



Bathurst Region Tourism

Step Beyond

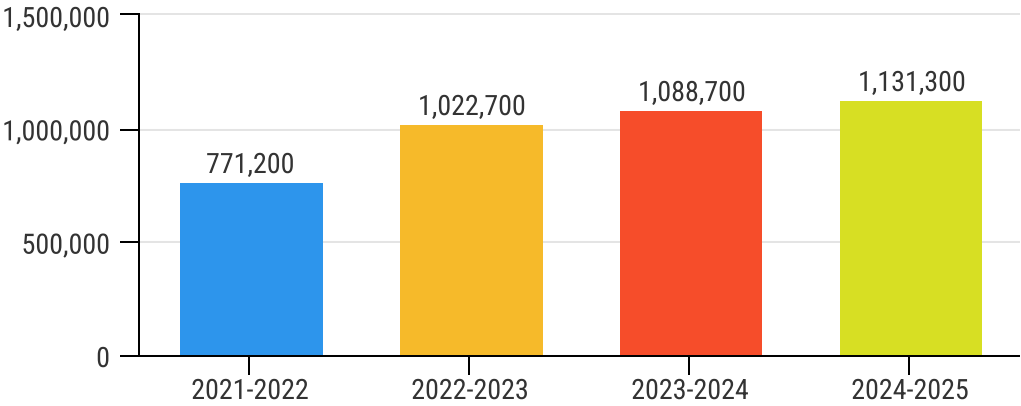
2024-2025 Annual Tourism Snapshot

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 Council IQ, Localis, Meta, Google Analytics.

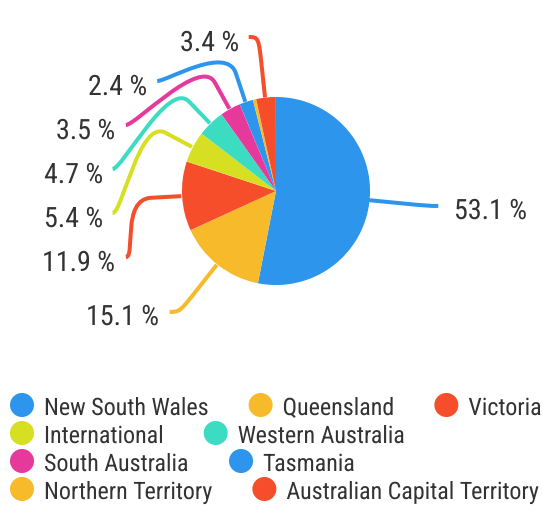
2024-2025 annual snapshot uses different mythology for calculating annual visitation, visitor nights and day trippers. In lieu of available data from Tourism Research Australia calculations based off of available CommBank Council IQ visitor spend data was used to approximate annual visitation numbers.

Total Visitation: 1,131,300
Visitor nights: 1,080,630
Day Trippers: 854,511
Average Length of Stay: 3.9 Nights (Localis)
BVIC Walk In Visitation Count 2024-2025: 35,294

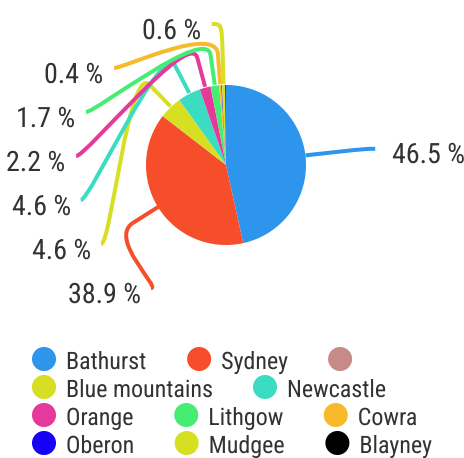
Total Visitation 4 years (CommBank Council IQ)



