



Bathurst Region Tourism

Step Beyond

2023-2024 Annual Tourism Snapshot

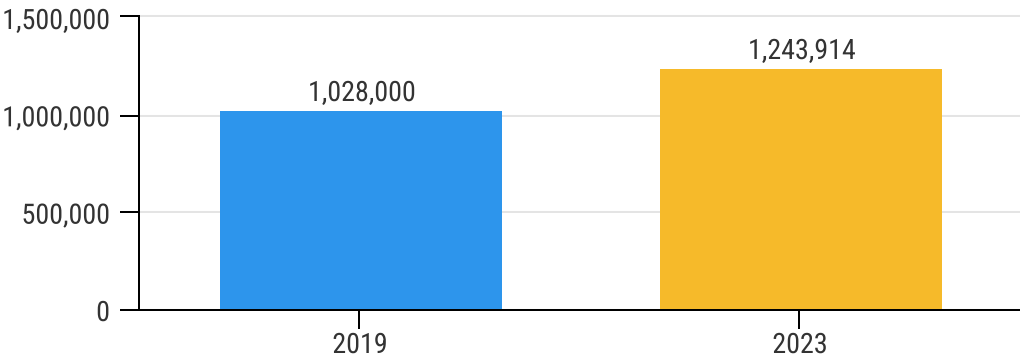
Annual financial year snapshot of visitation to the Bathurst region. Data sources include figures from Tourism Research Australia (TRA), Spendmapp, Bathurst Visitor Information Centre (BVIC) data collection, CommBank IQ (supplied by Destination Central West), Localis, Meta, Google Analytics.

Limitations: Accurate TRA data is not available for years impacted by COVID-19 lockdowns. Accurate data from TRA is not available for financial year 2023-2024 due to low response to TRA Data collection methods.

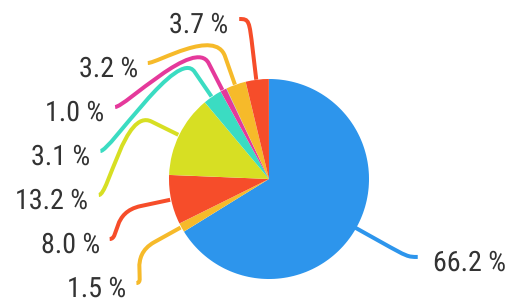
Commbank IQ data does not capture online retailing, cash sales, or non Commonwealth Bank of Australia transactions. This is of particular note to accommodation providers, events managers and attraction operators who receive significant online bookings.

Total Visitation: 1,243,914 (TRA Year End 2023)
Overnight Visitors: 497,000 (TRA Year End 2023)
Day Trippers: 741,000 (TRA Year End 2023)
Average Length of Stay: 3.7 Nights (Localis)
BVIC Walk In Visitation Count 2023-2024: 42,984

Total Visitation Comparison Pre-Covid Lockdowns to Current (TRA)

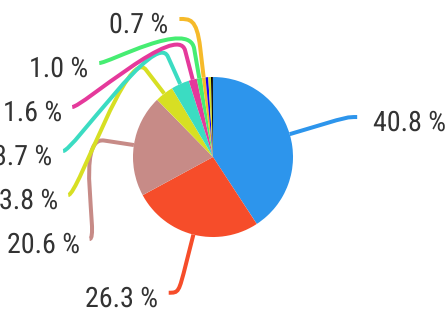


Visitor Origin (BVIC Survey)



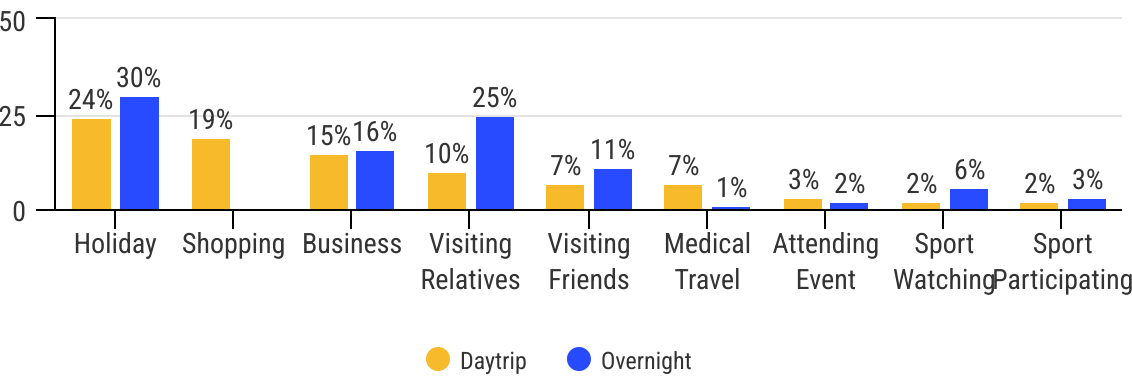
- New South Wales
- Victoria
- Tasmania
- Western Australia
- Australian Capital Territory
- Queensland
- Northern Territory
- South Australia
- International

