

# Travel to Country and Outback Destination Network

## Year ended March 2021

Source: National and International Visitor Surveys, TRA.



### OVERVIEW

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
<b>GRAND TOTAL - overnight &amp; daytrip</b>											
Visitors ('000)	8,234	8,069	8,178	9,033	8,425	9,564	10,056	10,971	11,684	8,496	-27.3%
Nights ('000)	11,988	13,310	11,459	12,520	13,344	14,451	16,776	16,830	15,950	13,287	-16.7%
Expenditure (\$ million)	\$2,136	\$2,219	\$2,178	\$2,235	\$2,279	\$2,420	\$2,905	\$3,116	\$3,418	\$2,699	-21.0%
<b>Overnight - Int'l &amp; domestic</b>											
Visitors ('000)	3,479	3,506	3,387	3,649	3,851	4,133	4,836	5,056	4,940	4,135	-16.3%
Nights ('000)	11,988	13,310	11,459	12,520	13,344	14,451	16,776	16,830	15,950	13,287	-16.7%
Expenditure (\$ million)	\$1,562	\$1,563	\$1,467	\$1,561	\$1,729	\$1,802	\$2,178	\$2,304	\$2,388	\$2,091	-12.4%
<b>Domestic - overnight &amp; daytrip</b>											
Visitors ('000)	8,144	7,989	8,106	8,954	8,346	9,482	9,959	10,887	11,601	8,496	-26.8%
Nights ('000)	10,266	11,453	9,627	10,674	11,271	12,662	14,372	14,714	13,945	13,287	-4.7%
Expenditure (\$ million)	\$2,050	\$2,115	\$2,092	\$2,142	\$2,183	\$2,325	\$2,770	\$3,015	\$3,320	\$2,699	-18.7%

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
Visitors (000)	3,389	3,426	3,315	3,570	3,772	4,050	4,738	4,972	4,857	4,135	-14.9%
Nights (000)	10,266	11,453	9,627	10,674	11,271	12,662	14,372	14,714	13,945	13,287	-4.7%
Average Length of Stay (nights)	3.0	3.3	2.9	3.0	3.0	3.1	3.0	3.0	2.9	3.2	11.9%
Expenditure (\$ million)	\$1,476	\$1,458	\$1,381	\$1,468	\$1,633	\$1,707	\$2,043	\$2,203	\$2,289	\$2,091	-8.7%
Spend per visitor per night (\$)	\$144	\$127	\$143	\$138	\$145	\$135	\$142	\$150	\$164	\$157	-4.1%
<b>Interstate visitors (000)</b>	<b>868</b>	<b>805</b>	<b>754</b>	<b>931</b>	<b>947</b>	<b>1,012</b>	<b>1,086</b>	<b>1,127</b>	<b>1,169</b>	<b>693</b>	<b>-40.8%</b>
<b>Intrastate visitors (000)</b>	<b>2,520</b>	<b>2,621</b>	<b>2,561</b>	<b>2,639</b>	<b>2,824</b>	<b>3,039</b>	<b>3,652</b>	<b>3,845</b>	<b>3,688</b>	<b>3,442</b>	<b>-6.7%</b>
<b>Interstate nights (000)</b>	<b>3,185</b>	<b>3,833</b>	<b>2,852</b>	<b>3,248</b>	<b>3,464</b>	<b>4,216</b>	<b>3,900</b>	<b>4,109</b>	<b>3,992</b>	<b>2,789</b>	<b>-30.1%</b>
<b>Intrastate nights (000)</b>	<b>7,081</b>	<b>7,620</b>	<b>6,775</b>	<b>7,426</b>	<b>7,808</b>	<b>8,447</b>	<b>10,471</b>	<b>10,605</b>	<b>9,954</b>	<b>10,498</b>	<b>5.5%</b>
<b>Interstate expenditure (\$ million)</b>	<b>\$410</b>	<b>\$443</b>	<b>\$393</b>	<b>\$401</b>	<b>\$466</b>	<b>\$548</b>	<b>\$579</b>	<b>\$606</b>	<b>\$616</b>	<b>\$414</b>	<b>-32.8%</b>
<b>Intrastate expenditure (\$ million)</b>	<b>\$1,066</b>	<b>\$1,015</b>	<b>\$988</b>	<b>\$1,067</b>	<b>\$1,167</b>	<b>\$1,159</b>	<b>\$1,464</b>	<b>\$1,596</b>	<b>\$1,673</b>	<b>\$1,677</b>	<b>0.2%</b>

