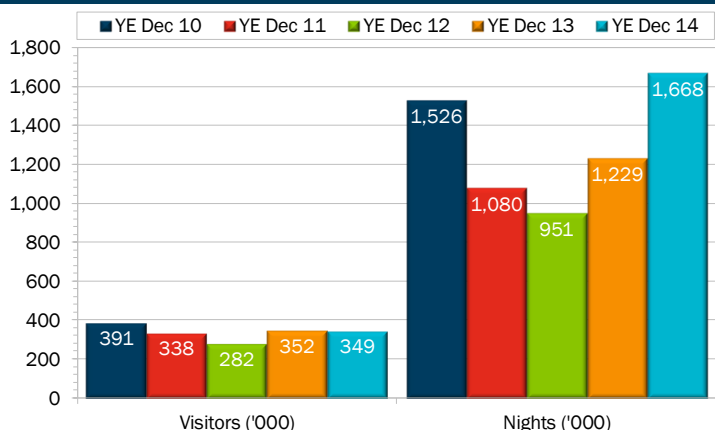


## Domestic Overnight Travel (1)

### Visitors and nights



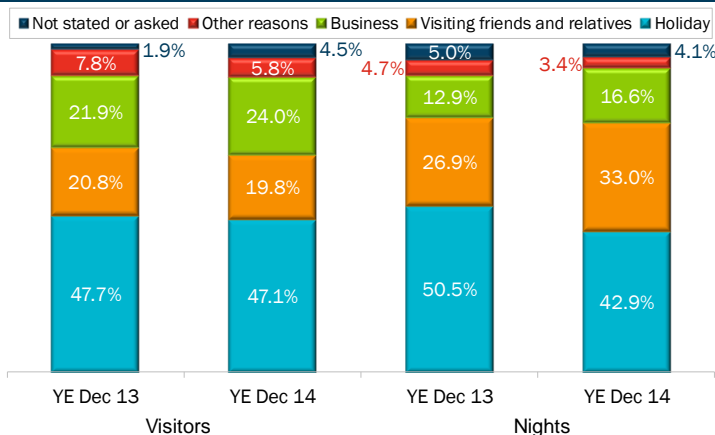
Outback NSW received 349,000 domestic overnight visitors - down by 0.9% on YE Dec 13. Visitors spent nearly 1.7 million nights in the region - up by 35.7%\* on YE Dec 13.

Note: The number of domestic overnight trips to regional New South Wales increased by 5.5 percent\* on last year and by 12.4 percent\* compared to four years ago.

### Market share

The region received 1.8% of visitors and 2.6% of nights in regional NSW. Compared to YE Dec 13, the share of visitors was down by 0.1% pt and the share of nights was up by 0.7% pts.

### Purpose of visit to the region



'Holiday' (47.1%) was the largest purpose of visit for visitors to the region, followed by 'business' (24.0%) and 'visiting friends and relatives (VFR)' (19.8%). Compared to YE Dec 13, visitors who travelled for 'holiday' declined by 2.2% while 'business' grew by 8.6% and 'VFR' decreased by 5.3%.

'Holiday' (42.9%) was the largest purpose in terms of nights in the region, followed by 'VFR' (33.0%) and 'business' (16.6%). Compared to YE Dec 13, nights spent for 'holiday' grew by 15.2% and 'VFR' increased by 66.3%\* while 'business' grew by 74.7%.

### Accommodation

'Friends or relatives property' (34.9%) was the most popular accommodation used for nights in the region, followed by 'caravan park or commercial camping ground' (21.1%) and 'standard hotel or motor inn, below 4 star' (19.2%).

Outback NSW includes Bourke, Broken Hill, Cobar, Lightning Ridge, Silverton and White Cliffs.

\* The percentage change is statistically significant.

(1) Source: National Visitor Survey (NVS), YE Dec 14, Tourism Research Australia (TRA)

### Origin

Origin	Share of visitors		Share of nights	
	YE Dec 13	YE Dec 14	YE Dec 13	YE Dec 14
Regional NSW	38.9%	41.6%	33.7%	48.5%
Sydney	11.9%	18.2%	11.1%	16.1%
Total intrastate	50.8%	59.8%	44.8%	64.6%
Victoria	13.7%	15.1%	16.0%	12.8%
Queensland	15.5%	10.7%	16.6%	10.9%
South Australia	17.7%	10.4%	19.3%	7.6%
Other interstate	2.4%	4.0%	3.4%	4.1%
Total interstate	49.2%	40.2%	55.2%	35.4%

Regional NSW (41.6%) was the largest source of visitors to the region, followed by Sydney (18.2%) and Victoria (15.1%). Compared to YE Dec 13, the regional NSW source market grew by 6.1% and Sydney increased by 51.3%. Over the same period, Victoria grew by 9.1% while Queensland declined by 31.4% and South Australia decreased by 41.8%.

