

FACT SHEET

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

 **SPEND**
\$446 m
up 89.0% YoY

 **VISITORS**
1.1 m
up 37.4% YoY

 **NIGHTS**
2.3 m
down 11.3% YoY

Outback NSW received 1.3% of international visitors and 2.4% of domestic overnight visitors to Regional NSW.

DOMESTIC OVERNIGHT VISITATION

- Outback NSW is Regional NSW's number 12 region for domestic overnight visitors, nights and expenditure.
- There were 661,600 domestic overnight visitors (up 24.4% on the previous year) who stayed 2.1 million nights (down 7.7%) in Outback NSW and spent \$390 million (up 103.0%).
- The average length of stay in the region was 3.1 nights and average spend per night was \$189.
- The region accounted for 2.4% each of visitors and nights, and 2.7% of expenditure in Regional NSW.
- The majority of visitors to the region came for the purpose of Holiday (41%), followed by Business (33%) and Visiting Friends and Relatives*.
- 24% of the domestic overnight visitors were aged 60-69 years, followed by 50-59 years old (18%), 40-49 years old* and 15-29 years old*.
- 'Unaccompanied traveller' (30%) was the most common travel party among visitors to the region, followed by 'adult couple' (24%) and 'friends and relatives travelling together' (22%).
- Regional NSW was the largest source market for visitors to the region (48%), followed by Victoria (19%). Visitors from interstate accounted for 39% of the region's visitors.

TREND

- From YE December 2014 to YE December 2019, domestic visitors, nights and expenditure in the region recorded the following changes: up 56.9%, up 26.8% and up 118.0%, respectively.

INTERNATIONAL VISITATION

- Outback NSW is Regional NSW's number 12 region for international visitors, nights and expenditure.
- There were 11,400 international visitors (down 18.3% on the previous year) who stayed 189,800 nights (down 37.8%) in Outback NSW and spent \$3.4 million (down 81.5%).
- The average length of stay in the region was 16.6 nights and average spend per night was \$18.
- The region accounted for 1.3% each of visitors and nights, and 0.3% of expenditure in Regional NSW for YE December 2019.
- Holiday* was the largest purpose of visit to the region.
- 'Adult couple'* was the most common travel party amongst visitors to the region.
- The United Kingdom* was the region's largest source market for visitors.

TREND

- From YE December 2014 to YE December 2019, international visitors, nights and expenditure in the region recorded the following changes: down 0.4%, down 23.9% and down 72.0%, respectively.

Outback NSW visitor profile Year ending December 2019

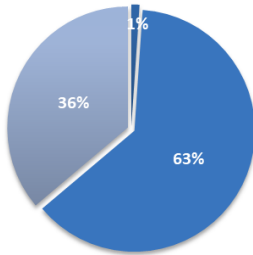


Source: National and International Visitor Surveys, Tourism Research Australia.

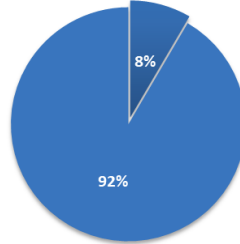
FACT SHEET – Cont'd

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

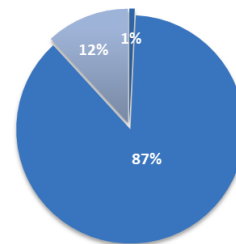
Visitors to Outback NSW
(% share)



Nights to Outback NSW
(% share)



Expenditure to Outback NSW
(% share)



■ International ■ Domestic Overnight ■ Domestic daytrip