

Outback NSW Visitor Profile

Year ended March 2022

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

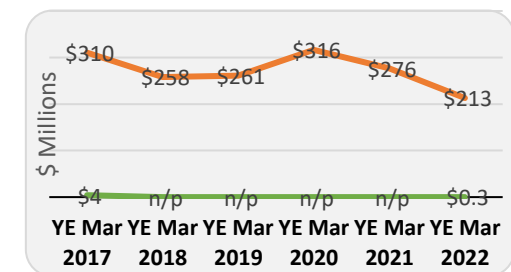
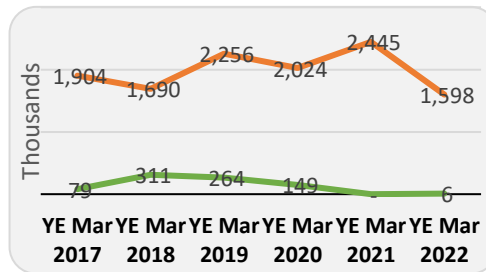
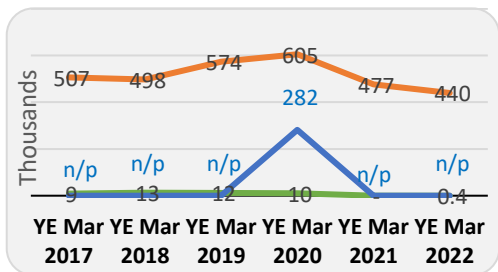
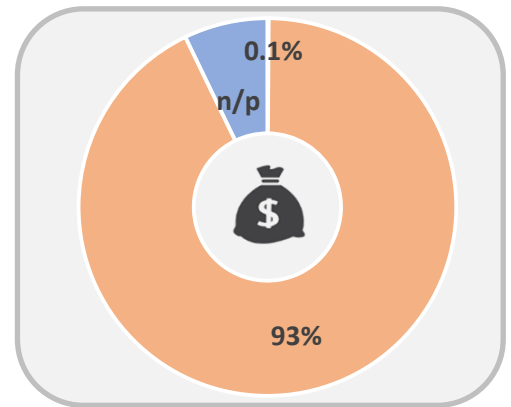
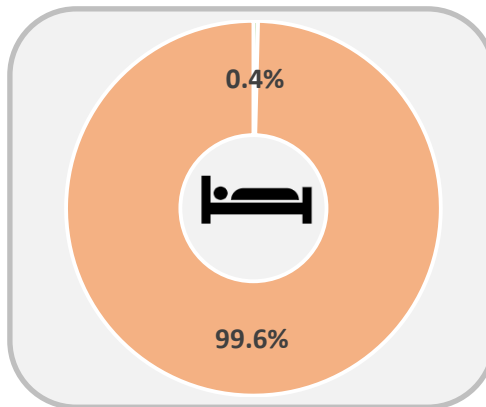
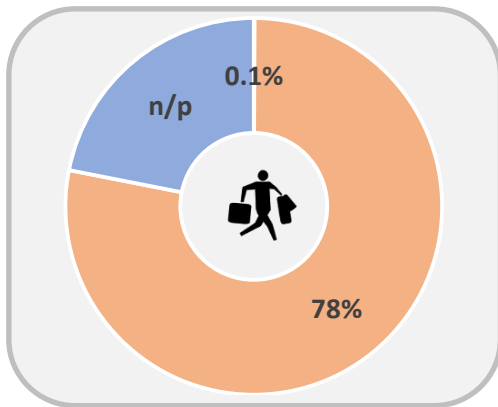


Icons sourced from www.easil.ly

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 439,700 (-7.9% YoY)
Nights: 1.6m (-34.6% YoY)
Expenditure: \$212.9m (-23.0% YoY)