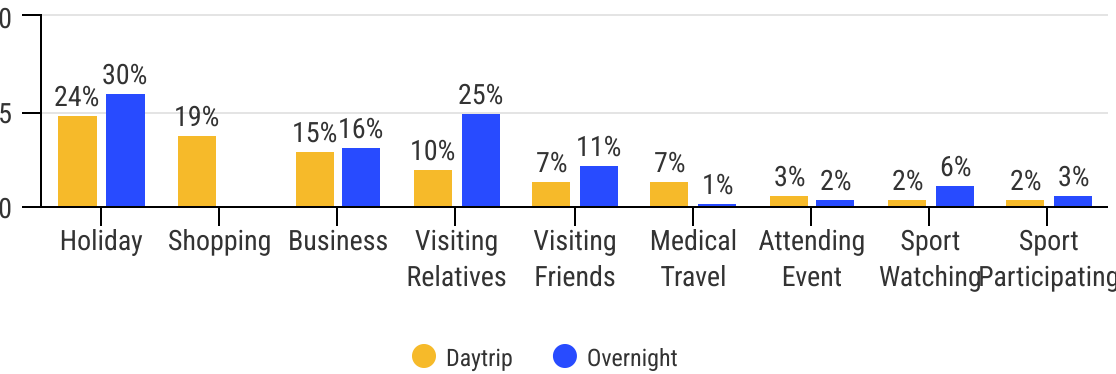
Visitor Origin (BVIC Survey)



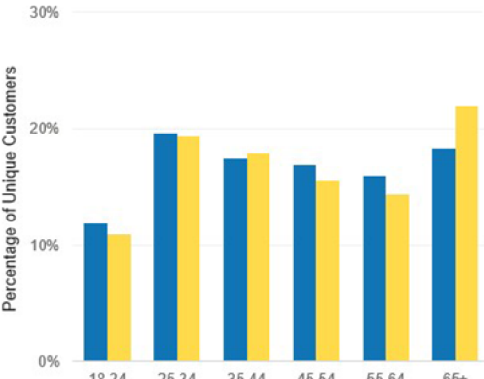
New South Wales Visitor Breakdown (BVIC Survey)



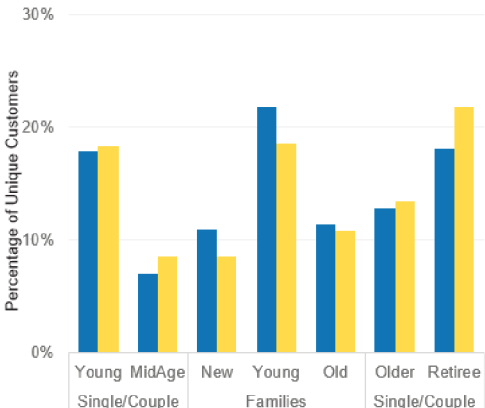
Travel Motivations 5 Year Average 2018-2023 (TRA)



