

Travel to Outback NSW Tourism Region - Preliminary

Year ended March 2018



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	545	556	482	413	526	659	727	746	645	-13.6%	18.3%
Nights ('000)	1,289	1,658	1,276	1,196	1,315	2,025	1,868	1,978	1,996	0.9%	54.8%
Expenditure (\$ million)*	\$162	\$213	\$183	\$209	\$204	\$241	\$234	\$334	\$294	-11.9%	81.6%
Overnight - Int'l & domestic											
Visitors ('000)	356	405	337	300	363	456	441	514	504	-2.0%	41.7%
Nights ('000)	1,289	1,658	1,276	1,196	1,315	2,025	1,868	1,978	1,996	0.9%	54.8%
Expenditure (\$ million)*	\$141	\$205	\$168	\$203	\$186	\$212	\$204	\$314	\$275	-12.2%	94.6%
Domestic - overnight & daytrip											
Visitors ('000)	533	543	467	401	517	646	716	736	631	-14.2%	18.4%
Nights ('000)	1,203	1,499	1,062	992	1,171	1,690	1,585	1,896	1,670	-12.0%	38.9%
Expenditure (\$ million)*	\$156	\$204	\$172	\$193	\$200	\$226	\$222	\$330	\$272	-17.5%	74.7%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
Visitors (000)	344	392	322	289	354	442	430	504	490	-2.7%	42.7%
Nights (000)	1,203	1,499	1,062	992	1,171	1,690	1,585	1,896	1,670	-12.0%	38.9%
Average Length of Stay	3.5	3.8	3.3	3.4	3.3	3.8	3.7	3.8	3.4	-9.5%	-2.7%
Expenditure (\$ million)*	\$135	\$196	\$158	\$187	\$182	\$197	\$192	\$309	\$253	-18.2%	87.3%
Spend per visitor per night (\$)	\$112	\$131	\$149	\$189	\$155	\$117	\$121	\$163	\$152	-7.1%	34.9%
Intrastate visitors (000)	180	225	174	155	202	254	257	295	295	0.0%	63.8%
Interstate visitors (000)	163	168	148	133	152	188	173	209	195	-6.6%	19.5%
Intrastate nights (000)	629	869	604	577	581	1,018	955	1,071	945	-11.7%	50.3%
Interstate nights (000)	574	630	459	416	590	673	630	826	725	-12.2%	26.3%
Intrastate expenditure (\$million)	\$71	\$111	\$80	\$110	\$101	\$120	\$136	\$144	\$152	5.6%	115.1%
Interstate expenditure (\$ million)	\$64	\$85	\$78	\$77	\$81	\$77	\$57	\$165	\$101	-38.9%	56.9%

Purpose of Visit

	Visitors (000)									% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018		
Holiday	178	201	186	182	172	213	183	213	207	-2.9%	16.1%
Visiting Friends & Relatives	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	174	n/p	-	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	344	392	322	289	354	442	430	504	490	-2.7%	42.7%
	Nights (000)									% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018		
Holiday	619	779	617	606	657	774	722	808	729	-9.8%	17.8%
Visiting Friends & Relatives	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	761	n/p	-	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	1,203	1,499	1,062	992	1,171	1,690	1,585	1,896	1,670	-12.0%	38.9%

Origin

	Visitors (000)									% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018		
Regional NSW	147	184	146	118	150	191	194	210	204	-2.7%	38.4%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total Intrastate	180	225	174	155	202	254	257	295	295	0.0%	63.8%
Victoria	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Queensland	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Other Interstate	69	67	50	55	63	66	n/p	n/p	74	-	7.6%
Total Interstate	163	168	148	133	152	188	173	209	195	-6.6%	19.5%
Grand Total	344	392	322	289	354	442	430	504	490	-2.7%	42.7%

Travel to Outback NSW Tourism Region - Preliminary

Year ended March 2018



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
15-29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
40-49	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
50-59	88	104	n/p	n/p	n/p	126	n/p	120	n/p	n/p	-	-
60-69	n/p	105	75	89	74	79	100	109	113	4.0%	-	
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	74	-	-	
Total	344	392	322	289	354	442	430	504	490	-2.7%	42.7%	

Travel Party

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
Travelling alone	n/p	81	n/p	n/p	n/p	n/p	n/p	169	137	-18.8%	-	
Adult couple	95	104	85	118	90	116	118	150	161	7.7%	69.1%	
Family group - parent(s), relatives, friends travelling together with children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Friends and/ or relatives travelling together without children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	98	-	-	
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Total	344	392	322	289	354	442	430	504	490	-2.7%	42.7%	

Top 5 Activities (sorted by the latest year)

