

Capital Country Visitor Profile

Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.



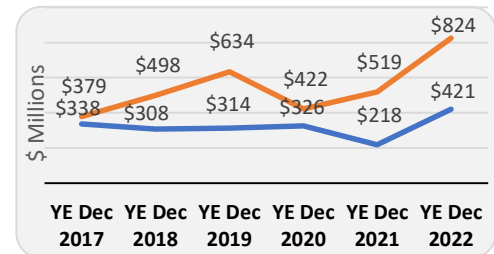
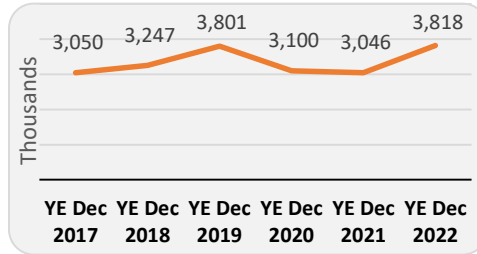
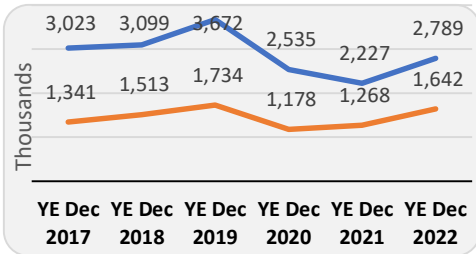
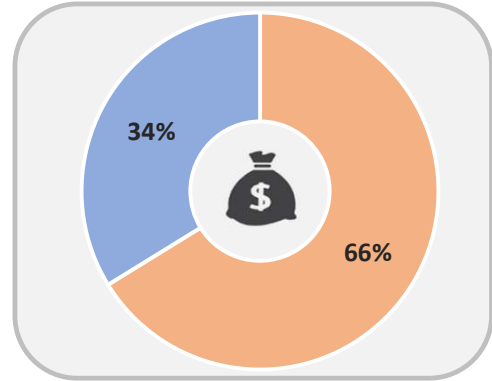
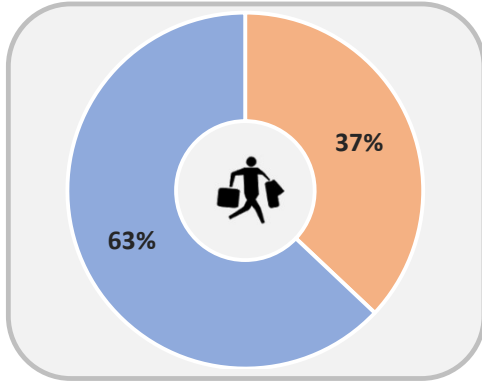
Icons sourced from www.easilly

Note: This report does not include international visitation statistics as YE December 2022 International Visitor Survey data are not available.

TOTAL DOMESTIC



Domestic overnight travel Domestic daytrip travel



Domestic overnight travel

Visitors: 1.6m (+29.5% YoY)
Nights: 3.8m (+25.4% YoY)
Expenditure: \$824.5m (+58.8% YoY)

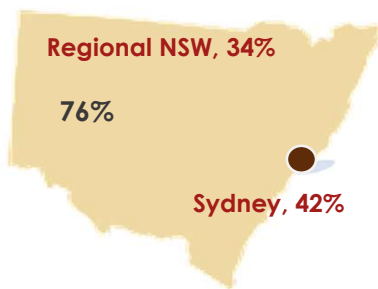
Average spend
\$216 per night
\$502 per visitor

Average length of stay:
2.3 nights

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

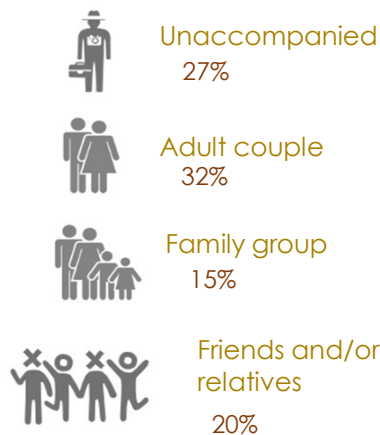
Origin

76% of the visitors came from within New South Wales



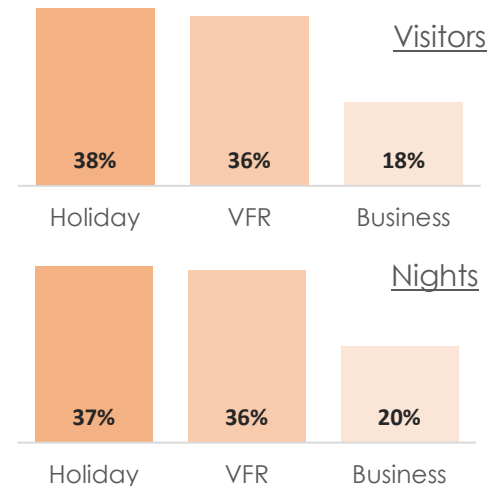
Travel party

32% of the visitors were adult couple



Purpose of visit

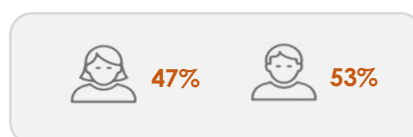
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



