

Travel to Outback NSW Tourism Region - Preliminary

Year ended June 2018



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	547	499	494	473	487	715	730	721	710	-1.6%	29.8%
Nights ('000)	1,491	1,417	1,290	1,276	1,383	2,088	1,911	1,947	1,919	-1.4%	28.7%
Expenditure (\$ million)*	\$193	\$194	\$187	\$206	\$208	\$234	\$252	\$369	\$253	-31.5%	31.3%
Overnight - Int'l & domestic											
Visitors ('000)	383	377	345	321	359	468	462	502	523	4.1%	36.4%
Nights ('000)	1,491	1,417	1,290	1,276	1,383	2,088	1,911	1,947	1,919	-1.4%	28.7%
Expenditure (\$ million)*	\$180	\$189	\$173	\$195	\$196	\$204	\$220	\$349	\$234	-33.1%	29.8%
Domestic - overnight & daytrip											
Visitors ('000)	536	486	481	461	478	702	719	709	697	-1.7%	30.0%
Nights ('000)	1,368	1,284	1,060	1,058	1,252	1,695	1,696	1,857	1,585	-14.6%	15.9%
Expenditure (\$ million)*	\$184	\$188	\$176	\$192	\$204	\$217	\$243	\$363	\$233	-35.8%	26.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
Visitors (000)	373	363	332	309	350	455	452	490	510	4.0%	36.8%
Nights (000)	1,368	1,284	1,060	1,058	1,252	1,695	1,696	1,857	1,585	-14.6%	15.9%
Average Length of Stay	3.7	3.5	3.2	3.4	3.6	3.7	3.8	3.8	3.1	-17.9%	-15.3%
Expenditure (\$ million)*	\$171	\$183	\$162	\$180	\$191	\$187	\$210	\$343	\$214	-37.7%	24.7%
Spend per visitor per night (\$)	\$125	\$142	\$153	\$170	\$153	\$110	\$124	\$185	\$135	-27.0%	7.6%
Intrastate visitors (000)	209	193	190	155	198	274	260	297	294	-1.1%	40.6%
Interstate visitors (000)	164	170	142	154	153	181	192	193	216	12.0%	31.9%
Intrastate nights (000)	753	703	631	533	705	963	1,074	1,064	834	-21.6%	10.8%
Interstate nights (000)	615	581	429	524	546	732	622	793	751	-5.3%	22.1%
Intrastate expenditure (\$million)	\$89	\$97	\$103	\$87	\$113	\$123	\$135	\$173	\$122	-29.6%	36.0%
Interstate expenditure (\$ million)	\$82	\$86	\$59	\$93	\$79	\$64	\$76	\$170	\$92	-46.0%	12.3%

Purpose of Visit

	Visitors (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Holiday	189	180	205	185	166	204	214	203	196	-3.2%	3.8%
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	174	162	-6.7%	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	373	363	332	309	350	455	452	490	510	4.0%	36.8%
	Nights (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Holiday	748	606	665	599	689	726	844	756	662	-12.4%	-11.5%
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	764	387	-49.3%	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	1,368	1,284	1,060	1,058	1,252	1,695	1,696	1,857	1,585	-14.6%	15.9%

Origin

	Visitors (000)								YE Jun 2018	% change YE Jun18 vs. YE Jun17	% change YE Jun18 vs. YE Jun10
	YE Jun 2010	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017			
Regional NSW	174	159	154	118	137	220	189	212	209	-1.7%	19.6%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total Intrastate	209	193	190	155	198	274	260	297	294	-1.1%	40.6%
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	62	64	55	59	n/p	61	n/p	54	85	58.5%	36.4%
Total Interstate	164	170	142	154	153	181	192	193	216	12.0%	31.9%
Grand Total	373	363	332	309	350	455	452	490	510	4.0%	36.8%

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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 Jun 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.