Age band



Lifestage

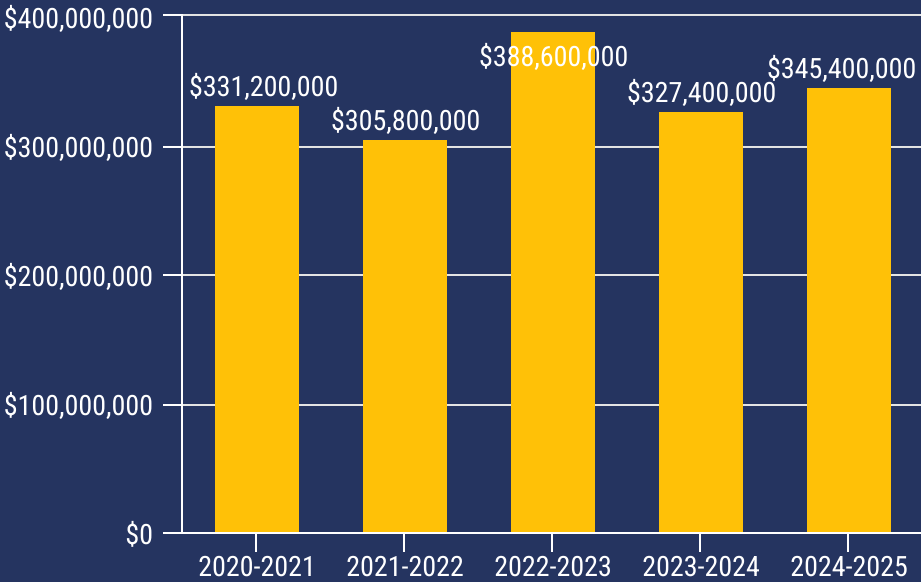


Bathurst Visitors Australian population Average

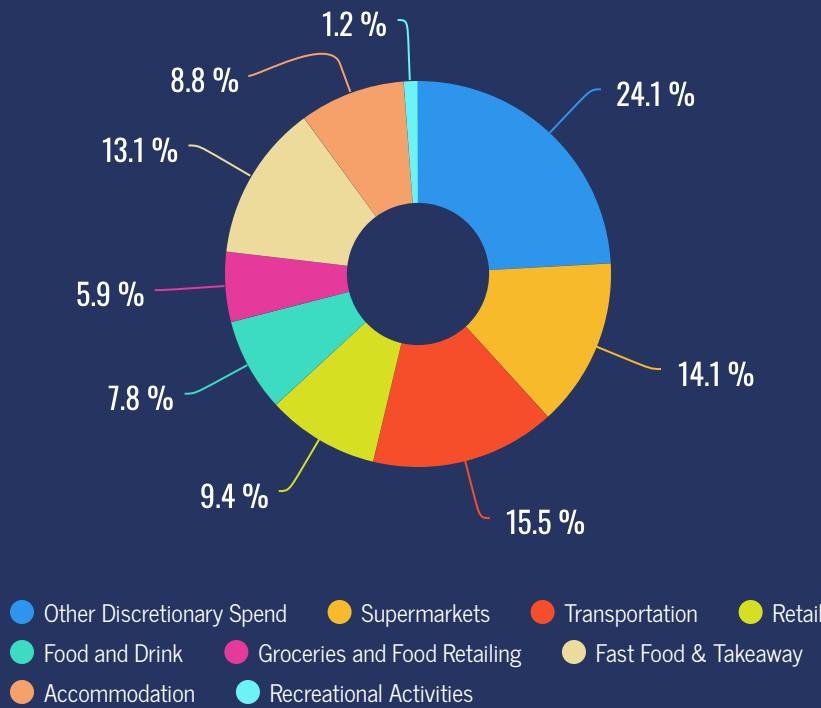
Total Visitor Spend

Total Visitor Spend: \$345,400,000 (Spendmapp)

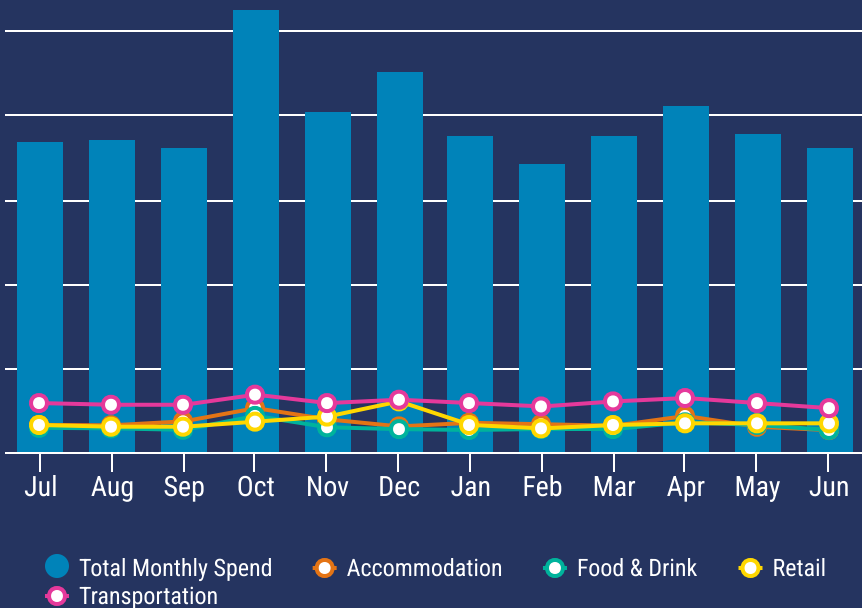
5 Year Total Spend Comparison (Spendmapp)