#### Main Purpose of Visit

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
	<b>Visitors (000)</b>										
Holiday	1,233	1,234	1,251	1,329	1,320	1,414	1,648	1,798	1,680	1,298	-22.7%
Visiting Friends & Relatives	1,220	1,310	1,096	1,234	1,279	1,346	1,598	1,736	1,578	1,324	-16.1%
Business	686	679	723	677	861	906	1,079	1,042	1,205	1,182	-1.9%
Other	294	257	292	401	375	453	490	475	478	388	-18.7%
<b>Total</b>	<b>3,389</b>	<b>3,426</b>	<b>3,315</b>	<b>3,570</b>	<b>3,772</b>	<b>4,050</b>	<b>4,738</b>	<b>4,972</b>	<b>4,857</b>	<b>4,135</b>	<b>-14.9%</b>

#### Origin

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
	<b>Visitors (000)</b>										
Regional NSW	1,692	1,660	1,659	1,715	1,844	1,974	2,353	2,436	2,426	2,089	-13.9%
Sydney	828	961	902	924	980	1,064	1,298	1,409	1,262	1,353	7.3%
<b>Total Intrastate</b>	<b>2,520</b>	<b>2,621</b>	<b>2,561</b>	<b>2,639</b>	<b>2,824</b>	<b>3,039</b>	<b>3,652</b>	<b>3,845</b>	<b>3,688</b>	<b>3,442</b>	<b>-6.7%</b>
Victoria	279	198	202	242	270	323	315	300	370	208	-43.8%
Queensland	413	408	380	458	464	499	545	561	579	352	-39.1%
ACT	n/p	84	n/p	78	96	55	80	103	83	76	-8.2%
Other Interstate	107	116	134	153	117	135	147	164	138	n/p	-
<b>Total Interstate</b>	<b>868</b>	<b>805</b>	<b>754</b>	<b>931</b>	<b>947</b>	<b>1,012</b>	<b>1,086</b>	<b>1,127</b>	<b>1,169</b>	<b>693</b>	<b>-40.8%</b>
<b>Grand Total</b>	<b>3,389</b>	<b>3,426</b>	<b>3,315</b>	<b>3,570</b>	<b>3,772</b>	<b>4,050</b>	<b>4,738</b>	<b>4,972</b>	<b>4,857</b>	<b>4,135</b>	<b>-14.9%</b>

#### Age

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
	<b>Visitors (000)</b>										
15-29	632	721	523	768	697	855	1,029	997	1,033	822	-20.4%
30-39	579	537	546	421	582	548	622	854	762	594	-22.0%
40-49	606	504	623	619	694	733	952	760	775	827	6.7%
50-59	650	676	662	740	720	770	847	910	896	734	-18.1%
60-69	628	673	619	694	708	718	759	864	835	732	-12.4%
70+	293	314	341	327	371	427	529	588	556	426	-23.4%
<b>Total</b>	<b>3,389</b>	<b>3,426</b>	<b>3,315</b>	<b>3,570</b>	<b>3,772</b>	<b>4,050</b>	<b>4,738</b>	<b>4,972</b>	<b>4,857</b>	<b>4,135</b>	<b>-14.9%</b>

#### Travel Party

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
	<b>Visitors (000)</b>										
Travelling alone	797	864	810	1,002	1,136	1,270	1,531	1,484	1,619	1,472	-9.1%
Adult couple	857	1,000	895	972	1,007	1,150	1,204	1,199	1,174	1,005	-14.5%
Family group - parent(s) and children	811	729	707	624	632	625	728	745	734	580	-21.0%
Friends and/or relatives travelling together	630	612	585	742	695	799	948	1,140	920	822	-10.7%
Other	293	223	318	231	301	205	327	404	409	256	-37.3%
<b>Total</b>	<b>3,389</b>	<b>3,426</b>	<b>3,315</b>	<b>3,570</b>	<b>3,772</b>	<b>4,050</b>	<b>4,738</b>	<b>4,972</b>	<b>4,857</b>	<b>4,135</b>	<b>-14.9%</b>

#### Top 5 Activities (sorted by the latest year)

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
	<b>Visitors (000)</b>										
Eat out / dine at a restaurant and/or cafe	1,595	1,757	1,754	1,820	2,003	2,190	2,637	2,864	2,676	1,969	-26.4%
Visit friends & relatives	1,504	1,572	1,354	1,581	1,625	1,655	1,890	2,112	1,881	1,365	-27.4%
Pubs, clubs, discos etc	746	753	752	854	931	976	1,191	1,299	1,472	1,055	-28.4%
Sightseeing/looking around	758	723	735	706	764	800	941	1,195	972	828	-14.9%
Bushwalking / rainforest walks	300	290	296	325	373	390	549	580	470	562	19.6%

# Travel to Country and Outback Destination Network Year ended March 2021

Source: National and International Visitor Surveys, TRA.



