

Outback NSW Visitor Profile

Year ended March 2023

Source: National Visitor Survey, Tourism Research Australia.



Note: This report does not include international visitation statistics as YE March 2023 International Visitor Survey data are not available.

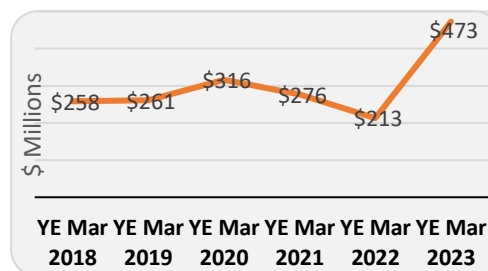
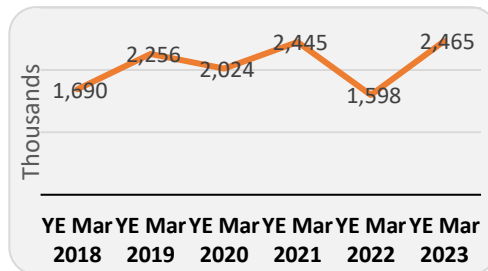
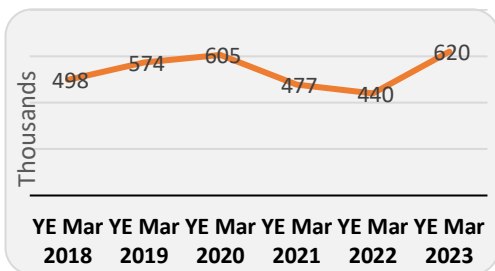
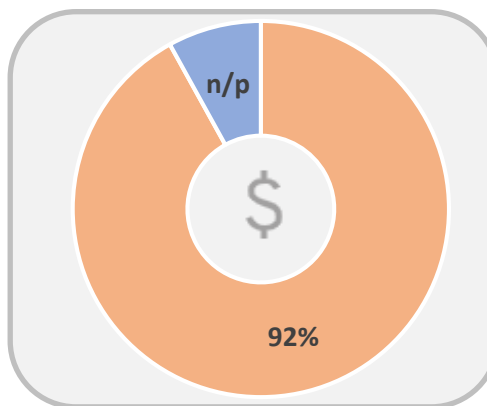
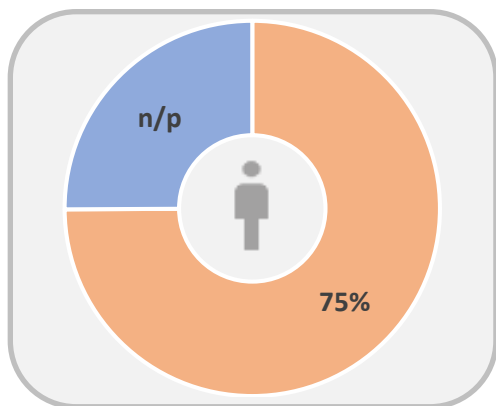
TOTAL DOMESTIC

Visitors
826,900
+46.8% YoY

Nights
2.5m
+54.2% YoY

Expenditure
\$513.9m
+124.1% YoY

Domestic Overnight (orange) Domestic Daytrip (blue)



Domestic overnight travel

Visitors: 619,500 (+40.9% YoY)
Nights: 2.5m (+54.2% YoY)
Expenditure: \$472.6m (+122.0% YoY)

