

Outback NSW Visitor Profile

Year ended December 2022

Source: National Visitor Survey, Tourism Research Australia.



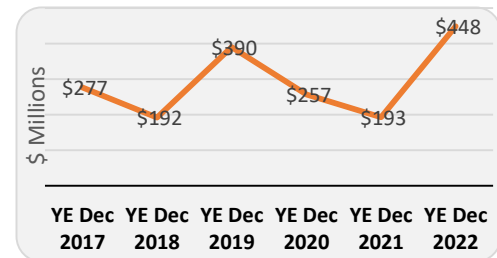
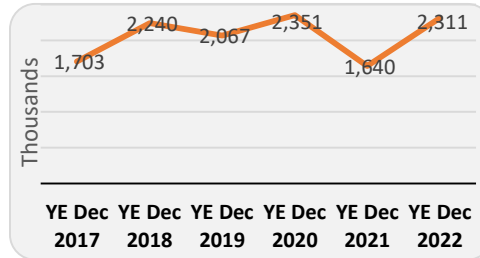
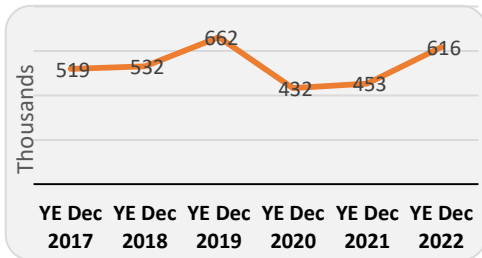
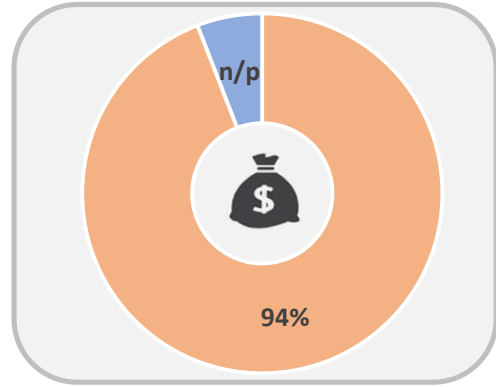
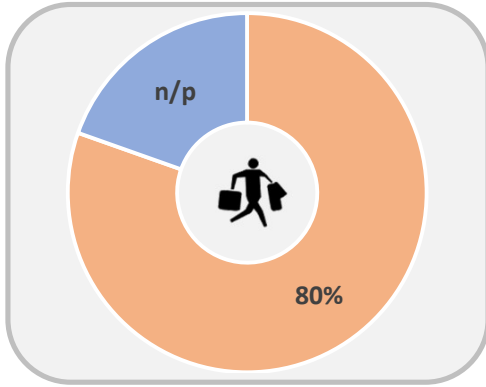
Icons sourced from www.easilly

Note: This report does not include international visitation statistics as YE December 2022 International Visitor Survey data are not available.

TOTAL DOMESTIC



Domestic overnight travel (orange) Domestic daytrip travel (blue)



Domestic overnight travel

Visitors: 615,900 (+36.0% YoY)
Nights: 2.3m (+40.9% YoY)
Expenditure: \$448.3m (+132.9% YoY)

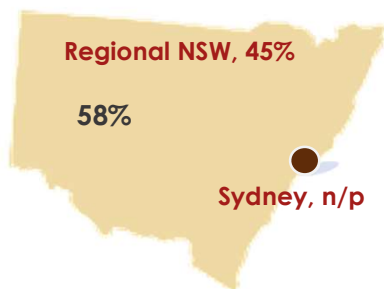
Average spend
\$194 per night
\$728 per visitor

