

# Travel to Outback NSW Tourism Region

## 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
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	501	423	544	617	682	738	692	767	1,054	672	-36.2%
Nights ('000)	1,281	1,171	1,412	1,879	1,881	1,888	1,917	2,544	2,257	2,376	5.3%
Expenditure (\$ million)*	\$191	\$187	\$217	\$215	\$206	\$370	\$305	\$236	\$446	\$288	-35.4%

### Overnight - Int'l & domestic

Visitors ('000)	354	294	364	433	443	483	530	546	673	434	-35.6%
Nights ('000)	1,281	1,171	1,412	1,879	1,881	1,888	1,917	2,544	2,257	2,376	5.3%
Expenditure (\$ million)*	\$179	\$177	\$201	\$191	\$189	\$335	\$283	\$210	\$394	\$258	-34.6%

### Domestic - overnight & daytrip

Visitors ('000)	485	412	533	606	671	728	681	753	1,042	671	-35.6%
Nights ('000)	1,080	951	1,229	1,630	1,539	1,805	1,703	2,240	2,067	2,351	13.8%
Expenditure (\$ million)*	\$181	\$172	\$210	\$203	\$194	\$366	\$297	\$218	\$443	\$288	-35.0%

### 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)	338	282	352	422	432	473	519	532	662	432	-34.7%
Nights (000)	1,080	951	1,229	1,630	1,539	1,805	1,703	2,240	2,067	2,351	13.8%
Average Length of Stay	3.2	3.4	3.5	3.9	3.6	3.8	3.3	4.2	3.1	5.4	74.2%
Expenditure (\$ million)*	\$169	\$162	\$194	\$179	\$176	\$331	\$276	\$192	\$390	\$257	-34.1%
Spend per visitor per night (\$)	\$157	\$170	\$158	\$110	\$115	\$183	\$162	\$86	\$189	\$109	-42.1%
Intrastate visitors (000)	169	170	179	250	256	279	310	336	405	309	-23.7%
Interstate visitors (000)	169	113	173	172	176	194	209	196	257	123	-51.9%
Intrastate nights (000)	572	620	551	982	943	1,006	1,023	1,493	1,211	1,470	21.4%
Interstate nights (000)	507	331	678	648	596	799	680	746	856	881	3.0%
Intrastate expenditure (\$million)	\$82	\$101	\$98	\$115	\$117	\$161	\$172	\$113	\$211	\$168	-20.5%
Interstate expenditure (\$ million)	\$88	\$61	\$96	\$64	\$59	\$170	\$104	\$80	\$179	\$89	-50.1%

#### 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	188	182	174	203	196	209	209	215	274	131	-52.1%
Visiting Friends & Relatives	63	n/p	74	68	67	73	101	88	99	83	-15.5%
Business	70	n/p	n/p	116	n/p	155	169	176	217	178	-18.0%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	80	n/p	-
Total	338	282	352	422	432	473	519	532	662	432	-34.7%

	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	
Holiday	631	584	681	732	763	760	754	1,285	859	600	-30.2%
Visiting Friends & Relatives	249	n/p	332	393	243	234	355	343	323	444	37.4%
Business	154	n/p	n/p	400	n/p	715	505	459	716	1,105	54.3%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	168	n/p	-
Total	1,080	951	1,229	1,630	1,539	1,805	1,703	2,240	2,067	2,351	13.8%

#### 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	
Regional NSW	141	128	137	182	209	195	205	266	319	238	-25.3%
Sydney	n/p	n/p	n/p	67	n/p	84	104	n/p	86	n/p	-
<b>Total Intrastate</b>	169	170	179	250	256	279	310	336	405	309	-23.7%
Victoria	83	n/p	n/p	n/p	n/p	72	85	75	124	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	59	48	71	51	60	42	79	76	71	n/p	-
<b>Total Interstate</b>	169	113	173	172	176	194	209	196	257	123	-51.9%
<b>Grand Total</b>	338	282	352	422	432	473	519	532	662	432	-34.7%

# Travel to Outback NSW Tourism Region

## Year ended December 2020



Source: National and International Visitor Surveys, TRA.

### 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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	91	n/p	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	96	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	78	n/p	104	99	89	-9.4%
50-59	86	52	74	123	97	128	92	86	121	80	-33.6%
60-69	83	86	79	70	102	109	105	128	156	100	-36.3%
70+	n/p	51	36	57	51	39	74	64	99	n/p	-
<b>Total</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>432</b>	<b>-34.7%</b>

### 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	75	55	103	120	140	147	155	169	197	200	1.5%
Adult couple	96	109	94	112	123	134	169	134	161	91	-43.6%
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	-
Friends or relatives travelling together with(out) children	97	72	60	91	74	128	102	110	148	79	-46.9%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	92	n/p	-
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>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>432</b>	<b>-34.7%</b>

### 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	130	126	141	158	179	259	254	248	325	208	-36.1%
Pubs, clubs, discos etc	74	74	86	96	132	137	134	126	230	167	-27.5%
Sightseeing/looking around	105	91	84	115	101	137	140	143	145	114	-21.7%
Visit friends & relatives	73	58	110	96	110	100	128	130	128	94	-26.9%
Visit museums or art galleries	55	60	81	73	70	76	85	71	83	64	-22.8%

### 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	n/p	n/p	271	435	404	266	331	1,019	427	662	55.0%
Standard hotel/motor inn (below 4 star)	312	238	285	450	337	436	425	353	537	375	-30.0%
Private accommodation (not a friend or relative)	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 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	258	227	269	290	371	381	411	400	524	383	-27.0%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Rental car	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 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	
Visitors (000)	16	11	12	11	11	10	11	14	11	n/p	-
Nights (000)	201	220	183	249	342	83	214	305	190	n/p	-
Average Length of Stay	12.4	19.3	15.3	21.8	31.2	8.2	20.2	21.8	16.6	-	-
Expenditure (\$ million)*	\$10	n/p	n/p	n/p	n/p	\$4	n/p	n/p	n/p	n/p	-
Spend per visitor per night (\$)	\$48	-	-	-	-	\$46	-	-	-	-	-

### 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	12	8	8	7	8	7	9	10	10	n/p	-
Visiting Friends & Relatives	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	-	-
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	-	-
Other^	n/p	n/p	n/p	-	n/p	n/p	n/p	n/p	n/p	-	-
<b>Total</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>n/p</b>	<b>-</b>



# Travel to Outback NSW Tourism Region Year ended December 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.