

Capital Country Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia.

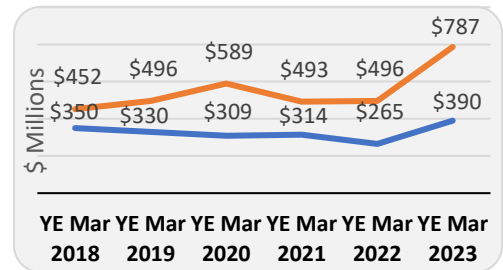
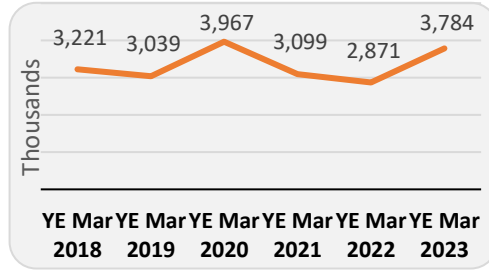
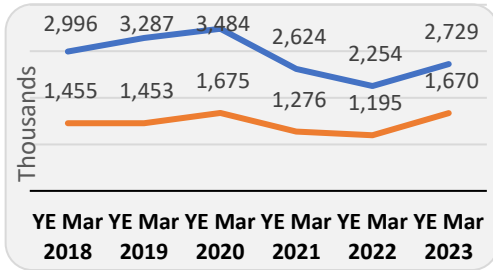
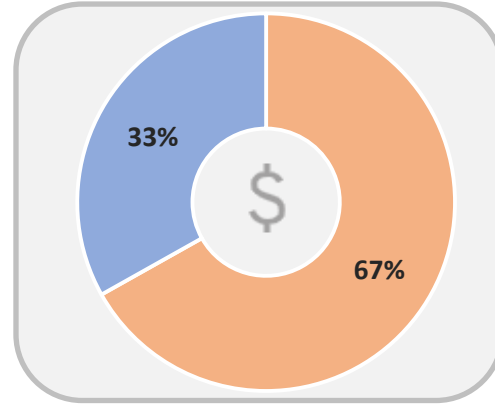
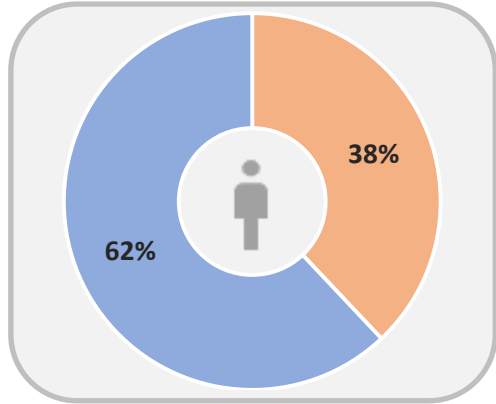


Note: This report does not include international visitation statistics as YE March 2023 International Visitor Survey data are not available.

TOTAL DOMESTIC



Domestic Overnight Domestic Daytrip



Domestic overnight travel

Visitors: 1.7m (+39.7% YoY)
Nights: 3.8m (+31.8% YoY)
Expenditure: \$786.7m (+58.6% YoY)

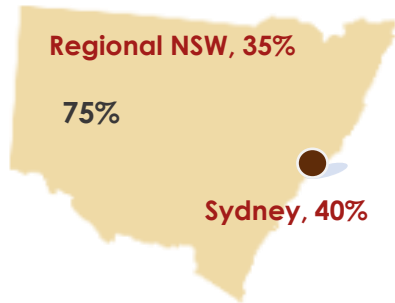
Average spend
\$208 per night
\$471 per visitor

