

Travel to Outback NSW Tourism Region

Year ended June 2021



Source: National Visitor Survey, TRA.

OVERVIEW

Domestic - overnight & daytrip	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	% change YE Jun21 vs. YE Jun20
Visitors ('000)	481	461	478	702	719	712	707	892	755	848	12.3%
Nights ('000)	1,060	1,058	1,252	1,695	1,696	1,865	1,610	2,380	1,810	2,846	57.2%
Expenditure (\$ million)	\$176	\$192	\$204	\$217	\$242	\$365	\$238	\$354	\$284	\$371	30.6%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	% change YE Jun21 vs. YE Jun20
Visitors (000)	332	309	350	455	452	493	519	589	499	607	21.8%
Nights (000)	1,060	1,058	1,252	1,695	1,696	1,865	1,610	2,380	1,810	2,846	57.2%
Average Length of Stay	3.2	3.4	3.6	3.7	3.8	3.8	3.1	4.0	3.6	4.7	29.1%
Expenditure (\$ million)	\$162	\$180	\$192	\$187	\$210	\$345	\$218	\$308	\$240	\$356	48.6%
Spend per visitor per night (\$)	\$153	\$170	\$153	\$110	\$124	\$185	\$136	\$129	\$132	\$125	-5.5%
Intrastate visitors (000)	190	155	198	274	260	299	300	402	285	427	49.7%
Interstate visitors (000)	142	154	153	181	192	194	219	187	214	181	-15.5%
Intrastate nights (000)	631	533	705	963	1,074	1,069	845	1,683	1,027	1,867	81.7%
Interstate nights (000)	429	524	546	732	622	796	765	697	782	979	25.1%
Intrastate expenditure (\$ million)	\$103	\$87	\$113	\$123	\$134	\$174	\$125	\$167	\$134	\$256	90.9%
Interstate expenditure (\$ million)	\$59	\$93	\$79	\$64	\$76	\$171	\$93	\$141	\$105	\$99	-5.5%

Purpose of Visit

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Holiday	205	185	166	204	214	203	197	250	198	209	5.4%
Visiting Friends & Relatives	68	47	78	83	n/p	72	108	84	96	130	35.5%
Business	n/p	n/p	n/p	124	157	177	166	194	151	191	26.5%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	69	n/p	88	-
Total	332	309	350	455	452	493	519	589	499	607	21.8%

	Nights (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Holiday	665	599	689	726	844	758	666	1,435	578	817	41.2%
Visiting Friends & Relatives	269	212	336	432	n/p	242	427	213	449	484	7.6%
Business	n/p	n/p	n/p	424	571	773	394	573	560	1,305	133.2%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	159	n/p	240	-
Total	1,060	1,058	1,252	1,695	1,696	1,865	1,610	2,380	1,810	2,846	57.2%

Origin

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Regional NSW	154	118	137	220	189	213	212	327	219	314	43.4%
Sydney	n/p	n/p	n/p	n/p	n/p	86	87	n/p	n/p	113	-
Total Intrastate	190	155	198	274	260	299	300	402	285	427	49.7%
Victoria	72	n/p	n/p	n/p	57	71	95	75	103	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	55	59	60	61	51	55	84	64	n/p	66	-
Total Interstate	142	154	153	181	192	194	219	187	214	181	-15.5%
Grand Total	332	309	350	455	452	493	519	589	499	607	21.8%

Age

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
15-29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	95	142	49.9%
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	n/p	121	100	n/p	113	-
50-59	73	68	63	114	141	119	58	110	104	91	-12.1%
60-69	76	95	70	76	107	113	110	159	97	130	33.1%
70+	43	46	n/p	58	47	54	64	73	82	88	7.3%
Total	332	309	350	455	452	493	519	589	499	607	21.8%

Travel to Outback NSW Tourism Region

Year ended June 2021

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Travelling alone	76	n/p	101	146	158	156	152	177	145	250	71.7%
Adult couple	102	105	91	126	123	163	139	151	131	143	9.4%
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	102	69	65	97	88	108	111	109	120	145	21.4%
Business associates travelling together with(out) spouse	n/p	n/p	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	n/p	n/p	-
Total	332	309	350	455	452	493	519	589	499	607	21.8%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Eat out / dine at a restaurant and/or cafe	135	147	124	191	215	237	248	313	203	284	40.0%
Pubs, clubs, discos etc	65	92	83	123	123	149	119	160	179	225	25.6%
Sightseeing/looking around	107	82	85	129	111	139	131	167	106	144	36.2%
Visit friends & relatives	87	73	104	121	92	93	147	116	109	120	9.6%
Visit museums or art galleries	46	89	76	70	68	84	70	84	n/p	111	-

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

	Nights (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Friends or relatives property	259	n/p	276	515	351	221	466	895	485	646	33.2%
Standard hotel/motor inn (below 4 star)	218	303	315	407	432	425	392	479	288	540	87.6%
Caravan park or commercial camping ground	207	191	314	338	276	397	257	348	246	368	49.6%

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

	Visitors (000)										% change YE Jun21 vs. YE Jun20
	YE Jun 2012	YE Jun 2013	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	
Private vehicle or company car	265	235	264	346	371	374	421	455	396	533	34.7%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Self-drive motorhome or campervan	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

DOMESTIC DAYTRIP TRAVEL

Domestic Daytrip visitor data for the region is statistically unreliable.

n/p = not publishable; n/a = not available

The Outback NSW includes: Bourke, Broken Hill, Cobar and Lightning Ridge.