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
Eat out / dine at a restaurant and/or cafe	146	175	127	128	133	179	189	250	242	-3.4%	66.1%	
Sightseeing/looking around	96	142	99	86	95	122	n/p	145	140	-3.8%	46.1%	
Pubs, clubs, discos etc	n/p	82	n/p	n/p	92	118	124	121	132	9.2%	-	
Visit friends & relatives	n/p	94	n/p	n/p	n/p	n/p	n/p	n/p	128	-	-	
Visit museums or art galleries	n/p	n/p	n/p	n/p	80	n/p	n/p	80	n/p	-	-	

Top 3 types of Accommodation used (sorted by the latest year)

	Nights (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
Friends or relatives property	n/p	382	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Standard hotel/motor inn (below 4 star)	330	435	277	256	298	454	427	360	399	10.8%	20.9%	
Caravan or camping - non commercial	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018			
Private vehicle or company car	246	311	247	223	279	309	358	402	399	-0.6%	62.3%	
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	
Self-drive motorhome or campervan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-	

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
Visitors (000)	11.9	12.3	14.5	11.6	8.8	13.3	11.2	9.8	13.3	35.7%	12.2%
Nights (000)	86.6	158.6	213.4	203.7	143.5	335.0	282.8	81.3	326.2	301.1%	276.6%
Average Length of Stay	7.3	12.9	14.8	17.6	16.3	25.2	25.2	8.3	24.4	195.5%	235.8%
Expenditure (\$ million)*	\$6.4	n/p	\$10.1	n/p	n/p	n/p	n/p	\$4.2	n/p	-	-
Spend per visitor per night (\$)	\$74	-	\$47	-	-	-	-	\$52	-	-	-

Travel to Outback NSW Tourism Region - Preliminary

Year ended March 2018



Source: National and International Visitor Surveys, TRA.

Top 3 Int'l source markets to the Outback NSW

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
United States of America	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Germany	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
New Zealand	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-

Age

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
15-29	n/p	n/p	6.1	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
40-49	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
50-59	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
60-69	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	11.9	12.3	14.5	11.6	8.8	13.3	11.2	9.8	13.3	35.7%	12.2%	

Travel Party

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
Travelling alone	8.2	n/p	7.0	n/p	n/p	7.7	n/p	n/p	n/p	n/p	-	-
Adult couple	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Family group - parent(s) and children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Friends and/ or relatives travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Business associates travelling together with(out) spouse	n/p	n/p	n/p	-	n/p	n/p	-	n/p	n/p	n/p	-	-
Other	-	-	-	n/p	n/p	n/p	-	-	-	-	-	-
Total	11.9	12.3	14.5	11.6	8.8	13.3	11.2	9.8	13.3	35.7%	12.2%	

Top 5 activities on the trip to Australia (sorted by the latest year)

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
Eat out / dine at a restaurant and/or cafe	11.2	10.8	12.1	10.8	8.3	11.4	10.3	9.6	12.3	28.7%	10.0%	
Sightseeing/looking around	10.2	10.7	11.9	10.9	7.2	11.7	9.1	n/p	n/p	-	-	
Visit national parks / state parks	7.2	7.9	9.0	9.3	n/p	8.1	9.0	n/p	n/p	-	-	
Go shopping for pleasure	9.3	8.3	9.5	8.9	n/p	9.4	n/p	n/p	n/p	-	-	
Bushwalking / rainforest walks	n/p	n/p	7.3	n/p	n/p	n/p	n/p	n/p	n/p	-	-	

First or Return Visitor to Australia

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
First visit	n/p	n/p	7.3	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Return visit	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	11.9	12.3	14.5	11.6	8.8	13.3	11.2	9.8	13.3	35.7%	12.2%	

Top 3 types of Accommodation (sorted by the latest year)

	Nights (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
Friends or relatives property	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Serviced apartment	-	n/p	-	-	-	-	n/p	-	n/p	n/p	-	-
Homestay	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-

Top 3 types of Transport used (sorted by the latest year)

	Visitors (000)									YE Mar 2018	% change YE Mar18 vs. YE Mar17	% change YE Mar18 vs. YE Mar10
	YE Mar 2010	YE Mar 2011	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017				
Private vehicle or company car	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Rental car	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Rented self-drive motorhome or campervan	-	-	-	-	-	-	-	-	-	n/p	-	-

Travel to Outback NSW Tourism Region - Preliminary Year ended March 2018



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

Domestic Daytrip visitor data for the region is statistically unreliable.

n/p = not publishable

Due to quality issues with the incoming passenger data, IVS results for the YE Mar 18 are preliminary and do not include any data relating to purpose of visit.

The Outback NSW includes: Broken Hill, Lightning Ridge, Silverton, Wentworth and White Cliffs.

*The expenditure estimates are derived based on information from Tourism Research Australia's modelled visitor expenditure in Australia's tourism regions.

^Includes: Medical reasons, to renew visa & to explore possibility of immigration.