

# Travel to Outback NSW Tourism Region

## Year ended December 2019



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 | YE Dec 2019 | % change YE Dec19 vs. YE Dec18 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| <b>GRAND TOTAL - overnight &amp; daytrip</b> |             |             |             |             |             |             |             |             |             |             |                                |
| Visitors ('000)                              | 565         | 501         | 423         | 544         | 617         | 682         | 738         | 692         | 767         | 1,054       | 37.4%                          |
| Nights ('000)                                | 1,664       | 1,281       | 1,171       | 1,412       | 1,879       | 1,881       | 1,888       | 1,917       | 2,544       | 2,257       | -11.3%                         |
| Expenditure (\$ million)*                    | \$218       | \$191       | \$187       | \$217       | \$215       | \$206       | \$370       | \$305       | \$236       | \$446       | 89.0%                          |

### Overnight - Int'l & domestic

|                           |       |       |       |       |       |       |       |       |       |       |        |
|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| Visitors ('000)           | 401   | 354   | 294   | 364   | 433   | 443   | 483   | 530   | 546   | 673   | 23.3%  |
| Nights ('000)             | 1,664 | 1,281 | 1,171 | 1,412 | 1,879 | 1,881 | 1,888 | 1,917 | 2,544 | 2,257 | -11.3% |
| Expenditure (\$ million)* | \$210 | \$179 | \$177 | \$201 | \$191 | \$189 | \$335 | \$283 | \$210 | \$394 | 87.0%  |

### Domestic - overnight & daytrip

|                           |       |       |       |       |       |       |       |       |       |       |        |
|---------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| Visitors ('000)           | 555   | 485   | 412   | 533   | 606   | 671   | 728   | 681   | 753   | 1,042 | 38.5%  |
| Nights ('000)             | 1,526 | 1,080 | 951   | 1,229 | 1,630 | 1,539 | 1,805 | 1,703 | 2,240 | 2,067 | -7.7%  |
| Expenditure (\$ million)* | \$210 | \$181 | \$172 | \$210 | \$203 | \$194 | \$366 | \$297 | \$218 | \$443 | 103.2% |

### 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 | YE Dec 2019 | % change YE Dec19 vs. YE Dec18 |
|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| Visitors (000)                      | 391         | 338         | 282         | 352         | 422         | 432         | 473         | 519         | 532         | 662         | 24.4%                          |
| Nights (000)                        | 1,526       | 1,080       | 951         | 1,229       | 1,630       | 1,539       | 1,805       | 1,703       | 2,240       | 2,067       | -7.7%                          |
| Average Length of Stay              | 3.9         | 3.2         | 3.4         | 3.5         | 3.9         | 3.6         | 3.8         | 3.3         | 4.2         | 3.1         | -25.8%                         |
| Expenditure (\$ million)*           | \$203       | \$169       | \$162       | \$194       | \$179       | \$176       | \$331       | \$276       | \$192       | \$390       | 103.0%                         |
| Spend per visitor per night (\$)    | \$133       | \$157       | \$170       | \$158       | \$110       | \$115       | \$183       | \$162       | \$86        | \$189       | 119.9%                         |
| Intrastate visitors (000)           | 228         | 169         | 170         | 179         | 250         | 256         | 279         | 310         | 336         | 405         | 20.7%                          |
| Interstate visitors (000)           | 163         | 169         | 113         | 173         | 172         | 176         | 194         | 209         | 196         | 257         | 30.8%                          |
| Intrastate nights (000)             | 890         | 572         | 620         | 551         | 982         | 943         | 1,006       | 1,023       | 1,493       | 1,211       | -18.9%                         |
| Interstate nights (000)             | 636         | 507         | 331         | 678         | 648         | 596         | 799         | 680         | 746         | 856         | 14.6%                          |
| Intrastate expenditure (\$million)  | \$116       | \$82        | \$101       | \$98        | \$115       | \$117       | \$161       | \$172       | \$113       | \$211       | 87.6%                          |
| Interstate expenditure (\$ million) | \$87        | \$88        | \$61        | \$96        | \$64        | \$59        | \$170       | \$104       | \$80        | \$179       | 124.8%                         |

#### Purpose of Visit

|                              | Visitors (000) |             |             |             |             |             |             |             |             |             | % change YE Dec19 vs. YE Dec18 |
|------------------------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
|                              | 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 | YE Dec 2019 |                                |
| Holiday                      | 197            | 188         | 182         | 174         | 203         | 196         | 209         | 209         | 215         | 274         | 27.5%                          |
| Visiting Friends & Relatives | 91             | 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         | 155         | 169         | 176         | 217         | 23.4%                          |
| Other                        | n/p            | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | -                              |
| <b>Total</b>                 | <b>391</b>     | <b>338</b>  | <b>282</b>  | <b>352</b>  | <b>422</b>  | <b>432</b>  | <b>473</b>  | <b>519</b>  | <b>532</b>  | <b>662</b>  | <b>24.4%</b>                   |