Average length of stay:
3.8 nights

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

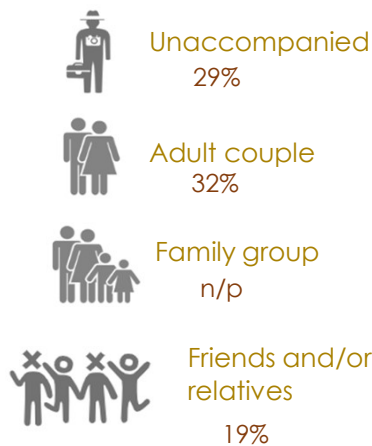
Origin

58% of the visitors came from within New South Wales



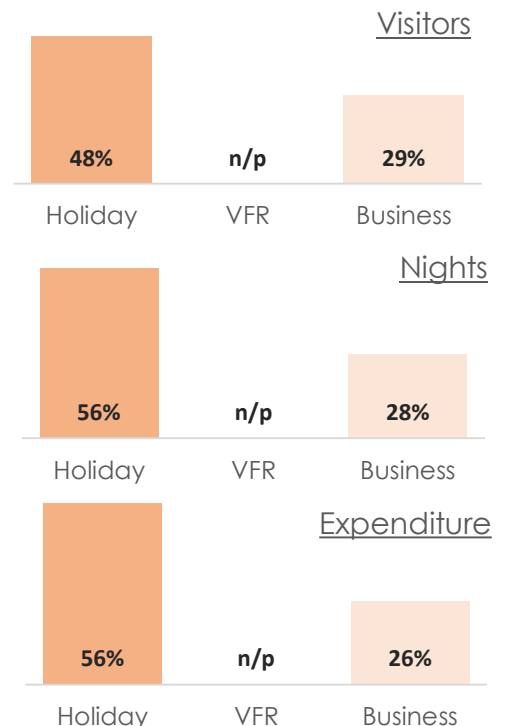
Travel party

32% 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.



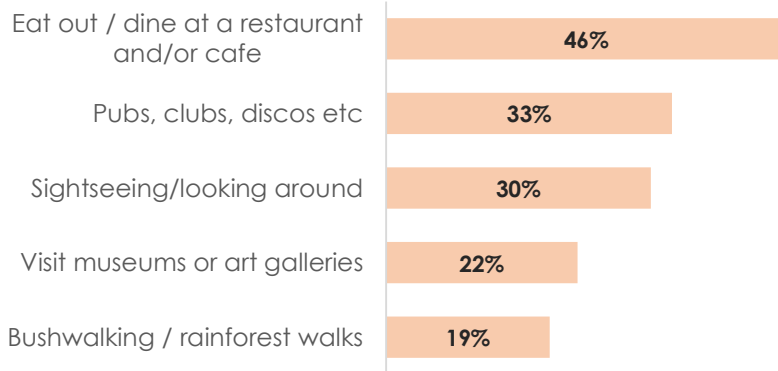
Transport

Private vehicle or company car, 85%
Self-drive motorhome or campervan, n/p

Gender

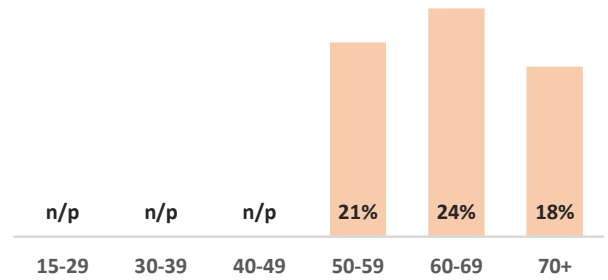
33% (Female) 67% (Male)

Top 5 activities

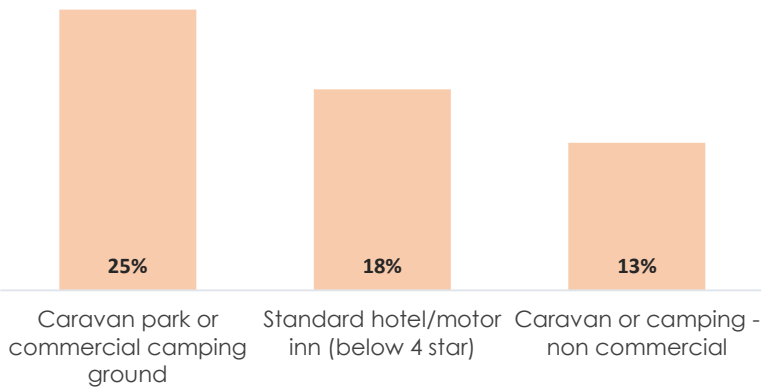


Age

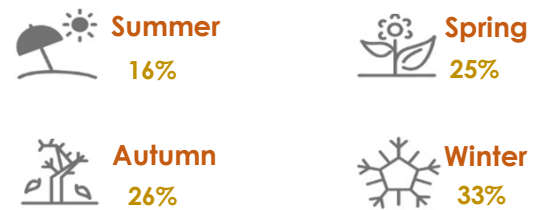
'60-69 years' was the largest age group of the visitors to the region



Top 3 accommodation types (nights)



Travel season*



*by month returned from the trip

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