New South Wales Visitor Breakdown (BVIC Survey)



- Bathurst
- Sydney
- Other
- Blue mountains
- Orange
- Lithgow
- Cowra
- Oberon
- Mudgee
- Blayney

Travel Motivations 5 Year Average 2018-2023 (TRA)



Top Visitor Segments by Volume (Commbank IQ)

1. Aging Comfortably
2. Life on the Land
3. Prosperous Families
4. Countryside Elite
5. Provincial Wealth

Top Visitor Segments by Spend (Commbank IQ)

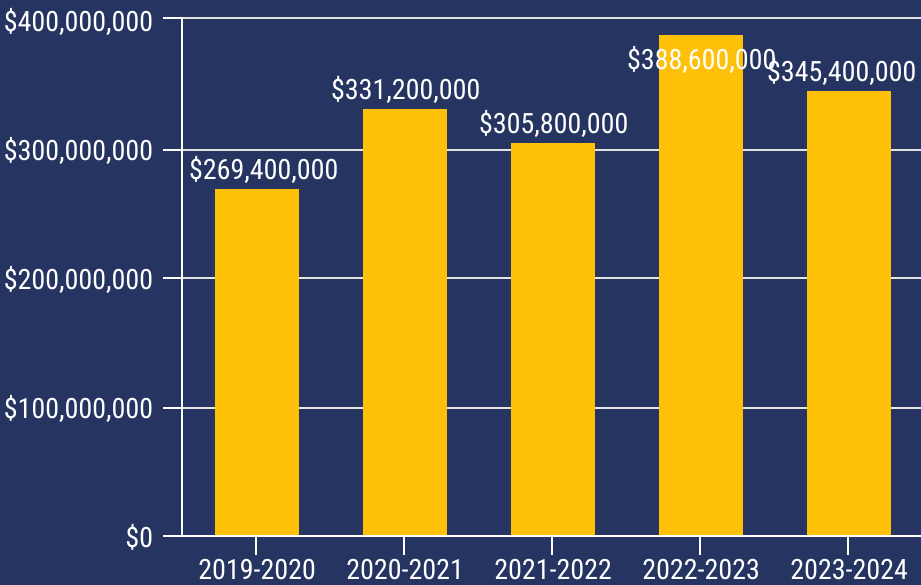
1. Life on the Land
2. Countryside Elite
3. Aging Comfortably
4. Provincial Wealth
5. Prosperous Families

For Segment Definitions Visit [Quantum.com.au](https://www.quantum.com.au)

