

Capital Country Visitor Profile

Year ended December 2021

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

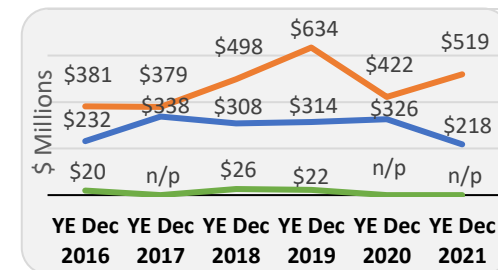
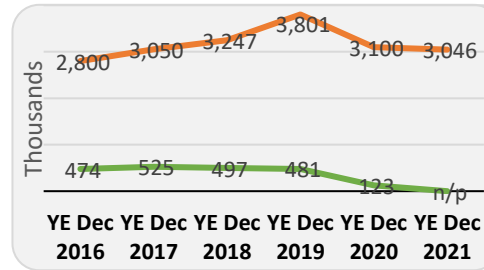
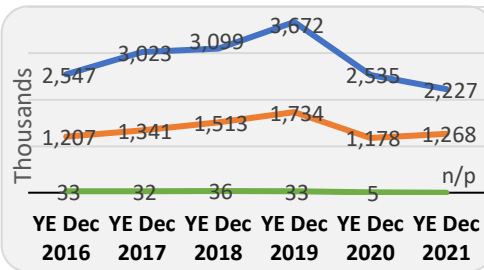
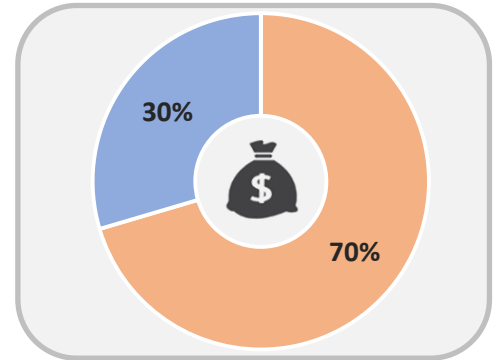
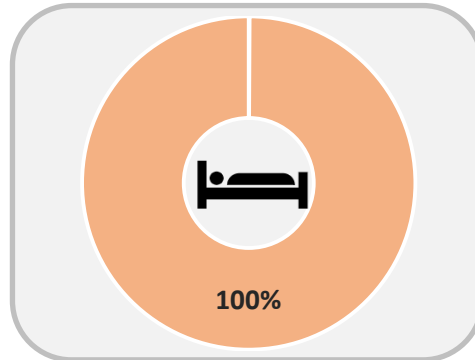
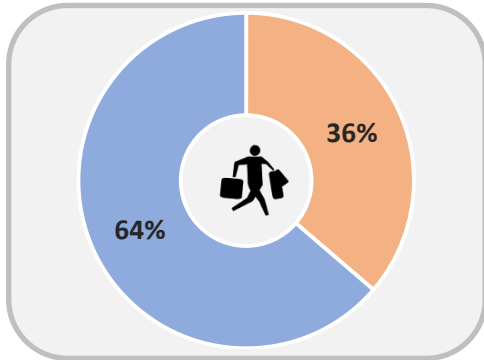


Icons sourced from www.easilly

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 1.3m (+7.7% YoY)
Nights: 3.0m (-1.7% YoY)
Expenditure: \$519.2m (+23.0% YoY)