|                              | Nights (000) |              |             |              |              |              |              |              |              |              | % change YE Dec19 vs. YE Dec18 |
|------------------------------|--------------|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------------------------|
|                              | 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  | YE Dec 2019  |                                |
| Holiday                      | 782          | 631          | 584         | 681          | 732          | 763          | 760          | 754          | 1,285        | 859          | -33.2%                         |
| Visiting Friends & Relatives | 387          | 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          | 715          | 505          | 459          | 716          | 56.1%                          |
| Other                        | n/p          | n/p          | n/p         | n/p          | n/p          | n/p          | n/p          | n/p          | n/p          | n/p          | -                              |
| <b>Total</b>                 | <b>1,526</b> | <b>1,080</b> | <b>951</b>  | <b>1,229</b> | <b>1,630</b> | <b>1,539</b> | <b>1,805</b> | <b>1,703</b> | <b>2,240</b> | <b>2,067</b> | <b>-7.7%</b>                   |

#### Origin

|                         | Visitors (000) |             |             |             |             |             |             |             |             |             | % change YE Dec19 vs. YE Dec18 |
|-------------------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
|                         | 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 | YE Dec 2019 |                                |
| Regional NSW            | 185            | 141         | 128         | 137         | 182         | 209         | 195         | 205         | 266         | 319         | 19.9%                          |
| Sydney                  | n/p            | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | -                              |
| <b>Total Intrastate</b> | <b>228</b>     | <b>169</b>  | <b>170</b>  | <b>179</b>  | <b>250</b>  | <b>256</b>  | <b>279</b>  | <b>310</b>  | <b>336</b>  | <b>405</b>  | <b>20.7%</b>                   |
| Victoria                | n/p            | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | n/p         | 124         | -                              |
| 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         | -                              |
| Other Interstate        | 63             | 59          | n/p         | 71          | n/p         | n/p         | n/p         | 79          | 76          | n/p         | -                              |
| <b>Total Interstate</b> | <b>163</b>     | <b>169</b>  | <b>113</b>  | <b>173</b>  | <b>172</b>  | <b>176</b>  | <b>194</b>  | <b>209</b>  | <b>196</b>  | <b>257</b>  | <b>30.8%</b>                   |
| <b>Grand Total</b>      | <b>391</b>     | <b>338</b>  | <b>282</b>  | <b>352</b>  | <b>422</b>  | <b>432</b>  | <b>473</b>  | <b>519</b>  | <b>532</b>  | <b>662</b>  | <b>24.4%</b>                   |

# Travel to Outback NSW Tourism Region

## Year ended December 2019



Source: National and International Visitor Surveys, TRA.

### Age

|              | Visitors (000) |                |                |                |                |                |                |                |                |                | % change<br>YE Dec19 vs.<br>YE Dec18 |              |
|--------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|--------------|
|              | YE Dec<br>2010 | YE Dec<br>2011 | YE Dec<br>2012 | YE Dec<br>2013 | YE Dec<br>2014 | YE Dec<br>2015 | YE Dec<br>2016 | YE Dec<br>2017 | YE Dec<br>2018 | YE Dec<br>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        | 95             | 86             | n/p            | n/p            | 123            | n/p            | 128            | n/p            | n/p            | 121            | n/p                                  | -            |
| 60-69        | 93             | 83             | 86             | 79             | n/p            | 102            | 109            | 105            | 128            | 156            | n/p                                  | 21.8%        |
| 70+          | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | 74             | 64             | n/p            | n/p                                  | -            |
| <b>Total</b> | <b>391</b>     | <b>338</b>     | <b>282</b>     | <b>352</b>     | <b>422</b>     | <b>432</b>     | <b>473</b>     | <b>519</b>     | <b>532</b>     | <b>662</b>     | <b>n/p</b>                           | <b>24.4%</b> |

### Travel Party

|   | Visitors (000) |                |                |                |                |                |                |                |                |                | % change<br>YE Dec19 vs.<br>YE Dec18 |              |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|--------------|
|   | YE Dec<br>2010 | YE Dec<br>2011 | YE Dec<br>2012 | YE Dec<br>2013 | YE Dec<br>2014 | YE Dec<br>2015 | YE Dec<br>2016 | YE Dec<br>2017 | YE Dec<br>2018 | YE Dec<br>2019 |                                      |              |
| Travelling alone  | 83             | n/p            | n/p            | n/p            | n/p            | n/p            | 147            | 155            | 169            | 197            | n/p                                  | 16.5%        |
| Adult couple  | 100            | 96             | 109            | 94             | 112            | 123            | 134            | 169            | 134            | 161            | n/p                                  | 20.3%        |
| 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 | 98             | 97             | n/p            | n/p            | n/p            | n/p            | 128            | 102            | 110            | 148            | n/p                                  | 35.1%        |
| 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            | 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                                  | -            |
| <b>Total</b>  | <b>391</b>     | <b>338</b>     | <b>282</b>     | <b>352</b>     | <b>422</b>     | <b>432</b>     | <b>473</b>     | <b>519</b>     | <b>532</b>     | <b>662</b>     | <b>n/p</b>                           | <b>24.4%</b> |

