

Outback NSW Visitor Profile

Year ended December 2020

Source: National and International Visitor Surveys, Tourism Research Australia.



Icons sourced from www.easil.ly

TOTAL DOMESTIC & INTERNATIONAL



Visitors
672,300
-36.2% YoY

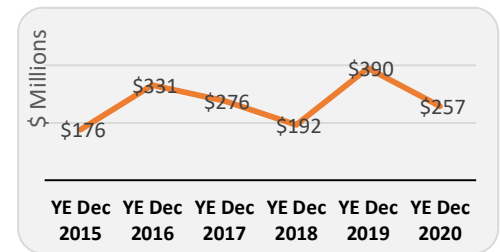
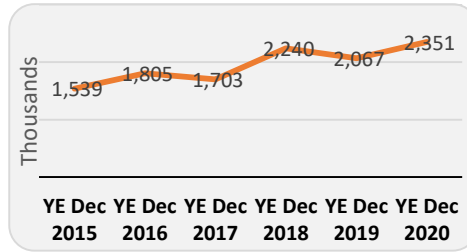
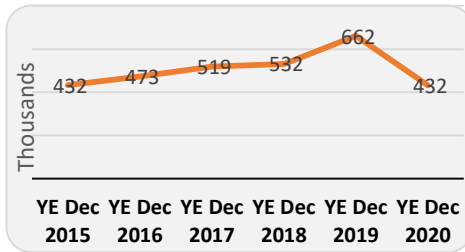
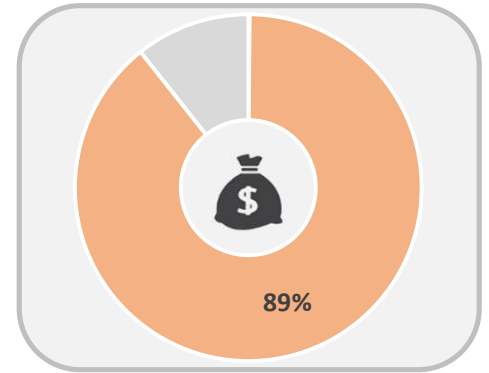
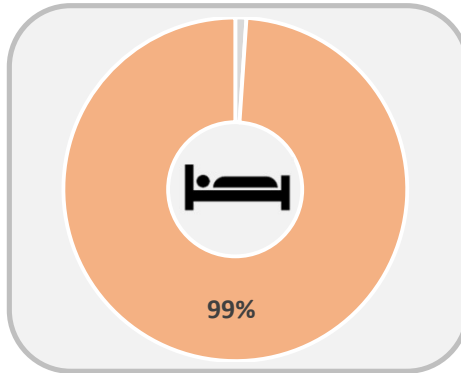
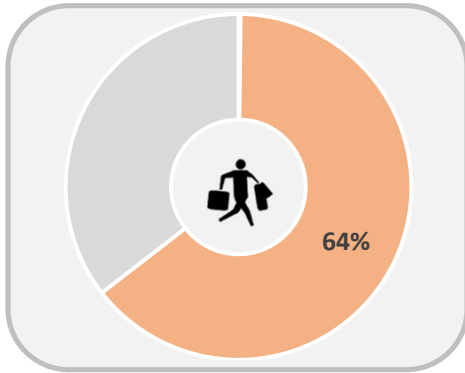


Nights
2.4m
+5.3% YoY



Expenditure
\$288.4m
-35.4% YoY

International travel Domestic overnight travel Domestic daytrip travel



Domestic overnight travel

Visitors: 432,200 (-34.7% YoY)
Nights: 2.4m (+13.8% YoY)
Expenditure: \$257.2m (-34.1% YoY)



