

Travellers' Pulse

Our Top 10 research insights



5.7 million visitors/yr

The DNCO network area has averaged 5.7 million visitors per year.



48%=1.3b

OVERNIGHT VISITORS

These were 48% of visitors and contributed approx. \$1.3 billion/year.



52%=\$387m

DAY VISITORS

These were 52% of visitors and contributed approx. \$387 million/year.



48%=1.3b

OVERNIGHT VISITORS

These comprised 48% of visitors and contributed approx. \$1.3 billion/year.



The average visitor expenditure is estimated at

1.7 billion/yr

An average of

9.3m nights

were spent in the region



The domestic overnight spend average is

\$141/night

This is lower than other areas in Regional NSW which was \$172.

The average night stay is

2.9 nights

This is lower than the Regional NSW average of 3.2 nights.



There's a high volume of intra - region visitors

75%

DAY VISITORS

22%

OVERNIGHT VISITORS

These live in the network area and travel within and between data hubs.

The largest visitor source segment is

Sydney accounts for 12%

These source visitors is the highest % of all network visitors.



There's a visitor dominance of three key segments

**Baby Boomer Couples,
Gen x Families, Gen X Couples**

The COVID 19 impact gave a total visitation

decrease by 40%

This % fall is since 2019 in DNCO.



The main reason for overnight travel include

31%

VFR

34%

HOLIDAY

34%

BUSINESS

These live in the network area and travel within and between data hubs.

SCAN FOR MORE DETAILS
AND THE FULL REPORTS



Country and Outback NSW



DESTINATION
MARKETING
STORE