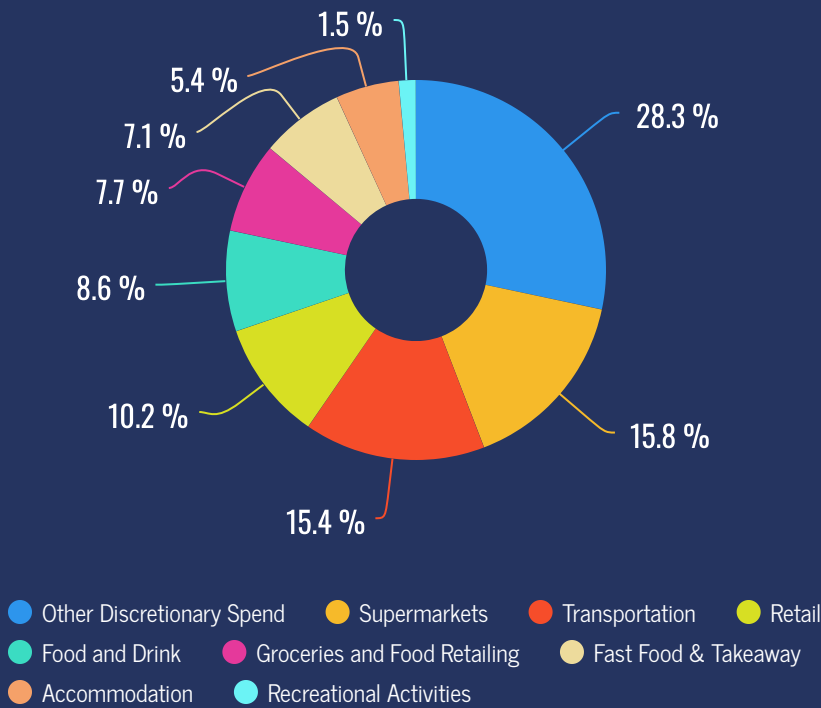
Total Visitor Spend

Total Visitor Spend: \$457,400,000 (Spendmapp)

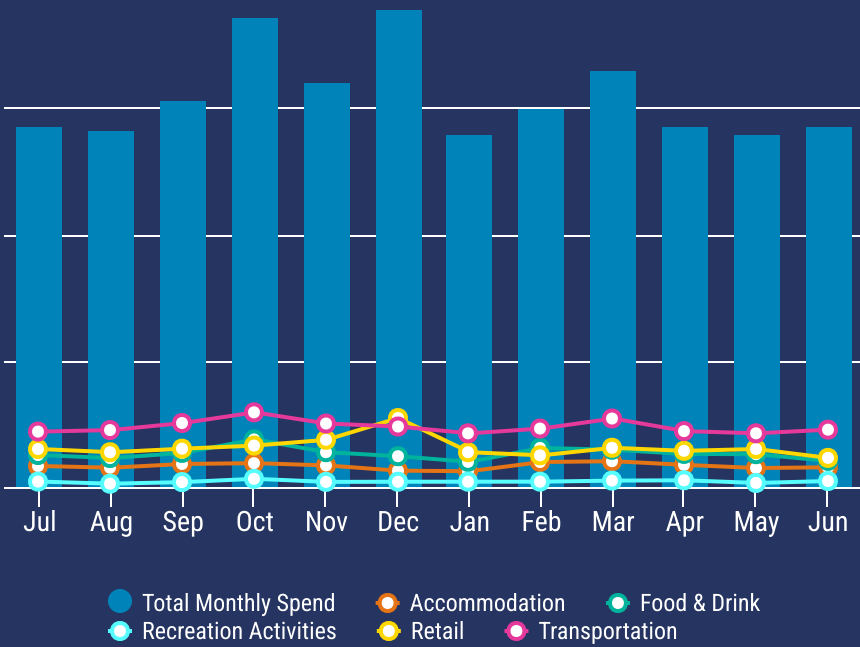
5 Year Total Spend Comparison (Spendmapp)



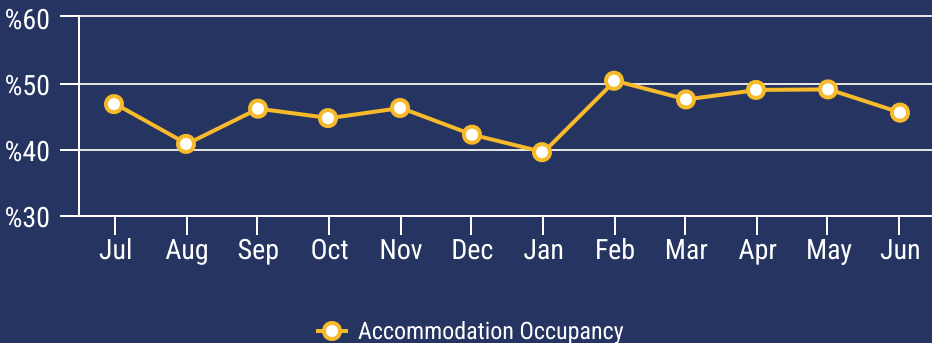
What Visitors Spend On (Commbank IQ)



Visitor Spending Trends Over 12 Months 2023-2024 (Commbank IQ)



