

# Travel to Country and Outback Destination Network

Year ended June 2023

Source: National Visitor Survey, TRA.



## OVERVIEW

n/p = not publishable

Domestic - overnight & daytrip	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)	4,569	5,287	4,976	5,505	5,730	6,544	5,455	5,667	4,000	6,294	57.3%
Nights (000)	6,427	7,406	7,191	8,076	8,683	8,923	7,369	10,084	6,809	9,329	37.0%
Expenditure (\$M)	\$1,283	\$1,352	\$1,313	\$1,527	\$1,644	\$1,971	\$1,669	\$1,894	\$1,339	\$2,774	107.2%

## DOMESTIC OVERNIGHT TRAVEL

### Visitors, Nights and Expenditure

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)	2,148	2,371	2,405	2,657	2,937	3,072	2,478	2,975	2,170	2,992	37.9%
Nights (000)	6,427	7,406	7,191	8,076	8,683	8,923	7,369	10,084	6,809	9,329	37.0%
Average Length of Stay (nights)	3.0	3.1	3.0	3.0	3.0	2.9	3.0	3.4	3.1	3.1	-0.6%
Expenditure (\$M)	\$921	\$968	\$962	\$1,184	\$1,225	\$1,411	\$1,173	\$1,493	\$1,089	\$2,020	85.5%
Spend per visitor per night (\$)	\$143	\$131	\$134	\$147	\$141	\$158	\$159	\$148	\$160	\$217	35.4%
Interstate visitors (000)	695	690	772	779	851	899	763	743	555	808	45.4%
Intrastate visitors (000)	1,453	1,681	1,633	1,878	2,087	2,173	1,714	2,232	1,615	2,184	35.3%
Interstate nights (000)	2,335	2,505	2,530	2,862	2,746	2,639	2,447	2,824	1,864	2,758	47.9%
Intrastate nights (000)	4,093	4,900	4,662	5,214	5,937	6,285	4,922	7,260	4,945	6,571	32.9%
Interstate expenditure (\$M)	\$314	\$276	\$330	\$456	\$389	\$472	\$393	\$348	\$283	\$559	97.8%
Intrastate expenditure (\$M)	\$607	\$692	\$632	\$728	\$836	\$939	\$779	\$1,145	\$806	\$1,461	81.2%

### Main Purpose of Visit

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Holiday	766	867	877	831	937	1,001	755	898	683	1,121	64.2%
Visiting Friends & Relatives	726	758	676	822	937	986	733	914	609	879	44.3%
Business	452	520	640	691	734	786	739	864	608	745	22.5%
Other	241	281	254	332	374	354	289	344	298	303	1.7%
Total	2,148	2,371	2,405	2,657	2,937	3,072	2,478	2,975	2,170	2,992	37.9%

### Origin

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Regional NSW	1,089	1,276	1,205	1,391	1,497	1,633	1,283	1,576	1,232	1,610	30.6%
Sydney	364	405	429	486	589	540	431	656	382	575	50.4%
Queensland	391	395	452	421	459	527	389	432	303	404	33.5%
Victoria	172	164	191	224	223	224	246	177	129	230	77.7%
ACT	n/p	n/p	n/p	n/p	n/p	n/p	n/p	53	n/p	n/p	-
Other Interstate	105	100	81	106	137	104	98	81	94	128	36.1%
Total	2,148	2,371	2,405	2,657	2,937	3,072	2,478	2,975	2,170	2,992	37.9%

### Age

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
15-29	324	457	440	486	595	574	485	612	451	567	25.7%
30-39	361	329	334	379	371	512	390	425	311	458	47.3%
40-49	419	370	416	509	614	466	392	565	295	545	84.5%
50-59	421	499	516	485	504	515	487	513	458	539	17.6%
60-69	402	468	436	499	508	611	411	515	433	454	4.9%
70+	220	247	263	298	346	394	313	346	221	429	93.9%
Total	2,148	2,371	2,405	2,657	2,937	3,072	2,478	2,975	2,170	2,992	37.9%