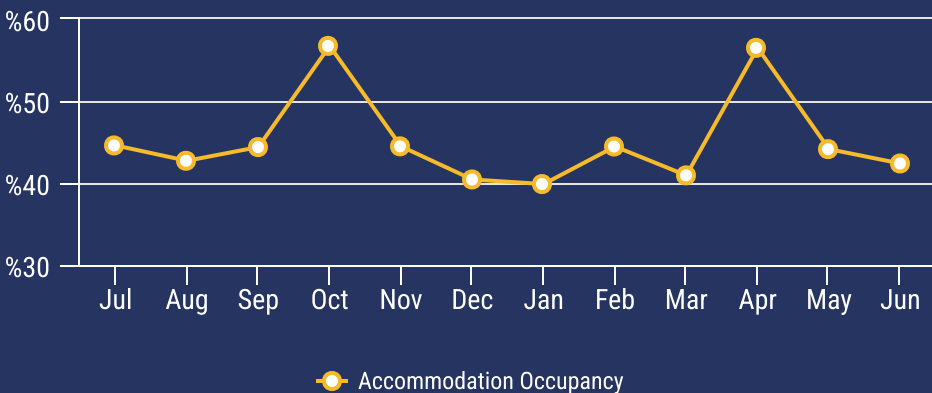
What Visitors Spend On (CommBank IQ)



Visitor Spending Trends Over 12 Months 2024-2025 (CommBank Council IQ)



Average Monthly Occupancy (Localis)





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2024-2025 Annual Tourism Snapshot

Website Visitation: Bathurstregion.com.au

Total Annual Unique Users: 186,464

Total Annual Pageviews: 523,052

User Location: 96.55% from Australia

2024-2025 saw a massive increase in online traffic through the months of December to February. Likely driven by Artificial Intelligence (AI) Data Collection Agents and queries. Resulting in 161,642 users being removed from totals displayed in this report. This trend represents an engagement level equal to 86% of our annual human webpage visitors. Future website development should take this trend into account to optimise for AI agents ensuring Bathurst is accurately represented in AI powered search results.

Top Pages by Annual Visitation:

1. Home

2. Things to Do

3. Bathurst Heritage Trades Trail

4. The Bridle Track

5. Events
6. Attractions & Tours

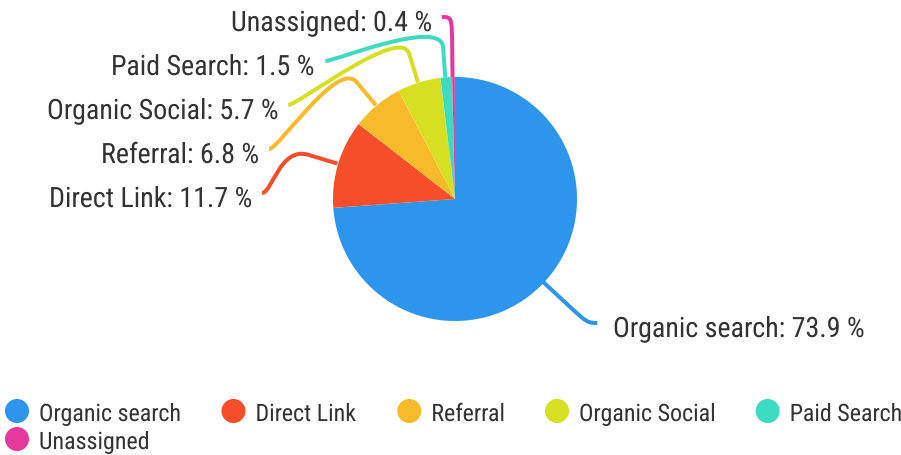
7. Where to Stay

8. Camping

9. Annual Events

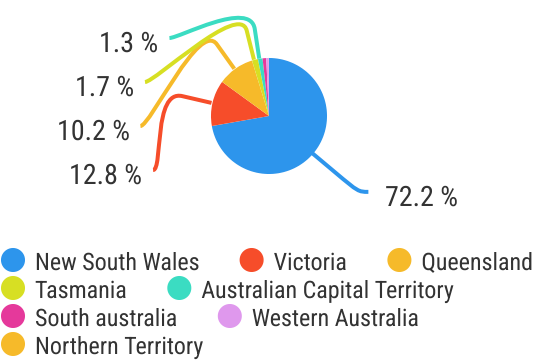
10. Fossicking

How Users Found Us

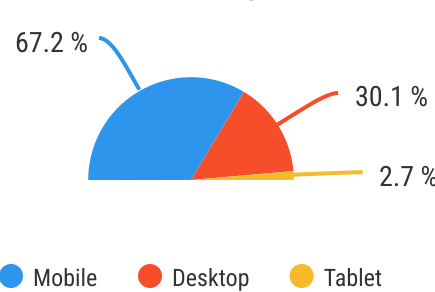


Domestic Visitation by Region

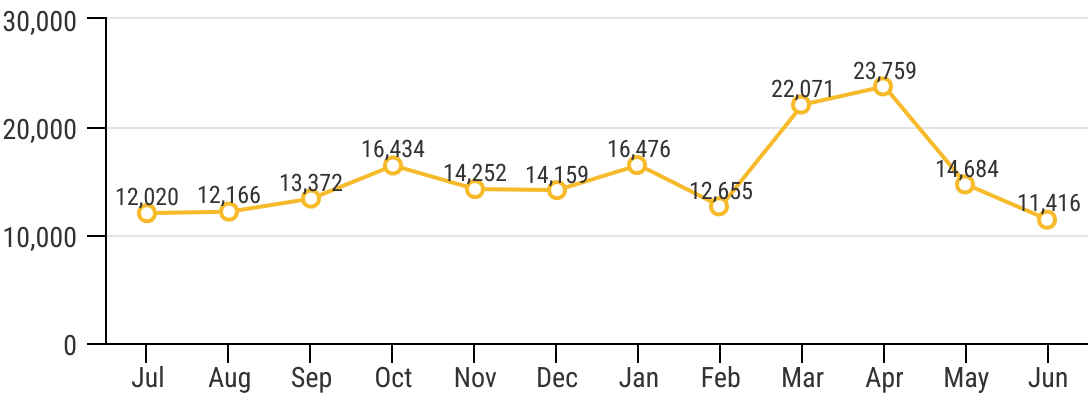
Totals



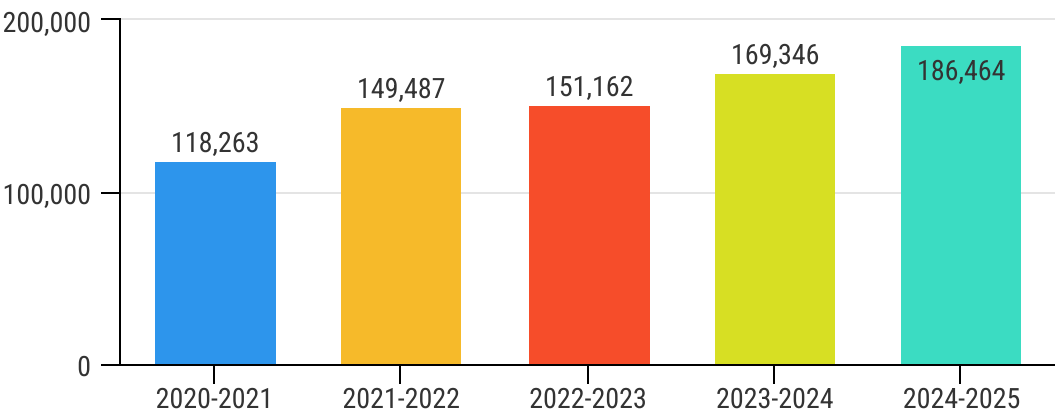
Site Visitation by Device Percentage



Website Site Visitation Over 12 months 2024-2025



Total Website Visitation 5 Year Comparison (Unique Users)