Average length of stay:
2.3 nights

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

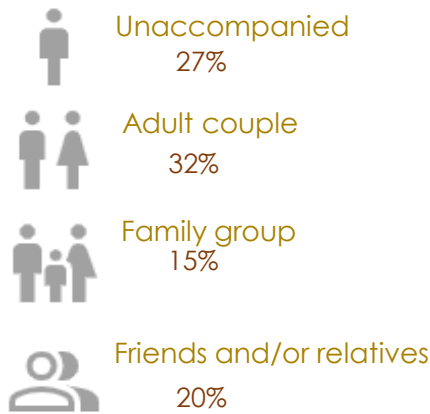
Origin

75% of the visitors came from within New South Wales

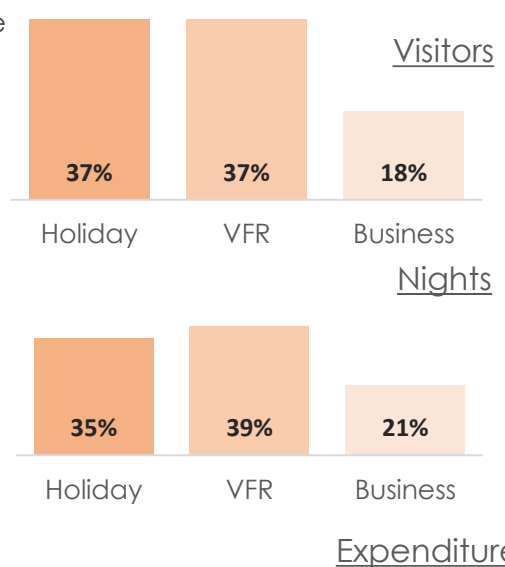


Travel party

32% of the visitors were adult couple



Purpose of visit



Transport

Private vehicle or company car, 91%
Railway, n/p

Gender



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

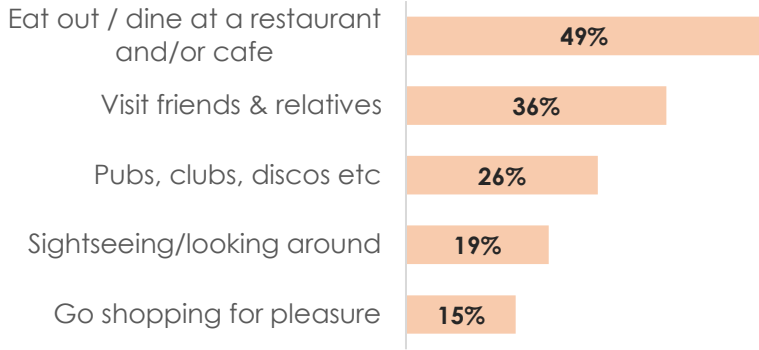
Capital Country Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia.

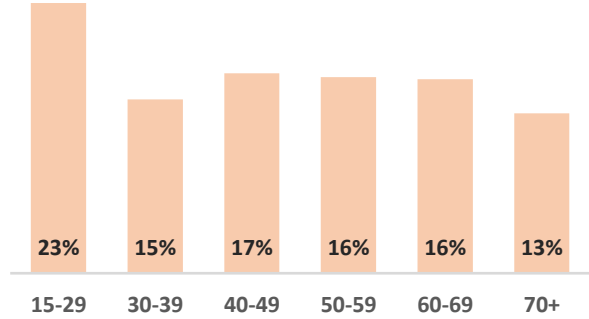


Top 5 activities

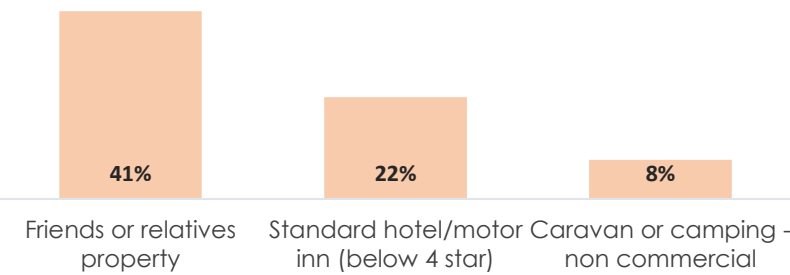


Age

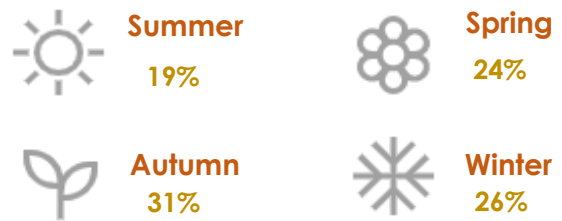
'15-29 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

Domestic daytrip travel

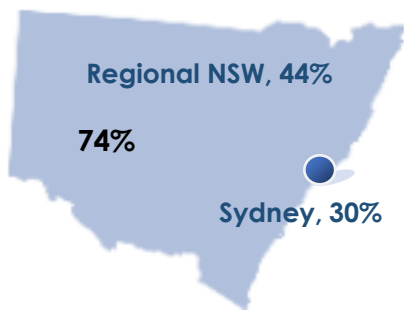
Visitors: 2.7m (+21.1% YoY)
Expenditure: \$389.9m (+47.3% YoY)

Average spend \$143 per visitor

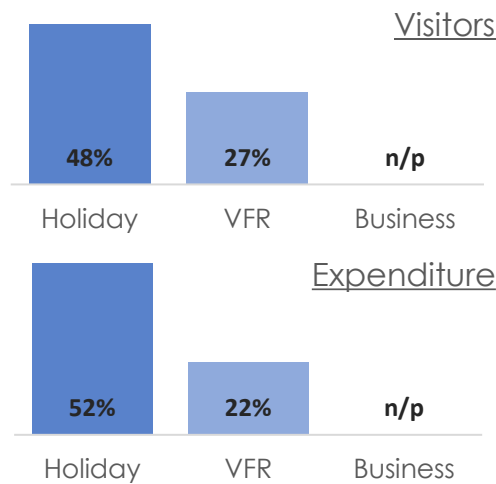
#7 for visitors
#7 for expenditure
In Regional NSW

Origin

74% of the visitors to the region came from New South Wales



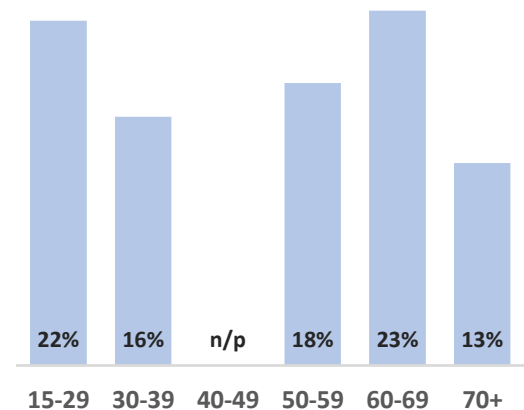
Purpose of visit



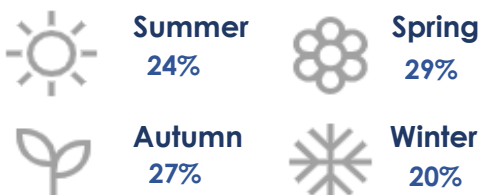
*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

Age

'60-69 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 96%
Railway n/p

Gender