Regional NSW (48.5%) was the largest source market in terms of nights in the region, followed by Sydney (16.1%) and Victoria (12.8%). Compared to YE Dec 13, nights spent by visitors from regional NSW grew by 95.0%\* and nights from Sydney increased by 97.9%\*. Over the same period, Victorian nights grew by 8.7% while nights by Queenslanders declined by 10.8% and nights by South Australians decreased by 46.6%.

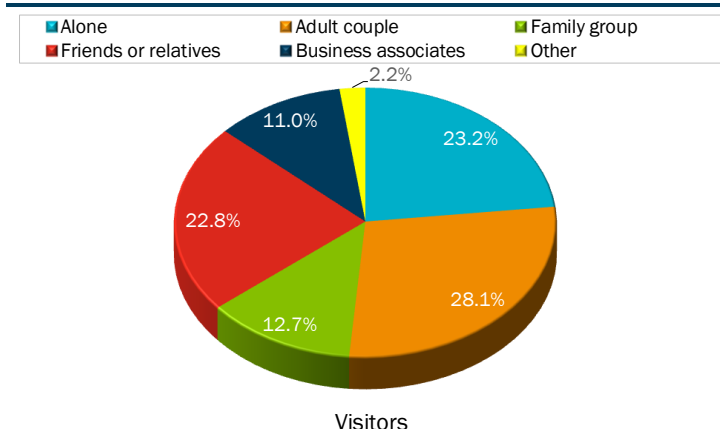
### All transport

'Private vehicle or company car' (70.2%) was the most popular form of transport used by visitors to the region, followed by 'aircraft' (11.3%) and 'camper van or motor home' (4.0%).

### Activities

'Eat out, dine at a restaurant or cafe' (40.4%) was the most popular activity undertaken by visitors to the region, followed by 'general sightseeing' (27.7%) and 'visit friends and relatives' (25.8%).

### Travel party



'Adult couple' (28.1%) was the most common travel party amongst visitors to the region.

### Expenditure (incl airfares and transport costs) (2)

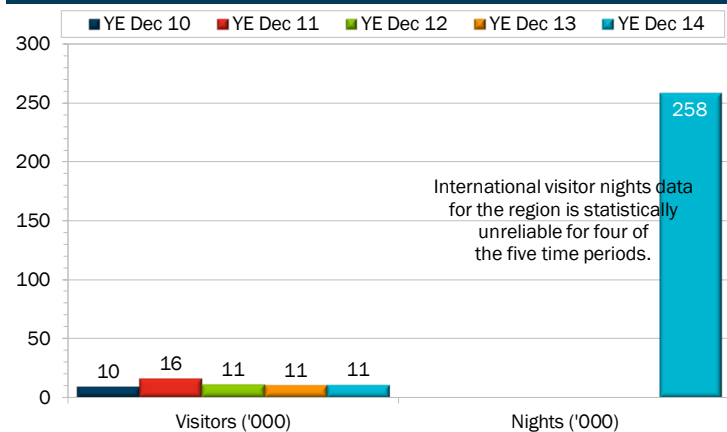
Domestic overnight visitors spent \$178 million in the region - down by 8.1% on YE Dec 13. On average, they spent \$107 per night - down by 32.3% on YE Dec 13.

(2) Source: Modelled domestic overnight visitor expenditure in Australia's regions, YE Dec 14, TRA

Total visitors ('000)	516
Total nights (million)	1.9
Total expenditure (million)	\$212

## International Overnight Travel (3)

### Visitors and nights



Outback NSW received 11,400 international overnight visitors - up by 6.7% on YE Dec 13. Visitors spent 258,200 nights in the region.

Note: The number of overnight trips to regional New South Wales by international visitors increased by 6.9 percent\* on last year and by 2.1 percent compared to four years ago.

### Market share

The region received 1.8% of visitors and 2.1% of nights in regional NSW. Compared to YE Dec 13, the share of visitors was unchanged.

