

Travellers' Pulse 2024

Our GWP research insights

OVERNIGHT VISITORS

HAVE SIMILAR NUMBERS TO DAY VISITORS BUT...

... HAVE A GREATER ECONOMIC IMPACT

AVERAGE TOTAL
\$384m



Dubbo

IS THE MAIN DESTINATION ATTRACTING
68% OF OVERNIGHT VISITORS IN THE DATA HUB

OVERNIGHT MARKETS

are seeking experiences of..



50%
DINING



17%
NATURE



18%
TOURIST
ATTRACTION



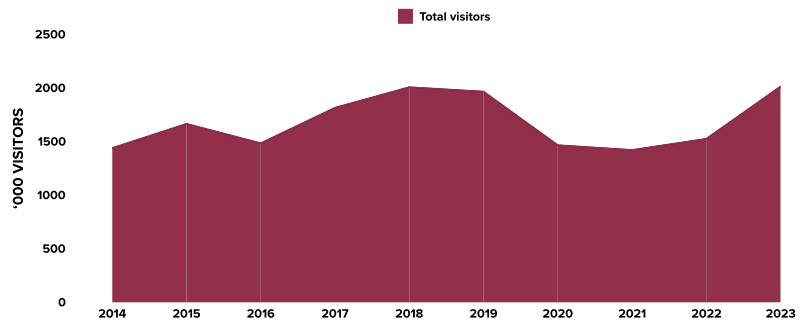
Sydney

IS A KEY SEGMENT

24% FOR OVERNIGHT VISITORS IN THE DATA HUB

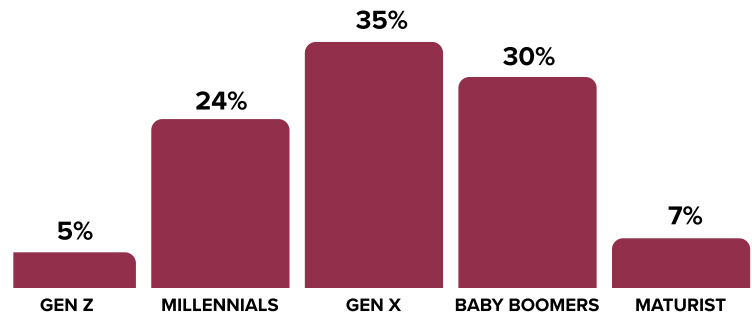
Trend data (2014-2023) shows visitation to GWP had been steadily increasing to 2 million visitors in 2019 before the impact from COVID19.

Recent gains have seen the area return to this level with increases in both overnight and day visitors.



AVERAGE 2018-2022	# VISITORS	% OF TOTAL	\$ CONTRIBUTION	DOMESTIC \$ PER NIGHT	AV NIGHT STAY
Domestic overnight	814	49%	\$384m	\$202	2.3
Domestic day	858	51%	\$148m	\$173	-
International	7	<1%	\$5m	\$46	16.4
Total	1,679	100%	\$537m	-	-

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



SCAN FOR MORE DETAILS AND THE FULL REPORTS