Average spend
\$170 per night
\$410 per visitor



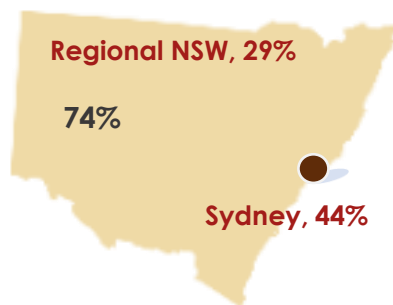
Average length of stay:
2.4 nights



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

Origin

74% of the visitors came from within New South Wales



Travel party

31% of the visitors were travelling alone



Unaccompanied
31%



Adult couple
31%



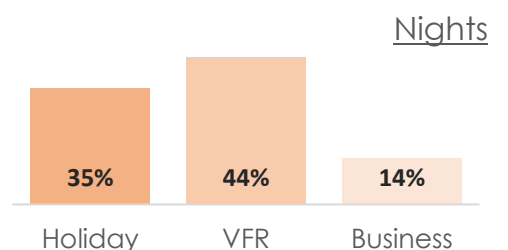
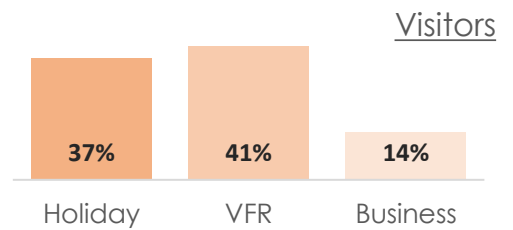
Family group
12%



Friends and/or relatives
24%

Purpose of visit

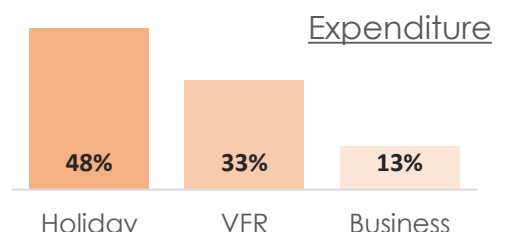
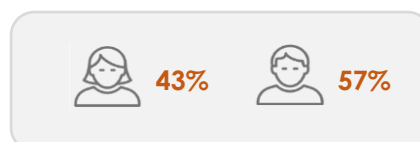
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Transport

Private vehicle or company car, 95%
Self-drive motorhome or campervan, 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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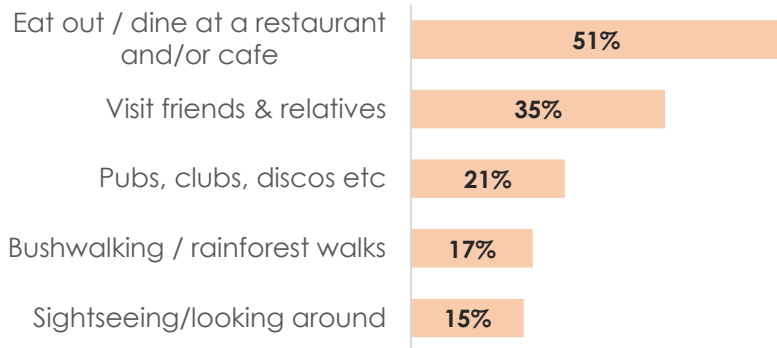
Year ended December 2021

