

Travel to Capital Country Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



OVERVIEW

DOMESTIC (overnight & daytrip)	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors ('000)	3,041	3,536	3,589	3,789	4,451	4,740	5,159	3,900	3,449	4,399	27.5%
Nights ('000)	2,324	2,520	2,898	2,823	3,221	3,039	3,967	3,099	2,871	3,784	31.8%
Expenditure (\$ million)	\$527	\$537	\$549	\$601	\$803	\$827	\$898	\$807	\$761	\$1,177	54.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% Change YE Mar23 vs YE Mar22
Visitors (000)	1,057	1,043	1,191	1,203	1,455	1,453	1,675	1,276	1,195	1,670	39.7%
Nights (000)	2,324	2,520	2,898	2,823	3,221	3,039	3,967	3,099	2,871	3,784	31.8%
Average Length of Stay	2.2	2.4	2.4	2.3	2.2	2.1	2.4	2.4	2.4	2.3	-5.7%
Expenditure (\$ million)	\$341	\$329	\$353	\$376	\$452	\$496	\$589	\$493	\$496	\$787	58.6%
Spend per visitor per night (\$)	\$147	\$131	\$122	\$133	\$140	\$163	\$149	\$159	\$173	\$208	20.3%
Intrastate visitors (000)	798	793	895	897	1,129	1,094	1,232	1,057	878	1,261	43.6%
Interstate visitors (000)	258	251	296	306	326	359	443	220	317	409	29.1%
Intrastate nights (000)	1,697	1,835	2,053	2,067	2,272	2,270	2,651	2,600	2,112	2,867	35.7%
Interstate nights (000)	627	685	845	756	950	769	1,316	499	759	917	20.7%
Intrastate expenditure (\$ million)	\$265	\$248	\$253	\$294	\$342	\$369	\$434	\$421	\$413	\$561	35.9%
Interstate expenditure (\$ million)	\$75	\$81	\$101	\$81	\$110	\$128	\$155	\$72	\$84	\$226	170.6%

Purpose of Visit

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	387	402	440	462	492	595	566	483	451	617	37.0%
Visiting Friends & Relatives	459	398	497	476	612	600	637	512	473	614	29.8%
Business	155	151	159	164	246	176	364	172	183	301	64.4%
Other	62	92	94	102	107	89	117	115	91	139	53.9%
Total	1,057	1,043	1,191	1,203	1,455	1,453	1,675	1,276	1,195	1,670	39.7%

	Nights (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	878	1,009	978	1,103	1,049	1,214	1,150	1,017	1,057	1,328	25.6%
Visiting Friends & Relatives	1,007	995	1,342	1,065	1,516	1,194	1,402	1,193	1,192	1,462	22.6%
Business	359	358	370	420	462	465	1,237	550	465	789	69.6%
Other	80	158	208	235	194	166	178	340	157	205	30.6%
Total	2,324	2,520	2,898	2,823	3,221	3,039	3,967	3,099	2,871	3,784	31.8%

Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Regional NSW	387	415	435	392	501	465	548	390	383	588	53.6%
Sydney	412	377	461	506	629	629	684	666	496	673	35.8%
Total Intrastate	798	793	895	897	1,129	1,094	1,232	1,057	878	1,261	43.6%
Victoria	114	105	110	106	104	130	138	n/p	128	181	41.7%
Queensland	n/p	n/p	n/p	n/p	n/p	92	n/p	n/p	n/p	n/p	-
ACT	n/p	83	89	89	101	104	176	97	117	138	17.5%
Other Interstate	25	n/p	54	n/p	32	33	n/p	n/p	n/p	n/p	-
Total Interstate	258	251	296	306	326	359	443	220	317	409	29.1%
Grand Total	1,057	1,043	1,191	1,203	1,455	1,453	1,675	1,276	1,195	1,670	39.7%

Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
15-29	181	199	214	262	288	304	327	215	268	378	40.7%
30-39	170	153	191	133	243	153	232	233	193	243	25.6%
40-49	184	174	200	170	207	225	258	220	168	280	66.7%
50-59	175	215	242	268	260	265	326	213	201	274	36.2%
60-69	235	157	236	263	290	281	265	228	218	271	24.5%
70+	111	145	109	108	165	225	268	167	146	224	53.1%
Total	1,057	1,043	1,191	1,203	1,455	1,453	1,675	1,276	1,195	1,670	39.7%

