

Travel to Outback NSW Tourism Region - Preliminary

Year ended September 2018



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	531	520	433	485	553	760	740	680	734	8.0%	38.3%
Nights ('000)	1,469	1,384	1,203	1,393	1,566	2,043	1,834	1,912	2,629	37.5%	78.9%
Expenditure (\$ million)*	\$205	\$197	\$173	\$236	\$212	\$219	\$269	\$368	\$253	-31.2%	23.6%
Overnight - Int'l & domestic											
Visitors ('000)	381	356	303	358	396	449	475	523	511	-2.4%	34.2%
Nights ('000)	1,469	1,384	1,203	1,393	1,566	2,043	1,834	1,912	2,629	37.5%	78.9%
Expenditure (\$ million)*	\$194	\$189	\$159	\$227	\$198	\$187	\$231	\$350	\$230	-34.4%	18.4%
Domestic - overnight & daytrip											
Visitors ('000)	521	505	419	476	543	748	731	667	721	8.2%	38.4%
Nights ('000)	1,341	1,222	964	1,207	1,315	1,677	1,719	1,797	2,249	25.1%	67.7%
Expenditure (\$ million)*	\$197	\$189	\$161	\$225	\$203	\$203	\$264	\$362	\$233	-35.4%	18.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
Visitors (000)	371	341	290	348	385	436	465	510	498	-2.4%	34.3%
Nights (000)	1,341	1,222	964	1,207	1,315	1,677	1,719	1,797	2,249	25.1%	67.7%
Average Length of Stay	3.6	3.6	3.3	3.5	3.4	3.8	3.7	3.5	4.5	28.2%	24.9%
Expenditure (\$ million)*	\$186	\$181	\$148	\$215	\$189	\$171	\$226	\$344	\$210	-38.9%	12.9%
Spend per visitor per night (\$)	\$139	\$148	\$154	\$178	\$143	\$102	\$131	\$191	\$93	-51.2%	-32.7%
Intrastate visitors (000)	219	168	175	174	228	260	269	313	282	-9.8%	28.7%
Interstate visitors (000)	152	173	115	174	158	176	196	198	216	9.2%	42.3%
Intrastate nights (000)	862	556	637	573	771	1,022	1,036	1,007	1,444	43.5%	67.6%
Interstate nights (000)	479	665	327	634	544	655	682	791	804	1.7%	68.0%
Intrastate expenditure (\$million)	\$111	\$83	\$100	\$101	\$114	\$118	\$145	\$163	\$119	-26.7%	7.0%
Interstate expenditure (\$ million)	\$74	\$98	\$48	\$114	\$75	\$53	\$81	\$181	\$91	-49.9%	21.8%

Purpose of Visit

	Visitors (000)								YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
Holiday	187	197	164	199	197	174	226	202	192	-4.8%	2.8%
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	181	n/p	-	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	371	341	290	348	385	436	465	510	498	-2.4%	34.3%
	Nights (000)								YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
Holiday	648	737	548	724	727	634	876	669	1,307	95.4%	101.8%
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	762	n/p	-	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	1,341	1,222	964	1,207	1,315	1,677	1,719	1,797	2,249	25.1%	67.7%

Origin

	Visitors (000)								YE Sept 2018	% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017			
Regional NSW	182	136	140	133	162	205	200	222	200	-9.9%	9.6%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total Intrastate	219	168	175	174	228	260	269	313	282	-9.8%	28.7%
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	-	-
Other Interstate	63	58	n/p	69	n/p	70	n/p	63	88	40.7%	40.6%
Total Interstate	152	173	115	174	158	176	196	198	216	9.2%	42.3%
Grand Total	371	341	290	348	385	436	465	510	498	-2.4%	34.3%

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Year ended September 2018



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Age

	Visitors (000)									% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10	
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 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	93	96	n/p	n/p	n/p	n/p	n/p	n/p	118	n/p	-	-
60-69	89	86	69	98	n/p	86	113	103	133	133	28.9%	48.4%
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	68	64	-7.2%	-
Total	371	341	290	348	385	436	465	510	498	498	-2.4%	34.3%

Travel Party

	Visitors (000)									% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10	
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Travelling alone	93	n/p	n/p	n/p	n/p	n/p	n/p	154	158	158	2.9%	71.0%
Adult couple	83	106	102	103	115	98	141	170	133	133	-21.6%	61.4%
Family group - parents and children	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Friends or relatives travelling together with(out) children	97	92	n/p	n/p	n/p	n/p	113	102	111	111	9.4%	14.9%
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	n/p	-	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	371	341	290	348	385	436	465	510	498	498	-2.4%	34.3%

Top 5 Activities (sorted by the latest year)

	Visitors (000)									% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10	
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Eat out / dine at a restaurant and/or cafe	170	138	116	158	142	179	242	240	238	238	-0.8%	39.7%
Sightseeing/looking around	131	113	92	98	n/p	88	144	130	132	132	1.1%	0.9%
Visit friends & relatives	96	n/p	n/p	n/p	n/p	n/p	n/p	126	n/p	n/p	-	-
Pubs, clubs, discos etc	n/p	n/p	n/p	97	n/p	117	138	137	116	116	-14.8%	-
Visit history / heritage buildings, sites or monuments	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-

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

	Nights (000)									% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10	
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Friends or relatives property	419	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Standard hotel/motor inn (below 4 star)	323	420	218	316	n/p	379	503	412	303	303	-26.4%	-6.2%
Caravan park or commercial camping ground	n/p	n/p	n/p	n/p	n/p	n/p	337	293	280	280	-4.6%	-

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

	Visitors (000)									% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10	
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Private vehicle or company car	291	267	225	257	301	332	390	391	387	387	-0.9%	32.9%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Railway	n/p	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

										% change YE Sept 18 vs. YE Sept 17	% change YE Sept 18 vs. YE Sept 10	
	YE Sept 2010	YE Sept 2011	YE Sept 2012	YE Sept 2013	YE Sept 2014	YE Sept 2015	YE Sept 2016	YE Sept 2017	YE Sept 2018			
Visitors (000)	10	15	13	10	10	12	10	13	13	13	-1.1%	32.9%
Nights (000)	129	163	240	186	251	367	115	114	380	380	232.5%	194.9%
Average Length of Stay	13.3	10.6	17.9	18.9	23.9	29.6	12.0	8.8	29.6	29.6	236.1%	121.9%
Expenditure (\$ million)*	n/p	\$8.0	n/p	n/p	n/p	n/p	\$5.0	\$6.5	n/p	n/p	-	-
Spend per visitor per night (\$)	-	\$49	-	-	-	-	\$44	\$56	-	-	-	-

Travel to Outback NSW Tourism Region - Preliminary Year ended September 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 Sept 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.