Average spend
\$192 per night
\$763 per visitor



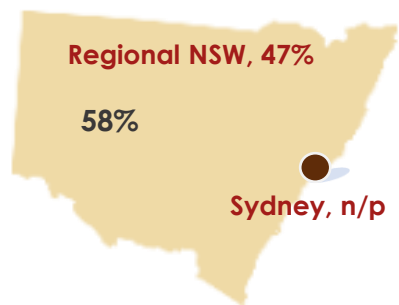
Average length of stay:
4.0 nights



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

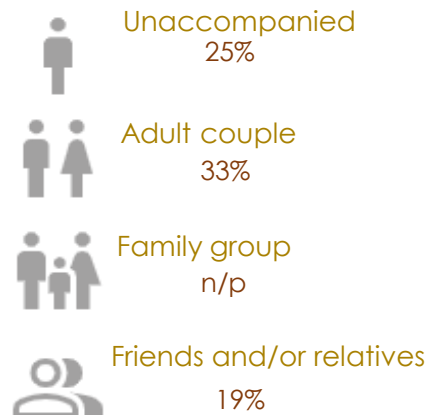
Origin

58% of the visitors came from within New South Wales

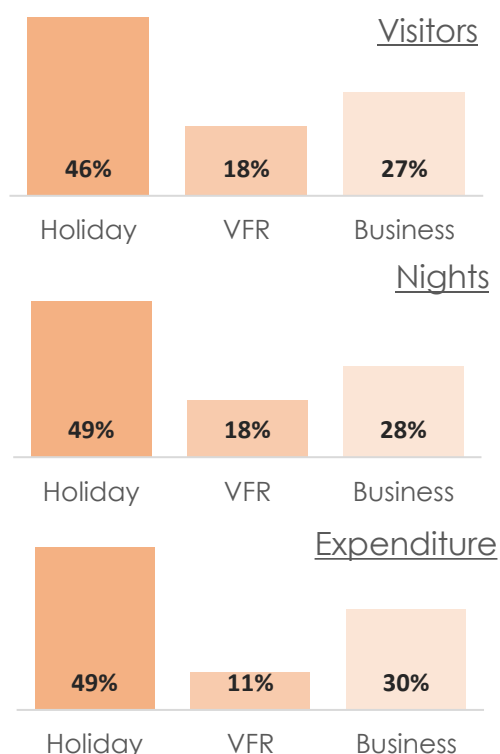


Travel party

33% of the visitors were adult couple



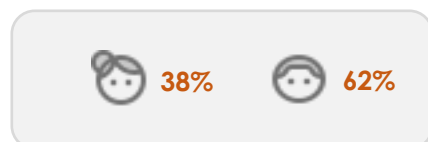
Purpose of visit



Transport

Private vehicle or company car, 85%
Aircraft, n/p

Gender



*Visitors may visit for more than one Purpose; VFR indicates Visiting Friends and/or Relatives.

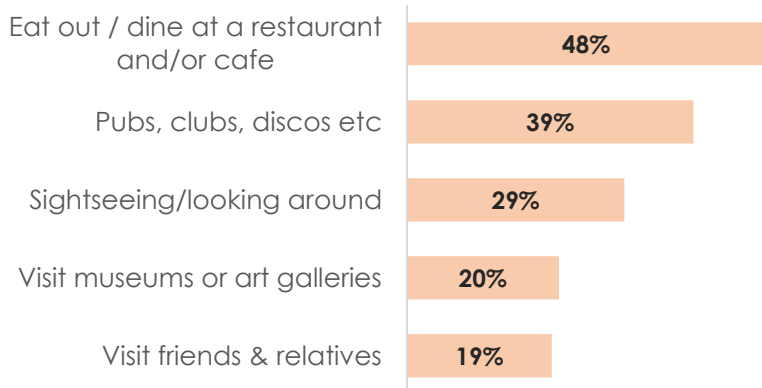
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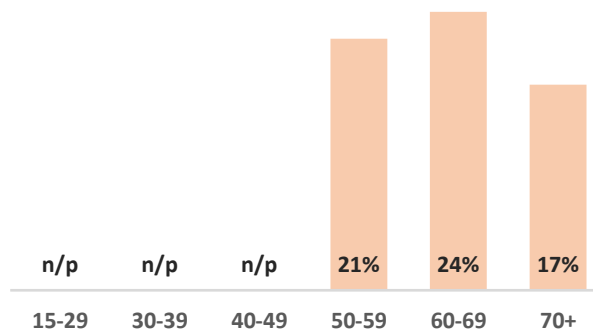


Top 5 activities

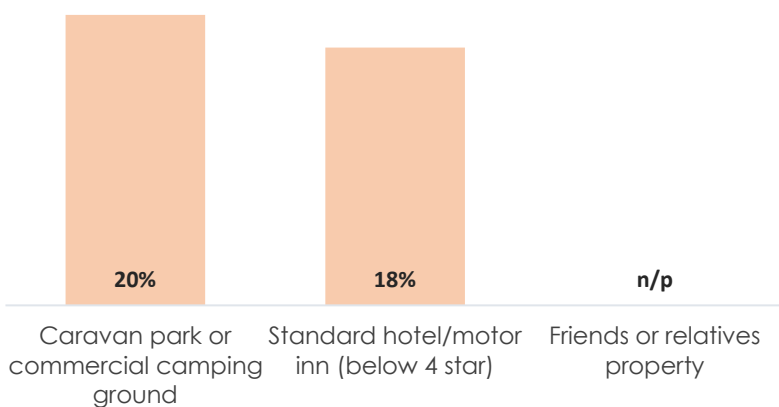


Age

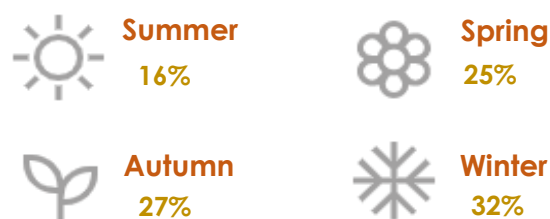
'60-69 years' was the largest age group of the visitors to the region



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 March 2023.