Average spend
\$109 per night
\$595 per visitor



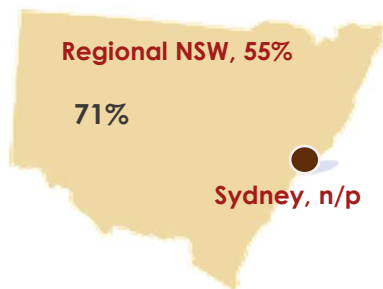
Average length of stay:
5.4 nights



#12 for visitors
#9 for nights
#12 for expenditure
In Regional NSW

Origin

71% of the visitors came from within New South Wales



Travel party

46% of the visitors were travelling alone



Unaccompanied
46%



Adult couple
21%



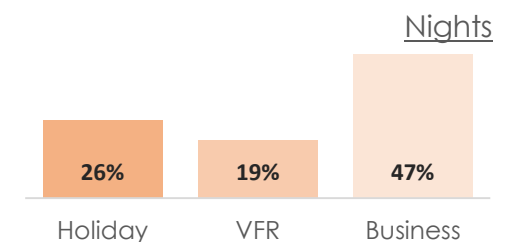
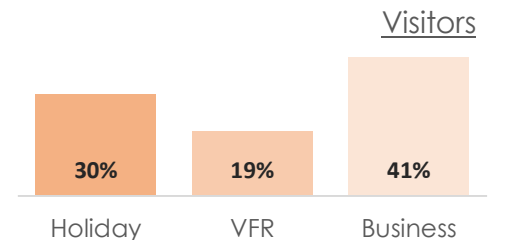
Family group
n/p



Friends and/or relatives
18%

Purpose of visit

Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Transport

Private vehicle or company car, 89%
Aircraft, n/p

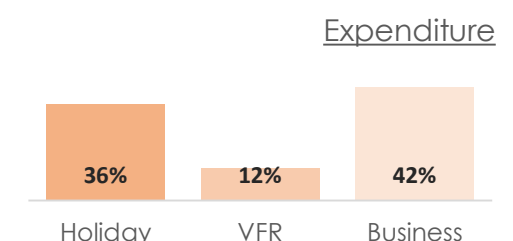
Gender



41%

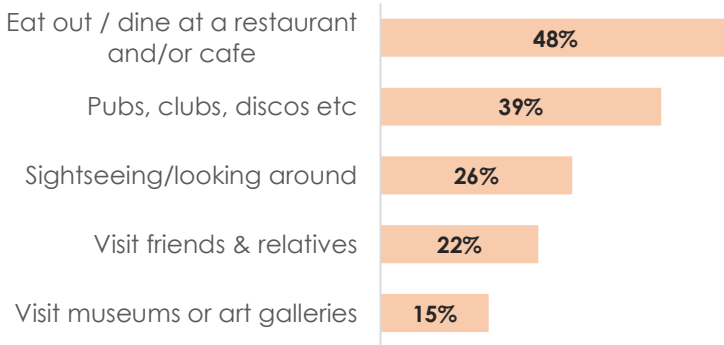


59%



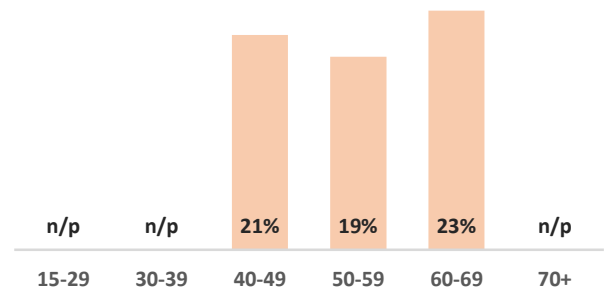
Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

Top 5 activities

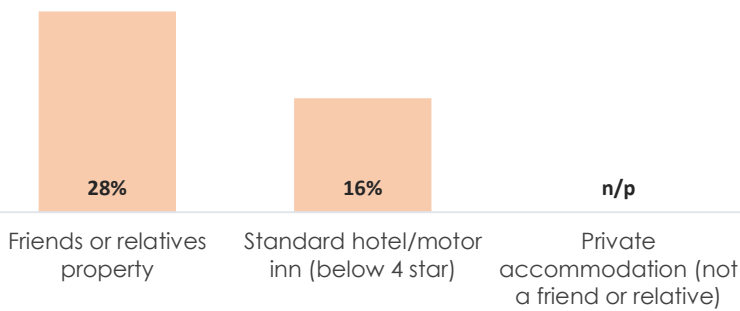


Age

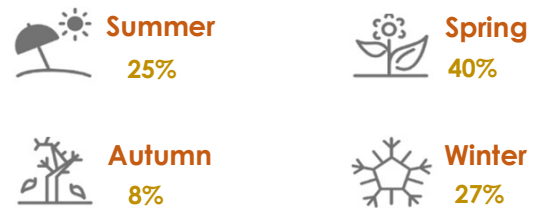
'60-69 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

DOMESTIC DAYTRIP AND INTERNATIONAL DATA ARE NOT RELIABLE AND THEREFORE NOT PUBLISHABLE