

# Outback NSW Visitor Profile

Year ended March 2021

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



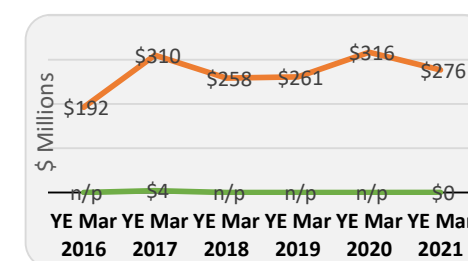
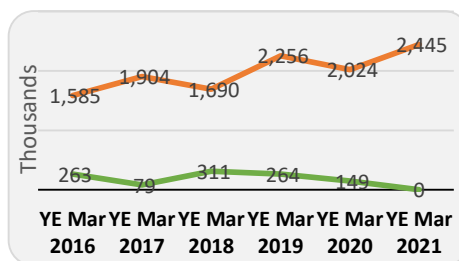
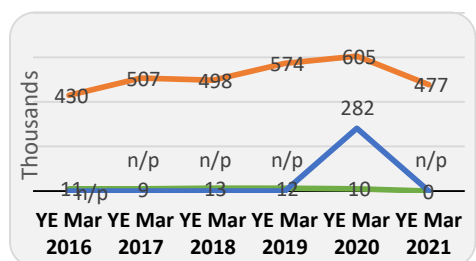
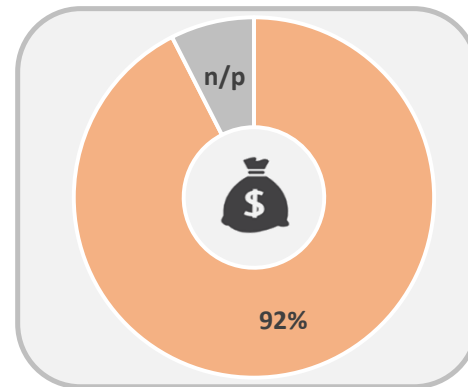
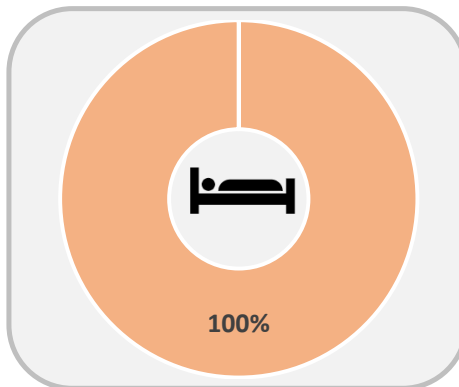
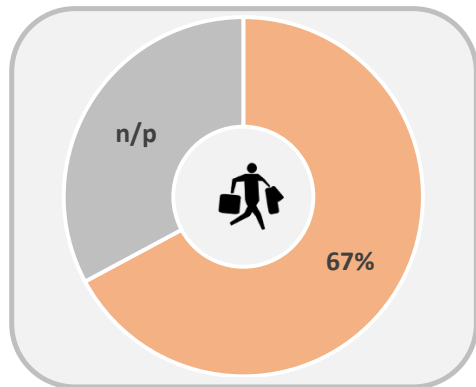
Icons sourced from www.easil.ly

Note: International and Domestic Daytrip data for YE March 2021 are not available for this tourism region.

## TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 477,400 (-21.2% YoY)  
Nights: 2.4m (+20.8% YoY)  
Expenditure: \$276.4m (-12.6% YoY)

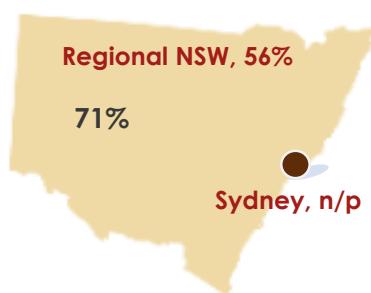
Average spend  
\$113 per night  
\$579 per visitor

