

# Outback NSW Visitor Profile

Year ended June 2021

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



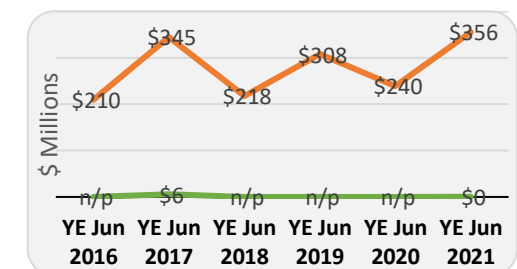
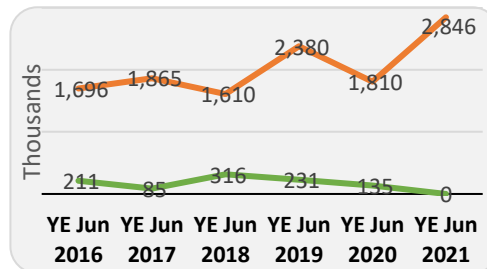
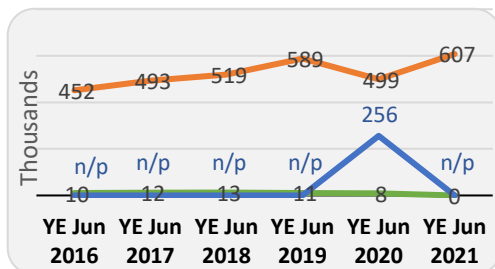
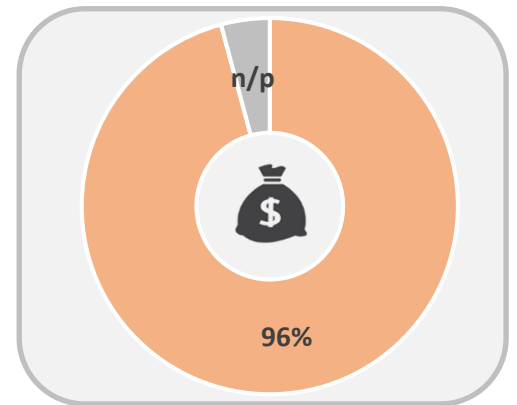
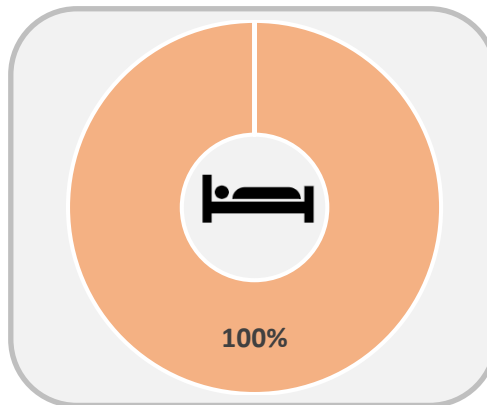
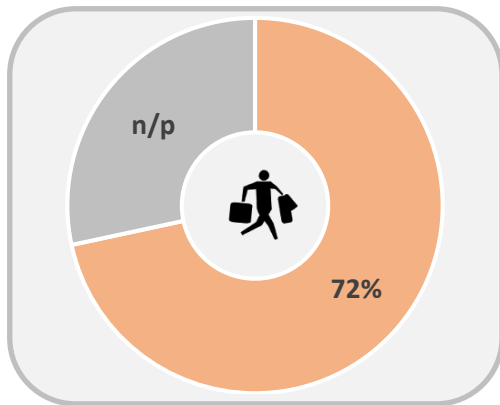
Icons sourced from www.easilly

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

## TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



## Domestic overnight travel

Visitors: 607,500 (+21.8% YoY)  
Nights: 2.8m (+57.2% YoY)  
Expenditure: \$355.9m (+48.6% YoY)

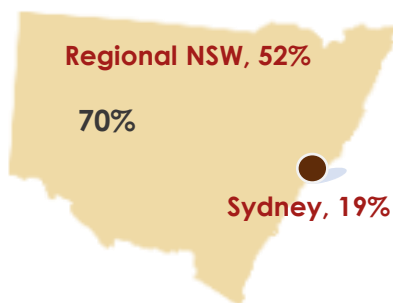
Average spend  
\$125 per night  
\$586 per visitor

