

Travel to Outback NSW Tourism Region

Year ended March 2019



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	YE Mar 2019	% change YE Mar19 vs. YE Mar18
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	545	556	482	414	526	659	726	748	652	902	38.5%
Nights ('000)	1,292	1,663	1,279	1,206	1,314	2,014	1,848	1,983	2,001	2,520	25.9%
Expenditure (\$ million)*	\$162	\$213	\$182	\$210	\$204	\$240	\$233	\$335	\$298	\$303	1.7%
Overnight - Int'l & domestic											
Visitors ('000)	355	405	337	302	363	456	440	516	511	586	14.7%
Nights ('000)	1,292	1,663	1,279	1,206	1,314	2,014	1,848	1,983	2,001	2,520	25.9%
Expenditure (\$ million)*	\$142	\$205	\$168	\$204	\$186	\$211	\$203	\$314	\$279	\$266	-4.7%
Domestic - overnight & daytrip											
Visitors ('000)	533	543	467	401	517	646	716	738	639	890	39.4%
Nights ('000)	1,203	1,499	1,062	992	1,171	1,690	1,585	1,904	1,690	2,256	33.5%
Expenditure (\$ million)*	\$156	\$204	\$172	\$193	\$200	\$226	\$222	\$331	\$277	\$298	7.4%

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	YE Mar 2019	% change YE Mar19 vs. YE Mar18
Visitors (000)	344	392	322	289	354	442	430	507	498	574	15.2%
Nights (000)	1,203	1,499	1,062	992	1,171	1,690	1,585	1,904	1,690	2,256	33.5%
Average Length of Stay	3.5	3.8	3.3	3.4	3.3	3.8	3.7	3.8	3.4	3.9	15.9%
Expenditure (\$ million)*	\$135	\$196	\$158	\$187	\$182	\$197	\$192	\$310	\$258	\$261	0.9%
Spend per visitor per night (\$)	\$112	\$131	\$149	\$189	\$155	\$117	\$121	\$163	\$153	\$116	-24.4%
Intrastate visitors (000)	180	225	174	155	202	254	257	296	301	356	18.4%
Interstate visitors (000)	163	168	148	133	152	188	173	210	197	218	10.3%
Intrastate nights (000)	629	869	604	577	581	1,018	955	1,074	955	1,524	59.7%
Interstate nights (000)	574	630	459	416	590	673	630	830	735	732	-0.5%
Intrastate expenditure (\$million)	\$71	\$111	\$80	\$110	\$101	\$120	\$136	\$144	\$156	\$128	-17.6%
Interstate expenditure (\$ million)	\$64	\$85	\$78	\$77	\$81	\$77	\$57	\$166	\$103	\$132	29.0%

Purpose of Visit

	Visitors (000)										% change YE Mar19 vs. YE Mar18
	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	YE Mar 2019	
Holiday	178	201	186	182	172	213	183	213	207	240	15.7%
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	177	n/p	183	-
Other	n/p	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	507	498	574	15.2%
	Nights (000)										% change YE Mar19 vs. YE Mar18
	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	YE Mar 2019	
Holiday	619	779	617	606	657	774	722	810	732	1,347	84.0%
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	766	n/p	506	-
Other	n/p	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	1,904	1,690	2,256	33.5%

Origin

	Visitors (000)										% change YE Mar19 vs. YE Mar18
	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	YE Mar 2019	
Regional NSW	147	184	146	118	150	191	194	210	207	289	39.5%
Sydney	n/p	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	296	301	356	18.4%
Victoria	n/p	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	n/p	-
ACT	n/p	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	85	15.3%
Total Interstate	163	168	148	133	152	188	173	210	197	218	10.3%
Grand Total	344	392	322	289	354	442	430	507	498	574	15.2%

Travel to Outback NSW Tourism Region

Year ended March 2019



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)											% change YE Mar19 vs. YE Mar18
	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	YE Mar 2019		
15-29	n/p	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	n/p	-
40-49	n/p	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	121	n/p	n/p	n/p	-
60-69	n/p	105	75	89	74	79	100	109	113	147	147	30.3%
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	73	70	70	-5.3%
Total	344	392	322	289	354	442	430	507	498	574	574	15.2%

Travel Party

	Visitors (000)											% change YE Mar19 vs. YE Mar18
	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	YE Mar 2019		
Travelling alone	n/p	81	n/p	n/p	n/p	n/p	n/p	171	139	160	160	14.9%
Adult couple	95	104	85	118	90	116	118	150	162	139	139	-14.1%
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	n/p	-
Friends or relatives travelling together with(out) children	77	105	91	n/p	n/p	n/p	n/p	118	115	105	105	-8.5%
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	n/p	-
Other	n/p	n/p	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	507	498	498	498	0.0%

Top 5 Activities (sorted by the latest year)

	Visitors (000)											% change YE Mar19 vs. YE Mar18
	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	YE Mar 2019		
Eat out / dine at a restaurant and/or cafe	146	175	127	128	133	179	189	252	248	293	293	18.1%
Sightseeing/looking around	96	142	99	86	95	122	n/p	145	141	146	146	2.9%
Pubs, clubs, discos etc	n/p	82	n/p	n/p	92	118	124	123	133	141	141	5.9%
Visit friends & relatives	n/p	94	n/p	n/p	n/p	n/p	n/p	n/p	131	n/p	n/p	-
Visit museums or art galleries	n/p	n/p	n/p	n/p	80	n/p	n/p	82	n/p	n/p	n/p	-

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

	Nights (000)											% change YE Mar19 vs. YE Mar18
	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	YE Mar 2019		
Friends or relatives property	n/p	382	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)	330	435	277	256	298	454	427	364	410	477	477	16.3%
Caravan park or commercial camping ground	n/p	383	n/p	n/p	n/p	n/p	n/p	364	275	291	291	5.7%

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

	Visitors (000)											% change YE Mar19 vs. YE Mar18
	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	YE Mar 2019		
Private vehicle or company car	246	311	247	223	279	309	358	403	406	427	427	5.0%
Aircraft	n/p	n/p	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	n/p	n/p	-

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	Visitors (000)											% change YE Mar19 vs. YE Mar18
	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	YE Mar 2019		
Visitors (000)	12	12	14	13	9	13	11	9	13	12	12	-6.2%
Nights (000)	89	164	217	214	143	323	263	79	311	264	264	-15.0%
Average Length of Stay	7.5	13.2	15.2	16.4	16.0	24.4	24.7	8.4	24.1	21.8	21.8	-9.4%
Expenditure (\$ million)*	\$7	n/p	\$10	n/p	n/p	n/p	n/p	\$4	n/p	n/p	n/p	-
Spend per visitor per night (\$)	\$75	-	\$46	-	-	-	-	\$52	-	-	-	-

Purpose of Visit

	Visitors (000)											% change YE Mar19 vs. YE Mar18
	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	YE Mar 2019		
Holiday	9	9	11	10	n/p	n/p	8	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	n/p	-
Business	n/p	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	n/p	-
Education	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	n/p	-
Total	12	12	14	13	9	13	11	9	13	12	12	-6.2%

Travel to Outback NSW Tourism Region Year ended March 2019



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.