Historical Average Monthly Occupancy Last 12 Months (Localis)





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Website Visitation: Bathurstregion.com.au
Total Annual Unique Users: 169,346
Total Annual Pageviews: 434,865
User Location: 95.2% from Australia

Top Pages by Annual Visitation:

1. Home

2. Things to Do

3. Bathurst Heritage Trades Trail

4. The Bridle Track

5. Where to Stay
6. Attractions & Tours

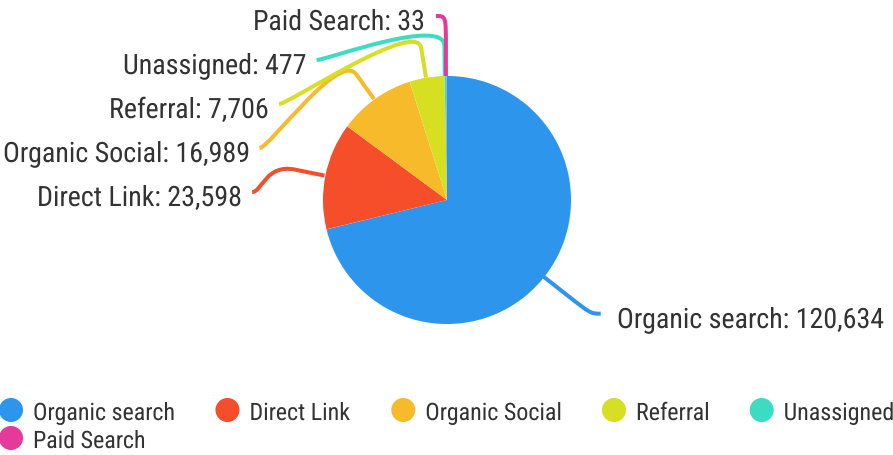
7. Camping

8. Events

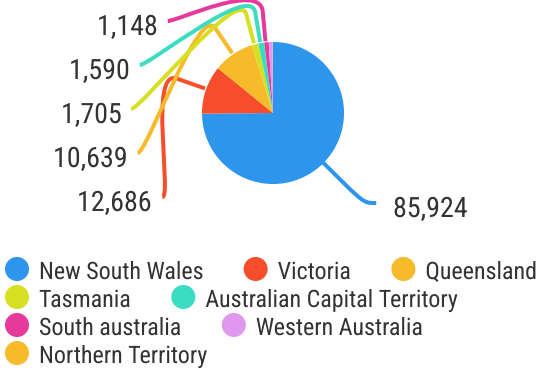
9. Get Outdoors

10. Fossicking

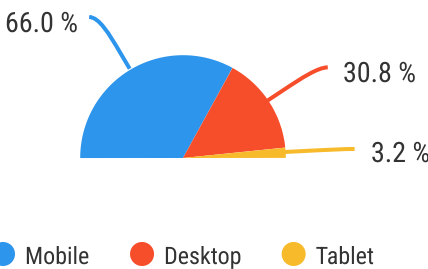
How Users Found Us



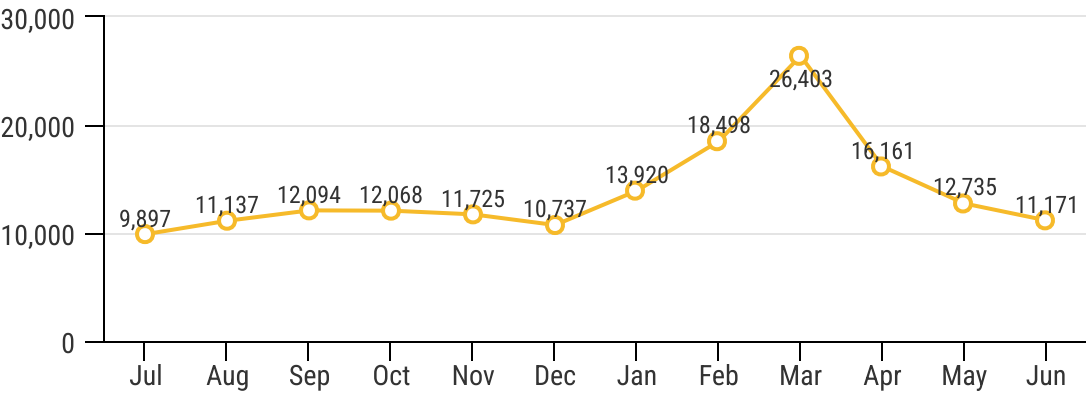
