

Outback NSW Visitor Profile

Year ended September 2022

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

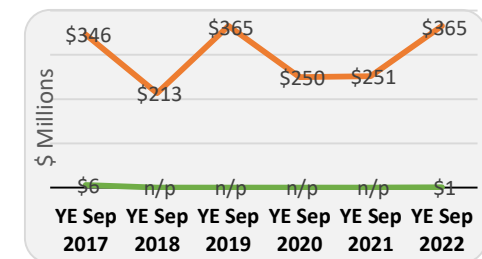
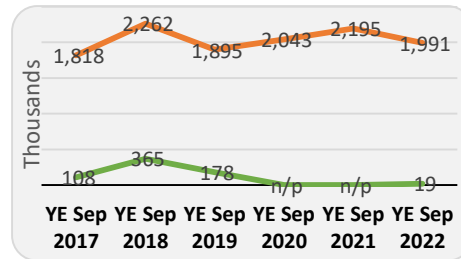
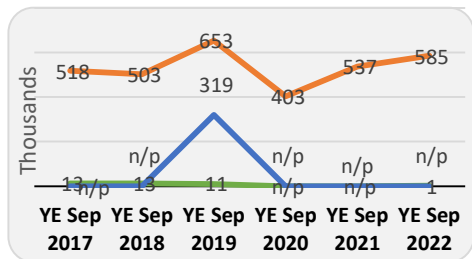
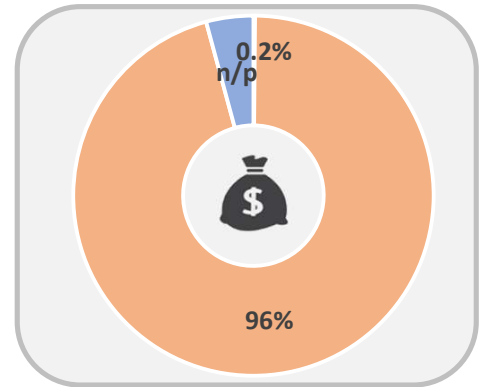
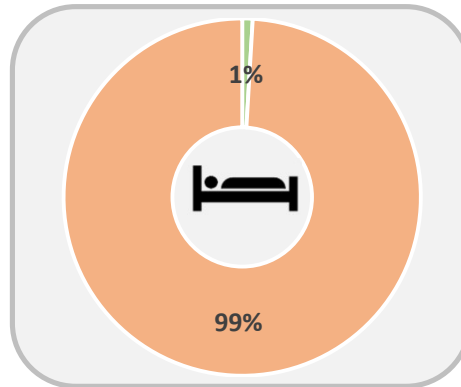
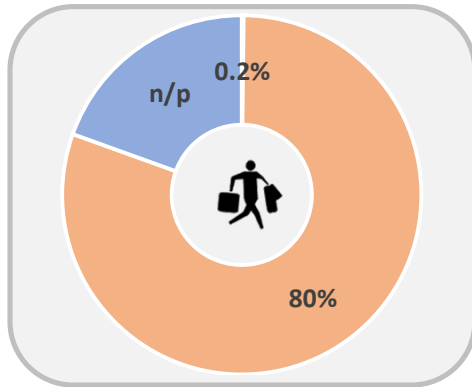


Icons sourced from www.easilly

TOTAL DOMESTIC & INTERNATIONAL



■ International travel ■ Domestic overnight travel ■ Domestic daytrip travel



Domestic overnight travel

Visitors: 585,100 (+8.9% YoY)
Nights: 2.0m (-9.3% YoY)
Expenditure: \$364.9m (+45.1% YoY)

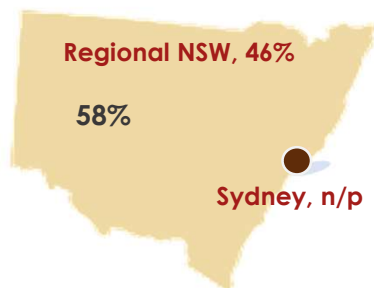
Average spend
\$183 per night
\$624 per visitor

