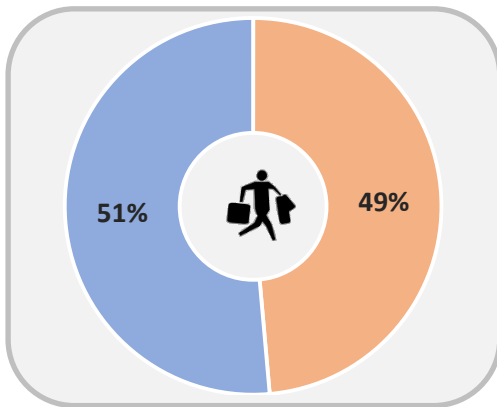
Icons sourced from www.easilly

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: 2.3m (+9.6% YoY)
Nights: 6.4m (+13.1% YoY)
Expenditure: \$1.3bn (+28.2% YoY)



Average spend
\$205 per night
\$575 per visitor



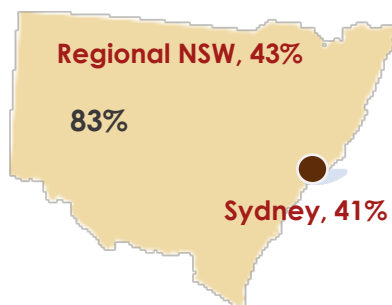
Average length of stay:
2.8 nights



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

Origin

83% of the visitors came from within New South Wales



Travel party

29% of the visitors were travelling alone



Unaccompanied
29%



Adult couple
28%



Family group
17%

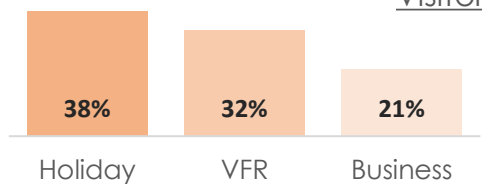


Friends and/or relatives
22%

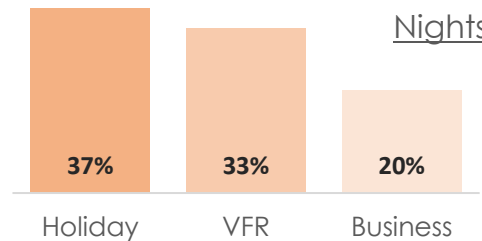
Purpose of visit

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

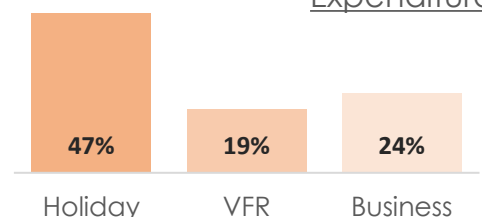
Visitors



Nights



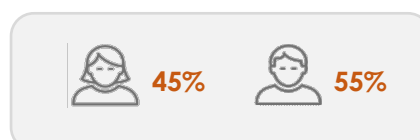
Expenditure



Transport

Private vehicle or company car, 94%
Aircraft, n/p

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.

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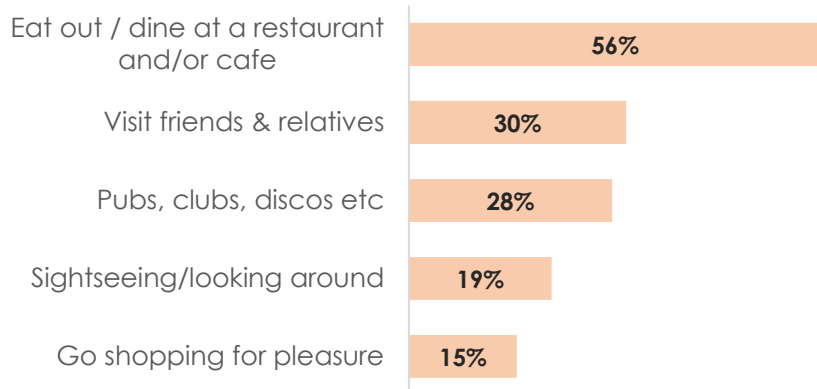
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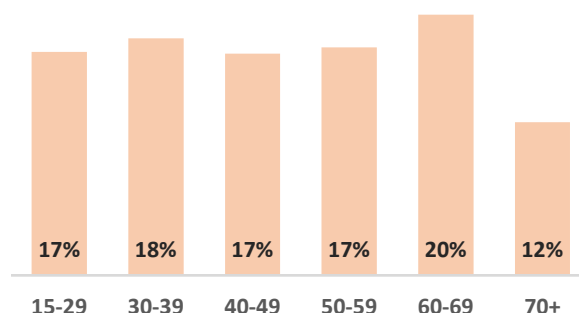
Icons sourced from www.easilly