Average length of stay:  
4.7 nights

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

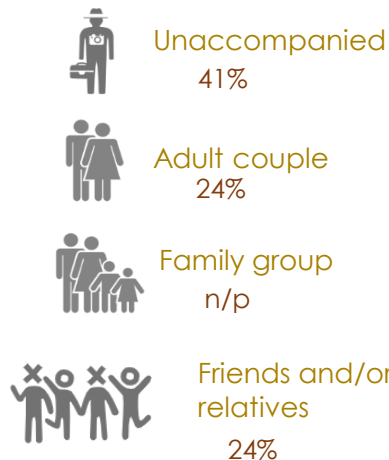
### Origin

70% of the visitors came from within New South Wales



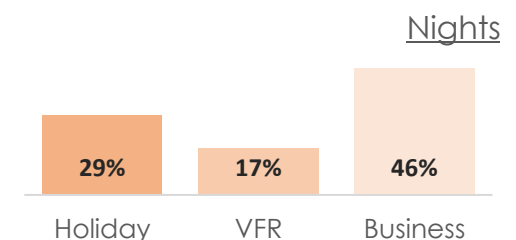
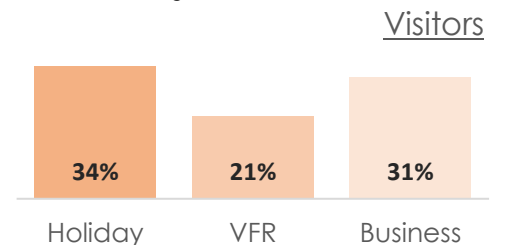
### Travel party

41% 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.

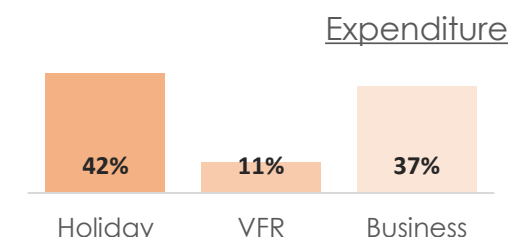


### Transport

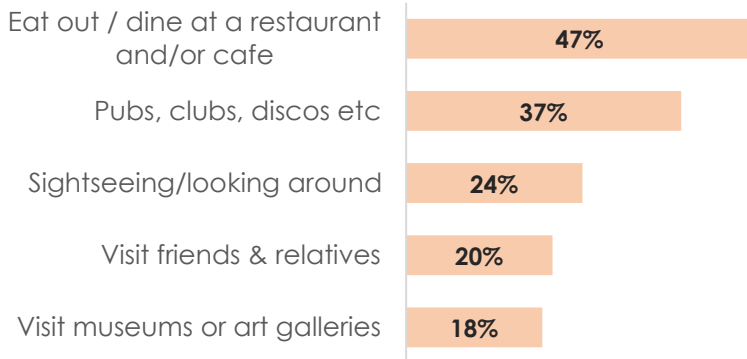
Private vehicle or company car, 88%  
Aircraft, n/p

### Gender

37% (Female) 63% (Male)

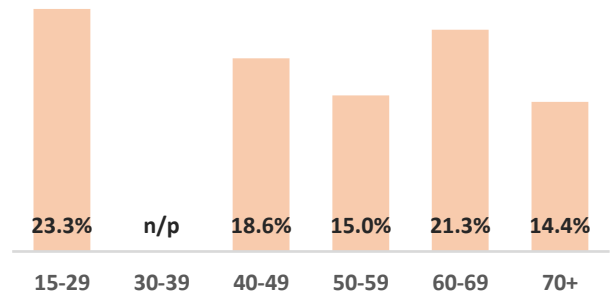


### Top 5 activities

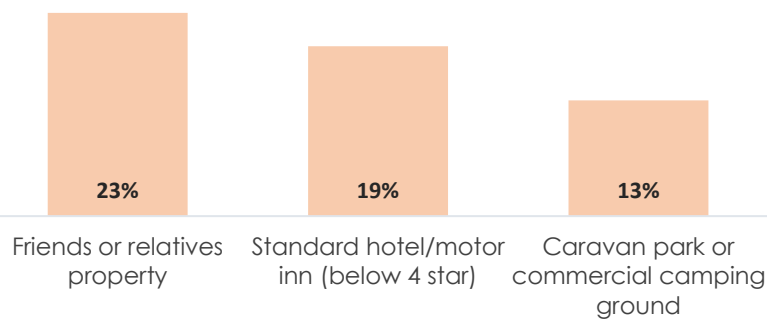


### Age

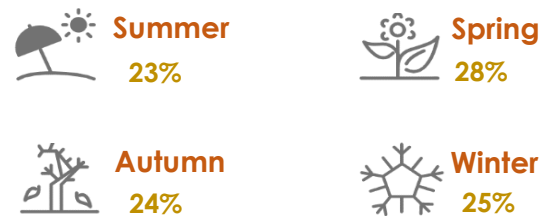
'15-29 years' was the largest age group of the visitors to the region



### 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**