Average length of stay:
3.4 nights

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

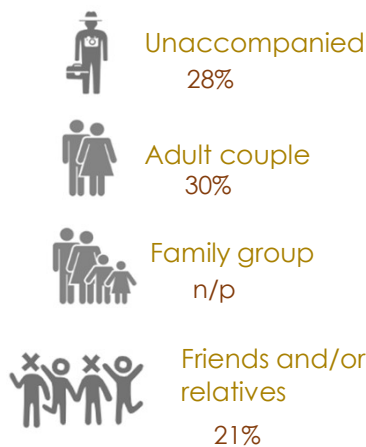
Origin

58% of the visitors came from within New South Wales



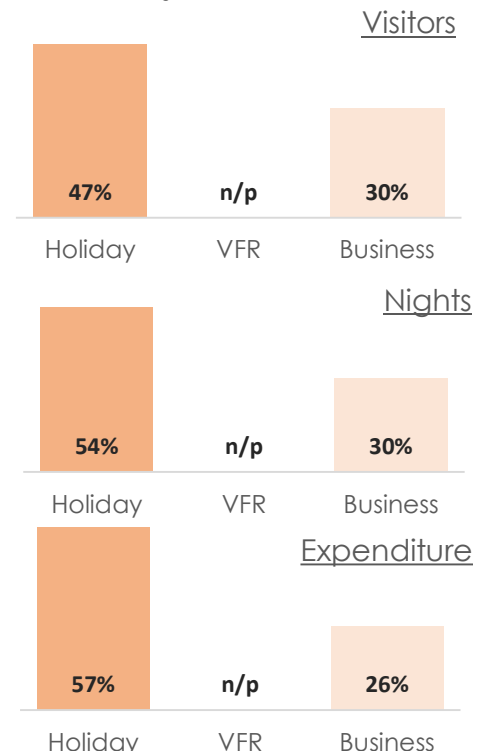
Travel party

30% of the visitors were adult couple



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, 85%
Self-drive motorhome or campervan, n/p

Gender



Outback NSW Visitor Profile

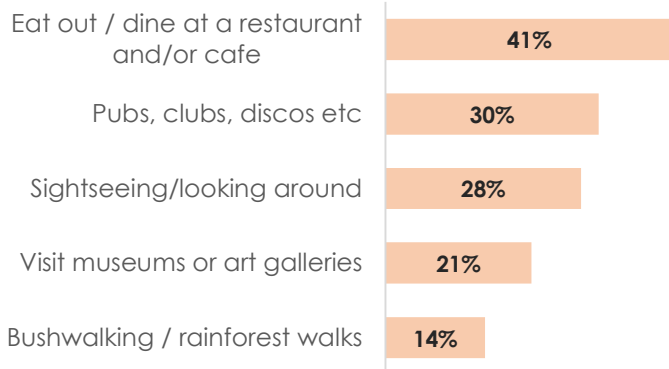
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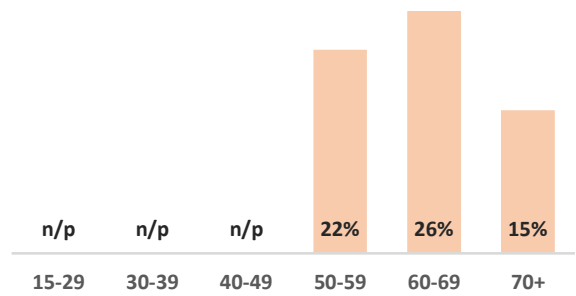
Icons sourced from www.easil.ly

Top 5 activities

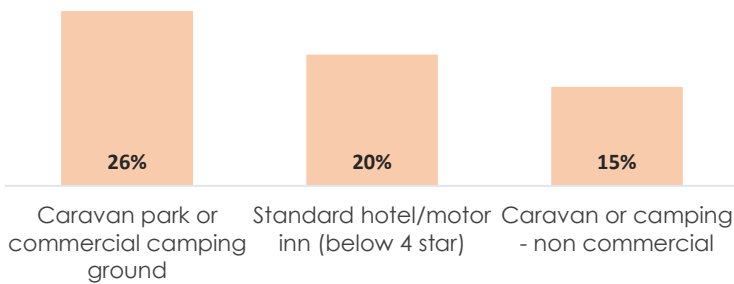


Age

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



Top 3 accommodation types (nights)



Travel season*



Summer
18%



Spring
20%



Autumn
28%



Winter
34%

*by month returned from the trip

International travel

Visitors: 1,300 (YoY n/p)
Nights: 19,100 (YoY n/p)
Expenditure: \$0.6m (YoY n/p)



Average spend
\$32 per night
\$481 per visitor



Average length of stay:
14.8 nights



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

Further break down of International data is not included due to small sample size for the year ended September 2022

Domestic daytrip data is not included due to small sample size for the year ended September 2022