

# Travel to Outback NSW Tourism Region

Year ended September 2022



Source: International and National Visitor Survey, TRA.

## OVERVIEW

	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 YE Sep22 vs YE Sep21
<b>GRAND TOTAL (overnight &amp; daytrip)</b>											
Visitors ('000)	487	553	760	740	686	741	983	611	774	729	-5.9%
Nights ('000)	1,392	1,561	2,025	1,827	1,926	2,627	2,072	2,145	2,196	2,010	-8.5%
Expenditure (\$ million)	\$237	\$212	\$218	\$268	\$370	\$256	\$418	\$288	\$266	\$382	43.3%
<b>OVERNIGHT (international &amp; domestic)</b>											
Visitors ('000)	359	396	449	474	530	516	664	409	537	586	9.1%
Nights ('000)	1,392	1,561	2,025	1,827	1,926	2,627	2,072	2,145	2,196	2,010	-8.5%
Expenditure (\$ million)	\$227	\$198	\$186	\$230	\$352	\$232	\$367	\$252	\$251	\$366	45.4%
<b>DOMESTIC (overnight &amp; daytrip)</b>											
Visitors ('000)	476	543	748	731	674	728	973	605	774	727	-6.1%
Nights ('000)	1,207	1,315	1,677	1,719	1,818	2,262	1,895	2,043	2,195	1,991	-9.3%
Expenditure (\$ million)	\$225	\$203	\$203	\$263	\$364	\$237	\$415	\$286	\$266	\$381	43.1%

## 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 YE Sep22 vs YE Sep21
Visitors (000)	348	385	436	465	518	503	653	403	537	585	8.9%
Nights (000)	1,207	1,315	1,677	1,719	1,818	2,262	1,895	2,043	2,195	1,991	-9.3%
Average Length of Stay	3.5	3.4	3.8	3.7	3.5	4.5	2.9	5.1	4.1	3.4	-16.7%
Expenditure (\$ million)	\$216	\$189	\$171	\$226	\$346	\$213	\$365	\$250	\$251	\$365	45.1%
Spend per visitor per night (\$)	\$179	\$144	\$102	\$131	\$190	\$94	\$192	\$122	\$115	\$183	60.0%
Intrastate visitors (000)	174	228	260	269	318	285	436	271	353	342	-3.3%
Interstate visitors (000)	174	158	176	196	200	218	218	132	184	244	32.2%
Intrastate nights (000)	573	771	1,022	1,036	1,016	1,449	1,161	1,248	1,485	1,235	-16.8%
Interstate nights (000)	634	544	655	682	802	812	734	795	710	755	6.4%
Intrastate expenditure (\$ million)	\$101	\$114	\$118	\$145	\$165	\$121	\$203	\$163	\$175	\$229	30.4%
Interstate expenditure (\$ million)	\$115	\$75	\$52	\$81	\$181	\$92	\$162	\$87	\$76	\$136	79.2%

### Purpose of Visit

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	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	199	197	174	226	203	193	271	152	176	278	57.5%
Visiting Friends & Relatives	60	72	69	67	88	107	87	75	121	n/p	-
Business	n/p	95	139	144	186	156	220	149	145	176	21.2%
Other	n/p	n/p	n/p	n/p	n/p	n/p	81	n/p	101	n/p	-
<b>Total</b>	<b>348</b>	<b>385</b>	<b>436</b>	<b>465</b>	<b>518</b>	<b>503</b>	<b>653</b>	<b>403</b>	<b>537</b>	<b>585</b>	<b>8.9%</b>
	Nights (000)										% Change YE Sep22 vs YE Sep21
	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	724	727	634	876	672	1,308	861	618	582	1,071	84.1%
Visiting Friends & Relatives	291	281	368	251	288	404	271	424	383	n/p	-
Business	n/p	254	533	513	775	419	572	831	952	605	-36.4%
Other	n/p	n/p	n/p	n/p	n/p	n/p	192	n/p	279	n/p	-
<b>Total</b>	<b>1,207</b>	<b>1,315</b>	<b>1,677</b>	<b>1,719</b>	<b>1,818</b>	<b>2,262</b>	<b>1,895</b>	<b>2,043</b>	<b>2,195</b>	<b>1,991</b>	<b>-9.3%</b>

