

Travel to Outback NSW Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



OVERVIEW

	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 YE Mar23 vs YE Mar22
DOMESTIC (overnight & daytrip)											
Visitors ('000)	517	646	716	738	639	890	887	711	563	827	46.8%
Nights ('000)	1,171	1,690	1,585	1,904	1,690	2,256	2,024	2,445	1,598	2,465	54.2%
Expenditure (\$ million)	\$200	\$226	\$222	\$331	\$277	\$298	\$363	\$299	\$229	\$514	124.1%

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 YE Mar23 vs YE Mar22
Visitors (000)	354	442	430	507	498	574	605	477	440	620	40.9%
Nights (000)	1,171	1,690	1,585	1,904	1,690	2,256	2,024	2,445	1,598	2,465	54.2%
Average Length of Stay	3.3	3.8	3.7	3.8	3.4	3.9	3.3	5.1	3.6	4.0	9.4%
Expenditure (\$ million)	\$182	\$197	\$192	\$310	\$258	\$261	\$316	\$276	\$213	\$473	122.0%
Spend per visitor per night (\$)	\$156	\$117	\$121	\$163	\$153	\$116	\$156	\$113	\$133	\$192	44.0%
Intrastate visitors (000)	202	254	257	296	301	356	367	340	312	357	14.4%
Interstate visitors (000)	152	188	173	210	197	218	238	137	128	263	105.6%
Intrastate nights (000)	581	1,018	955	1,074	955	1,524	1,244	1,510	1,220	1,490	22.1%
Interstate nights (000)	590	673	630	830	735	732	779	935	378	974	157.8%
Intrastate expenditure (\$ million)	\$101	\$120	\$136	\$144	\$156	\$128	\$193	\$181	\$174	\$277	58.5%
Interstate expenditure (\$ million)	\$81	\$77	\$57	\$166	\$103	\$133	\$122	\$95	\$38	\$196	410.3%

Purpose of Visit

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Holiday	172	213	183	213	207	240	247	143	173	287	66.0%
Visiting Friends & Relatives	64	74	59	79	104	85	104	97	87	112	28.4%
Business	n/p	116	156	177	149	183	193	182	119	166	39.9%
Other	n/p	n/p	n/p	n/p	n/p	72	69	n/p	n/p	n/p	-
Total	354	442	430	507	498	574	605	477	440	620	40.9%

	Nights (000)										% Change YE Mar23 vs YE Mar22
	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	
Holiday	657	774	722	810	732	1,347	768	630	600	1,197	99.4%
Visiting Friends & Relatives	260	405	258	227	450	224	349	438	326	435	33.5%
Business	n/p	388	534	766	423	506	674	1,215	497	696	40.1%
Other	n/p	n/p	n/p	n/p	n/p	179	232	n/p	n/p	n/p	-
Total	1,171	1,690	1,585	1,904	1,690	2,256	2,024	2,445	1,598	2,465	54.2%

Origin

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Regional NSW	150	191	194	210	207	289	286	269	228	289	26.9%
Sydney	n/p	n/p	n/p	87	93	n/p	n/p	n/p	84	n/p	-
Total Intrastate	202	254	257	296	301	356	367	340	312	357	14.4%
Victoria	n/p	n/p	n/p	77	85	77	121	n/p	n/p	99	-
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	n/p	-
Other Interstate	63	66	45	54	74	85	n/p	n/p	n/p	94	-
Total Interstate	152	188	173	210	197	218	238	137	128	263	105.6%
Grand Total	354	442	430	507	498	574	605	477	440	620	40.9%

Age

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
15-29	n/p	n/p	n/p	n/p	n/p	n/p	100	n/p	117	n/p	-
30-39	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
40-49	n/p	n/p	n/p	82	n/p	86	99	100	n/p	n/p	-
50-59	74	126	116	121	75	106	107	79	82	132	61.2%
60-69	74	79	100	109	113	147	130	106	81	146	80.6%
70+	31	58	56	41	73	70	93	n/p	73	108	47.8%
Total	354	442	430	507	498	574	605	477	440	620	40.9%

Travel to Outback NSW Tourism Region

Year ended March 2023

Source: National Visitor Survey, TRA.



Travel Party

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Travelling alone	111	125	155	171	139	160	184	230	142	152	7.5%
Adult couple	90	116	118	150	162	139	161	103	123	204	66.1%
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	62	109	64	118	115	105	143	88	109	121	10.6%
Business associates travelling together with(out) spouse	n/p	n/p	n/p	n/p	n/p	n/p	n/p	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	n/p	-
Total	354	442	430	507	498	574	605	477	440	620	40.9%

Top 5 Activities (sorted by the latest year)

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Eat out / dine at a restaurant and/or cafe	133	179	189	252	248	293	274	222	162	296	82.7%
Pubs, clubs, discos etc	92	118	124	123	133	141	225	174	117	237	102.5%
Sightseeing/looking around	95	122	93	145	141	146	144	109	95	180	88.2%
Visit museums or art galleries	80	79	70	82	85	66	76	71	80	126	56.1%
Visit friends & relatives	100	110	94	103	131	128	128	106	n/p	120	-

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

	Nights (000)										% Change YE Mar23 vs YE Mar22
	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	
Caravan park or commercial camping ground	334	324	279	364	275	291	336	341	243	498	104.6%
Standard hotel/motor inn (below 4 star)	298	454	427	364	410	477	399	428	298	442	48.3%
Friends or relatives property	200	485	384	265	430	899	435	677	302	n/p	-

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

	Visitors (000)										% Change YE Mar23 vs YE Mar22
	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	
Private vehicle or company car	279	309	358	403	406	427	487	421	381	525	37.9%
Aircraft	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
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	-

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 YE Mar23 vs YE Mar22
Visitors (000)	n/p	n/p	n/p	n/p	n/p	n/p	282	n/p	n/p	n/p	-
Expenditure (\$ million)	-	-	-	-	-	-	-	-	-	-	-
Spend per visitor (\$)	-	-	-	-	-	-	-	-	-	-	-

n/p = not publishable; '-' = not available

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