

# Travel to Country and Outback Destination Network

Year ended March 2023

Source: National Visitor Surveys, TRA.



## OVERVIEW

n/p = not publishable

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
<b>Domestic - overnight &amp; daytrip</b>											
Visitors (000)	4,535	5,066	4,858	5,417	5,611	6,236	6,544	4,846	4,464	5,885	31.8%
Nights (000)	6,168	7,224	7,152	7,964	8,943	8,546	8,608	8,347	7,122	9,188	29.0%
Expenditure (\$M)	\$1,261	\$1,328	\$1,313	\$1,407	\$1,731	\$1,748	\$1,987	\$1,576	\$1,412	\$2,495	76.6%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)	2,087	2,332	2,387	2,609	2,864	2,997	3,026	2,399	2,289	2,831	23.6%
Nights (000)	6,168	7,224	7,152	7,964	8,943	8,546	8,608	8,347	7,122	9,188	29.0%
Average Length of Stay (nights)	3.0	3.1	3.0	3.1	3.1	2.9	2.8	3.5	3.1	3.2	4.3%
Expenditure (\$M)	\$899	\$959	\$983	\$1,078	\$1,285	\$1,283	\$1,412	\$1,178	\$1,110	\$1,825	64.4%
Spend per visitor per night (\$)	\$146	\$133	\$137	\$135	\$144	\$150	\$164	\$141	\$156	\$199	27.4%
Interstate visitors (000)	646	719	715	780	857	909	918	560	552	783	41.8%
Intrastate visitors (000)	1,441	1,613	1,672	1,829	2,007	2,088	2,108	1,839	1,738	2,048	17.9%
Interstate nights (000)	2,267	2,413	2,506	2,851	2,908	2,680	2,717	2,284	1,769	2,799	58.2%
Intrastate nights (000)	3,900	4,811	4,647	5,113	6,035	5,865	5,891	6,063	5,353	6,389	19.3%
Interstate expenditure (\$M)	\$304	\$294	\$318	\$403	\$442	\$435	\$454	\$285	\$254	\$512	101.3%
Intrastate expenditure (\$M)	\$594	\$664	\$665	\$675	\$842	\$847	\$958	\$893	\$855	\$1,312	53.4%

### Main Purpose of Visit

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>											
Holiday	781	874	826	861	907	976	997	646	650	1,056	62.6%
Visiting Friends & Relatives	664	732	732	769	894	1,019	869	745	683	807	18.1%
Business	458	485	635	674	760	705	848	775	687	683	-0.6%
Other	216	292	236	331	340	351	362	270	295	335	13.2%
Total	2,085	2,332	2,387	2,609	2,864	2,997	3,026	2,399	2,289	2,831	23.6%

### Origin

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>											
Regional NSW	1,084	1,219	1,243	1,358	1,436	1,559	1,585	1,348	1,275	1,540	20.8%
Sydney	358	394	429	471	571	528	524	491	463	508	9.8%
Queensland	360	419	417	424	473	504	483	324	331	377	14.2%
Victoria	155	169	165	229	235	220	287	150	111	239	114.7%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Other Interstate	110	103	77	106	117	133	113	n/p	78	129	66.8%
Total	2,087	2,332	2,387	2,609	2,864	2,997	3,026	2,399	2,289	2,831	23.6%

### Age

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>											
15-29	296	448	429	486	544	587	586	495	533	520	-2.5%
30-39	344	270	363	397	340	508	472	326	312	449	43.9%
40-49	402	391	403	493	609	472	476	469	325	470	44.7%
50-59	393	512	491	478	523	506	542	412	512	460	-10.2%
60-69	422	464	442	456	509	564	545	442	383	512	33.9%
70+	230	247	259	299	338	359	406	255	225	420	86.8%
Total	2,087	2,332	2,387	2,609	2,864	2,997	3,026	2,399	2,289	2,831	23.6%