Domestic Visitation by Region Totals



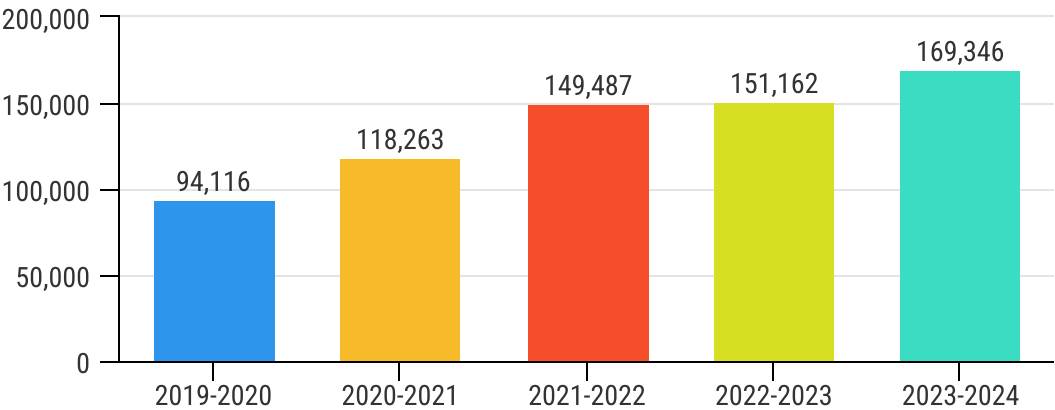
Site Visitation by Device Percentage



Website Site Visitation Over 12 months 2023-2024



Total Website Visitation 5 Year Comparison (Unique Users)



Address: Bathurst Visitor Information Centre, 1 Kendall Ave, Bathurst 2795
Phone: 02 6333 1444 • Website: www.bathurstregion.com.au

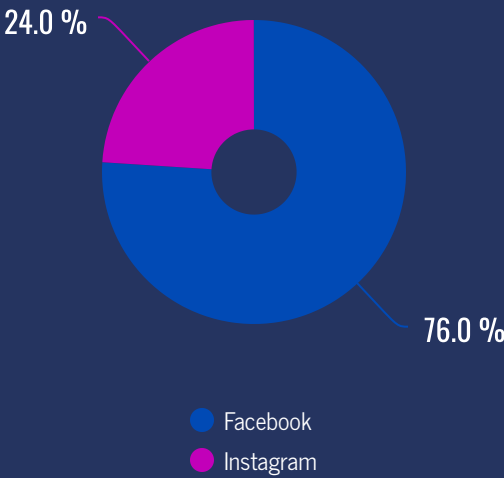
Social Media

Visit Bathurst NSW Visitbathurst

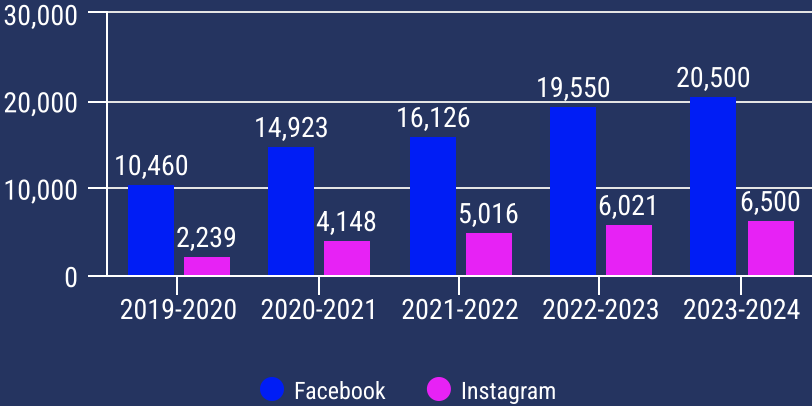
Annual Social Media Impressions: 7,203,757

Engagements Over the Last Year: 253,003

Total Social Media Following 27,000



Total Followers 5 year Comparison



Demographics