Social Media



Visit Bathurst NSW

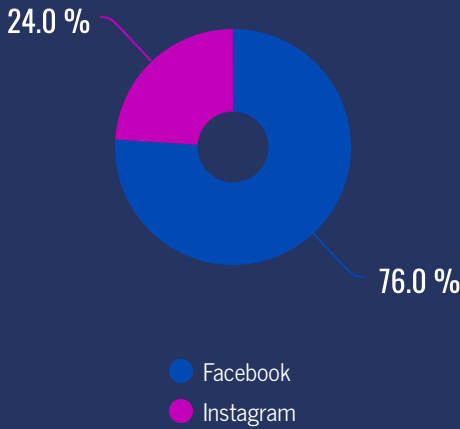


Visitbathurst

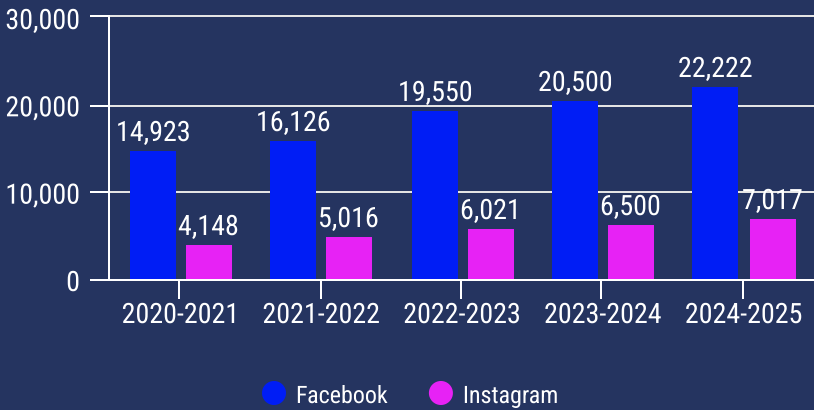
Annual Social Media Impressions: 5,121,879

Engagements 2025-2025: 216,867

Total Social Media Following Financial year end 2024-2025 29,239

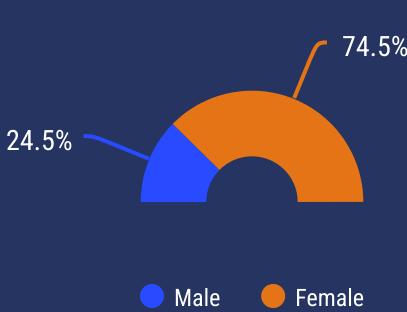


Total Followers 5 year Comparison

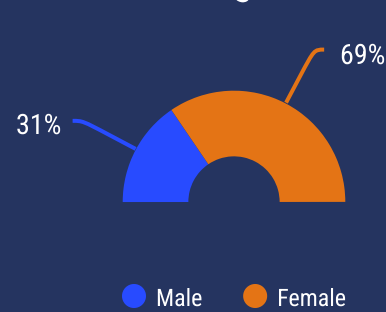


Demographics

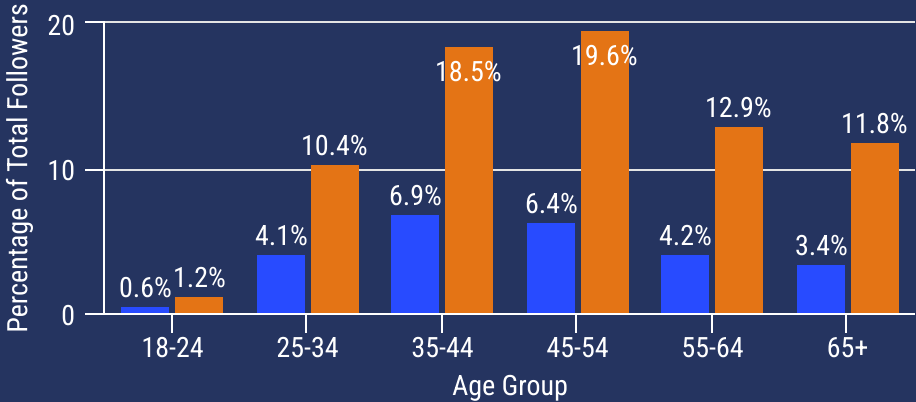
Facebook



Instagram



Facebook



Instagram

