

Travel to Central West NSW Destination Network

Year ended June 2023

Source: National Visitor Survey, TRA.



OVERVIEW

n/p = not publishable

Domestic - overnight & daytrip	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)	3,803	3,989	3,866	4,369	4,771	5,209	4,053	4,605	3,615	5,060	40.0%
Nights (000)	3,167	3,697	4,436	4,810	6,181	5,588	4,257	6,149	4,601	6,025	31.0%
Expenditure (\$M)	\$793	\$833	\$890	\$946	\$1,105	\$1,315	\$1,056	\$1,487	\$1,290	\$1,694	31.3%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)	1,305	1,436	1,566	1,808	2,139	2,292	1,630	2,327	1,677	2,181	30.0%
Nights (000)	3,167	3,697	4,436	4,810	6,181	5,588	4,257	6,149	4,601	6,025	31.0%
Average Length of Stay (nights)	2.4	2.6	2.8	2.7	2.9	2.4	2.6	2.6	2.7	2.8	0.7%
Expenditure (\$M)	\$457	\$522	\$644	\$662	\$808	\$931	\$723	\$1,206	\$968	\$1,253	29.4%
Spend per visitor per night (\$)	\$144	\$141	\$145	\$138	\$131	\$167	\$170	\$196	\$210	\$208	-1.2%
Interstate visitors (000)	224	323	317	343	326	347	299	258	219	311	42.2%
Intrastate visitors (000)	1,081	1,113	1,249	1,465	1,813	1,945	1,331	2,069	1,458	1,869	28.2%
Interstate nights (000)	600	938	1,074	1,317	1,453	1,071	941	884	582	1,076	84.9%
Intrastate nights (000)	2,567	2,759	3,362	3,492	4,728	4,517	3,316	5,265	4,019	4,949	23.1%
Interstate expenditure (\$M)	\$92	\$116	\$156	\$142	\$166	\$143	\$142	\$191	\$130	\$214	64.8%
Intrastate expenditure (\$M)	\$365	\$406	\$488	\$520	\$641	\$788	\$581	\$1,016	\$838	\$1,039	23.9%

Main Purpose of Visit

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)											
Holiday	507	532	629	687	902	971	583	1,001	709	845	19.2%
Visiting Friends & Relatives	436	530	549	676	762	813	566	726	494	768	55.6%
Business	276	255	242	304	321	376	378	476	378	424	12.3%
Other	89	131	166	160	174	142	120	139	101	150	49.1%
Total	1,305	1,436	1,566	1,808	2,139	2,292	1,630	2,327	1,677	2,181	30.0%

Origin

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)											
Regional NSW	564	537	639	762	981	1,000	738	903	665	867	30.4%
Sydney	516	576	610	702	832	945	593	1,166	793	1,002	26.3%
Queensland	n/p	93	98	117	101	132	87	76	n/p	109	-
Victoria	93	120	130	129	110	126	143	99	n/p	106	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	62	65	n/p	-
Other Interstate	30	64	45	46	60	n/p	n/p	n/p	n/p	n/p	-
Total	1,305	1,436	1,566	1,808	2,139	2,292	1,630	2,327	1,677	2,181	30.0%

Age

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)											
15-29	282	302	268	502	448	479	350	396	327	488	49.0%
30-39	176	194	254	174	328	364	254	417	243	374	53.6%
40-49	244	245	272	322	367	325	255	458	278	292	5.2%
50-59	271	270	279	333	370	482	301	389	292	382	30.7%
60-69	206	323	329	300	374	357	308	424	329	370	12.5%
70+	125	102	164	177	251	285	163	243	208	276	32.5%
Total	1,305	1,436	1,566	1,808	2,139	2,292	1,630	2,327	1,677	2,181	30.0%

Travel Party

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)											
Travelling alone	322	422	351	470	642	554	528	624	454	612	34.8%
Adult couple	356	392	490	527	574	604	419	639	472	615	30.2%
Family group - parents and children	273	262	287	290	306	372	256	376	288	303	5.4%
Friends or relatives travelling together	223	296	348	427	520	588	322	565	340	546	60.4%
Other travel party	130	n/p	90	n/p	97	174	106	123	123	105	-14.5%
Total	1,305	1,436	1,566	1,808	2,139	2,292	1,630	2,327	1,677	2,181	30.0%

Top 5 Activities (sorted by the latest year)

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)											
Eat out / dine at a restaurant and/or cafe	695	712	860	953	1,236	1,357	875	1,214	834	1,192	42.9%
Visit friends & relatives	563	663	687	836	831	1016	603	703	492	706	43.5%
Pubs, clubs, discos etc	317	313	366	471	501	586	443	654	372	655	76.1%
Sightseeing/looking around	293	280	356	368	500	600	403	547	351	450	28.1%
Go shopping for pleasure	217	231	258	249	311	360	217	347	229	345	50.8%

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

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)											
Friends or relatives property	463	570	585	672	796	821	594	712	458	673	47.1%
Standard hotel/motor inn (below 4 star)	432	385	379	501	500	594	352	591	437	669	53.2%
Rented house/apartment/flat or unit	n/p	n/p	69	95	140	192	98	229	109	189	74.1%

Travel to Central West NSW Destination Network

Year ended June 2023

Source: National Visitor Survey, TRA.



DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	% change
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2023	2023 vs.
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2022	2022
Visitors (000)	2,499	2,553	2,300	2,561	2,632	2,918	2,423	2,278	1,938	2,879	2,879	48.6%
Expenditure (\$M)	\$336	\$311	\$245	\$284	\$297	\$384	\$334	\$281	\$322	\$441	\$441	37.1%
Spend per visitor (\$)	\$134	\$122	\$107	\$111	\$113	\$132	\$138	\$123	\$166	\$153	\$153	-7.8%

Main Purpose of Trip

	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	% change
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2023	2023 vs.
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2022	2022
Holiday	1,121	1,215	1,006	1,083	1,165	1,202	916	965	921	1,253	1,253	36.1%
Visiting Friends & Relatives	481	630	513	618	701	703	555	461	n/p	654	654	-
Business	483	n/p	240	347	n/p	349	378	357	437	500	500	14.3%
Other	413	484	541	512	487	663	574	495	300	473	473	57.9%
Total	2,499	2,553	2,300	2,561	2,632	2,918	2,423	2,278	1,938	2,879	2,879	48.6%

Origin

	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	% change
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2023	2023 vs.
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2022	2022
Regional NSW	1,921	1,914	1,734	1,870	1,917	2,120	1,978	1,726	1,517	2,349	2,349	54.8%
Sydney	556	530	482	655	664	747	413	518	410	498	498	21.4%
Total Intrastate	2,477	2,444	2,215	2,525	2,581	2,867	2,391	2,244	1,928	2,847	2,847	47.7%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,499	2,553	2,300	2,561	2,632	2,918	2,423	2,278	1,938	2,879	2,879	48.6%

Age

	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	YE Jun	% change
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2023	2023 vs.
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2022	2022
15-29	n/p	562	431	583	n/p	679	419	382	n/p	680	680	-
30-39	502	n/p	359	n/p	n/p	n/p	397	391	n/p	n/p	n/p	-
40-49	523	563	400	367	435	681	324	341	n/p	397	397	-
50-59	383	421	319	562	437	382	471	372	323	473	473	46.4%
60-69	353	519	527	433	552	504	403	451	335	475	475	41.6%
70+	275	223	265	285	332	363	410	341	359	438	438	21.9%
Total	2,499	2,553	2,300	2,561	2,632	2,918	2,423	2,278	1,938	2,879	2,879	48.6%