

Outback NSW Visitor Profile

Year ended June 2022

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

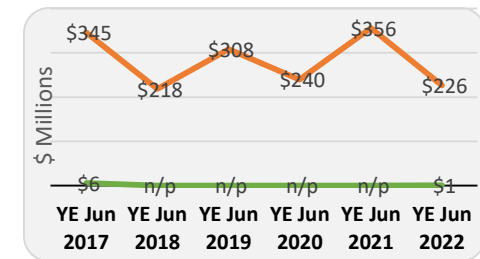
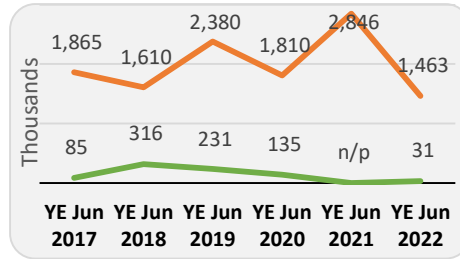
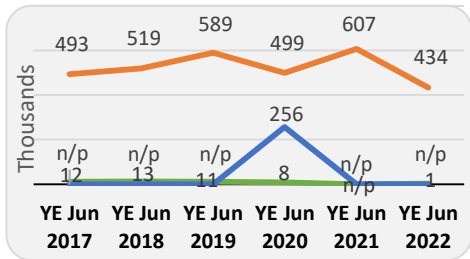
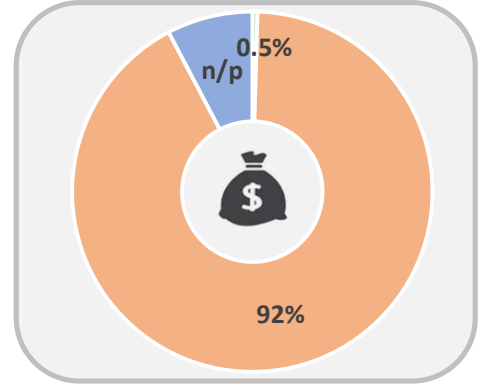
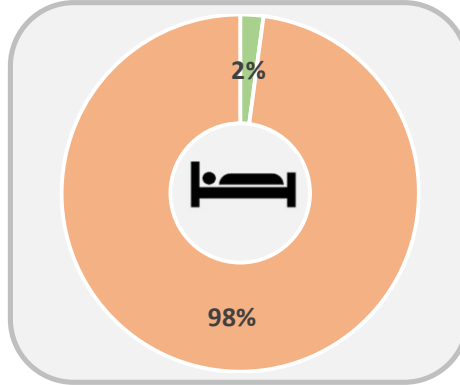
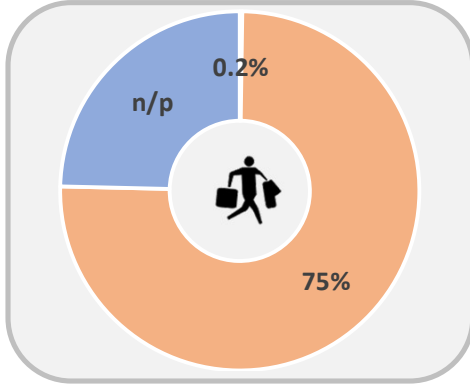


Icons sourced from www.easil.ly

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 433,700 (-28.6% YoY)
Nights: 1.5m (-48.6% YoY)
Expenditure: \$226.0m (-36.5% YoY)



