

Travel to Outback NSW Tourism Region

Year ended March 2022



Source: National Visitor Survey, TRA.

OVERVIEW

Domestic - overnight & daytrip	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change YE Mar22 vs. YE Mar21
Visitors ('000)	401	517	646	716	738	639	890	887	711	563	-20.8%
Nights ('000)	992	1,171	1,690	1,585	1,904	1,690	2,256	2,024	2,445	1,598	-34.6%
Expenditure (\$ million)	\$193	\$200	\$226	\$222	\$331	\$277	\$298	\$363	\$299	\$229	-23.3%

DOMESTIC OVERNIGHT TRAVEL

Visitors, Nights and Expenditure

	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	% change YE Mar22 vs. YE Mar21
Visitors (000)	289	354	442	430	507	498	574	605	477	440	-7.9%
Nights (000)	992	1,171	1,690	1,585	1,904	1,690	2,256	2,024	2,445	1,598	-34.6%
Average Length of Stay	3.4	3.3	3.8	3.7	3.8	3.4	3.9	3.3	5.1	3.6	-29.0%
Expenditure (\$ million)	\$188	\$182	\$197	\$192	\$310	\$258	\$261	\$316	\$276	\$213	-23.0%
Spend per visitor per night (\$)	\$189	\$156	\$117	\$121	\$163	\$153	\$116	\$156	\$113	\$133	17.8%
Intrastate visitors (000)	155	202	254	257	296	301	356	367	340	312	-8.3%
Interstate visitors (000)	133	152	188	173	210	197	218	238	137	128	-6.8%
Intrastate nights (000)	577	581	1,018	955	1,074	955	1,524	1,244	1,510	1,220	-19.2%
Interstate nights (000)	416	590	673	630	830	735	732	779	935	378	-59.6%
Intrastate expenditure (\$ million)	\$111	\$101	\$120	\$136	\$144	\$156	\$128	\$194	\$181	\$174	-3.8%
Interstate expenditure (\$ million)	\$77	\$81	\$77	\$57	\$166	\$103	\$133	\$123	\$95	\$38	-59.6%

Purpose of Visit

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Holiday	182	172	213	183	213	207	240	247	143	173	21.0%
Visiting Friends & Relatives	51	64	74	59	79	104	85	104	97	87	-10.5%
Business	n/p	n/p	116	156	177	149	183	193	182	119	-34.8%
Other	n/p	n/p	n/p	n/p	n/p	n/p	72	69	n/p	n/p	-
Total	289	354	442	430	507	498	574	605	477	440	-7.9%

	Nights (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Holiday	606	657	774	722	810	732	1,347	768	630	600	-4.6%
Visiting Friends & Relatives	210	260	405	258	227	450	224	349	438	326	-25.6%
Business	n/p	n/p	388	534	766	423	506	674	1,215	497	-59.1%
Other	n/p	n/p	n/p	n/p	n/p	n/p	179	232	n/p	n/p	-
Total	992	1,171	1,690	1,585	1,904	1,690	2,256	2,024	2,445	1,598	-34.6%

Origin

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Regional NSW	118	150	191	194	210	207	289	286	269	228	-15.3%
Sydney	n/p	n/p	n/p	n/p	87	93	n/p	n/p	n/p	84	-
Total Intrastate	155	202	254	257	296	301	356	367	340	312	-8.3%
Victoria	n/p	n/p	n/p	n/p	77	85	77	121	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	n/p	-
Other Interstate	55	63	66	45	54	74	85	n/p	n/p	n/p	-
Total Interstate	133	152	188	173	210	197	218	238	137	128	-6.8%
Grand Total	289	354	442	430	507	498	574	605	477	440	-7.9%

Age

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
15-29	n/p	n/p	n/p	n/p	n/p	n/p	n/p	100	n/p	117	-
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	82	n/p	86	99	100	n/p	-
50-59	54	74	126	116	121	75	106	107	79	82	4.3%
60-69	89	74	79	100	109	113	147	130	106	81	-23.8%
70+	51	31	58	56	41	73	70	93	n/p	73	-
Total	289	354	442	430	507	498	574	605	477	440	-7.9%

Travel to Outback NSW Tourism Region

Year ended March 2022

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Travelling alone	n/p	111	125	155	171	139	160	184	230	142	-38.3%
Adult couple	118	90	116	118	150	162	139	161	103	123	19.1%
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	69	62	109	64	118	115	105	143	88	109	24.8%
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	289	354	442	430	507	498	574	605	477	440	-7.9%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Eat out / dine at a restaurant and/or cafe	128	133	179	189	252	248	293	274	222	162	-27.0%
Pubs, clubs, discos etc	78	92	118	124	123	133	141	225	174	117	-32.9%
Sightseeing/looking around	86	95	122	93	145	141	146	144	109	95	-12.6%
Visit museums or art galleries	61	80	79	70	82	85	66	76	71	80	12.9%
Bushwalking / rainforest walks	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

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

	Nights (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Friends or relatives property	n/p	200	485	384	265	430	899	435	677	302	-55.3%
Standard hotel/motor inn (below 4 star)	256	298	454	427	364	410	477	399	428	298	-30.3%
Caravan park or commercial camping ground	204	334	324	279	364	275	291	336	341	243	-28.6%

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

	Visitors (000)										% change YE Mar22 vs. YE Mar21
	YE Mar 2013	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	
Private vehicle or company car	223	279	309	358	403	406	427	487	421	381	-9.5%
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.