

Travel to Outback NSW Tourism Region

Year ended December 2022

Sour: National Visitor Survey, TRA.



OVERVIEW

	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 YE Dec22 vs YE Dec21
DOMESTIC (overnight & daytrip)											
Visitors ('000)	533	606	671	728	681	753	1,042	671	589	766	30.0%
Nights ('000)	1,229	1,630	1,539	1,805	1,703	2,240	2,067	2,351	1,640	2,311	40.9%
Expenditure (\$ million)	\$210	\$203	\$193	\$366	\$298	\$218	\$443	\$288	\$209	\$476	128.1%

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 YE Dec22 vs YE Dec21
Visitors (000)	352	422	432	473	519	532	662	432	453	616	36.0%
Nights (000)	1,229	1,630	1,539	1,805	1,703	2,240	2,067	2,351	1,640	2,311	40.9%
Average Length of Stay	3.5	3.9	3.6	3.8	3.3	4.2	3.1	5.4	3.6	3.8	3.6%
Expenditure (\$ million)	\$194	\$179	\$176	\$331	\$277	\$192	\$390	\$257	\$193	\$448	132.9%
Spend per visitor per night (\$)	\$158	\$110	\$115	\$183	\$162	\$86	\$189	\$109	\$117	\$194	65.3%
Intrastate visitors (000)	179	250	256	279	310	336	405	309	309	359	16.1%
Interstate visitors (000)	173	172	176	194	209	196	257	123	144	257	78.5%
Intrastate nights (000)	551	982	943	1,006	1,023	1,493	1,211	1,470	1,179	1,460	23.9%
Interstate nights (000)	678	648	596	799	680	746	856	881	461	850	84.3%
Intrastate expenditure (\$ million)	\$98	\$115	\$117	\$161	\$173	\$113	\$211	\$168	\$146	\$278	90.4%
Interstate expenditure (\$ million)	\$96	\$64	\$59	\$170	\$104	\$80	\$179	\$89	\$47	\$170	266.1%

Purpose of Visit

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	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	174	203	196	209	209	215	274	131	172	294	71.4%
Visiting Friends & Relatives	74	68	67	73	101	88	99	83	108	n/p	-
Business	n/p	116	n/p	155	169	176	217	178	98	177	80.9%
Other	n/p	n/p	n/p	n/p	n/p	n/p	80	n/p	81	n/p	-
Total	352	422	432	473	519	532	662	432	453	616	36.0%

	Nights (000)										% Change YE Dec22 vs YE Dec21
	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	681	732	763	760	754	1,285	859	600	522	1,294	148.0%
Visiting Friends & Relatives	332	393	243	234	355	343	323	444	342	n/p	-
Business	n/p	400	n/p	715	505	459	716	1,105	550	640	16.5%
Other	n/p	n/p	n/p	n/p	n/p	n/p	168	n/p	226	n/p	-
Total	1,229	1,630	1,539	1,805	1,703	2,240	2,067	2,351	1,640	2,311	40.9%

Origin

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	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	137	182	209	195	205	266	319	238	232	278	19.8%
Sydney	n/p	67	n/p	84	104	n/p	86	n/p	77	n/p	-
Total Intrastate	179	250	256	279	310	336	405	309	309	359	16.1%
Victoria	n/p	n/p	n/p	72	85	75	124	n/p	n/p	96	-
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	71	51	60	42	79	76	71	n/p	n/p	90	-
Total Interstate	173	172	176	194	209	196	257	123	144	257	78.5%
Grand Total	352	422	432	473	519	532	662	432	453	616	36.0%

Age

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	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	n/p	n/p	n/p	n/p	n/p	91	n/p	141	n/p	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	96	n/p	n/p	n/p	-
40-49	n/p	n/p	n/p	78	n/p	104	99	89	n/p	n/p	-
50-59	74	123	97	128	92	86	121	80	72	128	77.8%
60-69	79	70	102	109	105	128	156	100	84	150	79.0%
70+	36	57	51	39	74	64	99	n/p	75	112	49.3%
Total	352	422	432	473	519	532	662	432	453	616	36.0%

Travel to Outback NSW Tourism Region

Year ended December 2022

Sour: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	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	
Travelling alone	103	120	140	147	155	169	197	200	147	177	19.7%
Adult couple	94	112	123	134	169	134	161	91	139	196	41.1%
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	60	91	74	128	102	110	148	79	112	117	4.8%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	92	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	-
Total	352	422	432	473	519	532	662	432	453	616	36.0%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	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	
Eat out / dine at a restaurant and/or cafe	141	158	179	259	254	248	325	208	162	282	73.3%
Pubs, clubs, discos etc	86	96	132	137	134	126	230	167	127	201	57.7%
Sightseeing/looking around	84	115	101	137	140	143	145	114	88	186	111.8%
Visit museums or art galleries	81	73	70	76	85	71	83	64	73	135	83.8%
Bushwalking / rainforest walks	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	115	-

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

	Nights (000)										% Change YE Dec22 vs YE Dec21
	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	
Caravan park or commercial camping ground	349	328	293	325	312	267	346	258	253	574	127.0%
Standard hotel/motor inn (below 4 star)	285	450	337	436	425	353	537	375	302	411	35.9%
Caravan or camping - non commercial	n/p	n/p	n/p	444	272	n/p	351	206	n/p	302	-

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

	Visitors (000)										% Change YE Dec22 vs YE Dec21
	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	
Private vehicle or company car	269	290	371	381	411	400	524	383	391	527	34.7%
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	-

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 YE Dec22 vs YE Dec21
Visitors (000)	n/p	n/p	n/p	n/p	n/p	n/p	381	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; '-' = not available

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