

# Travel to Country and Outback Destination Network

Year ended December 2022

Source: National Visitor Surveys, TRA.



## OVERVIEW

n/p = not publishable

Domestic - overnight & daytrip	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% change 2022 vs. 2021
Visitors (000)	4,521	4,763	5,033	5,119	5,960	5,830	6,821	4,772	4,686	5,346	14.1%
Nights (000)	6,171	7,038	7,301	7,489	8,958	8,886	8,892	7,327	7,497	8,793	17.3%
Expenditure (\$M)	\$1,263	\$1,248	\$1,304	\$1,423	\$1,693	\$1,695	\$2,119	\$1,478	\$1,397	\$2,287	63.7%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% change 2022 vs. 2021
Visitors (000)	2,070	2,261	2,347	2,533	2,886	3,011	3,191	2,130	2,344	2,785	18.8%
Nights (000)	6,171	7,038	7,301	7,489	8,958	8,886	8,892	7,327	7,497	8,793	17.3%
Average Length of Stay (nights)	3.0	3.1	3.1	3.0	3.1	3.0	2.8	3.4	3.2	3.2	-1.3%
Expenditure (\$M)	\$926	\$894	\$970	\$1,090	\$1,240	\$1,250	\$1,550	\$1,063	\$1,051	\$1,707	62.4%
Spend per visitor per night (\$)	\$150	\$127	\$133	\$146	\$138	\$141	\$174	\$145	\$140	\$194	38.5%
Interstate visitors (000)	658	684	680	815	867	872	945	533	543	782	44.0%
Intrastate visitors (000)	1,412	1,577	1,668	1,718	2,019	2,139	2,246	1,596	1,801	2,003	11.2%
Interstate nights (000)	2,440	2,369	2,523	2,742	3,006	2,631	2,793	2,049	1,965	2,582	31.4%
Intrastate nights (000)	3,731	4,669	4,778	4,746	5,951	6,255	6,099	5,278	5,532	6,211	12.3%
Interstate expenditure (\$M)	\$344	\$268	\$304	\$426	\$428	\$376	\$525	\$280	\$236	\$438	85.4%
Intrastate expenditure (\$M)	\$582	\$626	\$666	\$664	\$811	\$873	\$1,026	\$782	\$815	\$1,269	55.7%

### Main Purpose of Visit

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% change 2022 vs. 2021
Holiday	786	809	837	882	907	961	1,051	601	672	998	48.5%
Visiting Friends & Relatives	675	717	733	759	881	1,035	904	645	733	769	5.0%
Business	442	510	583	598	787	712	919	683	670	688	2.7%
Other	202	261	238	329	347	357	372	235	294	369	25.8%
Total	2,070	2,261	2,347	2,533	2,886	3,011	3,191	2,130	2,344	2,785	18.8%

### Origin

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% change 2022 vs. 2021
Regional NSW	1,045	1,184	1,271	1,267	1,422	1,596	1,694	1,158	1,338	1,468	9.7%
Sydney	367	393	397	451	597	543	552	439	463	535	15.5%
Queensland	345	398	383	455	473	493	504	297	320	404	26.5%
Victoria	172	156	164	223	243	209	290	143	126	210	66.5%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	112	96	93	98	123	119	122	n/p	73	131	78.7%
Total	2,070	2,261	2,347	2,533	2,886	3,011	3,191	2,130	2,344	2,785	18.8%

### Age

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% change 2022 vs. 2021
15-29	260	406	446	472	521	640	578	417	535	539	0.8%
30-39	390	284	327	391	368	456	529	260	355	418	17.8%
40-49	388	378	412	419	655	491	506	408	357	438	22.7%
50-59	388	496	489	479	506	534	544	401	440	525	19.4%
60-69	396	454	435	478	496	550	591	416	401	499	24.4%
70+	247	243	238	295	340	340	442	227	256	366	42.8%
Total	2,070	2,261	2,347	2,533	2,886	3,011	3,191	2,130	2,344	2,785	18.8%