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



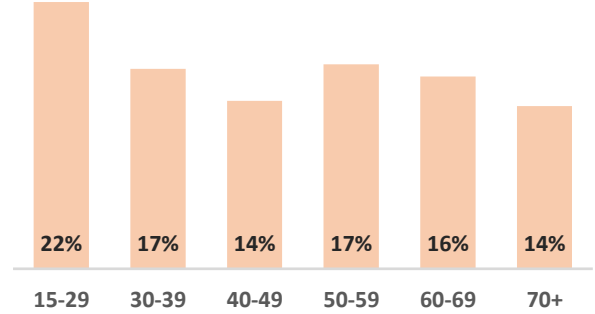
Icons sourced from www.easilly

Top 5 activities

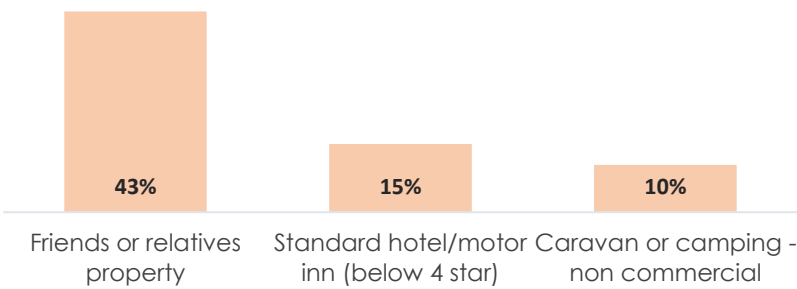


Age

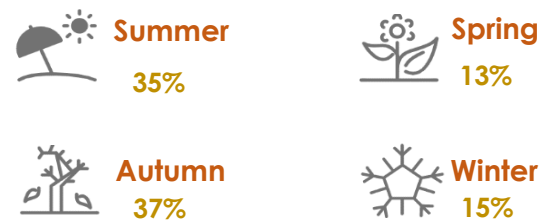
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 2.2m (-12.1% YoY)
Expenditure: \$218.0m (-33.1% YoY)



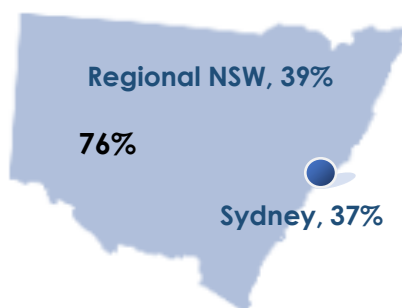
Average spend \$98 per visitor



#6 for visitors
#6 for expenditure
In Regional NSW

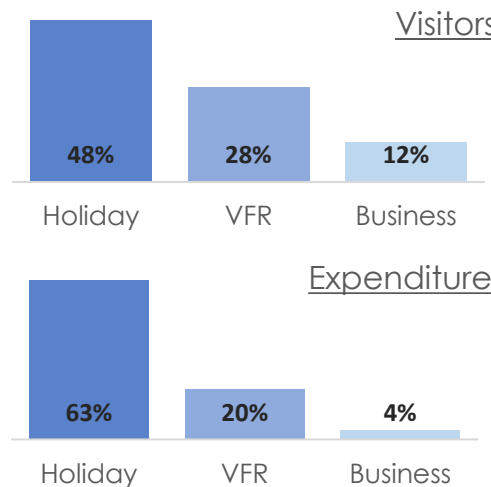
Origin

76% of the visitors to the region came from New South Wales



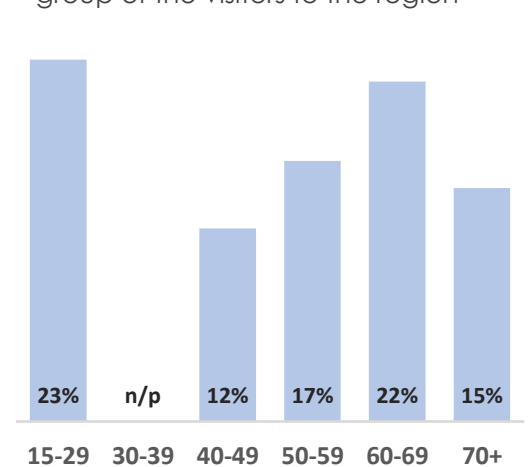
Purpose of visit

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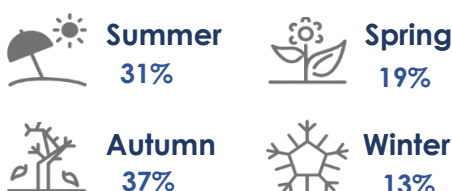


Age

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



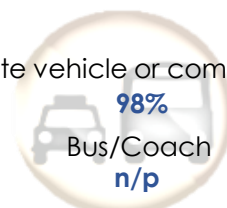
Travel season*



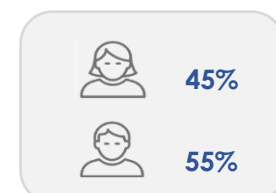
*by month returned from the trip

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