

# Travel to Country and Outback Destination Network

## Year ended September 2022

Source: National and International Visitor Surveys, TRA.



### OVERVIEW

n/p = not publishable

GRAND TOTAL - overnight & daytrip	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	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)	4,313	4,684	5,419	5,113	5,785	5,790	6,679	5,083	4,913	5,095	3.7%
Nights (000)	8,015	7,972	8,928	8,924	9,674	10,684	10,265	8,106	8,421	8,744	3.8%
Expenditure (\$M)	\$1,319	\$1,314	\$1,429	\$1,435	\$1,698	\$1,761	\$2,138	\$1,535	\$1,621	\$1,870	15.4%

### Overnight - Int'l & domestic

Visitors (000)	2,157	2,245	2,395	2,570	2,830	2,987	3,285	2,192	2,575	2,692	4.6%
Nights (000)	8,015	7,972	8,928	8,924	9,674	10,684	10,265	8,106	8,421	8,744	3.8%
Expenditure (\$M)	\$1,007	\$984	\$1,034	\$1,091	\$1,289	\$1,325	\$1,587	\$1,110	\$1,237	\$1,516	22.6%

### Domestic - overnight & daytrip

Visitors (000)	4,260	4,637	5,364	5,061	5,722	5,732	6,627	5,052	4,912	5,085	3.5%
Nights (000)	6,587	6,586	7,331	7,567	8,286	9,052	8,865	7,162	8,397	8,410	0.2%
Expenditure (\$M)	\$1,244	\$1,258	\$1,340	\$1,375	\$1,618	\$1,673	\$2,070	\$1,488	\$1,619	\$1,848	14.2%

### DOMESTIC OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	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	YE Sep 2022	% change 2022 vs. 2021
Visitors (000)	2,104	2,197	2,340	2,518	2,767	2,929	3,233	2,162	2,573	2,682	4.2%
Nights (000)	6,587	6,586	7,331	7,567	8,286	9,052	8,865	7,162	8,397	8,410	0.2%
Average Length of Stay (nights)	3.1	3.0	3.1	3.0	3.0	3.1	2.7	3.3	3.3	3.1	-3.9%
Expenditure (\$M)	\$932	\$928	\$945	\$1,031	\$1,208	\$1,238	\$1,519	\$1,062	\$1,235	\$1,494	21.0%
Spend per visitor per night (\$)	\$141	\$141	\$129	\$136	\$146	\$137	\$171	\$148	\$147	\$178	20.8%

Interstate visitors (000)	645	676	689	807	810	895	904	598	678	714	5.3%
Intrastate visitors (000)	1,458	1,521	1,652	1,711	1,957	2,034	2,329	1,564	1,895	1,968	3.9%
Interstate nights (000)	3,009	3,039	3,035	3,448	3,338	3,542	3,493	3,100	2,278	3,753	64.8%
Intrastate nights (000)	2,213	2,318	2,118	2,545	2,571	2,642	2,951	2,678	2,787	2,707	-2.9%
Interstate expenditure (\$M)	\$410	\$353	\$403	\$421	\$413	\$532	\$554	\$387	\$383	\$693	80.7%
Intrastate expenditure (\$M)	\$368	\$367	\$362	\$396	\$338	\$423	\$509	\$391	\$451	\$531	17.8%

#### Main Purpose of Visit

	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	YE Sep 2022	% change 2022 vs. 2021
Holiday	846	776	835	898	864	945	1,069	619	748	917	22.7%
Visiting Friends & Relatives	648	737	736	743	817	1,000	951	689	762	758	-0.5%
Business	443	479	554	614	751	689	900	662	769	690	-10.3%
Other	186	255	261	305	359	340	377	225	328	351	7.0%
Total	2,104	2,197	2,340	2,518	2,767	2,929	3,233	2,162	2,573	2,682	4.2%

#### Origin

	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	YE Sep 2022	% change 2022 vs. 2021
Regional NSW	1,081	1,122	1,246	1,277	1,419	1,476	1,765	1,152	1,367	1,494	9.3%
Sydney	378	399	406	434	538	558	564	411	529	475	-10.2%
Queensland	343	387	388	472	430	507	504	328	395	356	-9.8%
Victoria	159	164	164	203	239	212	258	158	177	194	9.9%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	109	88	114	80	114	130	103	77	72	132	83.5%
Total	2,104	2,197	2,340	2,518	2,767	2,929	3,233	2,162	2,573	2,682	4.2%

#### Age

	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	YE Sep 2022	% change 2022 vs. 2021
15-29	307	347	447	484	508	591	604	436	539	569	5.6%
30-39	375	339	325	338	397	410	523	303	379	404	6.4%
40-49	365	389	401	436	547	558	498	403	445	363	-18.4%
50-59	402	449	497	480	529	494	556	421	449	536	19.5%
60-69	416	430	444	478	475	546	627	359	443	494	11.4%
70+	239	244	226	302	311	330	425	241	318	316	-0.6%
Total	2,104	2,197	2,340	2,518	2,767	2,929	3,233	2,162	2,573	2,682	4.2%

#### Travel Party

	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	YE Sep 2022	% change 2022 vs. 2021
Travelling alone	495	604	749	808	906	991	1,094	770	1,047	838	-20.0%
Adult couple	620	574	632	740	744	724	757	537	617	739	19.9%
Family group - parents and children	417	421	374	329	462	454	451	316	318	416	31.0%
Friends or relatives travelling together	392	415	416	478	452	532	614	362	448	438	-2.2%
Other travel party	180	182	170	164	203	228	317	177	144	251	74.6%
Total	2,104	2,197	2,340	2,518	2,767	2,929	3,233	2,162	2,573	2,682	4.2%

