

Travel to Country and Outback Destination Network

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

OVERVIEW

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
GRAND TOTAL - overnight & daytrip											
Visitors ('000)	7,903	8,383	8,245	8,466	8,677	9,103	10,537	10,358	12,179	8,378	-31.2%
Nights ('000)	11,438	12,870	12,114	12,733	13,111	13,792	16,388	17,345	16,452	12,494	-24.1%
Expenditure (\$ million)	\$2,033	\$2,233	\$2,270	\$2,150	\$2,205	\$2,389	\$2,858	\$3,010	\$3,595	\$2,602	-27.6%
Overnight - Int'l & domestic											
Visitors ('000)	3,338	3,558	3,422	3,630	3,680	4,012	4,823	5,037	5,215	3,740	-28.3%
Nights ('000)	11,438	12,870	12,114	12,733	13,111	13,792	16,388	17,345	16,452	12,494	-24.1%
Expenditure (\$ million)	\$1,471	\$1,564	\$1,571	\$1,510	\$1,627	\$1,800	\$2,105	\$2,255	\$2,542	\$1,968	-22.6%
Domestic - overnight & daytrip											
Visitors ('000)	7,816	8,301	8,169	8,388	8,600	9,020	10,444	10,266	12,091	8,363	-30.8%
Nights ('000)	10,045	10,893	10,260	10,791	11,028	11,955	14,274	15,125	14,487	11,923	-17.7%
Expenditure (\$ million)	\$1,960	\$2,121	\$2,186	\$2,055	\$2,107	\$2,293	\$2,750	\$2,884	\$3,503	\$2,574	-26.5%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	3,251	3,476	3,345	3,553	3,603	3,929	4,730	4,945	5,127	3,725	-27.4%
Nights (000)	10,045	10,893	10,260	10,791	11,028	11,955	14,274	15,125	14,487	11,923	-17.7%
Average Length of Stay	3.1	3.1	3.1	3.0	3.1	3.0	3.0	3.1	2.8	3.2	13.3%
Expenditure (\$ million)	\$1,398	\$1,452	\$1,486	\$1,414	\$1,529	\$1,704	\$1,996	\$2,129	\$2,450	\$1,941	-20.8%
Spend per visitor per night (\$)	\$139	\$133	\$145	\$131	\$139	\$143	\$140	\$141	\$169	\$163	-3.7%
Interstate visitors (000)	793	815	772	890	898	1,026	1,144	1,071	1,182	664	-43.8%
Intrastate visitors (000)	2,457	2,661	2,574	2,663	2,705	2,903	3,586	3,874	3,945	3,061	-22.4%
Interstate nights (000)	3,068	3,001	3,614	3,173	3,457	3,779	4,343	4,028	3,994	2,699	-32.4%
Intrastate nights (000)	6,977	7,892	6,646	7,618	7,571	8,175	9,930	11,097	10,493	9,224	-12.1%
Interstate expenditure (\$ million)	\$384	\$346	\$508	\$380	\$426	\$553	\$598	\$544	\$674	\$428	-36.6%
Intrastate expenditure (\$ million)	\$1,014	\$1,106	\$978	\$1,034	\$1,103	\$1,151	\$1,399	\$1,585	\$1,776	\$1,513	-14.8%

Purpose of Visit

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)											
Holiday	1,215	1,251	1,252	1,294	1,283	1,439	1,584	1,787	1,797	1,159	-35.5%
Visiting Friends & Relatives	1,134	1,329	1,159	1,221	1,224	1,296	1,607	1,723	1,691	1,151	-31.9%
Business	652	661	719	716	798	841	1,080	1,048	1,245	1,121	-10.0%
Total	3,251	3,476	3,345	3,553	3,603	3,929	4,730	4,945	5,127	3,725	-27.4%

Origin

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)											
Regional NSW	1,566	1,738	1,640	1,746	1,763	1,897	2,276	2,472	2,594	1,906	-26.5%
Sydney	891	923	933	917	942	1,006	1,310	1,402	1,351	1,154	-14.6%
Total Intrastate	2,457	2,661	2,574	2,663	2,705	2,903	3,586	3,874	3,945	3,061	-22.4%
Victoria	288	191	213	229	264	308	337	294	364	197	-45.8%
Queensland	330	447	377	444	421	509	573	546	588	331	-43.8%
ACT	n/p	68	n/p	74	87	76	77	87	85	74	-12.9%
Other Interstate	112	109	136	143	126	132	158	144	145	62	-57.2%
Total Interstate	793	815	772	890	898	1,026	1,144	1,071	1,182	664	-43.8%
Grand Total	3,251	3,476	3,345	3,553	3,603	3,929	4,730	4,945	5,127	3,725	-27.4%

