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Central NSW number one for inland tourism

The central NSW region has ranked number one in inland Australia for overnight visitors, number of nights stayed and visitor expenditure, according to data from Tourism Research Australia.

Orange Mayor Reg Kidd said it was further evidence to show the region was holding its own against large metropolitan areas, all with a coastline.

“More and more people are recognising the region as a high-quality tourism destination.

“Our region has several finalists in the 2018 NSW Tourism Awards held next month.

“Finalists include The Greenhouse in Orange, Lakeview Luxury Retreat, in Orange, the Orange Visitors Information Centre, the Canowindra Age of Fishes Museum and the Canowindra Balloon Challenge,” Cr Kidd said.

“These results show we know how to market the region well and we are well placed to continue this trend in collaboration with a new marketing organisation, Orange360.

“Tourism is wonderful for our economy Orange Wine Festival alone brings in about \$1.5 million.

“Looking into early 2019 we have big events lined up most weekends.

“There’s the Carnival of Cups Harness racing, the Gnoo Blas Classic Car Show and the Banjo Paterson Poetry Festival in February.

“The NSW Triathlon Club Championships and the Newcrest Cycle Challenge are on in March.

“FOOD Week and the camel races will be held in April.

“These events have a flow on effect for our neighbours and similarly we enjoy flow on effects from big events like the Canowindra Balloon Challenge and the Bathurst races.”

Central NSW includes Bathurst, Coonabarabran, Cowra, Dubbo, Mudgee, Narromine, Orange and Parkes.

According to Tourism Research Australia, the region experienced an increase in visitors up by 14.92% from the previous year. Regional expenditure had increased by 18.66% and the average expenditure per visitor had also increased by 3.36%.

The increase in visitors reported by Destination NSW for the year ending December 2017, reported Central NSW received over 2.5 million domestic overnight visitors which was a 21.2% increase from the previous year; nearly 3.1 million domestic daytrip visitors (up 6.4%) and 38,700 international overnight visitors

The Tourism Research Australia statistics provided by the Australian Government National Visitor Survey, has Central NSW ranked at number 14 in NSW out of 50 regions overall for overnight visitors, visitor nights and regional expenditure, these figures are ranked by nights in the region to June this year.

Central NSW is the top ranked inland region, ahead of Canberra.

Rank	Region
1	Sydney
2	Melbourne
3	Brisbane
4	North Coast NSW
5	Experience Perth
6	Gold Coast
7	South Coast
8	Sunshine Coast
9	Tropical North Queensland
10	Hunter
11	Australia's North West
12	Adelaide
13	Australia's South West
14	Central NSW
15	Canberra

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