Average spend
\$155 per night
\$521 per visitor



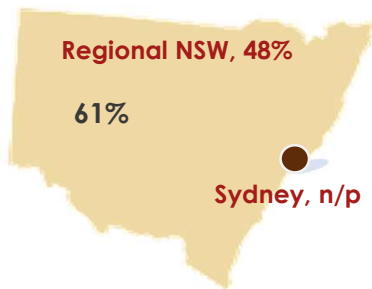
Average length of stay:
3.4 nights



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

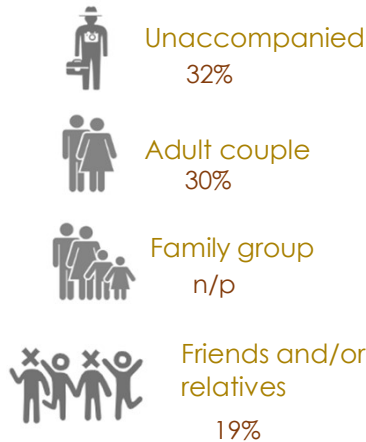
Origin

61% of the visitors came from within New South Wales



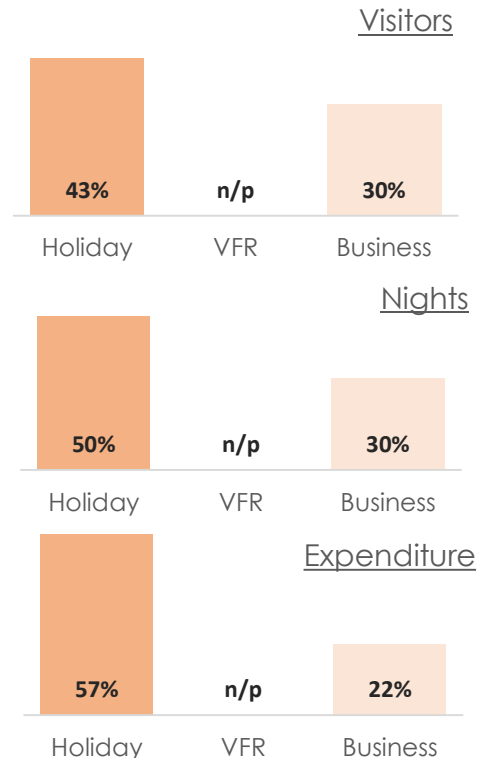
Travel party

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.



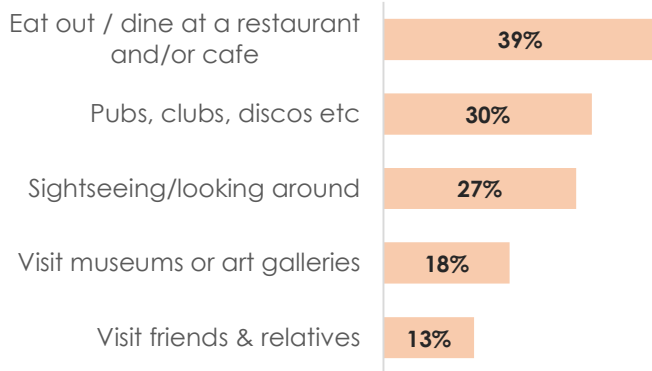
Transport

Private vehicle or company car, 84%
Aircraft, n/p

Gender

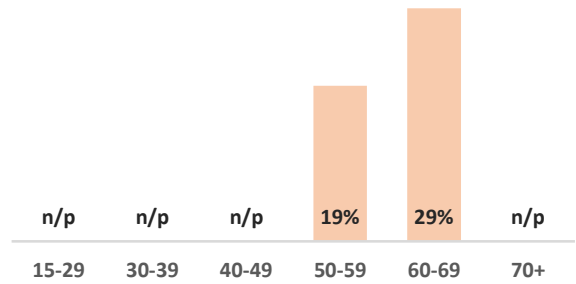


Top 5 activities

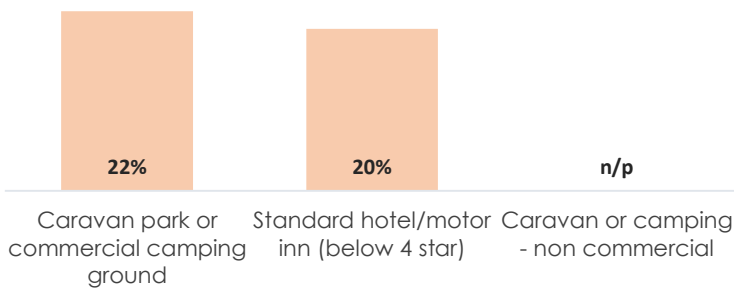


Age

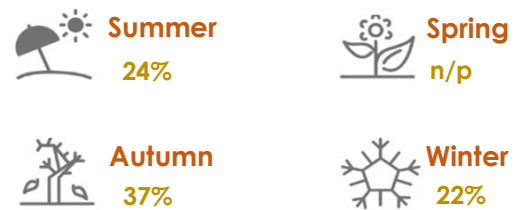
'60-69 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

DOMESTIC DAYTRIP AND INTERNATIONAL DATA NOT RELIABLE