

Travel to Outback NSW Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	520	433	487	553	760	740	686	741	983	611	-37.8%
Nights ('000)	1,376	1,217	1,392	1,561	2,025	1,827	1,926	2,627	2,072	2,043	-1.4%
Expenditure (\$ million)*	\$197	\$174	\$236	\$212	\$219	\$268	\$370	\$256	\$418	\$288	-31.0%

Overnight - Int'l & domestic

Visitors ('000)	356	304	359	396	449	474	530	516	664	403	-39.3%
Nights ('000)	1,376	1,217	1,392	1,561	2,025	1,827	1,926	2,627	2,072	2,043	-1.4%
Expenditure (\$ million)*	\$188	\$160	\$227	\$197	\$187	\$231	\$352	\$232	\$367	\$252	-31.4%

Domestic - overnight & daytrip

Visitors ('000)	505	419	476	543	748	731	674	728	973	605	-37.8%
Nights ('000)	1,222	964	1,207	1,315	1,677	1,719	1,818	2,262	1,895	2,043	7.8%
Expenditure (\$ million)*	\$189	\$161	\$225	\$203	\$203	\$264	\$364	\$237	\$415	\$286	-31.1%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	341	290	348	385	436	465	518	503	653	403	-38.3%
Nights (000)	1,222	964	1,207	1,315	1,677	1,719	1,818	2,262	1,895	2,043	7.8%
Average Length of Stay	3.6	3.3	3.5	3.4	3.8	3.7	3.5	4.5	2.9	5.1	74.8%
Expenditure (\$ million)*	\$181	\$148	\$215	\$189	\$171	\$226	\$346	\$213	\$365	\$250	-31.5%
Spend per visitor per night (\$)	\$148	\$154	\$178	\$143	\$102	\$131	\$190	\$94	\$192	\$122	-36.5%
Intrastate visitors (000)	168	175	174	228	260	269	318	285	436	271	-37.8%
Interstate visitors (000)	173	115	174	158	176	196	200	218	218	132	-39.3%
Intrastate nights (000)	556	637	573	771	1,022	1,036	1,016	1,449	1,161	1,248	7.5%
Interstate nights (000)	665	327	634	544	655	682	802	812	734	795	8.4%
Intrastate expenditure (\$million)	\$83	\$100	\$101	\$114	\$118	\$145	\$165	\$121	\$203	\$163	-19.7%
Interstate expenditure (\$ million)	\$98	\$48	\$114	\$75	\$53	\$81	\$181	\$92	\$162	\$87	-46.3%

Purpose of Visit

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	197	164	199	197	174	226	203	193	271	152	-43.8%
Visiting Friends & Relatives	51	64	60	72	69	67	88	107	87	75	-13.9%
Business	76	n/p	n/p	95	139	144	186	156	220	149	-32.4%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	81	n/p	-
Total	341	290	348	385	436	465	518	503	653	403	-38.3%

	Nights (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Holiday	737	548	724	727	634	876	672	1,308	861	618	-28.1%
Visiting Friends & Relatives	203	232	291	281	368	251	288	404	271	424	56.5%
Business	237	n/p	n/p	254	533	513	775	419	572	831	45.3%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	192	n/p	-
Total	1,222	964	1,207	1,315	1,677	1,719	1,818	2,262	1,895	2,043	7.8%

Origin

	Visitors (000)										% change YE Sep20 vs. YE Sep19
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	
Regional NSW	136	140	133	162	205	200	225	201	356	211	-40.8%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	93	84	80	n/p	-
Total Intrastate	168	175	174	228	260	269	318	285	436	271	-37.8%
Victoria	77	n/p	n/p	n/p	n/p	79	77	86	91	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	58	56	69	49	70	39	63	87	63	n/p	-
Total Interstate	173	115	174	158	176	196	200	218	218	132	-39.3%
Grand Total	341	290	348	385	436	465	518	503	653	403	-38.3%

Travel to Outback NSW Tourism Region

Year ended September 2020



Source: National and International Visitor Surveys, TRA.

Age

	Visitors (000)										% change YE Sep20 vs. YE Sep19	
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 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	106	n/p	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	n/p	n/p	115	n/p	84	n/p	-
50-59	96	63	80	80	125	114	119	59	138	83	n/p	-39.5%
60-69	86	69	98	68	86	113	103	132	163	66	n/p	-59.3%
70+	42	44	42	n/p	38	54	68	63	73	n/p	n/p	-
Total	341	290	348	385	436	465	518	503	653	403		-38.3%

Travel Party

	Visitors (000)										% change YE Sep20 vs. YE Sep19	
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020		
Travelling alone	55	75	95	81	180	132	156	160	199	141	n/p	-29.1%
Adult couple	106	102	103	115	98	141	170	134	153	99	n/p	-35.4%
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	92	73	77	75	79	113	103	112	137	75	n/p	-45.3%
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	341	290	348	385	436	465	518	503	653	403		-38.3%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Sep20 vs. YE Sep19	
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020		
Eat out / dine at a restaurant and/or cafe	138	116	158	142	179	242	246	242	322	191	n/p	-40.8%
Pubs, clubs, discos etc	79	68	97	95	117	138	138	118	205	148	n/p	-27.8%
Sightseeing/looking around	113	92	98	107	88	144	131	134	168	101	n/p	-39.6%
Visit friends & relatives	59	81	87	98	122	85	128	124	129	86	n/p	-33.5%
Go shopping for pleasure	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 Sep20 vs. YE Sep19	
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020		
Friends or relatives property	n/p	223	218	274	567	290	271	1,065	354	469	n/p	32.7%
Standard hotel/motor inn (below 4 star)	420	218	316	317	379	503	425	308	544	280	n/p	-48.5%
Caravan or camping - non commercial	n/p	n/p	n/p	n/p	n/p	317	397	221	256	269	n/p	5.3%

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

	Visitors (000)										% change YE Sep20 vs. YE Sep19	
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020		
Private vehicle or company car	267	225	257	301	332	390	397	391	507	346	n/p	-31.9%
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

											% change YE Sep20 vs. YE Sep19	
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020		
Visitors (000)	15	13	11	11	12	9	13	13	11	n/p	n/p	-
Nights (000)	154	253	185	245	348	108	108	365	178	n/p	n/p	-
Average Length of Stay	10.2	18.9	16.5	23.2	28.7	11.7	8.6	29.0	16.6	-	-	-
Expenditure (\$ million)*	\$8	n/p	n/p	n/p	n/p	\$5	\$6	n/p	n/p	n/p	n/p	-
Spend per visitor per night (\$)	\$51	-	-	-	-	\$45	\$55	-	-	-	-	-

Purpose of Visit

	Visitors (000)										% change YE Sep20 vs. YE Sep19	
	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020		
Holiday	10	11	8	6	8	7	11	8	8	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	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	15	13	11	11	12	9	13	13	11	n/p		-

Travel to Outback NSW Tourism Region Year ended September 2020



Source: National and International Visitor Surveys, TRA.

DOMESTIC DAYTRIP TRAVEL

	YE Sep 2011	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	% change YE Sep20 vs. YE Sep19
Visitors (000)	n/p	n/p	n/p	n/p	311	n/p	n/p	n/p	319	n/p	-

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.