Age

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)											
15-29	609	715	517	748	706	807	1,030	1,031	1,013	742	-26.7%
30-39	612	479	610	451	504	540	640	813	821	492	-40.0%
40-49	560	586	601	613	668	655	996	796	817	733	-10.3%
50-59	656	666	650	722	719	756	818	914	929	727	-21.7%
60-69	585	682	621	684	680	746	726	840	913	657	-28.0%
70+	228	349	346	335	326	425	519	550	634	373	-41.2%
Total	3,251	3,476	3,345	3,553	3,603	3,929	4,730	4,945	5,127	3,725	-27.4%

Travel Party

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)											
Travelling alone	753	908	736	1,050	1,087	1,146	1,517	1,568	1,639	1,316	-19.7%
Adult couple	853	952	990	915	923	1,168	1,179	1,223	1,225	917	-25.2%
Family group - parent(s) and children	754	776	701	628	640	603	739	739	778	538	-30.9%
Friends and/or relatives travelling together	603	623	591	704	671	819	948	1,083	1,023	700	-31.6%
Business associates travelling together	206	146	260	175	212	156	284	242	368	247	-32.9%
Total	3,251	3,476	3,345	3,553	3,603	3,929	4,730	4,945	5,127	3,725	-27.4%

Travel to Country and Outback Destination Network

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	1,473	1,781	1,785	1,780	1,846	2,183	2,631	2,824	2,860	1,787	-37.5%
Visit friends & relatives	1,382	1,639	1,392	1,585	1,555	1,601	1,915	2,065	2,046	1,268	-38.0%
Pubs, clubs, discos etc	645	819	704	819	946	929	1,174	1,286	1,507	971	-35.6%
Sightseeing/looking around	701	803	702	675	732	813	945	1,161	1,027	796	-22.5%
Bushwalking / rainforest walks	279	312	294	294	347	421	497	565	512	525	2.6%

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

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Friends or relatives property	3,913	4,470	3,784	4,226	4,503	3,981	5,523	5,627	4,840	3,969	-18.0%
Standard hotel/motor inn (below 4 star)	2,386	2,094	2,224	2,419	2,048	2,600	2,801	2,935	3,215	2,281	-29.0%
Caravan or camping - non commercial	888	1,302	917	1,006	1,034	1,787	1,658	1,512	1,786	1,183	-33.8%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	2,847	3,104	2,928	3,070	3,242	3,470	4,117	4,446	4,531	3,484	-23.1%
Aircraft	177	128	186	171	153	239	345	231	286	118	-58.9%
Railway	n/p	65	77	126	71	54	106	97	79	n/p	-

INTERNATIONAL OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	87	82	76	77	77	83	93	92	88	15	-82.5%
Nights (000)	1,393	1,977	1,855	1,942	2,083	1,838	2,114	2,220	1,965	571	-71.0%
Average Length of Stay	16.0	24.2	24.3	25.2	27.0	22.2	22.7	24.2	22.4	37.3	66.2%
Expenditure (\$ million)	\$72	\$112	\$85	\$95	\$98	\$96	\$108	\$126	\$92	\$27	-70.3%
Spend per visitor per night (\$)	\$52	\$57	\$46	\$49	\$47	\$52	\$51	\$57	\$47	\$48	2.2%

Purpose of Visit

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	49	39	40	39	41	46	52	48	51	10	-79.8%
Visiting Friends & Relatives	22	27	24	27	22	29	28	27	23	n/p	-
Business	9	7	6	7	6	n/p	9	n/p	9	n/p	-
Employment	6	7	5	5	7	n/p	n/p	n/p	n/p	n/p	-
Education	2	4	3	n/p	3	n/p	n/p	3	n/p	n/p	-
Total	87	82	76	77	77	83	93	92	88	15	-82.5%

Top 3 Int'l source markets to Country and Outback DN

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
United Kingdom	16	12	13	12	13	12	12	13	15	n/p	-
United States of America	9	8	9	9	9	11	13	11	8	n/p	-
Taiwan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
15-29	30	30	27	25	26	26	28	26	28	6	-79.7%
30-39	15	10	11	11	11	12	15	13	11	n/p	-
40-49	12	11	9	9	12	12	10	13	12	n/p	-
50-59	12	11	11	16	12	12	17	15	17	n/p	-
60-69	13	15	12	11	11	15	14	18	13	n/p	-
70+	n/p	n/p	7	n/p	n/p	7	8	n/p	n/p	n/p	-
Total	87	82	76	77	77	83	93	92	88	15	-82.5%

