

Travel to Outback NSW Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	499	494	475	487	715	729	723	720	903	764	-15.4%
Nights ('000)	1,409	1,300	1,277	1,386	2,060	1,907	1,950	1,926	2,611	1,945	-25.5%
Expenditure (\$ million)*	\$194	\$187	\$207	\$208	\$233	\$252	\$371	\$256	\$357	\$288	-19.5%

Overnight - Int'l & domestic

Visitors ('000)	377	345	322	359	468	461	505	532	600	507	-15.4%
Nights ('000)	1,409	1,300	1,277	1,386	2,060	1,907	1,950	1,926	2,611	1,945	-25.5%
Expenditure (\$ million)*	\$189	\$173	\$195	\$196	\$203	\$219	\$351	\$236	\$312	\$243	-22.2%

Domestic - overnight & daytrip

Visitors ('000)	486	481	461	478	702	719	712	707	892	755	-15.4%
Nights ('000)	1,284	1,060	1,058	1,252	1,695	1,696	1,865	1,610	2,380	1,810	-24.0%
Expenditure (\$ million)*	\$188	\$176	\$192	\$204	\$217	\$243	\$365	\$237	\$353	\$285	-19.3%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	% change YE Jun20 vs. YE Jun19
Visitors (000)	363	332	309	350	455	452	493	519	589	499	-15.3%
Nights (000)	1,284	1,060	1,058	1,252	1,695	1,696	1,865	1,610	2,380	1,810	-24.0%
Average Length of Stay	3.5	3.2	3.4	3.6	3.7	3.8	3.8	3.1	4.0	3.6	-10.3%
Expenditure (\$ million)*	\$183	\$162	\$180	\$191	\$187	\$210	\$345	\$218	\$308	\$240	-21.9%
Spend per visitor per night (\$)	\$142	\$153	\$170	\$153	\$110	\$124	\$185	\$135	\$129	\$133	2.7%
Intrastate visitors (000)	193	190	155	198	274	260	299	300	402	285	-29.0%
Interstate visitors (000)	170	142	154	153	181	192	194	219	187	214	14.1%
Intrastate nights (000)	703	631	533	705	963	1,074	1,069	845	1,683	1,027	-39.0%
Interstate nights (000)	581	429	524	546	732	622	796	765	697	782	12.3%
Intrastate expenditure (\$million)	\$97	\$103	\$87	\$113	\$123	\$135	\$174	\$125	\$167	\$134	-19.7%
Interstate expenditure (\$ million)	\$86	\$59	\$93	\$79	\$64	\$76	\$171	\$93	\$140	\$106	-24.6%

Purpose of Visit

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	180	205	185	166	204	214	203	197	250	198	-20.8%
Visiting Friends & Relatives	66	68	47	78	83	n/p	72	108	84	96	14.6%
Business	102	n/p	n/p	n/p	124	157	177	166	194	151	-22.1%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	69	n/p	-
Total	363	332	309	350	455	452	493	519	589	499	-15.3%

	Nights (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Holiday	606	665	599	689	726	844	758	666	1,435	578	-59.7%
Visiting Friends & Relatives	307	269	212	336	432	n/p	242	427	213	449	110.7%
Business	342	n/p	n/p	n/p	424	571	773	394	573	560	-2.3%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	159	n/p	-
Total	1,284	1,060	1,058	1,252	1,695	1,696	1,865	1,610	2,380	1,810	-24.0%

Origin

	Visitors (000)										% change YE Jun20 vs. YE Jun19
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	
Regional NSW	159	154	118	137	220	189	213	212	327	219	-33.1%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	86	87	n/p	n/p	-
Total Intrastate	193	190	155	198	274	260	299	300	402	285	-29.0%
Victoria	n/p	72	n/p	n/p	n/p	57	71	95	75	103	37.3%
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	64	55	59	60	61	51	55	84	64	n/p	-
Total Interstate	170	142	154	153	181	192	194	219	187	214	14.1%
Grand Total	363	332	309	350	455	452	493	519	589	499	-15.3%

Travel to Outback NSW Tourism Region

Year ended June 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Jun20 vs. YE Jun19	
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020		
15-29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	95	-
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	121	100	n/p	n/p	-
50-59	103	73	68	63	114	141	119	58	110	104	104	-5.8%
60-69	93	76	95	70	76	107	113	110	159	97	97	-38.6%
70+	38	43	46	n/p	58	47	54	64	73	82	82	11.9%
Total	363	332	309	350	455	452	493	519	589	499	499	-15.3%

Travel Party

	Visitors (000)										% change YE Jun20 vs. YE Jun19	
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020		
Travelling alone	77	76	64	101	146	158	156	152	177	145	145	-18.1%
Adult couple	101	102	105	91	126	123	163	139	151	131	131	-13.1%
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	93	102	69	n/p	97	88	108	111	109	120	120	9.7%
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	363	332	309	350	455	452	493	519	589	499	499	-15.3%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Jun20 vs. YE Jun19	
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020		
Eat out / dine at a restaurant and/or cafe	160	135	147	124	191	215	237	248	313	203	203	-35.2%
Pubs, clubs, discos etc	81	65	92	83	123	123	149	119	160	179	179	11.8%
Visit friends & relatives	72	87	73	104	121	92	93	147	116	109	109	-6.3%
Sightseeing/looking around	126	107	82	85	129	111	139	131	167	106	106	-36.7%
Visit history / heritage buildings, sites or monuments	n/p	n/p	43	n/p	n/p	n/p	53	n/p	69	n/p	n/p	-

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

	Nights (000)										% change YE Jun20 vs. YE Jun19	
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020		
Friends or relatives property	289	259	n/p	276	515	351	221	466	895	485	485	-45.8%
Standard hotel/motor inn (below 4 star)	464	218	303	315	407	432	425	392	479	288	288	-39.9%
Caravan or camping - non commercial	n/p	n/p	n/p	n/p	n/p	n/p	369	268	210	261	261	23.9%

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

	Visitors (000)										% change YE Jun20 vs. YE Jun19	
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020		
Private vehicle or company car	280	265	235	264	346	371	374	421	455	396	396	-13.0%
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

											% change YE Jun20 vs. YE Jun19	
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020		
Visitors (000)	13	13	13	9	13	10	12	13	11	8	8	-22.2%
Nights (000)	125	240	220	134	365	211	85	316	231	135	135	-41.4%
Average Length of Stay	9.4	18.8	16.3	14.8	27.8	21.5	7.3	25.2	21.2	15.9	15.9	-24.7%
Expenditure (\$ million)*	\$6	n/p	n/p	n/p	n/p	n/p	\$6	n/p	n/p	n/p	n/p	-
Spend per visitor per night (\$)	\$45	-	-	-	-	-	\$68	-	-	-	-	-

Purpose of Visit

	Visitors (000)										% change YE Jun20 vs. YE Jun19	
	YE Jun 2011	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020		
Holiday	9	10	10	6	8	7	9	9	8	7	7	-12.3%
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	-	-	-
Other^	n/p	n/p	-	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	13	13	13	9	13	10	12	13	11	8	8	-22.2%

Travel to Outback NSW Tourism Region Year ended June 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.