Top 5 activities

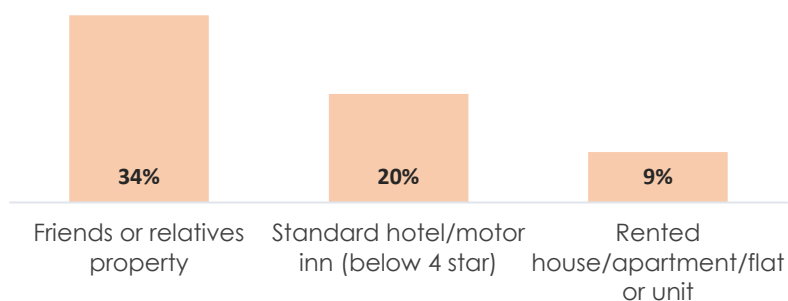


Age

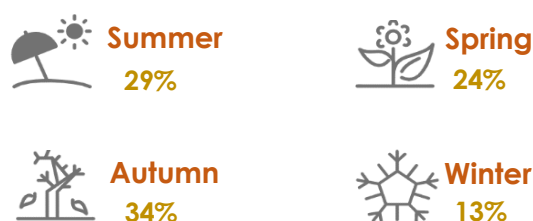
'60-69 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 2.4m (-6.8% YoY)
Expenditure: \$412.8m (+11.4% YoY)



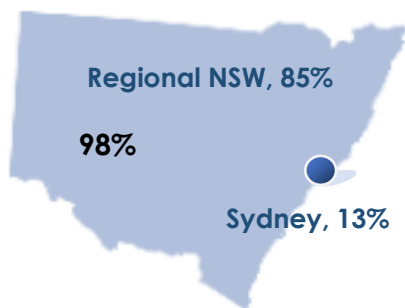
Average spend \$170 per visitor



#5 for visitors
#4 for expenditure
In Regional NSW

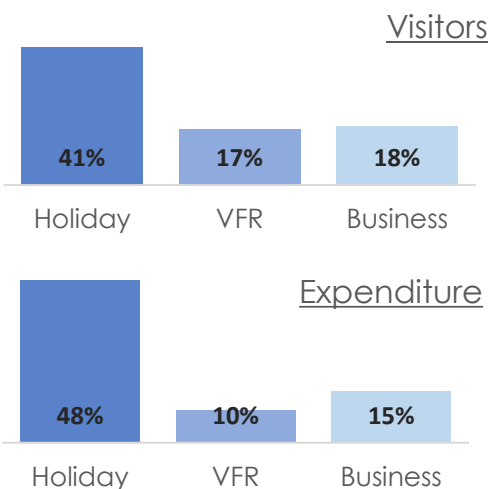
Origin

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



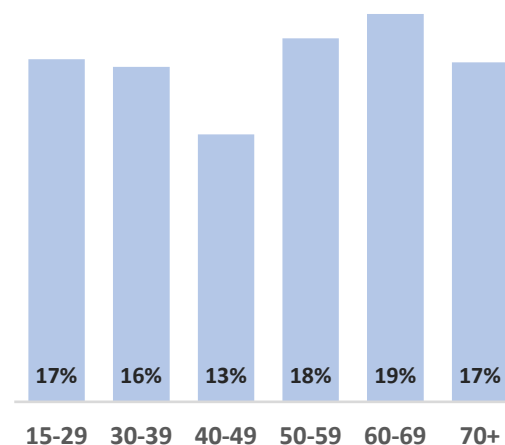
Purpose of visit

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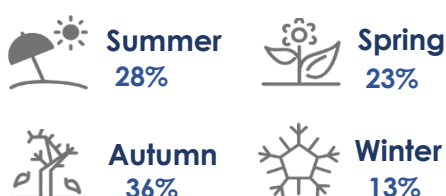


Age

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

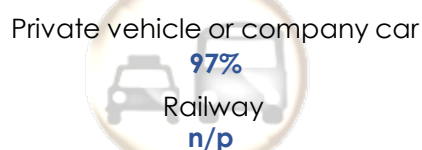


Travel season*

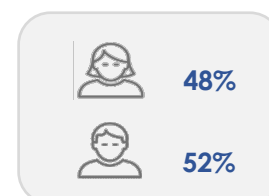


*by month returned from the trip

Transport



Gender



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