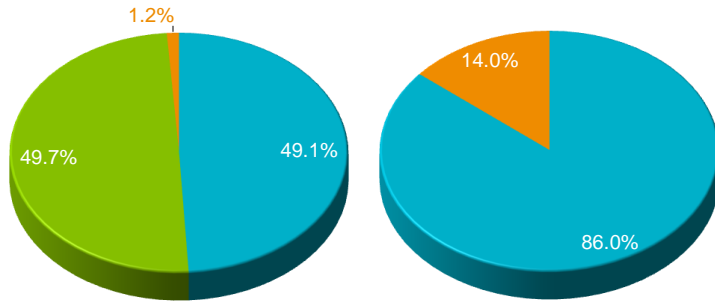


Overview

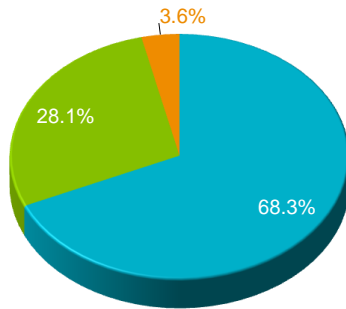
Key measures	Dubbo	NSW
Total visitors (overnight & daytrips) ('000)	797	73,759
Total nights ('000)	1,053	142,271
Total spend (\$million) ¹	\$175	\$23,592

■ Domestic overnight
 ■ Domestic daytrips
 ■ International



Visitors

Nights



Expenditure

Domestic Overnight Travel

Key measures	Dubbo	NSW
Visitors ('000)	391	23,482
Nights ('000)	905	79,847
Average stay (nights)	2.3	3.4
Spend (\$million) ¹	\$119	\$12,487
Spend per visitor (\$)	\$305	\$532
Spend per night (\$)	\$132	\$156

Purpose of visit (visitors)	('000)	%	NSW %
Holiday	152	38.9%	43.9%
Visiting friends and relatives	104	26.5%	35.0%
Business	84	21.5%	17.5%
Other	49	12.5%	5.3%

Purpose of visit (nights)	('000)	%	NSW %
Holiday	317	35.0%	49.3%
Visiting friends and relatives	335	37.0%	33.0%
Business	151	16.7%	12.8%
Other	95	10.5%	4.6%

Top 3 transport types (visitors)	('000)	%	NSW %
Private or company vehicle	333	86.0%	77.2%
Air transport	30	7.6%	16.6%
Bus or coach	11	2.8%	2.2%

Domestic Overnight Travel (cont)

Origin (visitors)	('000)	%	NSW %
Regional NSW	179	45.8%	39.7%
Sydney	99	25.2%	28.6%
Total intrastate	278	71.0%	68.3%
Victoria	40	10.3%	11.5%
Queensland	48	12.3%	11.0%
ACT	13	3.3%	5.0%
Other interstate	13	3.2%	4.1%
Total interstate	114	29.0%	31.7%

Origin (nights)	('000)	%	NSW %
Regional NSW	432	47.7%	35.5%
Sydney	235	25.9%	26.6%
Total intrastate	667	73.6%	62.2%
Victoria	69	7.6%	13.9%
Queensland	98	10.8%	13.3%
ACT	36	4.0%	4.2%
Other interstate	36	4.0%	6.4%
Total interstate	239	26.4%	37.8%

Top 5 activities undertaken (visitors)	('000)	%	NSW %
Eat out at restaurants	184	47.6%	56.3%
Visit friends and relatives	120	30.9%	47.0%
Visit wildlife parks, zoos or aquariums	93	24.1%	2.7%
General sight seeing	65	16.7%	26.6%
Pubs clubs discos etc	62	16.0%	22.0%

Top 5 accommodation types (nights)	('000)	%	NSW %
Friends or relatives property	358	39.9%	39.1%
Hotel, resort, motel or motor inn	326	36.2%	23.4%
Caravan park or commercial camping ground	100	11.2%	12.4%
Camping near road or on private property	52	5.8%	4.0%
Rented house, apartment, flat or unit	18	2.0%	9.9%

Travel party (visitors)	('000)	%	NSW %
Travelling with children	114	29.2%	27.6%
Adult couple, no children	107	27.3%	27.6%
Alone	91	23.3%	24.4%
Friends or relatives, no children	48	12.2%	14.1%
Business associates	23	5.9%	4.6%
Other	8	2.1%	1.7%

Age group (visitors)	('000)	%	NSW %
15 to 24 years	53	13.5%	14.5%
25 to 34 years	48	12.1%	14.0%
35 to 44 years	92	23.4%	21.5%
45 to 54 years	59	15.2%	19.0%
55 to 64 years	74	18.8%	16.6%
65 years and over	67	17.0%	14.4%

Lifecycle grouping (visitors)	('000)	%	NSW %
Single, aged 15 to 44	60	15.4%	17.3%
Couple (no kids), aged 15 to 44	32	8.2%	10.8%
Parent, youngest child aged 14 or less	124	31.6%	28.2%
Parent, youngest child aged 15+	32	8.2%	10.0%
Working, aged 45+	57	14.6%	15.0%
Non-working, aged 45+	85	21.6%	18.4%