Travel Party

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Travelling alone	48	51	44	48	42	46	50	57	47	7	-85.2%
Adult couple	18	15	17	14	17	21	22	20	23	n/p	-
Family group - parent(s) and children	6	5	6	7	n/p	9	8	n/p	8	n/p	-
Friends and/or relatives travelling together	12	8	8	6	8	6	9	7	7	n/p	-
Business associates travelling together	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	87	82	76	77	77	83	93	92	88	15	-82.5%

Top 5 activities on the trip to Australia (sorted by the latest year)

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	74	71	66	68	70	78	86	87	82	13	-83.6%
Sightseeing/looking around	64	62	56	54	55	65	70	68	68	12	-83.0%
Go to the beach	55	50	50	45	51	52	59	59	55	11	-80.6%
Visit national parks / state parks	46	42	44	42	44	52	57	54	51	10	-79.7%
Go shopping for pleasure	59	60	55	57	58	62	69	65	63	10	-84.1%

Travel to Country and Outback Destination Network

Year ended December 2020



Source: National and International Visitor Surveys, TRA.

First or Return Visitor to Australia

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
First visit	36	34	34	28	27	30	33	31	27	5	-82.4%
Return visit	51	48	42	49	50	53	60	60	61	11	-82.6%
Total	87	82	76	77	77	83	93	92	88	15	-82.5%

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

	Nights (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Rented house/apartment/flat or unit (not serviced daily)	296	550	457	632	516	672	697	623	910	n/p	-
Friends or relatives property	302	617	602	583	586	682	671	722	313	n/p	-
Other non-commercial property	269	203	196	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 YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	34	29	28	26	27	34	39	36	35	6	-81.4%
Aircraft	17	22	18	22	13	13	16	18	13	n/p	-
Rental car	16	11	15	14	20	16	16	17	19	n/p	-

DOMESTIC DAYTRIP TRAVEL

Visitors and Expenditure

	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	YE Dec 2020	% change YE Dec20 vs. YE Dec19
Visitors (000)	4,565	4,825	4,823	4,836	4,997	5,091	5,714	5,321	6,964	4,638	-33.4%
Expenditure (\$ million)	562	669	700	640	578	589	754	755	1,054	634	-39.9%
Spend per visitor (\$)	\$123	\$139	\$145	\$132	\$116	\$116	\$132	\$142	\$151	\$137	-9.7%

Main Purpose of Trip

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Holiday	2,163	2,279	2,072	2,151	2,148	2,117	2,270	2,220	2,785	1,825	-34.5%
Visiting Friends & Relatives	831	996	863	1,059	1,170	1,150	1,332	1,171	1,542	855	-44.6%
Business	644	701	855	535	611	653	756	855	1,117	928	-16.9%
Total	4,565	4,825	4,823	4,836	4,997	5,091	5,714	5,321	6,964	4,638	-33.4%

Origin

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Sydney	743	572	735	649	535	693	773	704	998	489	-51.0%
Regional NSW	3,642	4,151	3,982	4,029	4,305	4,238	4,758	4,398	5,748	4,046	-29.6%
Total Intrastate	4,385	4,723	4,716	4,678	4,840	4,931	5,530	5,102	6,746	4,535	-32.8%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	4,565	4,825	4,823	4,836	4,997	5,091	5,714	5,321	6,964	4,638	-33.4%

Age

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
15-29	942	929	834	973	1,143	844	1,281	924	1,321	928	-29.8%
30-39	873	910	957	535	542	835	799	783	1,085	650	-40.0%
40-49	753	854	744	1,177	891	780	728	849	1,269	612	-51.8%
50-59	733	894	862	742	940	870	1,028	1,107	1,195	921	-22.9%
60-69	776	649	842	918	952	970	1,071	892	1,279	860	-32.8%
70+	488	590	584	492	529	792	807	767	815	667	-18.2%
Total	4,565	4,825	4,823	4,836	4,997	5,091	5,714	5,321	6,964	4,638	-33.4%

Top 5 activities (sorted by the latest year)

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Eat out / dine at a restaurant and/or cafe	1,776	1,881	1,875	1,865	1,894	2,305	2,600	2,541	2,950	1,762	-40.3%
Visit friends & relatives	1,127	1,271	1,284	1,409	1,551	1,523	1,610	1,416	1,770	1,050	-40.7%
Go shopping for pleasure	1,231	1,427	1,324	1,060	1,170	1,171	1,335	1,127	1,358	871	-35.9%
Sightseeing/looking around	693	516	634	618	435	495	610	743	961	484	-49.6%
Pubs, clubs, discos etc	232	277	297	251	299	388	357	555	732	282	-61.4%

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

	Visitors (000)										% change YE Dec20 vs. YE Dec19
	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	YE Dec 2020	
Private vehicle or company car	4,451	4,683	4,647	4,693	4,814	4,997	5,579	5,082	6,709	4,520	-32.6%
Railway	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

n/p = not publishable