### Travel Party

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>											
Travelling alone	532	674	768	868	951	989	1,017	975	884	860	-2.7%
Adult couple	544	660	660	711	790	702	758	577	548	772	40.9%
Family group - parents and children	435	368	351	422	427	435	430	313	316	438	38.8%
Friends or relatives travelling together	386	468	397	459	478	597	530	387	388	493	27.2%
Other travel party	191	162	211	148	218	274	292	147	155	268	73.6%
Total	2,087	2,332	2,387	2,609	2,864	2,997	3,026	2,399	2,289	2,831	23.6%

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

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>											
Eat out / dine at a restaurant and/or cafe	1,049	1,202	1,217	1,350	1,504	1,665	1,563	1,126	1,000	1,446	44.5%
Pubs, clubs, discos etc	502	579	551	571	678	812	911	564	486	871	79.4%
Visit friends & relatives	795	946	919	945	1,055	1,231	1,054	762	568	761	34.0%
Sightseeing/looking around	446	453	450	479	518	632	543	360	274	592	115.8%
Go shopping for pleasure	336	385	375	289	380	416	366	255	279	382	36.8%

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

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
<b>Visitors (000)</b>											
Standard hotel/motor inn (below 4 star)	775	873	827	863	976	1,114	985	765	683	1,134	66.0%
Friends or relatives property	655	773	816	792	896	970	923	761	697	722	3.6%
Caravan park or commercial camping ground	300	339	274	309	327	328	339	234	217	311	43.2%

# Travel to Country and Outback Destination Network

Year ended March 2023

Source: National Visitor Surveys, TRA.



## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	YE Mar 2018	YE Mar 2019	YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
Visitors (000)	2,448	2,734	2,471	2,809	2,747	3,239	3,517	2,447	2,174	3,054	40.4%
Expenditure (\$M)	\$363	\$369	\$330	\$328	\$447	\$465	\$575	\$398	\$302	\$670	121.6%
Spend per visitor (\$)	\$148	\$135	\$134	\$117	\$163	\$144	\$163	\$162	\$139	\$219	57.8%

### Main Purpose of Trip

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	Visitors (000)		YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
					YE Mar 2018	YE Mar 2019					
Holiday	901	1,113	1,103	1,086	1,054	1,241	1,425	976	819	1,150	40.4%
Visiting Friends & Relatives	425	654	473	624	588	675	669	341	468	682	45.8%
Business	454	272	372	475	288	680	702	510	456	551	20.9%
Other	667	695	523	623	817	643	721	620	431	670	55.4%
Total	2,448	2,734	2,471	2,809	2,747	3,239	3,517	2,447	2,174	3,054	40.4%

### Origin

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	Visitors (000)		YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
					YE Mar 2018	YE Mar 2019					
Regional NSW	2,219	2,555	2,312	2,568	2,574	2,878	3,176	2,304	2,095	2,888	37.8%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Intrastate	2,328	2,641	2,398	2,683	2,648	3,004	3,413	2,395	2,138	2,937	37.4%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,448	2,734	2,471	2,809	2,747	3,239	3,517	2,447	2,174	3,054	40.4%

### Age

	YE Mar 2014	YE Mar 2015	YE Mar 2016	YE Mar 2017	Visitors (000)		YE Mar 2020	YE Mar 2021	YE Mar 2022	YE Mar 2023	% change 2023 vs. 2022
					YE Mar 2018	YE Mar 2019					
15-29	n/p	570	n/p	421	619	588	700	352	490	704	43.7%
30-39	487	n/p	n/p	453	n/p	n/p	658	327	n/p	396	-
40-49	492	522	461	373	n/p	398	606	385	n/p	n/p	-
50-59	374	442	540	501	484	691	695	475	380	534	40.6%
60-69	354	641	457	519	459	638	560	506	323	493	52.8%
70+	242	265	296	542	499	490	298	403	488	516	5.8%
Total	2,448	2,734	2,471	2,809	2,747	3,239	3,517	2,447	2,174	3,054	40.4%