

Travellers' Pulse

Our GWP research insights



Dubbo
IS THE MAIN DESTINATION ATTRACTING
65% OF OVERNIGHT VISITORS IN THE DATA HUB

Sydney
IS A KEY SEGMENT
24% FOR OVERNIGHT VISITORS IN THE DATA HUB



OVERNIGHT MARKETS

are seeking experiences of...



68%
DINING



14%
VFR

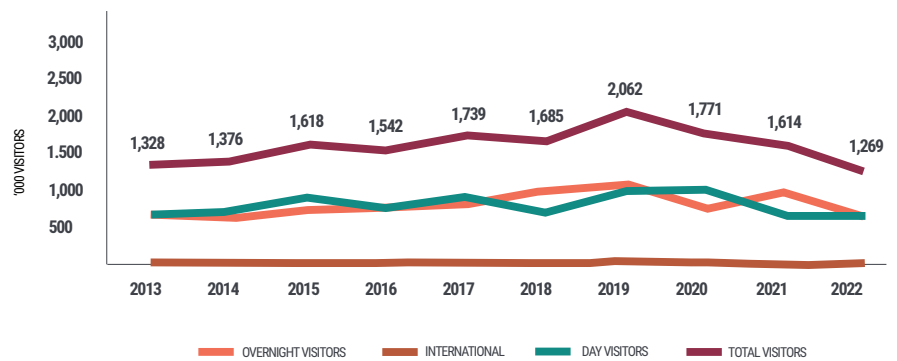


15%
NATURE



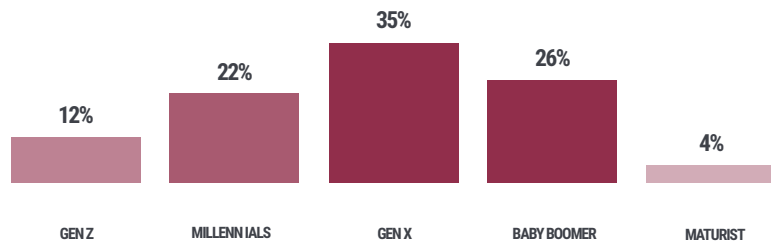
18%
ATTRACTIONS
E.G. TWP ZOO, DUBBO GAOL, RFDS ETC.

Trend data (2013-2022) shows visitation to GWP had been steadily increasing to 2.0 million visitors in the 2018/9 financial year before the impact from COVID-19 saw visitation decrease 38% from that time. The chart on the right highlights the equal strength of both overnight and day visitors, with day visitation being hit hardest from COVID-19 travel restrictions in 2021.



AVERAGE 2018-2022	# VISITORS	% OF TOTAL	\$ CONTRIBUTION	DOMESTIC \$ PER NIGHT	AV NIGHT STAY
Domestic overnight	872	52%	\$375m	\$183	2.3
Domestic day	800	47%	\$125m	\$156	
International	8	1%	\$8m	\$48	
Total	1680	100%	\$509m		

Visitors in both day and overnight markets comprise of Gen X families and 45+ workers along with Baby Boomer retirees.



SCAN FOR MORE DETAILS AND THE FULL REPORTS



Country and Outback NSW



DESTINATION MARKETING STORE