Travel to Capital Country Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Travelling alone	245	250	290	324	400	515	611	404	359	458	27.6%
Adult couple	319	296	369	365	469	398	441	379	352	536	52.3%
Family group - parents and children	215	218	216	203	254	200	208	191	136	255	86.8%
Friends or relatives travelling together with(out) children	218	219	243	243	266	268	314	244	300	337	12.4%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	97	n/p	n/p	n/p	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,057	1,043	1,191	1,203	1,455	1,453	1,675	1,276	1,195	1,670	39.7%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Eat out / dine at a restaurant and/or cafe	497	506	632	618	778	782	809	646	548	809	47.6%
Visit friends & relatives	515	484	579	585	656	664	696	522	380	591	55.7%
Pubs, clubs, discos etc	169	174	214	257	253	263	318	248	281	436	55.1%
Sightseeing/looking around	209	228	279	204	288	318	326	281	170	324	90.0%
Go shopping for pleasure	186	178	257	164	196	228	196	213	176	249	41.5%

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Friends or relatives property	960	1,235	1,334	1,268	1,677	1,211	1,404	1,448	1,063	1,537	44.6%
Standard hotel/motor inn (below 4 star)	545	440	381	500	514	552	936	486	559	832	49.0%
Caravan or camping - non commercial	n/p	240	184	267	221	218	237	175	270	320	18.5%

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Private vehicle or company car	943	907	1,074	1,064	1,313	1,321	1,525	1,199	1,114	1,517	36.2%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

											% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Visitors (000)	1,984	2,493	2,398	2,585	2,996	3,287	3,484	2,624	2,254	2,729	21.1%
Expenditure (\$ million)	\$186	\$208	\$195	\$226	\$350	\$330	\$309	\$314	\$265	\$390	47.3%
Spend per visitor (\$)	\$94	\$83	\$81	\$87	\$117	\$100	\$89	\$120	\$117	\$143	21.6%

Main Purpose of Trip

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Holiday	881	1,326	1,131	1,333	1,482	1,725	1,650	1,322	1,021	1,298	27.1%
Visiting Friends & Relatives	717	691	859	775	888	998	1,071	668	681	745	9.4%
Business	n/p	244	n/p	n/p	n/p	n/p	528	292	315	n/p	-
Other	n/p	233	250	n/p	378	253	n/p	342	n/p	n/p	-
Total	1,984	2,493	2,398	2,585	2,996	3,287	3,484	2,624	2,254	2,729	21.1%

Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Sydney	741	956	912	1,056	1,228	1,116	1,283	970	737	821	11.3%
Regional NSW	693	1,002	894	990	1,146	1,204	1,329	1,121	998	1,202	20.5%
Total Intrastate	1,434	1,959	1,807	2,046	2,373	2,320	2,612	2,091	1,735	2,023	16.6%
Total Interstate	551	535	591	539	622	967	872	533	518	706	36.2%
Total	1,984	2,493	2,398	2,585	2,996	3,287	3,484	2,624	2,254	2,729	21.1%

Travel to Capital Country Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
15-29	n/p	591	469	499	474	623	527	601	513	601	17.3%
30-39	n/p	n/p	n/p	n/p	465	566	489	369	n/p	434	-
40-49	346	337	349	431	538	569	598	331	221	n/p	-
50-59	397	499	416	451	648	523	611	442	404	492	21.8%
60-69	381	583	485	561	458	544	683	425	523	619	18.4%
70+	256	279	388	411	413	462	576	457	283	353	24.5%
Total	1,984	2,493	2,398	2,585	2,996	3,287	3,484	2,624	2,254	2,729	21.1%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Eat out / dine at a restaurant and/or cafe	924	1,181	1,221	1,380	1,615	1,603	1,941	1,259	960	1,204	25.4%
Visit friends & relatives	767	851	880	957	1,030	1,258	1,096	740	644	636	-1.3%
Go shopping for pleasure	392	744	409	439	622	646	575	421	325	501	54.1%
Sightseeing/looking around	350	385	435	619	624	741	638	539	281	357	27.1%
Pubs, clubs, discos etc	n/p	n/p	n/p	n/p	n/p	277	280	n/p	n/p	n/p	-

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	
Private vehicle or company car	1,905	2,340	2,309	2,428	2,883	3,150	3,329	2,589	2,218	2,614	17.9%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bus/Coach	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable; '-' = not available

Capital Country includes: Bowral, Goulburn, Yass and Young.