


FACT SHEET

Total Domestic and International visitation to Outback NSW (spend, visitors and nights)

 **SPEND**
\$303 m
up 1.7% YoY

 **VISITORS**
0.9 m
up 38.5% YoY

 **NIGHTS**
2.5 m
up 25.9% YoY

Outback NSW received 1% of international visitors and 2% of domestic overnight visitors to Regional NSW.

DOMESTIC OVERNIGHT VISITATION

- Outback NSW is Regional NSW's number 12 region for domestic overnight visitors, number 12 for nights and number 12 for expenditure.
- There were 573,700 domestic overnight visitors (up 15.2% on the previous year) who stayed 2.3 million nights (up 33.5%) in Outback NSW and spent \$261 million (up 0.9%).
- The average length of stay in the region was 3.9 nights and average spend per night was \$116.
- The region accounted for 2% of visitors, 3% of nights and 2% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Holiday (42%), followed by Business (32%).
- Around 26% of the domestic overnight visitors were aged 60-69 years, followed by 70+ years old (12%).
- 'Unaccompanied traveller' (28%) was the most common travel party amongst visitors to the region, followed by 'adult couple' (24%) and 'friends and relatives travelling together' (18%).
- Regional NSW was the largest source market for visitors to the region (50%). Visitors from interstate accounted for 38% of the region's visitors.

TREND

- From **YE March 2014** to **YE March 2019**, domestic visitors, nights and expenditure in the region recorded the following changes: up 62.2%, up 92.6% and up 43.2%, respectively.

INTERNATIONAL VISITATION

- Outback NSW is Regional NSW's number 12 region for international visitors, number 12 for nights.
- There were 12,100 international visitors (down 6.2% on the previous year) and stayed 264,300 nights (down 15.0%) in Outback NSW.
- The average length of stay in the region was 21.8 nights.
- The region accounted for 1% of visitors and 2% of visitor nights in regional NSW for YE March 2019.

TREND

- From **YE March 2014** to **YE March 2019**, international visitors, nights and expenditure in the region recorded the following changes: up 36.0%, up 84.9% and up 22.5%, respectively.

FACT SHEET – Cont'd

The chart below relate to Visitors, Nights and Expenditure of International and Domestic visitors to the Outback NSW for YE March 2019.