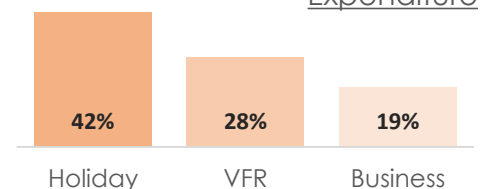
Transport

Private vehicle or company car, 90%
Aircraft, n/p

Gender



Expenditure



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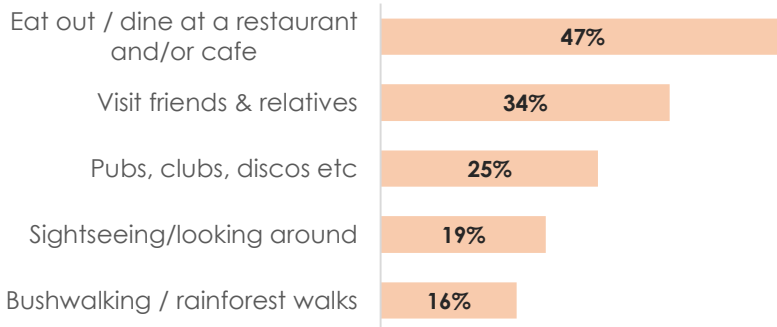
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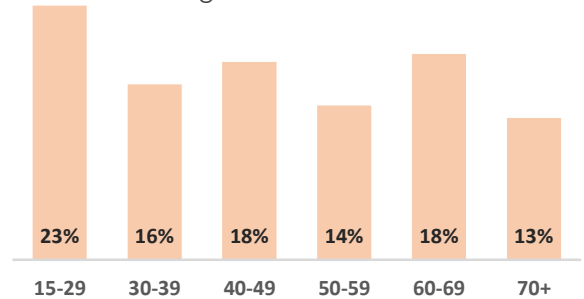
Icons sourced from www.easil.ly

Top 5 activities

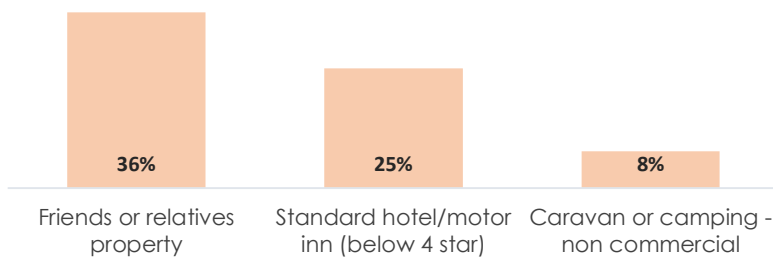


Age

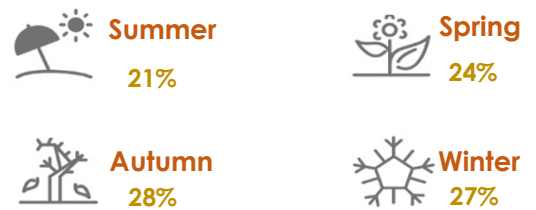
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

Visitors: 2.8m (+25.2% YoY)
Expenditure: \$420.6m (+92.9% YoY)



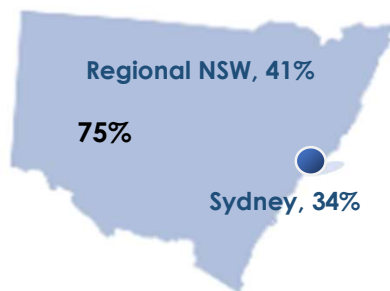
Average spend \$151 per visitor



#6 for visitors
#5 for expenditure
In Regional NSW

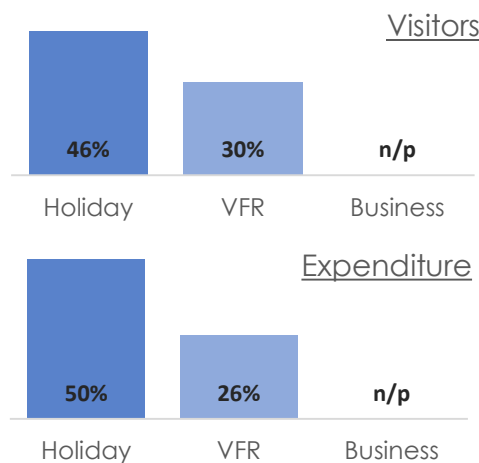
Origin

75% of the visitors to the region came from New South Wales



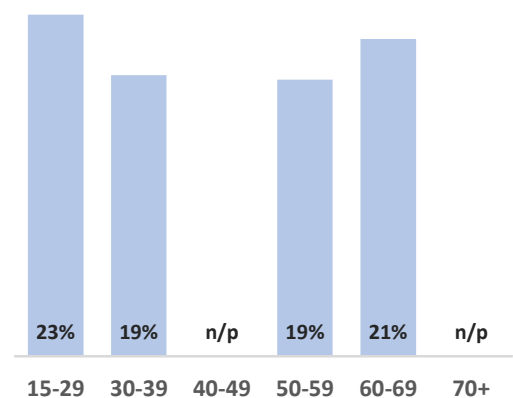
Purpose of visit

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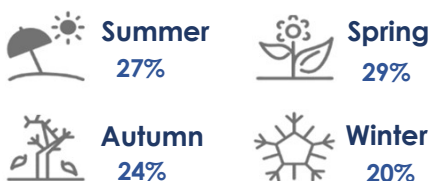


Age

'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