### Origin

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	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	133	162	205	200	225	201	356	211	261	269	3.2%
Sydney	n/p	n/p	n/p	n/p	93	84	80	n/p	92	n/p	-
<b>Total Intrastate</b>	<b>174</b>	<b>228</b>	<b>260</b>	<b>269</b>	<b>318</b>	<b>285</b>	<b>436</b>	<b>271</b>	<b>353</b>	<b>342</b>	<b>-3.3%</b>
Victoria	n/p	n/p	n/p	79	77	86	91	n/p	n/p	88	-
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	69	49	70	39	63	87	63	n/p	n/p	94	-
<b>Total Interstate</b>	<b>174</b>	<b>158</b>	<b>176</b>	<b>196</b>	<b>200</b>	<b>218</b>	<b>218</b>	<b>132</b>	<b>184</b>	<b>244</b>	<b>32.2%</b>
<b>Grand Total</b>	<b>348</b>	<b>385</b>	<b>436</b>	<b>465</b>	<b>518</b>	<b>503</b>	<b>653</b>	<b>403</b>	<b>537</b>	<b>585</b>	<b>8.9%</b>

### Age

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	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	n/p	n/p	n/p	n/p	n/p	n/p	n/p	146	n/p	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	106	n/p	n/p	n/p	-
40-49	n/p	n/p	n/p	n/p	n/p	115	n/p	84	83	n/p	-
50-59	80	80	125	114	119	59	138	83	65	127	96.2%
60-69	98	68	86	113	103	132	163	66	115	151	30.9%
70+	42	n/p	38	54	68	63	73	n/p	91	89	-1.9%
<b>Total</b>	<b>348</b>	<b>385</b>	<b>436</b>	<b>465</b>	<b>518</b>	<b>503</b>	<b>653</b>	<b>403</b>	<b>537</b>	<b>585</b>	<b>8.9%</b>

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Year ended September 2022

Source: International and National Visitor Survey, TRA.



## Travel Party

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	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	
Travelling alone	95	81	180	132	156	160	199	141	205	165	-19.9%
Adult couple	103	115	98	141	170	134	153	99	151	174	15.5%
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	77	75	79	113	103	112	137	75	126	125	-0.6%
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	348	385	436	465	518	503	653	403	537	585	8.9%

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

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	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	
Eat out / dine at a restaurant and/or cafe	158	142	179	242	246	242	322	191	227	240	5.9%
Pubs, clubs, discos etc	97	95	117	138	138	118	205	148	181	178	-1.5%
Sightseeing/looking around	98	107	88	144	131	134	168	101	108	163	51.3%
Visit museums or art galleries	94	65	74	77	74	70	91	n/p	90	122	35.9%
Bushwalking / rainforest walks	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	70	n/p	-

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

	Nights (000)										% Change YE Sep22 vs YE Sep21
	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	
Caravan park or commercial camping ground	326	340	282	337	293	282	313	260	316	523	65.4%
Standard hotel/motor inn (below 4 star)	316	317	379	503	425	308	544	280	447	394	-12.0%
Caravan or camping - non commercial	n/p	n/p	n/p	317	397	221	256	269	n/p	296	-

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

	Visitors (000)										% Change YE Sep22 vs YE Sep21
	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	
Private vehicle or company car	257	301	332	390	397	391	507	346	460	496	7.8%
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	-
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-

## INTERNATIONAL 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 YE Sep22 vs YE Sep21
Visitors (000)	11	11	12	9	13	13	11	n/p	n/p	1	-
Nights (000)	185	245	348	108	108	365	178	n/p	n/p	19	-
Average Length of Stay	16.5	23.2	28.7	11.7	8.6	29.0	16.6	-	-	14.8	-
Expenditure (\$ million)	n/p	n/p	n/p	\$5	\$6	n/p	n/p	n/p	n/p	\$1	-
Spend per visitor per night (\$)	-	-	-	\$45	\$56	-	-	-	-	\$32	-

## DOMESTIC DAYTRIP TRAVEL

### Visitors 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 YE Sep22 vs YE Sep21
Visitors (000)	n/p	n/p	311	n/p	n/p	n/p	319	n/p	n/p	n/p	-
Expenditure (\$ million)	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Spend per visitor (\$)	-	-	-	-	-	-	-	-	-	-	-

n/p = not publishable; n/a = not available

The Outback NSW includes: Bourke, Broken Hill, Cobar and Lightning Ridge.