### Travel Party

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Travelling alone	576	673	827	872	978	1,039	838	1,179	763	932	22.1%
Adult couple	560	691	646	708	774	739	619	690	581	782	34.6%
Family group - parents and children	426	391	323	421	462	441	358	388	330	446	34.9%
Friends or relatives travelling together	411	424	444	492	472	581	418	558	327	530	62.0%
Other travel party	175	192	165	163	251	272	244	159	169	303	79.8%
Total	2,148	2,371	2,405	2,657	2,937	3,072	2,478	2,975	2,170	2,992	37.9%

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

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Eat out / dine at a restaurant and/or cafe	1,048	1,248	1,234	1,389	1,506	1,716	1,222	1,433	972	1,610	65.7%
Pubs, clubs, discos etc	529	574	541	608	661	868	733	762	482	916	89.8%
Visit friends & relatives	874	962	899	966	1,103	1,232	840	859	507	836	64.8%
Sightseeing/looking around	380	503	453	491	513	650	430	449	347	573	64.9%
Go shopping for pleasure	316	399	377	301	365	407	314	315	266	408	53.5%

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

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Standard hotel/motor inn (below 4 star)	764	856	842	865	1,029	1,117	763	1,006	649	1,229	89.3%
Friends or relatives property	768	765	769	825	941	950	777	911	642	771	20.1%
Caravan park or commercial camping ground	269	348	292	296	328	341	285	282	229	332	44.9%

# Travel to Country and Outback Destination Network

Year ended June 2023

Source: National Visitor Survey, TRA.



## DOMESTIC DAYTRIP TRAVEL

### Visitors and Expenditure

	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	% change 2023 vs. 2022
Visitors (000)	2,421	2,916	2,571	2,848	2,792	3,471	2,977	2,691	1,831	3,303	80.4%
Expenditure (\$M)	\$362	\$384	\$351	\$343	\$419	\$560	\$496	\$401	\$250	\$754	201.4%
Spend per visitor (\$)	\$150	\$132	\$137	\$120	\$150	\$161	\$167	\$149	\$137	\$228	67.1%

### Main Purpose of Trip

	Visitors (000)										% change 2023 vs. 2022
	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	2023
Holiday	902	1,216	1,179	1,012	1,138	1,346	1,161	1,145	654	1,203	84.0%
Visiting Friends & Relatives	467	587	545	631	596	676	623	320	416	753	80.4%
Business	371	312	360	470	357	746	569	587	381	578	52.0%
Other	681	801	487	734	702	704	624	639	380	768	102.1%
Total	2,421	2,916	2,571	2,848	2,792	3,471	2,977	2,691	1,831	3,303	80.4%

### Origin

	Visitors (000)										% change 2023 vs. 2022
	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	2023
Regional NSW	2,236	2,737	2,377	2,620	2,593	3,077	2,689	2,568	1,749	3,082	76.2%
Sydney	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total Intrastate	2,314	2,823	2,473	2,740	2,664	3,249	2,898	2,624	1,792	3,197	78.4%
Total Interstate	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	n/p	-
Total	2,421	2,916	2,571	2,848	2,792	3,471	2,977	2,691	1,831	3,303	80.4%

### Age

	Visitors (000)										% change 2023 vs. 2022
	YE Jun 2014	YE Jun 2015	YE Jun 2016	YE Jun 2017	YE Jun 2018	YE Jun 2019	YE Jun 2020	YE Jun 2021	YE Jun 2022	YE Jun 2023	2023
15-29	n/p	619	475	n/p	681	741	523	409	n/p	747	-
30-39	445	n/p	n/p	n/p	n/p	n/p	613	424	n/p	408	-
40-49	608	477	445	343	n/p	505	438	373	n/p	447	-
50-59	304	575	470	634	459	695	623	497	310	589	90.1%
60-69	372	660	455	536	473	648	496	486	283	580	104.9%
70+	214	302	418	508	426	484	283	503	426	532	24.9%
Total	2,421	2,916	2,571	2,848	2,792	3,471	2,977	2,691	1,831	3,303	80.4%