### Purpose of visit to the region

'Holiday' (64.7%) was the largest purpose of visit for visitors to the region, followed by 'visiting friends and relatives (VFR)' (20.2%). Compared to YE Dec 13, visitors who travelled for 'holiday' grew by 6.8% and 'VFR' increased by 52.2%.

### Origin - share of visitors to the region

Share of international visitors to Outback NSW						
Rank	Individual market	YE Dec 13	YE Dec 14	Origin region	YE Dec 13	YE Dec 14
1	np	np	np	Europe	51.4%	54.7%
2	np	np	np	North America	21.3%	14.9%
3	np	np	np	Asia	13.5%	np
4	np	np	np	New Zealand & Oceania	np	18.7%
5	np	np	np	Other Countries	np	np

Over ½ (54.7%) of visitors to Outback NSW were from Europe. New Zealand & Oceania (18.7%) was the 2<sup>nd</sup> largest source region, followed by North America (14.9%).

### Accommodation

'Standard hotel or motor inn, below 4 star' (24.9%) was the most popular form of accommodation used by visitors in the region, followed by 'friends or relatives property' (22.7%) and 'caravan park or commercial camping ground' (21.1%).

### Age

'15 to 29 years' (35.2%) was the largest age group of visitors to the region, followed by '50 to 59 years' (22.5%) and '30 to 39 years' (19.5%).

### Expenditure (incl pre-paid package expenditure) (4)

Expenditure by international overnight visitors in the region is statistically unreliable.

(4) Source: Modelled international overnight visitor expenditure in Australia's regions, YE Dec 14, TRA.

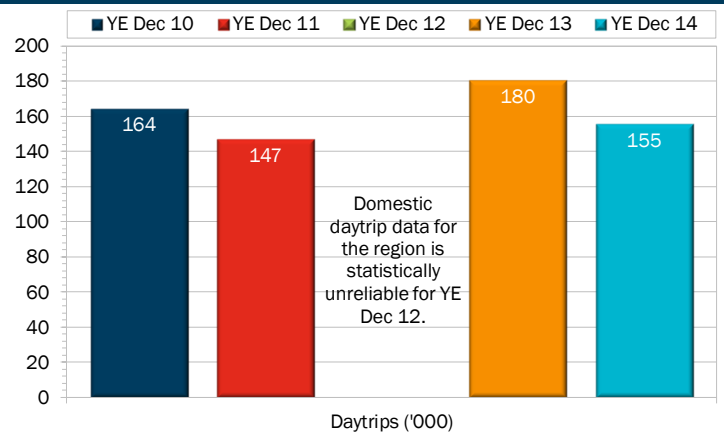
Please note: The information in this report is sourced from sample surveys, hence the results are subject to sampling variability.

\* The percentage change is statistically significant.

(3) Source: International Visitor Survey (IVS), YE Dec 14, TRA

## Domestic Daytrip Travel (5)

### Daytrips



Outback NSW received 155,000 domestic daytrip visitors - down by 13.9% on YE Dec 13.

Note: The number of domestic daytrips to regional New South Wales decreased by 1.4 percent on last year, but was up by 0.3 percent compared to four years ago.

### Market share

The region received 0.5% of daytrips to regional NSW. Compared to YE Dec 13, the share was down by 0.1% pt.

### Main purpose of trip

'Holiday' (54.5%) was the largest purpose of trip for visitors to the region.

### Activities

'Eat out, dine at a restaurant or cafe' (26.4%) was the most popular activity undertaken by visitors to the region, followed by 'sightseeing or looking around' (21.7%) and 'pubs, clubs, discos etc' (20.4%).

### Expenditure (6)

Expenditure by domestic daytrip visitors in the region is statistically unreliable.

(6) Source: Modelled domestic day visitor expenditure in Australia's regions, YE Dec 14, TRA

### Notes and further information

Due to changes to the National Visitor Survey (NVS) methodology, care should be taken when comparing year ending December 2014 survey results with those from previous years. These changes represent a break in the time series.

For more information on the NVS methodology changes please see [www.tra.gov.au/News&Media/Factsheets-2014-updates-to-the-IVS/NVS](http://www.tra.gov.au/News&Media/Factsheets-2014-updates-to-the-IVS/NVS).

Please see [www.destinationnsw.com.au](http://www.destinationnsw.com.au) for profiles on travel to the other regions in NSW and information on international and domestic travel to the State.

np = Not published due to insufficient sample.

(5) Source: NVS, YE Dec 14, TRA

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