

Travel to Outback NSW Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	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	YE Mar 2020	% change YE Mar20 vs. YE Mar19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	556	482	414	526	659	726	748	652	902	898	-0.5%
Nights ('000)	1,663	1,279	1,206	1,314	2,014	1,848	1,983	2,001	2,520	2,173	-13.8%
Expenditure (\$ million)*	\$213	\$182	\$210	\$204	\$240	\$233	\$335	\$298	\$303	\$366	20.9%

Overnight - Int'l & domestic

Visitors ('000)	405	337	302	363	456	440	516	511	586	616	5.1%
Nights ('000)	1,663	1,279	1,206	1,314	2,014	1,848	1,983	2,001	2,520	2,173	-13.8%
Expenditure (\$ million)*	\$205	\$168	\$204	\$186	\$211	\$203	\$314	\$279	\$266	\$319	20.1%

Domestic - overnight & daytrip

Visitors ('000)	543	467	401	517	646	716	738	639	890	887	-0.3%
Nights ('000)	1,499	1,062	992	1,171	1,690	1,585	1,904	1,690	2,256	2,024	-10.3%
Expenditure (\$ million)*	\$204	\$172	\$193	\$200	\$226	\$222	\$331	\$277	\$298	\$363	22.0%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	392	322	289	354	442	430	507	498	574	605	5.5%
Nights (000)	1,499	1,062	992	1,171	1,690	1,585	1,904	1,690	2,256	2,024	-10.3%
Average Length of Stay	3.8	3.3	3.4	3.3	3.8	3.7	3.8	3.4	3.9	3.3	-15.0%
Expenditure (\$ million)*	\$196	\$158	\$187	\$182	\$197	\$192	\$310	\$258	\$261	\$316	21.4%
Spend per visitor per night (\$)	\$131	\$149	\$189	\$155	\$117	\$121	\$163	\$153	\$116	\$156	35.4%
Intrastate visitors (000)	225	174	155	202	254	257	296	301	356	367	3.1%
Interstate visitors (000)	168	148	133	152	188	173	210	197	218	238	9.5%
Intrastate nights (000)	869	604	577	581	1,018	955	1,074	955	1,524	1,244	-18.4%
Interstate nights (000)	630	459	416	590	673	630	830	735	732	779	6.6%
Intrastate expenditure (\$million)	\$111	\$80	\$110	\$101	\$120	\$136	\$144	\$156	\$128	\$193	50.8%
Interstate expenditure (\$ million)	\$85	\$78	\$77	\$81	\$77	\$57	\$166	\$103	\$132	\$123	-7.0%

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Holiday	201	186	182	172	213	183	213	207	240	247	3.0%
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	177	n/p	183	193	5.7%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	392	322	289	354	442	430	507	498	574	605	5.5%
	Nights (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Holiday	779	617	606	657	774	722	810	732	1,347	768	-43.0%
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	766	n/p	506	674	33.3%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	1,499	1,062	992	1,171	1,690	1,585	1,904	1,690	2,256	2,024	-10.3%

Origin

	Visitors (000)										% change YE Mar20 vs. YE Mar19
	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	YE Mar 2020	
Regional NSW	184	146	118	150	191	194	210	207	289	286	-1.1%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Intrastate	225	174	155	202	254	257	296	301	356	367	3.1%
Victoria	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	121	-
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	67	50	55	63	66	n/p	n/p	74	85	n/p	-
Total Interstate	168	148	133	152	188	173	210	197	218	238	9.5%
Grand Total	392	322	289	354	442	430	507	498	574	605	5.5%

Travel to Outback NSW Tourism Region

Year ended March 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Mar20 vs. YE Mar19	
	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	YE Mar 2020		
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	104	n/p	n/p	n/p	126	n/p	121	n/p	n/p	n/p	107	-
60-69	105	75	89	74	79	100	109	113	147	130	130	-11.7%
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	73	70	n/p	n/p	-
Total	392	322	289	354	442	430	507	498	574	605	605	5.5%

Travel Party

	Visitors (000)										% change YE Mar20 vs. YE Mar19	
	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	YE Mar 2020		
Travelling alone	81	n/p	n/p	n/p	n/p	n/p	171	139	160	184	184	15.5%
Adult couple	104	85	118	90	116	118	150	162	139	161	161	15.8%
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	105	91	n/p	n/p	n/p	n/p	118	115	105	143	143	35.5%
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	392	322	289	354	442	430	507	498	574	605	605	5.5%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar20 vs. YE Mar19	
	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	YE Mar 2020		
Eat out / dine at a restaurant and/or cafe	175	127	128	133	179	189	252	248	293	274	274	-6.2%
Pubs, clubs, discos etc	82	n/p	n/p	92	118	124	123	133	141	225	225	59.9%
Sightseeing/looking around	142	99	86	95	122	n/p	145	141	146	144	144	-1.0%
Visit friends & relatives	94	n/p	n/p	n/p	n/p	n/p	n/p	131	n/p	128	128	-
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 YE Mar20 vs. YE Mar19	
	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	YE Mar 2020		
Friends or relatives property	382	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	435	435	-
Standard hotel/motor inn (below 4 star)	435	277	256	298	454	427	364	410	477	399	399	-16.3%
Caravan park or commercial camping ground	383	n/p	n/p	n/p	n/p	n/p	364	275	291	336	336	15.4%

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

	Visitors (000)										% change YE Mar20 vs. YE Mar19	
	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	YE Mar 2020		
Private vehicle or company car	311	247	223	279	309	358	403	406	427	487	487	14.2%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Bus/Coach	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 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	YE Mar 2020	% change YE Mar20 vs. YE Mar19
Visitors (000)	12	14	13	9	13	11	9	13	12	10	-15.3%
Nights (000)	164	217	214	143	323	263	79	311	264	149	-43.6%
Average Length of Stay	13.2	15.2	16.4	16.0	24.4	24.7	8.4	24.1	21.8	14.5	-33.4%
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 (\$)	-	\$46	-	-	-	-	\$52	-	-	-	-

Purpose of Visit

	Visitors (000)										% change YE Mar20 vs. YE Mar19	
	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	YE Mar 2020		
Holiday	9	11	10	n/p	n/p	8	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	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	14	13	9	13	11	9	13	12	10	10	-15.3%

Travel to Outback NSW Tourism Region

Year ended March 2020



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.