Average spend
\$133 per night
\$484 per visitor



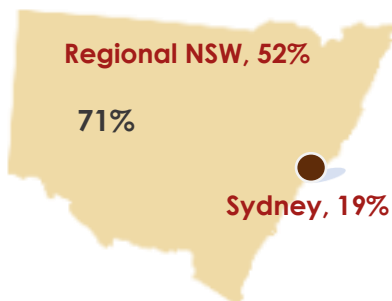
Average length of stay:
3.6 nights



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

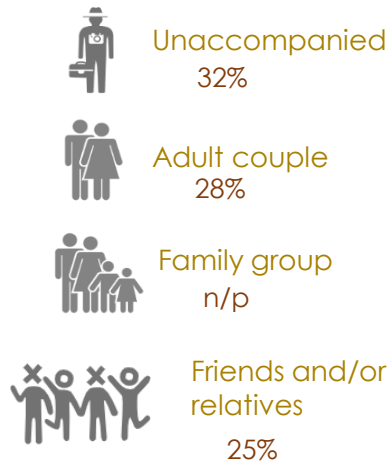
Origin

71% of the visitors came from within New South Wales



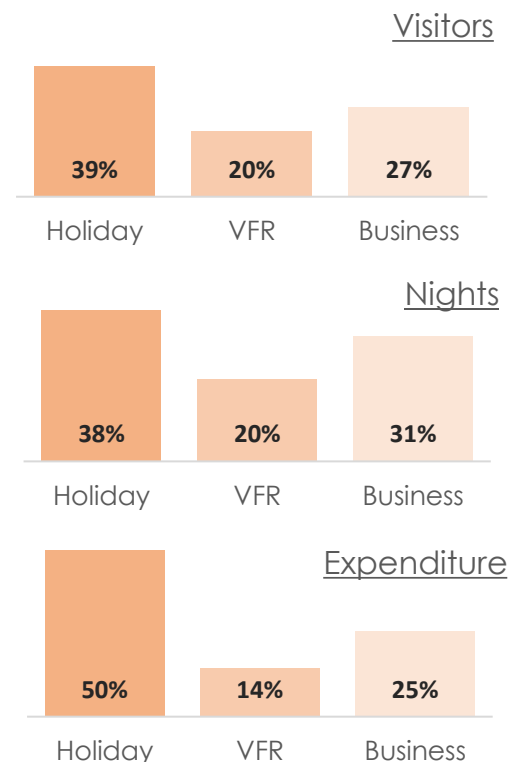
Travel party

32% of the visitors were travelling alone



Purpose of visit

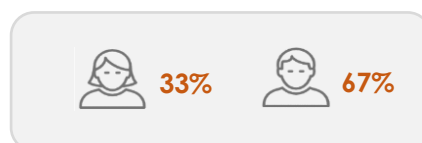
Note: Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.



Transport

Private vehicle or company car, 87%
Aircraft, n/p

Gender



Outback NSW Visitor Profile

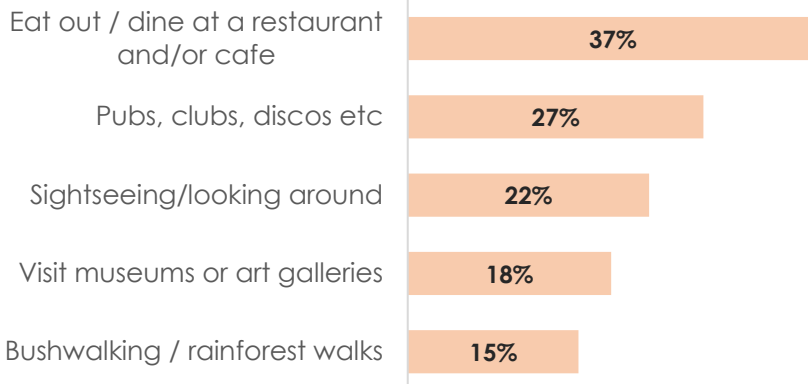
Year ended March 2022

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



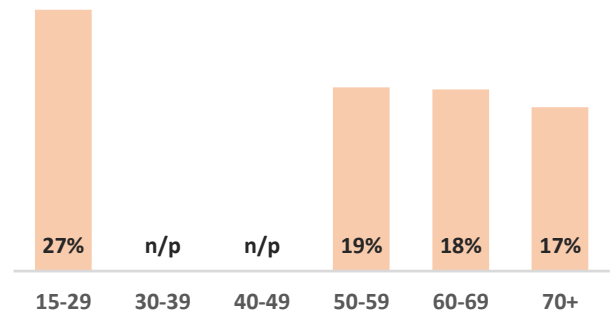
Icons sourced from www.easil.ly

Top 5 activities

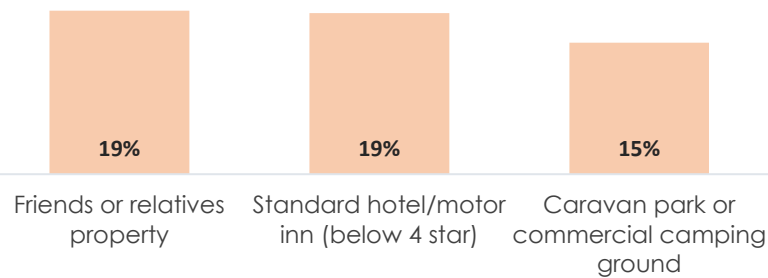


Age

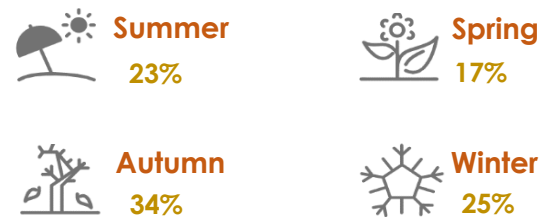
'15-29 years' was the largest age group of the visitors to the region



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