

Travel to Outback NSW Tourism Region

Year ended December 2018



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	565	501	423	544	617	682	738	682	760	11.5%	34.4%
Nights ('000)	1,664	1,281	1,171	1,412	1,879	1,881	1,888	1,892	2,537	34.1%	52.5%
Expenditure (\$ million)*	\$218	\$191	\$187	\$217	\$215	\$206	\$370	\$299	\$236	-21.0%	8.3%
Overnight - Int'l & domestic											
Visitors ('000)	401	354	294	364	433	443	483	520	544	4.7%	35.7%
Nights ('000)	1,664	1,281	1,171	1,412	1,879	1,881	1,888	1,892	2,537	34.1%	52.5%
Expenditure (\$ million)*	\$210	\$179	\$177	\$201	\$191	\$189	\$335	\$277	\$210	-24.1%	0.1%
Domestic - overnight & daytrip											
Visitors ('000)	555	485	412	533	606	671	728	671	746	11.1%	34.3%
Nights ('000)	1,526	1,080	951	1,229	1,630	1,539	1,805	1,678	2,232	33.0%	46.3%
Expenditure (\$ million)*	\$210	\$181	\$172	\$210	\$203	\$194	\$366	\$291	\$218	-25.3%	3.5%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
Visitors (000)	391	338	282	352	422	432	473	509	530	4.2%	35.6%
Nights (000)	1,526	1,080	951	1,229	1,630	1,539	1,805	1,678	2,232	33.0%	46.3%
Average Length of Stay	3.9	3.2	3.4	3.5	3.9	3.6	3.8	3.3	4.2	27.7%	7.9%
Expenditure (\$ million)*	\$203	\$169	\$162	\$194	\$179	\$176	\$331	\$270	\$192	-28.9%	-5.1%
Spend per visitor per night (\$)	\$133	\$157	\$170	\$158	\$110	\$115	\$183	\$161	\$86	-46.5%	-35.1%
Intrastate visitors (000)	228	169	170	179	250	256	279	303	335	10.4%	46.9%
Interstate visitors (000)	163	169	113	173	172	176	194	206	196	-5.1%	19.8%
Intrastate nights (000)	890	572	620	551	982	943	1,006	1,010	1,491	47.6%	67.4%
Interstate nights (000)	636	507	331	678	648	596	799	668	742	11.0%	16.7%
Intrastate expenditure (\$million)	\$116	\$82	\$101	\$98	\$115	\$117	\$161	\$168	\$113	-32.8%	-2.5%
Interstate expenditure (\$ million)	\$87	\$88	\$61	\$96	\$64	\$59	\$170	\$102	\$79	-22.4%	-8.7%

Purpose of Visit

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Holiday	197	188	182	174	203	196	209	209	214	2.7%	8.6%
Visiting Friends & Relatives	91	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	155	162	177	9.2%	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	391	338	282	352	422	432	473	509	530	4.2%	35.6%
	Nights (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Holiday	782	631	584	681	732	763	760	750	1,286	71.3%	64.3%
Visiting Friends & Relatives	387	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	715	491	460	-6.3%	-
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total	1,526	1,080	951	1,229	1,630	1,539	1,805	1,678	2,232	33.0%	46.3%

Origin

	Visitors (000)								YE Dec 2018	% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017			
Regional NSW	185	141	128	137	182	209	195	201	265	31.7%	43.1%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Total Intrastate	228	169	170	179	250	256	279	303	335	10.4%	46.9%
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	59	n/p	71	n/p	n/p	n/p	77	77	0.4%	22.4%
Total Interstate	163	169	113	173	172	176	194	206	196	-5.1%	19.8%
Grand Total	391	338	282	352	422	432	473	509	530	4.2%	35.6%

Travel to Outback NSW Tourism Region

Year ended December 2018



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10	
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 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	95	86	n/p	n/p	123	n/p	128	n/p	n/p	n/p	-	-
60-69	93	83	86	79	n/p	102	109	106	129	129	21.8%	38.4%
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	74	64	64	-13.7%	-
Total	391	338	282	352	422	432	473	509	530	530	4.2%	35.6%

Travel Party

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10	
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018			
Travelling alone	83	n/p	n/p	n/p	n/p	n/p	147	151	170	170	12.5%	103.5%
Adult couple	100	96	109	94	112	123	134	168	134	134	-20.4%	34.4%
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	98	97	n/p	n/p	n/p	n/p	128	101	109	109	8.4%	11.1%
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	391	338	282	352	422	432	473	509	530	530	4.2%	35.6%

Top 5 Activities (sorted by the latest year)

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10	
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018			
Eat out / dine at a restaurant and/or cafe	183	130	126	141	158	179	259	247	246	246	-0.1%	34.7%
Sightseeing/looking around	144	105	91	84	115	101	137	139	142	142	2.2%	-1.4%
Visit friends & relatives	99	n/p	n/p	n/p	n/p	n/p	n/p	126	128	128	2.1%	29.8%
Pubs, clubs, discos etc	89	n/p	74	n/p	n/p	132	137	132	125	125	-5.3%	40.9%
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 Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10	
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018			
Friends or relatives property	413	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)	425	312	238	285	n/p	337	436	410	351	351	-14.5%	-17.4%
Caravan park or commercial camping ground	379	n/p	n/p	n/p	n/p	n/p	325	311	268	268	-13.8%	-29.4%

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

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10	
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018			
Private vehicle or company car	307	258	227	269	290	371	381	403	399	399	-1.0%	29.8%
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

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10	
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018			
Visitors (000)	10	16	11	12	11	11	10	11	14	14	31.6%	39.7%
Nights (000)	137	201	220	183	249	342	83	214	305	305	42.4%	121.9%
Average Length of Stay	13.7	12.4	19.3	15.3	21.8	31.2	8.2	20.2	21.8	21.8	8.2%	58.8%
Expenditure (\$ million)*	n/p	\$9.6	n/p	n/p	n/p	n/p	\$3.8	n/p	n/p	n/p	-	-
Spend per visitor per night (\$)	-	\$48	-	-	-	-	\$46	-	-	-	-	-

Purpose of Visit

	Visitors (000)									% change YE Dec 18 vs. YE Dec 17	% change YE Dec 18 vs. YE Dec 10	
	YE Dec 2010	YE Dec 2011	YE Dec 2012	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018			
Holiday	7	12	8	8	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Visiting Friends & Relatives	n/p	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	n/p	n/p	n/p	-	-
Employment	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	-
Education	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	10	16	11	12	11	11	10	11	14	14	31.6%	39.7%

Travel to Outback NSW Tourism Region Year ended December 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

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.