

# Travellers' Pulse 2024

## Our Top 10 research insights



5.8 million visitors/yr

The DNCO network area visitor average over 2019-2023.



50%=\$1.4b

OVERNIGHT VISITORS



59%=\$429m

DAY VISITORS



<1%=\$40m

INTERNATIONAL VISITORS



The average visitor expenditure is estimated at

\$1.7b/yr

Average number of nights spent in the region



8.5m nights



The domestic overnight spend average is

\$210/night

The average night stay is



2.9 nights



The current annual visitation at December 2023 was

6.7m

The largest visitor source segment is



Sydney accounts for 18%



There's a visitor dominance of three key segments

Baby Boomer Couples  
Gen X Families & Gen X Couples

International visitors are now back to pre-covid levels



46,000 international visitors



The main reasons for overnight travel include

37%

HOLIDAY

29%

VFR

28%

BUSINESS

SCAN FOR MORE DETAILS AND THE FULL REPORTS