#### Top 5 Activities (sorted by the latest year)

	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	YE Sep 2022	% change 2022 vs. 2021
Eat out / dine at a restaurant and/or cafe	1,037	1,111	1,240	1,306	1,424	1,549	1,796	995	1,192	1,290	8.2%
Pubs, clubs, discos etc	488	537	570	569	636	735	909	600	624	673	7.9%
Visit friends & relatives	793	896	951	930	1,013	1,145	1,238	734	683	670	-1.8%
Sightseeing/looking around	475	382	458	508	484	600	608	360	365	453	24.2%
Bushwalking / rainforest walks	154	157	181	198	249	307	274	204	325	337	3.8%

# Travel to Country and Outback Destination Network

## Year ended September 2022

Source: National and International Visitor Surveys, TRA.



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

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
Standard hotel/motor inn (below 4 star)	778	792	818	906	918	1,009	1,136	668	831	920	10.7%
Friends or relatives property	640	762	810	804	849	936	1,005	678	775	748	-3.5%
Caravan or camping - non commercial	212	253	206	294	353	327	392	269	353	351	-0.6%

### INTERNATIONAL OVERNIGHT TRAVEL

#### Visitors, Nights and Expenditure

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
Visitors (000)	54	48	55	52	63	58	52	30	n/p	10	-
Nights (000)	1,428	1,385	1,597	1,357	1,388	1,632	1,400	944	n/p	333	-
Average Length of Stay (nights)	26.6	29.0	29.2	26.3	22.0	28.3	26.8	31.0	-	33.9	-
Expenditure (\$M)	\$75	\$56	\$89	\$60	\$80	\$87	\$68	\$47	n/p	\$22	-
Spend per visitor per night (\$)	\$52	\$41	\$56	\$44	\$58	\$54	\$48	\$50	-	\$67	-

#### Purpose of Visit

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
Holiday	30	26	30	30	35	33	30	19	n/p	3	-
Visiting Friends & Relatives	16	14	14	16	22	13	12	7	n/p	5	-
Business	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	0.4	-
Education	3	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-	0.4	-
Employment	n/p	n/p	5	n/p	n/p	n/p	n/p	n/p	n/p	1	-
Total	54	48	55	52	63	58	52	30	n/p	10	-

### Top 3 Int'l source markets to Country and Outback DN (sorted by the latest year)

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
New Zealand	9	9	9	7	6	6	9	n/p	-	3	-
United Kingdom	8	7	8	8	8	9	n/p	n/p	n/p	1	-
India	7	5	7	6	11	n/p	n/p	n/p	-	1	-

#### Age

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
15-29	21	18	18	17	19	19	18	8	n/p	1	-
30-39	7	8	8	9	11	9	7	n/p	n/p	2	-
40-49	n/p	n/p	8	n/p	n/p	n/p	n/p	n/p	n/p	1	-
50-59	n/p	6	12	n/p	10	n/p	n/p	n/p	n/p	2	-
60-69	11	10	7	8	9	11	9	n/p	n/p	1	-
70+	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	2	-
Total	54	48	55	52	63	58	52	30	n/p	10	-

### DOMESTIC DAYTRIP TRAVEL

#### Visitors and Expenditure

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
Visitors (000)	2,156	2,440	3,024	2,543	2,955	2,803	3,394	2,890	2,339	2,403	2.8%
Expenditure (\$M)	\$312	\$330	\$395	\$344	\$409	\$435	\$551	\$425	\$384	\$354	-7.8%
Spend per visitor (\$)	\$145	\$135	\$131	\$135	\$138	\$155	\$162	\$147	\$164	\$147	-10.2%

#### Main Purpose of Trip

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
Holiday	872	906	1,233	1,215	998	1,113	1,376	1,208	921	935	1.6%
Visiting Friends & Relatives	379	475	724	411	743	531	695	524	310	564	81.9%
Business	370	321	366	423	356	567	660	529	474	463	-2.2%
Other	534	738	701	495	859	593	663	629	634	441	-30.5%
Total	2,156	2,440	3,024	2,543	2,955	2,803	3,394	2,890	2,339	2,403	2.8%

#### Origin

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
Regional NSW	2,004	2,187	2,905	2,386	2,658	2,621	2,955	2,651	2,256	2,319	2.8%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Intrastate	2,080	2,284	2,984	2,447	2,824	2,682	3,165	2,828	2,296	2,353	2.5%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,156	2,440	3,024	2,543	2,955	2,803	3,394	2,890	2,339	2,403	2.8%

#### Age

	Visitors (000)										% change 2022 vs. 2021
	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	YE Sep 2022	
15-29	n/p	468	661	482	523	538	711	513	395	569	44.1%
30-39	n/p	446	n/p	371	n/p	n/p	493	538	n/p	n/p	-
40-49	336	624	533	360	n/p	403	517	379	328	n/p	-
50-59	421	292	622	414	558	675	565	628	400	493	23.4%
60-69	411	447	576	426	615	409	663	537	375	353	-6.0%
70+	333	164	354	490	509	376	446	296	525	475	-9.4%
Total	2,156	2,440	3,024	2,543	2,955	2,803	3,394	2,890	2,339	2,403	2.8%