### Top 5 Activities (sorted by the latest year)

|  | Visitors (000) |                |                |                |                |                |                |                |                |                | % change<br>YE Dec19 vs.<br>YE Dec18 |       |
|--|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|-------|
|  | YE Dec<br>2010 | YE Dec<br>2011 | YE Dec<br>2012 | YE Dec<br>2013 | YE Dec<br>2014 | YE Dec<br>2015 | YE Dec<br>2016 | YE Dec<br>2017 | YE Dec<br>2018 | YE Dec<br>2019 |                                      |       |
| Eat out / dine at a restaurant and/or cafe             | 183            | 130            | 126            | 141            | 158            | 179            | 259            | 254            | 248            | 325            | n/p                                  | 31.0% |
| Pubs, clubs, discos etc                                | 89             | n/p            | 74             | n/p            | n/p            | 132            | 137            | 134            | 126            | 230            | n/p                                  | 82.4% |
| Sightseeing/looking around                             | 144            | 105            | 91             | 84             | 115            | 101            | 137            | 140            | 143            | 145            | n/p                                  | 1.3%  |
| Visit friends & relatives                              | 99             | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | 128            | 130            | 128            | n/p                                  | -1.2% |
| 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            | n/p                                  | -     |

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

|   | Nights (000)   |                |                |                |                |                |                |                |                |                | % change<br>YE Dec19 vs.<br>YE Dec18 |       |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|-------|
|   | YE Dec<br>2010 | YE Dec<br>2011 | YE Dec<br>2012 | YE Dec<br>2013 | YE Dec<br>2014 | YE Dec<br>2015 | YE Dec<br>2016 | YE Dec<br>2017 | YE Dec<br>2018 | YE Dec<br>2019 |                                      |       |
| Standard hotel/motor inn (below 4 star) | 425            | 312            | 238            | 285            | n/p            | 337            | 436            | 425            | 353            | 537            | n/p                                  | 52.2% |
| Friends or relatives property           | 413            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p                                  | -     |
| Caravan or camping - non commercial     | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p            | n/p                                  | -     |

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

|                                | Visitors (000) |                |                |                |                |                |                |                |                |                | % change<br>YE Dec19 vs.<br>YE Dec18 |       |
|--------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|-------|
|                                | YE Dec<br>2010 | YE Dec<br>2011 | YE Dec<br>2012 | YE Dec<br>2013 | YE Dec<br>2014 | YE Dec<br>2015 | YE Dec<br>2016 | YE Dec<br>2017 | YE Dec<br>2018 | YE Dec<br>2019 |                                      |       |
| Private vehicle or company car | 307            | 258            | 227            | 269            | 290            | 371            | 381            | 411            | 400            | 524            | n/p                                  | 31.0% |
| Aircraft                       | n/p            | 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            | n/p                                  | -     |

## INTERNATIONAL OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

|                                  | YE Dec<br>2010 | YE Dec<br>2011 | YE Dec<br>2012 | YE Dec<br>2013 | YE Dec<br>2014 | YE Dec<br>2015 | YE Dec<br>2016 | YE Dec<br>2017 | YE Dec<br>2018 | YE Dec<br>2019 | % change<br>YE Dec19 vs.<br>YE Dec18 |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
| Visitors (000)                   | 10             | 16             | 11             | 12             | 11             | 11             | 10             | 11             | 14             | 11             | -18.3%                               |
| Nights (000)                     | 137            | 201            | 220            | 183            | 249            | 342            | 83             | 214            | 305            | 190            | -37.8%                               |
| Average Length of Stay           | 13.7           | 12.4           | 19.3           | 15.3           | 21.8           | 31.2           | 8.2            | 20.2           | 21.8           | 16.6           | -23.8%                               |
| Outback NSW                      | 0              | 10             | 0              | 0              | 0              | 0              | 4              | 0              | 0              | 0              | -                                    |
| Expenditure (\$ million)*        | n/p            | \$10           | n/p            | n/p            | n/p            | n/p            | \$4            | n/p            | n/p            | n/p            | -                                    |
| Spend per visitor per night (\$) | -              | \$48           | -              | -              | -              | -              | \$46           | -              | -              | -              | -                                    |

### Purpose of Visit

|                              | Visitors (000) |                |                |                |                |                |                |                |                |                | % change<br>YE Dec19 vs.<br>YE Dec18 |
|------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------------------------|
|                              | YE Dec<br>2010 | YE Dec<br>2011 | YE Dec<br>2012 | YE Dec<br>2013 | YE Dec<br>2014 | YE Dec<br>2015 | YE Dec<br>2016 | YE Dec<br>2017 | YE Dec<br>2018 | YE Dec<br>2019 |                                      |
| 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            | -                                    |
| <b>Total</b>                 | <b>10</b>      | <b>16</b>      | <b>11</b>      | <b>12</b>      | <b>11</b>      | <b>11</b>      | <b>10</b>      | <b>11</b>      | <b>14</b>      | <b>11</b>      | <b>-18.3%</b>                        |



# Travel to Outback NSW Tourism Region Year ended December 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.