

Travel to Outback NSW Tourism Region

Year ended September 2021



Source: National Visitor Survey, TRA.

OVERVIEW

Domestic - overnight & daytrip	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep21 vs. YE Sep20
Visitors ('000)	419	476	543	748	731	674	728	973	605	774	27.9%
Nights ('000)	964	1,207	1,315	1,677	1,719	1,818	2,262	1,895	2,043	2,195	7.4%
Expenditure (\$ million)	\$162	\$225	\$203	\$203	\$263	\$364	\$237	\$415	\$286	\$266	-6.8%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	% change YE Sep21 vs. YE Sep20
Visitors (000)	290	348	385	436	465	518	503	653	403	537	33.3%
Nights (000)	964	1,207	1,315	1,677	1,719	1,818	2,262	1,895	2,043	2,195	7.4%
Average Length of Stay	3.3	3.5	3.4	3.8	3.7	3.5	4.5	2.9	5.1	4.1	-19.4%
Expenditure (\$ million)	\$148	\$216	\$189	\$171	\$226	\$346	\$213	\$365	\$250	\$251	0.7%
Spend per visitor per night (\$)	\$154	\$179	\$144	\$102	\$131	\$190	\$94	\$192	\$122	\$115	-6.3%
Intrastate visitors (000)	175	174	228	260	269	318	285	436	271	353	30.3%
Interstate visitors (000)	115	174	158	176	196	200	218	218	132	184	39.5%
Intrastate nights (000)	637	573	771	1,022	1,036	1,016	1,449	1,161	1,248	1,485	19.0%
Interstate nights (000)	327	634	544	655	682	802	812	734	795	710	-10.7%
Intrastate expenditure (\$ million)	\$100	\$101	\$114	\$118	\$145	\$165	\$121	\$203	\$163	\$175	7.7%
Interstate expenditure (\$ million)	\$48	\$115	\$75	\$52	\$81	\$181	\$92	\$162	\$87	\$76	-12.5%

Purpose of Visit

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	164	199	197	174	226	203	193	271	152	176	15.9%
Visiting Friends & Relatives	64	60	72	69	67	88	107	87	75	121	61.5%
Business	n/p	n/p	95	139	144	186	156	220	149	145	-2.5%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	81	n/p	101	-
Total	290	348	385	436	465	518	503	653	403	537	33.3%

	Nights (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Holiday	548	724	727	634	876	672	1,308	861	618	582	-5.9%
Visiting Friends & Relatives	232	291	281	368	251	288	404	271	424	383	-9.7%
Business	n/p	n/p	254	533	513	775	419	572	831	952	14.6%
Other	n/p	n/p	n/p	n/p	n/p	n/p	n/p	192	n/p	279	-
Total	964	1,207	1,315	1,677	1,719	1,818	2,262	1,895	2,043	2,195	7.4%

Origin

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Regional NSW	140	133	162	205	200	225	201	356	211	261	23.9%
Sydney	n/p	n/p	n/p	n/p	n/p	93	84	80	n/p	92	-
Total Intrastate	175	174	228	260	269	318	285	436	271	353	30.3%
Victoria	n/p	n/p	n/p	n/p	79	77	86	91	n/p	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	-
Other Interstate	56	69	49	70	39	63	87	63	n/p	n/p	-
Total Interstate	115	174	158	176	196	200	218	218	132	184	39.5%
Grand Total	290	348	385	436	465	518	503	653	403	537	33.3%

Age

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
15-29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	146	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	106	n/p	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	n/p	115	n/p	84	83	-1.2%
50-59	63	80	80	125	114	119	59	138	83	65	-22.3%
60-69	69	98	68	86	113	103	132	163	66	115	74.4%
70+	44	42	n/p	38	54	68	63	73	n/p	91	-
Total	290	348	385	436	465	518	503	653	403	537	33.3%

Travel to Outback NSW Tourism Region

Year ended September 2021

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Travelling alone	75	95	81	180	132	156	160	199	141	205	45.4%
Adult couple	102	103	115	98	141	170	134	153	99	151	52.6%
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	73	77	75	79	113	103	112	137	75	126	68.0%
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	290	348	385	436	465	518	503	653	403	537	33.3%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Eat out / dine at a restaurant and/or cafe	116	158	142	179	242	246	242	322	191	227	19.1%
Pubs, clubs, discos etc	68	97	95	117	138	138	118	205	148	181	22.1%
Sightseeing/looking around	92	98	107	88	144	131	134	168	101	108	6.7%
Visit friends & relatives	81	87	98	122	85	128	124	129	86	106	23.7%
Visit museums or art galleries	49	94	65	74	77	74	70	91	n/p	90	-

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

	Nights (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Friends or relatives property	223	218	274	567	290	271	1,065	354	469	554	17.9%
Standard hotel/motor inn (below 4 star)	218	316	317	379	503	425	308	544	280	447	59.7%
Caravan park or commercial camping ground	139	326	340	282	337	293	282	313	260	316	21.5%

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

	Visitors (000)										% change YE Sep21 vs. YE Sep20
	YE Sep 2012	YE Sep 2013	YE Sep 2014	YE Sep 2015	YE Sep 2016	YE Sep 2017	YE Sep 2018	YE Sep 2019	YE Sep 2020	YE Sep 2021	
Private vehicle or company car	225	257	301	332	390	397	391	507	346	460	33.1%
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.