Domestic Daytrip Travel

Key measures	Dubbo	NSW	
Visitors ('000)	396	47,504	
Spend (\$million) ¹	\$49	\$4,902	
Spend per visitor (\$)	\$124	\$103	
Main purpose of trip			
	('000)	%	NSW %
Holiday	145	36.7%	48.7%
Visiting friends and relatives	91	22.9%	30.0%
Business	48	12.1%	10.1%
Other	113	28.5%	11.1%
Top 5 origin markets			
	('000)	%	NSW %
Central NSW	252	63.6%	4.4%
Sydney	73	18.4%	42.0%
Blue Mountains	15	3.8%	2.9%
New England North West	np	np	3.0%
Capital Country (2)	13	3.3%	2.2%
Top 5 activities undertaken			
	('000)	%	NSW %
Eat out at restaurants	166	41.9%	43.9%
Go shopping for pleasure	166	41.8%	21.3%
Visit friends and relatives	106	26.8%	34.6%
General sight seeing	36	9.1%	16.8%
Visit wildlife parks, zoos or aquariums	22	5.5%	1.0%
Age group			
	('000)	%	NSW %
15 to 24 years	55	13.9%	14.4%
25 to 34 years	64	16.1%	13.4%
35 to 44 years	90	22.8%	19.6%
45 to 54 years	55	13.9%	18.1%
55 to 64 years	54	13.7%	16.8%
65 years and over	78	19.6%	17.7%
Lifecycle grouping			
	('000)	%	NSW %
Single, aged 15 to 44	51	12.9%	16.9%
Couple (no kids), aged 15 to 44	51	12.9%	9.1%
Parent, youngest child aged 14 or less	117	29.6%	27.5%
Parent, youngest child aged 15+	27	6.9%	9.6%
Working, aged 45+	50	12.7%	13.2%
Non-working, aged 45+	99	24.9%	23.3%

Notes and definitions

⁽¹⁾ The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions. Total LGA expenditure = per night expenditure in the tourism region x number of nights in the LGA (note: daytrip expenditure is based on visitors).

⁽²⁾ Capital Country includes: Boorowa; Goulburn Mulwaree; Harden; Palerang; Queanbeyan; Upper Lachlan; Wingecarribee; Yass Valley; and Young.

Comparability: Due to changes to local government area definitions and methodological aspects, the results in this profile may not be comparable with previously published profiles.

Domestic overnight visitor = an Australian resident, aged 15 and over, who had taken a trip within Australia involving a stay away from home for at least one night (but no more than 12 months) at a place at least 40 km from home.

Domestic daytrip visitor = an Australian resident, aged 15 and over, who had taken a domestic daytrip involving a round trip for a distance of at least 50km and of a duration of at least 4 hours but not involving a night away from home (routine travel and same day travel as part of overnight travel are excluded).

International overnight visitor = an international resident, aged 15 and over, who visited Australia for a period of no more than 12 months and stayed at least one night in the LGA.

International Overnight Travel

Key measures	Dubbo	NSW	
Visitors ('000)	9	2,773	
Nights ('000)	148	62,424	
Average stay (nights)	15.9	22.5	
Spend (\$million) ¹	\$6	\$6,203	
Spend per visitor (\$)	\$685	\$2,213	
Spend per night (\$)	\$43	\$99	
Purpose of visit (visitors)			
	('000)	%	NSW %
Holiday	5	57.4%	56.4%
Visiting friends and relatives	2	21.9%	24.9%
Business	1	11.5%	15.3%
Education	np	np	6.1%
Employment	np	np	1.8%
Other	1	6.0%	3.9%
Top 5 origin markets (visitors)			
	('000)	%	NSW %
New Zealand	2	17.8%	13.3%
USA	1	11.9%	10.6%
United Kingdom	1	11.1%	13.3%
Germany	1	9.7%	3.8%
Canada	np	np	2.9%
Top 3 accommodation (nights)			
	('000)	%	NSW %
Home of friend or relative	74	49.9%	27.5%
Rented house / apartment / unit / flat	36	24.2%	40.3%
Hotel, resort, motel or motor inn	13	8.5%	10.2%
Top 3 transport types (visitors)			
	('000)	%	NSW %
Private or company car	4	41.6%	28.4%
Rental car	2	21.2%	6.9%
Aircraft	2	18.1%	29.4%
Travel party (visitors)			
	('000)	%	NSW %
Unaccompanied	5	56.6%	57.2%
Adult couple	3	27.0%	21.3%
Friends or relatives	1	10.3%	9.1%
Family group	np	np	8.1%
Business associates	np	np	4.1%
School group	np	np	0.1%
Age group (visitors)			
	('000)	%	NSW %
15 to 24 years	2	16.4%	18.8%
25 to 34 years	2	20.3%	24.8%
35 to 44 years	1	15.6%	17.4%
45 to 54 years	1	15.5%	17.2%
55 to 64 years	2	19.2%	14.8%
65 years and over	1	13.0%	6.9%

Further information

Please refer to the following websites for further information on

- travel to other local government areas in NSW:
www.destinationnsw.com.au/LocalAreaProfiles.
- tourist accommodation in local government areas in NSW:
www.destinationnsw.com.au/tourism/research-and-reports.
- detailed profiles on travel to tourism regions in NSW:
www.destinationnsw.com.au/tourism/research-and-reports.