Average length of stay:  
5.1 nights

#12 for visitors  
#10 for nights  
#11 for expenditure  
**In Regional NSW**

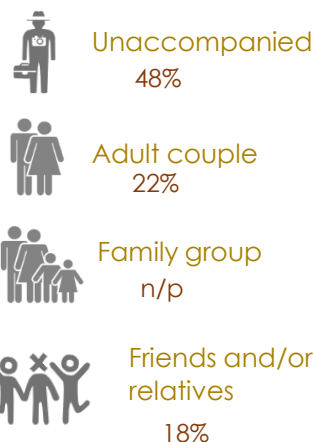
### Origin

71% of the visitors came from within New South Wales



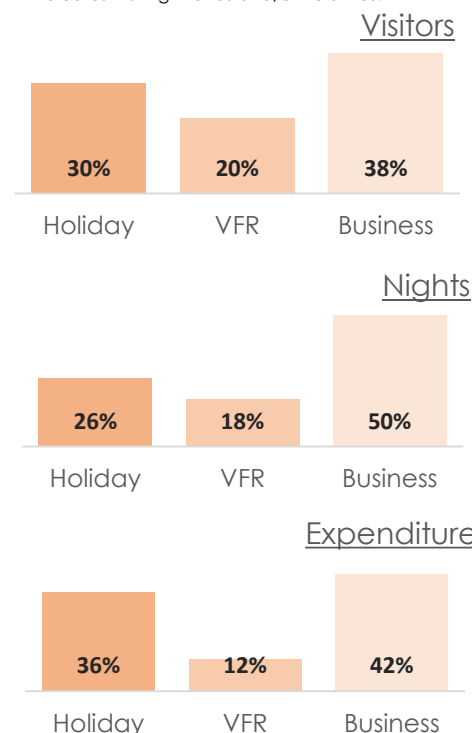
### Travel party

48% of the visitors were travelling alone



### Purpose of visit

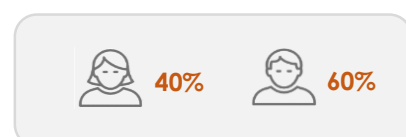
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



### Transport

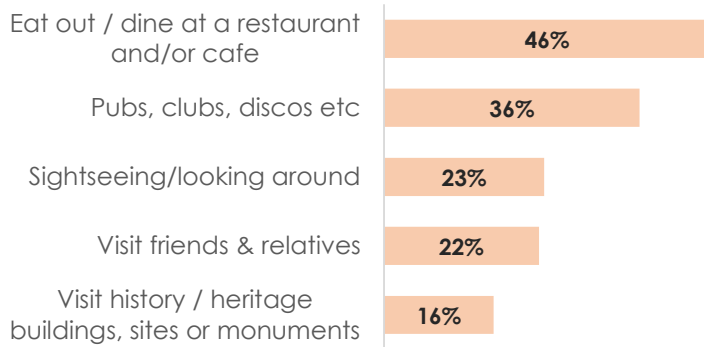
Private vehicle or company car, 88%  
Aircraft, n/p

### Gender



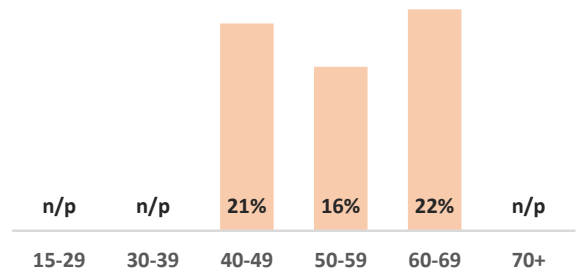
Note: Number of visitors by visitor type may not add up to total due to rounding; percentages may not add up to 100% due to rounding; n/p indicates data not publishable.

### Top 5 activities

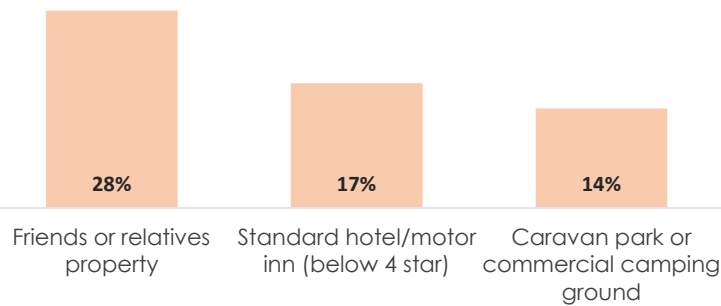


### Age

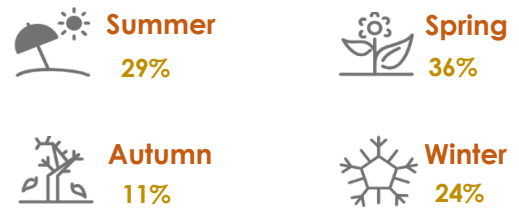
'60-69 years' was the largest age group of the visitors to the region



### 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**