### Travel Party

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% change 2022 vs. 2021
Travelling alone	468	686	736	788	969	1,054	1,070	806	924	892	-3.5%
Adult couple	590	618	622	742	757	717	773	540	551	761	38.1%
Family group - parents and children	453	350	374	372	447	449	450	295	313	438	40.2%
Friends or relatives travelling together	372	428	408	506	478	569	564	351	413	460	11.5%
Other travel party	187	179	207	125	236	222	335	138	144	234	62.4%
Total	2,070	2,261	2,347	2,533	2,886	3,011	3,191	2,130	2,344	2,785	18.8%

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

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% change 2022 vs. 2021
Eat out / dine at a restaurant and/or cafe	1,036	1,143	1,174	1,354	1,549	1,620	1,683	1,015	1,009	1,412	39.9%
Pubs, clubs, discos etc	488	517	611	560	676	775	945	549	525	791	50.7%
Visit friends & relatives	800	941	917	944	1,063	1,209	1,123	704	616	722	17.1%
Sightseeing/looking around	419	411	465	497	537	603	564	352	289	540	86.7%
Bushwalking / rainforest walks	154	161	179	206	269	300	251	238	300	375	24.7%

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

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% change 2022 vs. 2021
Standard hotel/motor inn (below 4 star)	792	810	785	884	990	1,074	1,077	696	685	1,072	56.5%
Friends or relatives property	671	752	835	753	912	966	965	655	766	698	-8.8%
Caravan or camping - non commercial	185	241	233	324	336	324	434	267	296	347	17.3%

# Travel to Country and Outback Destination Network

## Year ended December 2022

Source: National Visitor Surveys, TRA.



### DOMESTIC DAYTRIP TRAVEL

#### Visitors and Expenditure

	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	% change 2022 vs. 2021
Visitors (000)	2,451	2,501	2,686	2,586	3,074	2,819	3,630	2,642	2,342	2,560	9.3%
Expenditure (\$M)	\$337	\$354	\$334	\$333	\$453	\$445	\$568	\$415	\$346	\$580	67.6%
Spend per visitor (\$)	\$138	\$142	\$124	\$129	\$147	\$158	\$157	\$157	\$148	\$227	53.3%

#### Main Purpose of Trip

	Visitors (000)										% change 2022 vs. 2021
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Holiday	933	1,061	1,065	1,128	1,112	1,123	1,452	1,079	913	955	4.7%
Visiting Friends & Relatives	374	506	645	557	691	540	750	414	455	577	26.9%
Business	485	230	388	332	457	555	665	603	398	518	30.2%
Other	660	704	588	570	815	601	763	546	577	510	-11.6%
Total	2,451	2,501	2,686	2,586	3,074	2,819	3,630	2,642	2,342	2,560	9.3%

#### Origin

	Visitors (000)										% change 2022 vs. 2021
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
Regional NSW	2,248	2,317	2,553	2,394	2,821	2,533	3,243	2,436	2,266	2,475	9.2%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Intrastate	2,364	2,391	2,642	2,485	2,931	2,649	3,463	2,573	2,307	2,500	8.4%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,451	2,501	2,686	2,586	3,074	2,819	3,630	2,642	2,342	2,560	9.3%

#### Age

	Visitors (000)										% change 2022 vs. 2021
	YE Dec 2013	YE Dec 2014	YE Dec 2015	YE Dec 2016	YE Dec 2017	YE Dec 2018	YE Dec 2019	YE Dec 2020	YE Dec 2021	YE Dec 2022	
15-29	n/p	484	590	465	645	501	687	501	386	703	82.3%
30-39	477	n/p	n/p	408	n/p	n/p	642	392	n/p	n/p	-
40-49	371	649	454	n/p	370	358	592	344	342	n/p	-
50-59	435	341	569	394	599	709	610	588	372	492	32.5%
60-69	417	547	504	467	549	423	698	495	452	n/p	-
70+	334	233	295	509	516	379	401	323	567	379	-33.1%
Total	2,451	2,501	2,686	2,586	3,074	2,819	3,630	2,642	2,342	2,560	9.3%