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

	Visitors (000)											% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021		
Friends or relatives property	1,256	1,368	1,144	1,286	1,436	1,390	1,671	1,726	1,658	1,376	-17.0%	
Standard hotel/motor inn (below 4 star)	1,157	987	1,166	1,241	1,164	1,278	1,417	1,591	1,438	1,157	-19.5%	
Caravan or camping - non commercial	289	346	373	325	386	481	520	568	633	453	-28.4%	

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

	Visitors (000)											% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021		
Private vehicle or company car	2,940	3,047	2,908	3,126	3,378	3,537	4,176	4,471	4,285	3,880	-9.5%	
Aircraft	201	143	158	161	175	297	304	243	258	126	-51.4%	
Railway	n/p	87	76	106	77	67	98	90	74	n/p	-	

## INTERNATIONAL OVERNIGHT TRAVEL\*

### Visitors, Nights and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
Visitors (000)	90	80	72	79	79	82	98	84	83	0	-100.0%
Nights (000)	1,723	1,857	1,832	1,846	2,072	1,789	2,404	2,116	2,004	0	-100.0%
Average Length of Stay (nights)	19.2	23.3	25.4	23.5	26.1	21.7	24.5	25.3	24.1	-	-
Expenditure (\$ million)	\$86	\$104	\$86	\$93	\$96	\$95	\$135	\$101	\$98	0	-100.0%
Spend per visitor per night (\$)	\$50	\$56	\$47	\$50	\$46	\$53	\$56	\$48	\$49	-	-

## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	% change YE Mar 21 vs. YE Mar 20
Visitors (000)	4,756	4,563	4,791	5,384	4,574	5,432	5,221	5,915	6,744	4,362	-35.3%
Expenditure (\$ million)	574	657	711	674	550	618	728	812	1,030	608	-41.0%
Spend per visitor (\$)	\$121	\$144	\$148	\$125	\$120	\$114	\$139	\$137	\$153	\$139	-8.7%

### Main Purpose of Trip

	Visitors (000)											% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021		
Holiday	2,176	2,205	1,946	2,379	1,960	2,208	2,167	2,391	2,675	1,732	-35.3%	
Visiting Friends & Relatives	934	892	916	1,309	907	1,262	1,229	1,335	1,408	763	-45.8%	
Business	696	643	850	581	599	839	535	1,024	1,143	831	-27.3%	
Other	951	823	1,079	1,115	1,109	1,122	1,290	1,165	1,517	1,036	-31.7%	
Total	4,756	4,563	4,791	5,384	4,574	5,432	5,221	5,915	6,744	4,362	-35.3%	

### Origin

	Visitors (000)											% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021		
Sydney	799	636	599	745	464	784	659	766	961	505	-47.4%	
Regional NSW	3,820	3,850	4,050	4,473	3,942	4,463	4,418	4,871	5,636	3,765	-33.2%	
<b>Total Intrastate</b>	4,620	4,486	4,649	5,218	4,407	5,247	5,076	5,637	6,597	4,270	-35.3%	
<b>Total Interstate</b>	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	
Total	4,756	4,563	4,791	5,384	4,574	5,432	5,221	5,915	6,744	4,362	-35.3%	

### Age

	Visitors (000)											% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021		
15-29	973	845	890	1,167	898	946	1,150	1,080	1,311	751	-42.7%	
30-39	997	707	989	560	476	892	754	808	1,108	593	-46.5%	
40-49	748	808	914	1,118	866	775	654	1,051	1,079	661	-38.7%	
50-59	766	907	753	867	890	1,018	896	1,067	1,277	821	-35.7%	
60-69	776	694	702	1,168	950	940	928	1,101	1,177	865	-26.5%	
70+	496	603	544	505	493	863	839	808	793	670	-15.5%	
Total	4,756	4,563	4,791	5,384	4,574	5,432	5,221	5,915	6,744	4,362	-35.3%	

### Top 5 activities (sorted by the latest year)

	Visitors (000)											% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021		
Eat out / dine at a restaurant and/or cafe	1,703	1,836	1,853	2,038	1,912	2,284	2,467	2,775	2,854	1,618	-43.3%	
Visit friends & relatives	1,323	1,081	1,348	1,700	1,258	1,579	1,536	1,536	1,690	838	-50.4%	
Go shopping for pleasure	1,112	1,473	1,168	1,352	949	1,280	1,211	1,132	1,397	809	-42.1%	
Sightseeing/looking around	717	466	580	680	342	577	607	776	951	461	-51.6%	
Pubs, clubs, discos etc	276	n/p	231	311	335	368	356	667	635	285	-55.2%	

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

	Visitors (000)											% change YE Mar 21 vs. YE Mar 20
	YE Mar 2012	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021		
Private vehicle or company car	4,644	4,402	4,627	5,178	4,462	5,296	5,130	5,585	6,558	4,277	-34.8%	
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

\*Further breakdown of International visitor data YE March 2021 is not available for destination networks